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OFFICIAL WEBSITE
LAUNCH



BOTSWANA FINANCIAL INSTITUTIONS AND ALLIED WORKERS (BOFIAWU)

On the 17th May, we launched our brand-new BOFIAWU website, a dedicated platform designed to enhance communication, provide valuable resources, and support our members more effectively than ever before. The event was graced by different media houses including among others Mmegi Newspaper and Gabz FM. The primary goal of the website is to foster a stronger sense of community and ensure that every member has easy access to essential information and services. The website features a clean, user-friendly design that makes navigation intuitive and efficient. Whether you're looking for the latest BOFIAWU news, upcoming events, or specific member services, everything is just a CLICK AWAY.

We're excited to embark on this new journey of enhanced communication and member engagement. Thank you for being a part of our Union community. We look forward to connecting with you online!



Mr. Moffat Mokoko opened the event with a prayer.

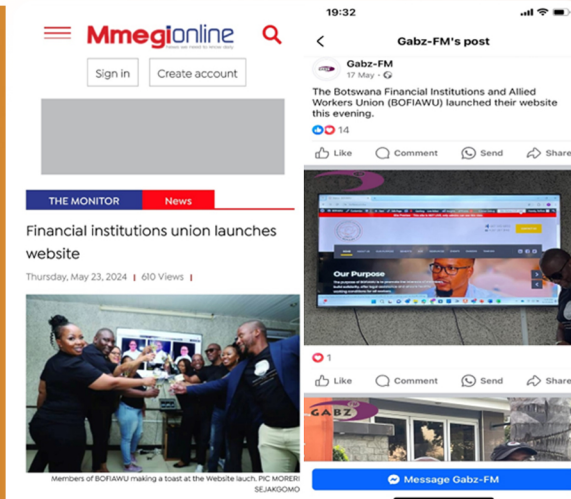
LAUNCHES WEBSITE TO STRENGTHEN COMMUNICATION WITH MEMBERS



General secretary giving opening remarks at the website launch.

The general secretary Ms. Tsidimalo Kgaswane, extended a warm welcome to the guests, members, and supporters who were present at the event to celebrate on the momentous occasion. She shared appreciation of the team for months on hard work and dedication in putting together the website. She said, "The new website represents more than just a digital platform; it symbolizes our unwavering commitment to serving our members, empowering our Union community, and advancing our shared mission and vision to become a leading financial Union incountry".

She further remarked that, the website should serve as a catalyst for positive change, and a platform for meaningful connection.



Content captured by media houses present at the event.



Some of the National executive team present at the website launch event, from left to right, Mr. Onlametse Molome, Ms. Desma Peel, Ms. Tsidimalo Kgaswane and Mr. Mills Tihoro.



CHAIRPERSON'S REMARKS

Speaking at the event, the Union chairperson Mr Mills Thoro shared these remarks "I am delighted to welcome you all to this momentous occasion as we gather to celebrate the launch of our brand-new website. Today marks a significant milestone for our Union as we take another step forward in our journey to improve the way we do things, empower, and strengthen our communication with our members. Our new website is more than just a digital platform; it is a gateway to enhanced communication, collaboration, and engagement for all our members. With its user-friendly interface and comprehensive features, the website is designed to serve as a dynamic hub where members can connect, access resources, and stay informed about Union news and events.

In today's fast-paced world, where digital connectivity plays an increasingly crucial role, it is essential for us to have a robust online presence that reflects our commitment to serving our members and advancing our mission. Our new website embodies this commitment, providing a space where members can interact, share ideas, and support one another in their professional and advocacy endeavors. One of the key features of our website is the benefits portal, which offers a wide range of benefits for our members and potential new members to access content that is beneficial to their work life. This portal will serve as a virtual meeting place where members from different financial sectors and districts can come together to learn about our services and how they can benefit them. This is a place where the Union will ensure strengthened collective voice for its members.

WEBSITE LAUNCH TO STRENGTHEN COMMUNICATION WITH MEMBERS



Chairperson Mr. Mills Thoro giving keynote address at the website launch.

Additionally, our website will serve as a repository of valuable resources, including guides, toolkits, and educational materials, to support our members in their professional development and advocacy efforts. Whether you're seeking information on industry trends, legislative updates, or skill-building opportunities, you'll find a wealth of resources at your fingertips. Furthermore, our website will keep members updated on upcoming events, workshops, and meetings organized by the Union. This will ensure that members remain informed and never miss out on important opportunity to learn about the activities that the Union is conducting and contribute to our collective goals.

As we launch our new website today, let us reaffirm our commitment to serving our members with excellence, integrity, and inclusivity. Let us embrace this digital platform as a tool to strengthen our communication and transparency, amplify our collective voice, and drive positive change within our industry and beyond. #A NEW DAWN.

I would like to express my sincere gratitude to everyone who has contributed to the development and launch of our new website, from our dedicated staff, the NEC to our consultant, your hard work, creativity, and commitment have made this day possible, and I am truly grateful for your contributions. In closing, I invite all our members to explore our new website, engage with its features, and take full advantage of the resources and opportunities it offers. Together, let us harness the power of technology to build a stronger, more connected Union that empowers and uplifts every member of our community"

He added that this has been a longtime coming, as he recalls during 2021 lockdown when banks wanted to engage in negotiations, there was no platform to engage on, however the Union is committed to ensure that they adapt technology to and improve the way they do business. Mr Thoro called on all members to embrace the new technological changes as a way to enhance transparency and drive positive change.

ADDITIONAL MOMENTS CAPTURED DURING THE CELEBRATION OF THIS BIG MILESTONE (WEBSITE LAUNCH)



Mr. Order Mafoko, gave vote of thanks and encouraged the Union to utilize the website and ensure constant updates for full utilization.



BOFIAWU NEC and Staff logging into the new website for the first time.



Other comrades present at the event.



General secretary from Botswana federation of trade unions Mr. Tshepiso Mberiki also graced the event.



Comrades paying attention to the live demonstrations during the website launch.

