



# Strategic Plan

2025-2027

Unite.  
Transform.  
Inspire.



# Architects Association of Botswana

## Executive Committee 2025-2027



**Thandeka Palai**

*President*

Advocacy and Professional Practice



**Edward Mazhani**

*Vice-President*  
Governance



**Lesego D. Rankwaila**

*Treasurer*

Finance and Fundraising



**Sebage Angela**

*Secretary*



**Moemedi Gabana**

*Immediate Outgoing President*



**Batululi Gabosekegwe**

*Add-Member*

Engagement and  
Collaboration



**Leo Senna**

*Add-Member*

Communication and  
Publicity



**Kagiso Jobe**

*Add-Member*

Education and Professional  
Growth

# Strategic Objective

To rebrand, revitalize, and reposition the architectural profession in Botswana by establishing AAB as a respected, inclusive, and future-ready institution.



01

## Rebrand & Revitalize the AAB

**Boost AAB's public image and visibility.**

- Strengthen identity and digital presence
- Promote thought leadership
- Encourage member engagement

By 2028:

+50% digital engagement, stronger brand recognition, active membership

02

## Inspire & Collaborate

**Build a connected and creative architectural community.**

- Annual Design Festival
- Student competitions & Think Tanks
- Cross-industry events

By 2028:

70% member participation, stronger knowledge-sharing culture

03

## Education & Growth

**Support continuous learning and career development.**

- Launch Learning Hub
- Mentorship with ARC
- University partnerships

By 2028:

70% CPD participation, 30+ mentorship pairs

04

## Inclusive Architecture

**Advance equity and professional access.**

- Women in Architecture Botswana (WAB)
- Student & Emerging Architects support
- Engage technologists & draughtspersons

By 2028:

Greater diversity and professional inclusion

05

## Digital & Global Shift

- **Embed digital tools and global relevance.**
- Boost digital footprint
- Support global representation
- Issue digital certificates

By 2028:

Botswana architects active globally, improved digital systems

06

## Good Governance

**Strengthen AAB's structure and transparency.**

- Independent secretariat
- Constitution revision
- Transparent reporting

By 2028:

Trusted, democratic, and resilient institution



# Implementation Timeline & Monitoring



2025

Establishment of Think tanks and publishing of papers and articles



2026

AAB Design Festival, Digital Learning Hub, regional outreach begins.



2027

International partnerships, national mentorship program, 50% CPD reach.

## Success Indicators

- Active community and event participation.
- Membership growth and satisfaction.
- Institutional credibility and public trust.
- International visibility of Botswana architects.
- Effective learning and mentorship frameworks.

