BOTSWANA TENNIS ASSOCIATION

Digital BTA

A project proposal for the ITF Digitalization Grant Programme

17th July 2020, Gaborone

Botswana

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Executive Summary

The digital grant will transform the management of Botswana Tennis Association from manual to a digital platform. The management of tournaments will be done online including draws, order of play and rankings. This will increase participation nation wide. Our coaches data will be available on this platform making it easy to regulate our coaches. We will really benefit from this move to digital platform and ITF can easily tap on to our information online. Evaluation of all our programs will be easier, including wheelchair tennis, JTI and junior tournaments.

Gaborone 17th July 2020   Oaitse Thipe
                                 President, Botswana Tennis Association
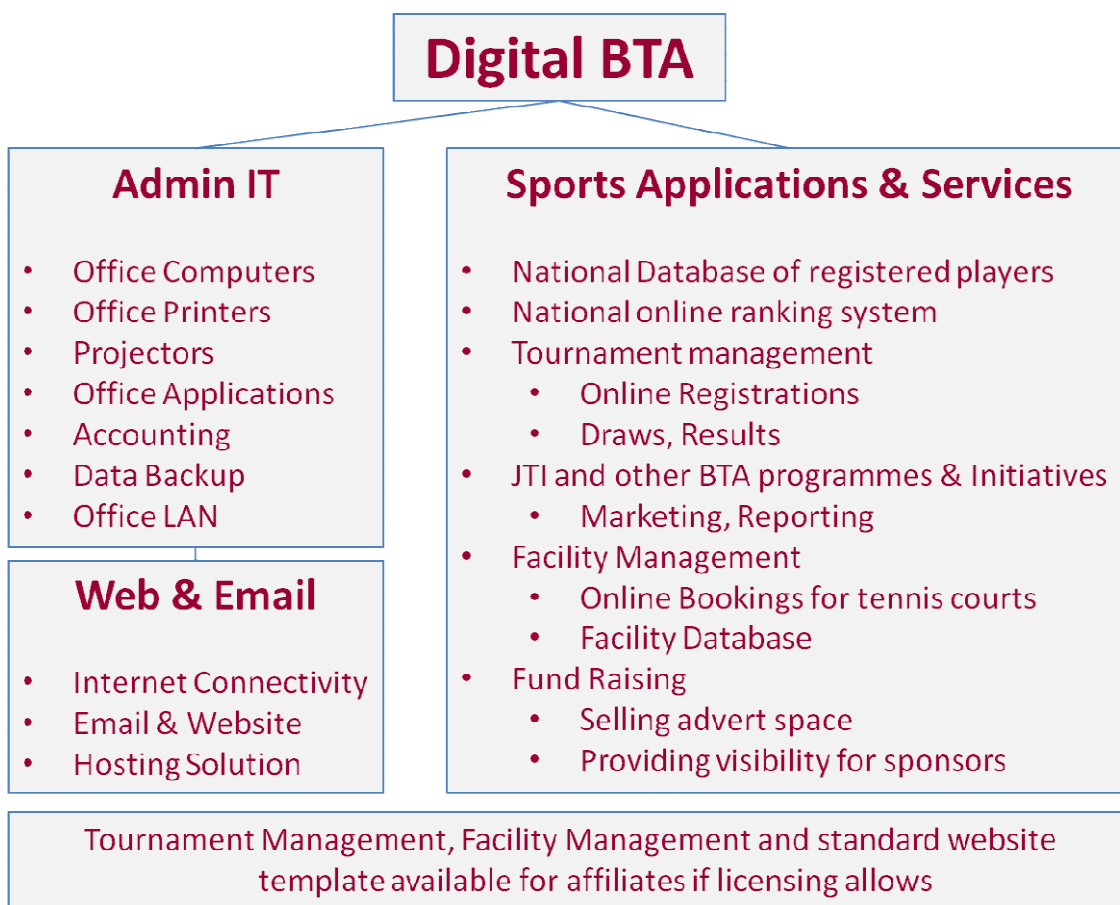
Eligibility and Compliance

Eligibility Criteria	Statement
Botswana Tennis Association is in good standing with ITF. We are current with our payments and have attended the AGM.	Eligible
We have and will actively participate in ITF's initiatives.	Eligible
We support ITF 2024 long term plan for sustainable growth of the sport.	Eligible
Compliance Criteria (Conditions to be met by the project)	**Statement**
This project is a high priority project for Botswana Tennis Association and a crucial part of the appropriate national digital infrastructure.	Comply
The chosen application for member database will support the integration of data with the ITF World Tennis Number	Comply
Chosen applications will support TODS where applicable	Comply
Full ownership and rights to the data will reside exclusively with BTA	Comply
No employment costs included in our project.	Comply
Sustainability and continuity are key criteria when evaluating service/application providers.	Comply
BTA will provide additional funding required for the project	Comply
No retrospective funding, the project is new	Comply
Tenderer is Eligible and Fully Compliant	**YES**

Project Overview

Botswana Tennis Association has during the past years put a lot of emphasis and effort on supporting advanced players with coaching and assisting them to participate in international tournaments as well as organizing tournaments in Botswana.

In addition to this we are implementing a JTI-programme to bring in young players. During the recent strategy sessions we have realized that indeed, if we want to produce international players in the future, the key is to increase the volumes on grass roots level. The ITF-funded JTI-rpogramme plays a key role in this and therefore we have sharpened the concept (see Annex 1 for a draft JTI concept) to be more clear for ourselves and stakeholders for easier marketing especially towards the schools which the main target group.

Digital BTA

Admin IT

- Office Computers
- Office Printers
- Projectors
- Office Applications
- Accounting
- Data Backup
- Office LAN

Web & Email

- Internet Connectivity
- Email & Website
- Hosting Solution

Sports Applications & Services

- National Database of registered players
- National online ranking system
- Tournament management
    - Online Registrations
    - Draws, Results
- JTI and other BTA programmes & Initiatives
    - Marketing, Reporting
- Facility Management
    - Online Bookings for tennis courts
    - Facility Database
- Fund Raising
    - Selling advert space
    - Providing visibility for sponsors

Tournament Management, Facility Management and standard website template available for affiliates if licensing allows

Picture 1 Digital BTA Framework

In all this awareness raising and marketing are central success factors as tennis is competing with numerous other sports and activities nowadays. So far the marketing has been less systematic and based on physical meetings, brochures, flyers and email attachments. Tournament management and registrations have been more or less manual based on email, fax and hard copies of

registration sheets. Systematically updated national rankings and/or a centralized data base of registered players do not exist.

To change the status quo we have come up with a project Digital BTA, which will:

- Introduce BTA in the www-world through an interactive website. This will enable
    - Recognizable domain and email-addresses (www.bta.org.bw)
    - Efficient awareness raising of BTA and tennis as a sport
    - BTA affiliates and their services
    - Opportunities (grants, training, scholarships etc) offered by domestic stakeholders (MYSC, BNSC, BNOC)
    - Opportunities (grants, training, scholarships etc) and resources (training materials etc) offered by ITF
    - Efficient marketing of BTA programmes
- Modernize the management of BTA tournaments by implementing tournament management systems which allows
    - Setting up a tournament with multiple events, courts and dates
    - Entering players manually or through online registration
    - Seed players and create draws
    - Schedule matches, process scores
    - Print various reports
    - Publish tournament in the Internet
- An online system to calculate and display and maintain national rankings
    - Ranking calculations based on programmed rules and point tables
    - Tournament results can be imported to the ranking system
- Maintain database to manage players/members and clubs
- Modern office IT-infrastructure
    - Electronic archives
    - Faster and more reliable communication and data processing
    - Automatic user data backups
    - Better data security
    - Support for virtual meetings as our NEC is spread all over the country
    - Modern platforms to run sports applications

This digital platform will be based on worldwide technology standards and widely used solutions and is therefore open for any future developments and modernizations.

Key part of it is to move our tournament management on a digital platform. This will increase the efficiency and transparency of all processes in tournament management and enable us to market them more efficiently domestically and internationally.

Last but not least it will improve the efficiency and productivity of the administration of the Botswana Tennis Association in the same manner it has done in the business world and public sector for tenths of years already.