

Creating a money smart South Africa.

# QUICK GUIDE TO PARTICIPATING IN MSWSA



## ABOUT MSWSA

**Money Smart Week South Africa (MSWSA)** is a national campaign that promotes financial literacy through coordinated public and private sector initiatives. It empowers consumers while enabling financial institutions to earn B-BBEE points through the Consumer Education element (FS500) of the Financial Sector Code.

## OBJECTIVES OF MSWSA

The **MSWSA campaign** aims to:

- Increase public awareness about **accessible and available financial education**.
- Provide a national collaborative platform to **promote financial education and reliable guidance** from qualified institutions and individuals.
- **Promote nation-building through inclusive dissemination of financial education** by public, private and community participants to consumers nationwide.



## PARTICIPATION ELIGIBILITY

Participation is open to a **range of stakeholders**, including:

- Financial education providers (institutions, NGOs, content creators)
- Employers and HR teams
- Government, regulators, academia, media, and community groups



**national treasury**

Department:  
National Treasury  
REPUBLIC OF SOUTH AFRICA



**FSCA**

Financial Sector  
Conduct Authority



# HOW TO PARTICIPATE?

Participants are encouraged to host their **own financial education activities** during the week, including:



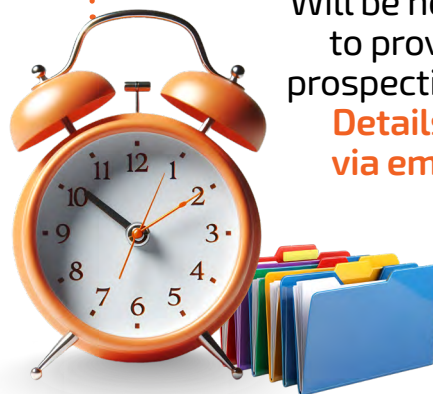
- In-person workshops and presentations.
- Community activations and exhibitions.
- Webinars and digital content.
- Broadcast and social media campaigns.
- Workplace financial wellness sessions.
- Sales pitches and commercial marketing are strictly prohibited.
- All events must be free to attend.
- All proposed initiatives will be reviewed by the MSWSA Steering Committee prior to approval.
- Activities must be educational in nature.

You can express interest now via [info@mswsa.co.za](mailto:info@mswsa.co.za). Please visit the MSWSA website for the [MSWSA Participation Guideline](#) and to stay updated on the application timeframe/period.



## PARTICIPATE AS A SPONSOR

Participants who wish to support the campaign through **financial or non-financial contributions** including venue provision, media buying support, and promotional merchandise are welcome. For enquiries regarding sponsorship opportunities, please reach out to us at [info@mswsa.co.za](mailto:info@mswsa.co.za).



## VIRTUAL INFO SESSIONS

Will be held occasionally to provide guidance to prospective participants. **Details will be shared via email and MSWSA channels.**

More information on MSWSA 2025 can be found on the following platforms

-  [info@mswsa.co.za](mailto:info@mswsa.co.za)  [@MSW\\_SA](https://twitter.com/MSW_SA)  Money Smart Week South Africa  
 Money Smart Week South Africa  [@money\\_smart\\_week\\_sa](https://www.instagram.com/money_smart_week_sa)  Money Smart Week South Africa

*Join the movement. Empower communities. Inspire change.*

**#MSWSA2025 / #JoinTheMSWSAMovement / #FinancialEducationMatters**

