



Financial Sector
Conduct Authority

Consumer Education Department

**3 Year Financial Education Plan
2025-2028**

FSCA THREE-YEAR ROLLING FINANCIAL EDUCATION PLAN

2025-2028

Background and Introduction

Under section 57 of the FSR Act, The FSCA is mandated to provide financial customers and potential financial customers with financial education programmes and promote financial literacy and the ability of existing and potential customers to make sound financial decisions. We use various innovative methodologies to engage consumers and started a greater collaboration process with various stakeholders within the National Financial Consumer Education Committee, as well as Financial Institutions. Such collaboration activities significantly increased our reach during 2023/24.

The collaboration activities included partnering on social media, as well as traditional media like radio, television, and print campaigns. Information on these activities is available on the FSCA's dedicated consumer website at www.fscamymoney.co.za, as well as on the Money Smart Week South Africa (www.mswsa.co.za) and the National Financial Literacy Speech Competition (www.fscaspeechcomp.co.za) websites.

FSCA's strategic objectives and intended outcomes, 2021-2025

The FSCA's Financial Education Plan (FEP) for the 2025/26 financial year is informed by its five-year Strategic Plan. The FEP will be reviewed and updated annually in line with the organisation's strategic and operational developments.

Strategic Objective		Intended Outcomes
1.	Improve industry practices to achieve fair outcomes for financial customers	<ul style="list-style-type: none">• Good conduct and Treating Customers Fairly (TCF) principles embedded consistently across the financial sector• Conduct risks mitigated
2.	Act against misconduct to support confidence and integrity in the financial sector	<ul style="list-style-type: none">• Trust in the financial sector maintained
3.	Promote the development of an innovative, inclusive, and sustainable financial system	<ul style="list-style-type: none">• Transformation in the financial sector supported• Financial inclusion of low-income households and small businesses deepened• Greater competition and contestability in the financial system enabled• Sustainable finance and investment in the financial sector fostered
4.	Empower households and small businesses to be financially resilient	<ul style="list-style-type: none">• Financial customers able to make better and more informed financial decisions
5.	Accelerate the transformation of the FSCA into a socially responsible, efficient, and responsive organization	<ul style="list-style-type: none">• Operational excellence embedded across all functions of the FSCA• FSCA is recognised and trusted by financial institutions, financial customers, financial sector ombuds and other financial sector regulators in South Africa and internationally

The FSCA is publishing its FEP to better fulfill its strategic goals of increasing the reach and quality of financial education in South Africa through coordination amongst stakeholders and thought leadership, promoted through transparency of its planned financial education activities. This FEP will also be presented for discussion at the National Consumer Financial Education Forum chaired by the National Treasury.

Consumer financial education priorities and outcomes

The table below outlines the FSCA's Consumer Education Departments' (CED) priorities and outcomes for the next three years.

Priorities		Outcomes
1.	Shifting the focus of financial education activities towards digital financial literacy, to provide consumers with the understanding of, and access to, increasingly sophisticated financial technology (fintech) products and services, while still using traditional media to reach lower income groups and people in rural areas.	<ul style="list-style-type: none"> • Harnessing digital and innovative technologies to boost financial inclusion and wellbeing. • Bespoke and sustainable projects such as the National Speech Competition and Money Smart Week South Africa (MSWSA). • Responding to gaps in current consumer education activities for vulnerable and high. impact groups, like students, SMMEs and grant beneficiaries.
2.	Embedding the consumer perspective across FSCA operations and integrating consumer education within regulation and supervisory functions.	<ul style="list-style-type: none"> • Increased FSCA visibility and understanding of its functions through its consumer education and awareness activities.
3.	Be a thought leader and collaboration partner in respect of financial literacy, financial capability and consumer education and awareness.	<ul style="list-style-type: none"> • International association membership presentations, information sharing and inputs into frameworks from an SA perspective. (OECD/INFE/GMW/WIW)
4.	Use of behavioural economics principles and acquiring of data on consumer behaviour to direct consumer messaging to reach the most vulnerable and to increase financial capability and financial resilience of consumers.	<ul style="list-style-type: none"> • Research/Monitoring and Evaluation reports and case studies.

The FSCA's campaigns for empowerment of households and small businesses are outlined in the table below. The campaign activities show the integration of the FSCA's strategic objectives, intended outcomes and priorities with financial education activities.

The Financial Education Plan

This FEP of the FSCA is for the period 1 April 2025 to 31 March 2028.

While all effort will be made to roll out these activities as identified, certain campaigns and interventions may be replaced by more urgent activities, subject to reprioritisation of resources. This is to promote an agile FSCA responsive to rapidly changing market and environmental dynamics.¹

FSCA Intended outcome	FEP output indicator	Planned activities	Planned activities	Planned activities
		2025/26	2026/27	2026/28
Conduct risks mitigated	Campaigns responding to conduct risks	2 campaigns conducted by 31 March 2026: <ul style="list-style-type: none"> Scams including Fraud Inter-regulatory funeral insurance project 	2 campaigns conducted by 31 March 2027: <ul style="list-style-type: none"> Scams including Fraud Are you Digital Banking Ready? (Intro to digital banking) 	2 campaigns conducted by 31 March 2028: <ul style="list-style-type: none"> Scams including Fraud Unclaimed benefits/Illegal Tracers – Keeping records safe and sound
Trust in the financial sector maintained	Campaigns to build trust in the financial sector	1 campaign conducted by 31 March 2026: <ul style="list-style-type: none"> Digital Payments (SARB & FSCA) 	1 campaign conducted by 31 March 2027: <ul style="list-style-type: none"> Digital Payments (SARB & FSCA) – Focus: Woman COFI – What Consumers should know? (Market Conduct Committee, process) 	1 campaign conducted by 31 March 2028: <ul style="list-style-type: none"> Tbc (Digital banking, online payments, digital money transfers like Geo transfers/ virtual wallets/web3 banking etc.)
Financial inclusion of low-income households and small businesses deepened	Campaigns in support of targeted groups	3 campaigns conducted by 31 March 2026: <ul style="list-style-type: none"> Tertiary education students People with disabilities Financial literacy for youth 	2 campaigns conducted by 31 March 2027: <ul style="list-style-type: none"> Tertiary education students (Uni + Uni of Tech) People with disabilities <ul style="list-style-type: none"> Pilot for physically disabled Full project on deaf and hard of hearing + Blind and partially sighted Elderly/Pensioners/people close to pension (Banking+ Fraud+Financial Advice) Financial literacy for youth 	2 campaigns conducted by 31 March 2028: <ul style="list-style-type: none"> Tertiary education students (Uni + Uni of Tech + TVET) People with disabilities <ul style="list-style-type: none"> Full project for physically disabled Full project on deaf and hard of hearing + Blind and partially sighted Elderly/Pensioners/people close to pension (Banking+Fraud+Financial Advice) Financial literacy for youth

FSCA Intended outcome	FEP output indicator	Planned activities	Planned activities	Planned activities
		2025/26	2026/27	2026/28
		4 outreach campaigns (mobile unit) by 31 March 2026: <ul style="list-style-type: none"> • Tribal Authorities and former mineworkers Unclaimed Pension Benefits campaign • Outreach campaign for elderly • Outreach Campaign for rural municipalities • Outreach campaign for educators/civil servants 	4 outreach campaigns (mobile unit) by 31 March 2027: <ul style="list-style-type: none"> • Tribal Authorities and former mineworkers Unclaimed Pension Benefits campaign • Outreach campaign for people living with disability • Outreach Campaign for rural municipalities • Outreach campaign for educators 	4 outreach campaigns (mobile unit) by 31 March 2028: <ul style="list-style-type: none"> • Tribal Authorities and former mineworkers Unclaimed Pension Benefits campaign • Outreach campaign for people living with disability • Outreach Campaign for rural municipalities • Outreach campaign for educators
		1 National Financial Literacy Speech Competition by 31 December 2025	1 National Financial Literacy Speech Competition by 31 December 2026	1 National Financial Literacy Speech Competition by 31 December 2027
		1 FSCA and Gauteng Department of Education Grade R Financial Literacy Speech Festival by 31 December 2025	1 FSCA (+3 provinces) and GP/NW/KZN Department of Education Grade R Financial Literacy Speech Festival by 31 December 2026	1 FSCA (+6 provinces) and GP/NW/KZN/LP/WC/FS Department of Education Grade R Financial Literacy Speech Festival by 31 December 2027
Sustainable finance and investment in the financial sector fostered	Campaigns promoting and supporting sustainable finance and investor education	1 investor education campaign by 31 March 2026	1 investor education campaign by 31 March 2027	1 investor education campaign by 31 March 2028
		1 sustainability finance and ECG products awareness campaign by 31 March 2026	1 sustainability finance and ECG products awareness campaign by 31 March 2027	1 sustainability finance and ECG products awareness campaign by 31 March 2028

FSCA Intended outcome	FEP output indicator	Planned activities	Planned activities	Planned activities
		2025/26	2026/27	2026/28
Financial customers able to make better and more informed financial decisions	Campaigns to improve financial resilience	1 FSCA MSWSA Radio campaign by 31 December 2026 - Savings and wealth creation	1 FSCA MSWSA Radio campaign by 31 December 2027	1 FSCA MSWSA Radio campaign by 31 December 2028
		2 campaigns conducted by 31 March 2026: <ul style="list-style-type: none"> • Money management and Debt Counselling • Retirement fund "Know your rights campaign", including two-pot system 	3 campaigns conducted by 31 March 2027, tbc. <ul style="list-style-type: none"> • Debt management, including Debt Counselling • Retirement fund "Know your rights campaign", including two pot system • Savings and wealth creation campaign 	3 campaigns conducted by 31 March 2027, tbc. <ul style="list-style-type: none"> • Debt management, including Debt Counselling • Retirement fund "Know your rights campaign", including two pot system • Savings and wealth creation campaign
		1 interactive comparison tool by 31 March 2026	1 review, maintenance and update of website comparison tool by 31 March 2027	1 review, maintenance and update of website comparison tool by 31 March 2027
		1 develop a framework and two modules for an e-learning platform by 31 March 2026.	1 E-learning platform developed tested and deployed and monitor usage by 31 March 2027.	1 Add three modules to e-learning platform and monitor usage by 31 March 2028
FSCA is recognised and trusted by financial institutions, financial customers, financial sector ombuds and other financial sector regulators in South Africa and internationally	Collaboration and partnership projects implemented	5 collaboration and partnership projects by 31 March 2026: <ul style="list-style-type: none"> • Maintaining 2 partnerships • New partnership with financial institution/relevant stakeholder • EPWP Partnership • Provincial Consumer Affairs Offices capacitation (Phase 2) 	6 collaboration and partnership projects by 31 March 2026: <ul style="list-style-type: none"> • Maintaining 3 partnerships (Discovery & Start the Conversation & 25/26 New partnership) • New partnership with financial institution/relevant stakeholder • EPWP Partnership • Monitor/site visits of Provincial Consumer Affairs Offices capacitation • Natal Joint Municipality Pension Fund 	7 collaboration and partnership projects by 31 March 2027: <ul style="list-style-type: none"> • Maintaining 4 partnerships • 2 New partnerships with financial institution/relevant stakeholder • EPWP Partnership • Monitor/site visits of Provincial Consumer Affairs Offices capacitation • Natal Joint Municipality Pension Fund

FSCA Intended outcome	FEP output indicator	Planned activities	Planned activities	Planned activities
		2025/26	2026/27	2026/28
		1 Money Smart Week implemented in collaboration with the National Consumer Financial Education Committee by 31 March 2026	1 Money Smart Week implemented in collaboration with the National Consumer Financial Education Committee by 31 March 2027	1 Money Smart Week implemented in collaboration with the National Consumer Financial Education Committee by 31 March 2028
		1 Final FE Charter and signing ceremony seminar/webinar by 31 March 2026.	1 FE Charter with +10 signatories and signing ceremony seminar/webinar by 31 March 2027.	1 FE Charter with +15 signatories and signing ceremony seminar/webinar by 31 March 2028.
	Financial literacy studies conducted	Follow up on recommendations of the 2025/26 Financial Speech Comp Longitudinal Study Report. • Year 1 of 3-year Impact study - 1 Interim report (Follow control group (20 participants) through the year to determine impact-year 1) Purpose: Assess impact over 1, year, 2 years and 3 years.	• Year 2 of 3-year Impact study 1 interim report (Follow control group (20 participants) through the year to determine impact-year 2)	• Year 3 of 3-year Impact study 1 Final report (Follow control group (20 participants) through the year to determine impact-year 3)
		Follow up on 2020 SASAS Baseline Study by 31 March 2026		Follow up on 2025 SASAS Baseline Study by 31 March 2028
		1 tracking and usage report of SMME App conducted by 31 March 2026 - Maintenance	1 review of SMME App conducted by 31 March 2027 for update and maintenance	1 report on updates implemented on by 31 March 2028
		1 interim report on CFE Content Research Development Project (Methodology/primary research)	1 final report on CFE Content Research Development Project (Secondary research including the development and design of content and focus group testing.)	



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