

INDUSTRIAL THEATRE AND GAME SHOW FINANCIAL EDUCATION PROGRAMME | CASE STUDY

INTRODUCTION

The Financial Sector Conduct Authority (FSCA)¹ has a mandate to provide, promote and facilitate consumer education and financial literacy within South Africa. With this objective in mind, the FSCA received funding from the Financial Services Consumer Education Foundation (hereafter 'the Foundation') in order to implement this project. The FSCA, appointed a service provider to implement 50 Industrial Theatre and Game Show roadshows in the following provinces; Mpumalanga, Free State, KwaZulu-Natal, Western Cape and Northern Cape which commenced in September 2017 and was concluded in March 2018.

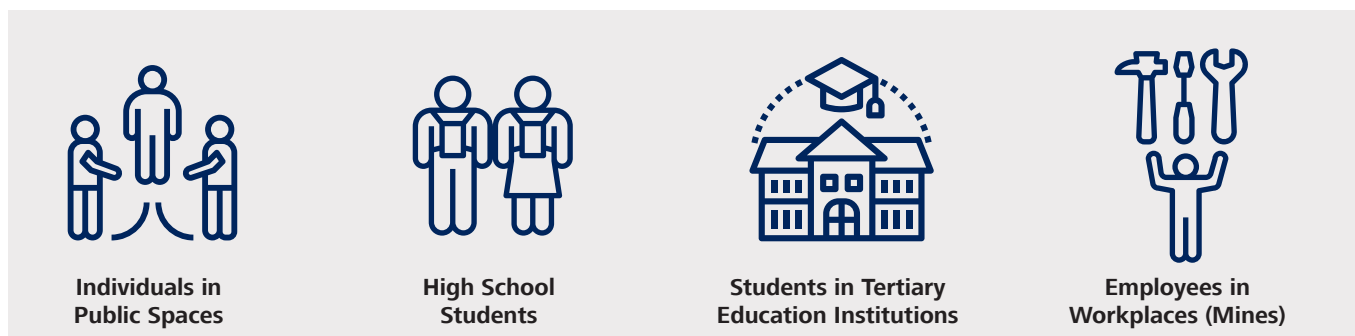
The purpose of the evaluation conducted by Genesis Analytics is to assess the implementation of the programme and the degree to which it contributed to increasing the financial literacy of consumers in the provinces of implementation. The evaluation also serves to provide recommendations on how project design and implementation could be improved in future.

PROJECT OVERVIEW

The Industrial Theatre Financial Education Programme was piloted in 2015 in Gauteng, North West, Limpopo and Eastern Cape provinces. In 2017, the project was rolled out in Mpumalanga, Free State, KwaZulu-Natal, Western Cape and Northern Cape with an additional Game Show component. The intended reach of the pilot was 10,000 audience members across 50 roadshows and, as per the previous evaluation report, the pilot reached 30,000 audience members. Following the success of the pilot, the FSCA decided to continue with a full launch of the programme in Mpumalanga, Free State, KwaZulu-Natal, Northern Cape and Western Cape.

THE PROGRAMME AIMED TO TARGET YOUTH IN HIGH SCHOOLS AND TERTIARY EDUCATION FACILITIES AS WELL AS INDIVIDUALS IN PUBLIC SPACES AND WORKPLACES:

FIGURE 1: Industrial Theatre and Game Show audience groups



The Industrial Theatre Financial Education Programme made use of Edutainment as the primary mode of delivery. Edutainment refers to the combination of education and entertainment, the purpose of which is to support information dissemination with various forms of entertainment. This programme involved performances by a live band, an interactive performance on financial education and a game show². Audience members who participated in the game show were required to correctly answer the highest number of questions for a voucher worth R500.

¹ Previously known as the Financial Services Board (FSB)

² The number of game shows varied between one and three.

The performance was entitled “Save Now” and used music and dancing to complement the financial education content and maintain the audience’s attention. It was designed to inform the target audience about the difference between saving and investment, the role of the FSCA, rights and responsibilities of investors, as well as recourse mechanisms available to them when subjected to unfair business practices by Financial Service Providers (FSPs). The story is built around a set of core characters that face different financial challenges and includes both acting and singing.

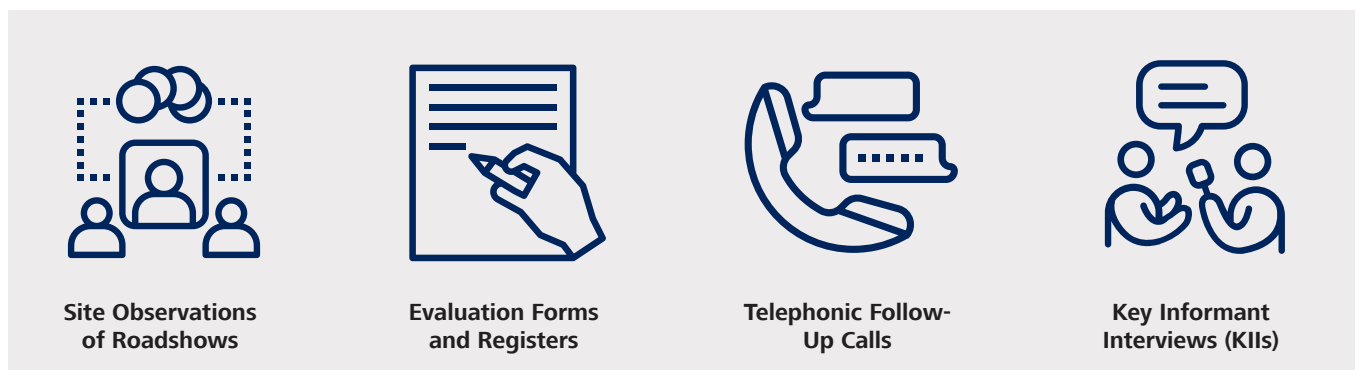
The performance explains the role of the FSCA and includes a ‘call to action’, which encourages individuals to contact the FSCA if they require assistance. At the end of the performance, five audience members are randomly selected to be part of the game show where they will stand a chance to win R500.

APPROACH TO MONITORING & EVALUATION

DATA COLLECTION PROCESS

As shown in Figure 2 below, the research methodology for conducting the Monitoring and Evaluation for the Industrial Theatre and Game Show Financial Education Programme, employed qualitative and quantitative data collection methods.

FIGURE 2: Data collection methods



The successes and lessons learned that are presented below are based on the data collected via these methods.

SUCCESSES

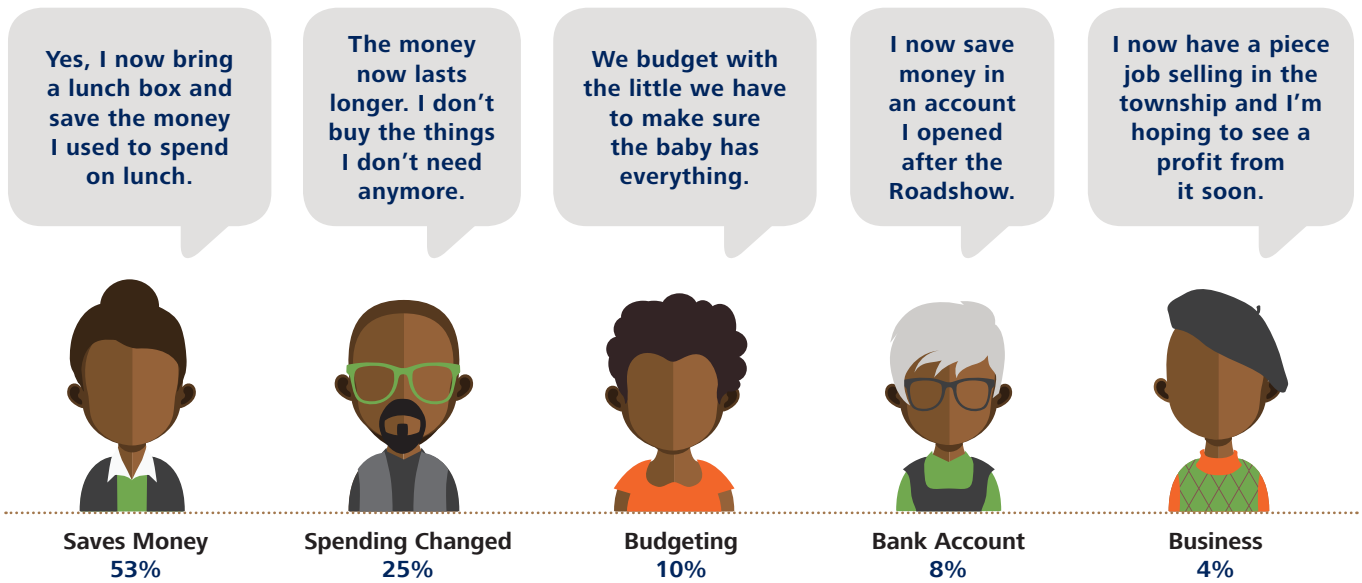
PROGRAMME LOGISTICS

- The programme was completed **within the assigned timeframe**.
- The **mode of delivery for Industrial Theatre and Game Show was an effective way of attracting audience members** and keeping them engaged and entertained while delivering important content on financial concepts.
- Stakeholders from the FSCA and the appointed service provider cited that there was regular communication and good engagement from both parties ensuring a **good working relationship**.

FROM THE BENEFICIARIES' PERSPECTIVE

- The **incentives given to audience members increased audience engagement**. The evaluation found that the vouchers and gift bags were a successful introduction to the programme.
- **85% of respondents indicated that the content was excellent**, while the remainder of respondents (15%) indicated that the content was good.
- **40% of respondents** said they remembered information about **savings and investment**.
- **When asked if they had made any different financial decisions, 65% of respondents selected 'yes'**. Respondents reported they had made changes that related to saving, changing their spending habits, budgeting, opening a bank account and starting a small business.

FIGURE 3: Financial changes made by respondents



LESSONS LEARNT

PROGRAMME LOGISTICS

- The aim of the registers was to capture the reach of the programme. However, the completion of registers wasn't compulsory and audience members were wary of providing their personal details. As a result, **the registers do not capture the total number of audience members across the roadshows.**
- The appointed service provider's production team experienced **difficulties with venue confirmations which resulted in the cancelation of events at the last minute.**
- The roadshows weren't well marketed. While there was some promotion of the roadshows before the time – including radio interviews, challenges with securing venues and time constraints limited the appointed service provider's capacity to market the roadshows effectively in the specific communities.
- **Stall exhibitions did not materialise as anticipated.** Government and consumer protection agencies were expected to provide post-intervention support to consumers by exhibiting at every roadshow but their engagements were limited.
- **Delays at the roadshows had a knock-on effect on subsequent roadshows.** Delays were caused by adverse weather conditions, longer than expected set-up time and low initial audience numbers. When there were delays, this would have a knock-on effect on the other roadshows that were scheduled for the same day and as a result, there were often fewer game shows than expected.



FROM THE BENEFICIARIES' PERSPECTIVE

- Respondents indicated that their major financial challenges included insufficient income to cover their expenses as well as an inability to budget and save. **Irresponsible spending and debt were also challenges that were faced by audience members.**
- **Industrial Theatre and Game Show is a once-off intervention that addresses the financial needs of audience members in an engaging and interactive way.** However, knowledge retention by audience members may be limited due to the fact that it is a once-off intervention with no complementary, follow-up interventions.
- In some venues, **the success of the performances was diluted by the poor sound quality.** The words spoken by the cast were not audible and as such, the delivery of the messages to audience members was diluted.
- While the languages had been broadly adjusted by province, there were some cases where **the language used did not suit the audience.**

The roadshow served its purpose. It created awareness but what we need now is in-depth one-on-one sessions or workshops on money management.

Follow-Up Call
Male, 30-45 years, Western Cape



More content must be in IsiNdebele.

Follow-Up Call
Male, 30-45 years, Mpumalanga



GOING FORWARD

PROGRAMME LOGISTICS

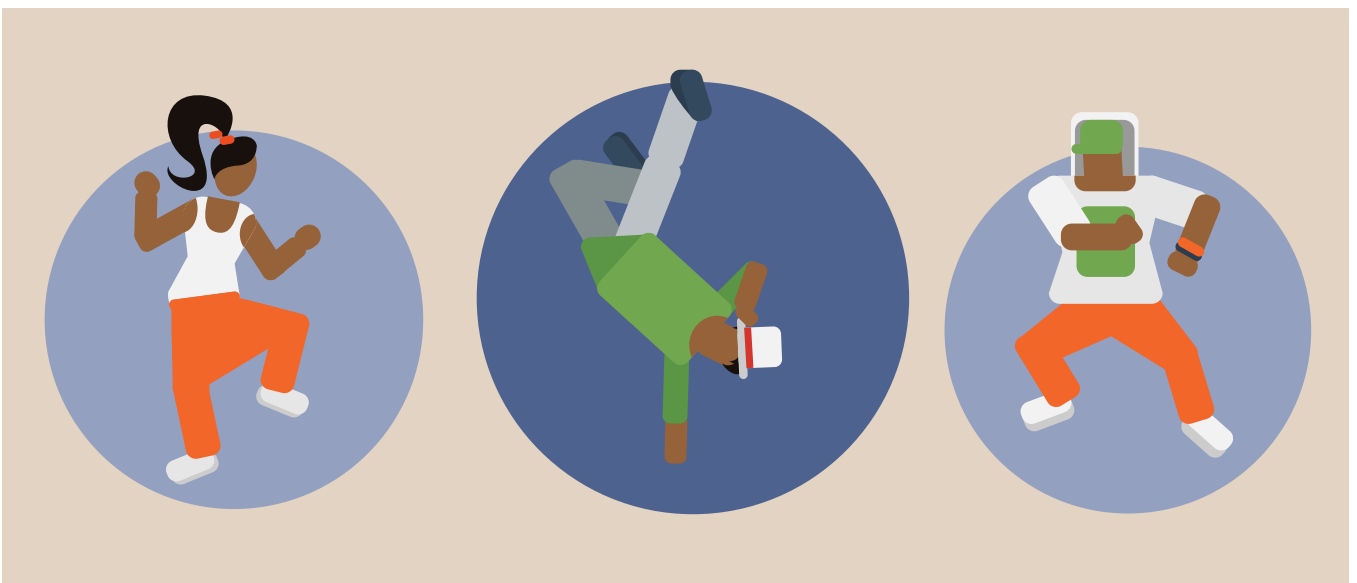
- Whilst the vouchers worked well for keeping the audience members engaged, **it may be more effective if there are a wider range of vouchers to ensure they are relevant to all participants thus incentivising more participation.**
- In order to ensure audience members complete registers, **the FSCA may want to consider employing an enumerator or fieldworker or renting an automatic data collection system.**
- Future iterations of the programme might want to consider including an even **distribution of rural and urban sites to broaden the reach of beneficiaries.**
- The FSCA might **consider contracting a service provider that is responsible for stall exhibitions** to ensure that they take place as expected. Alternatively, the **FSCA could engage with Government and consumer protection agencies** through a Memorandum of Understanding to ensure they are fully invested and held accountable.
- Due to the logistical delays that can occur, **it would be useful if the FSCA limited the programme to only one show per day.** This will provide audience members the opportunity to ask follow-up questions and engage with the cast and crew on how to operationalise the information received from the show in their lives.
- **The language used during the roadshows should be further adjusted based on the individual sites** and not just on the province. This would help ensure that the language used in the show is applicable for the community and thus improve understanding.





CONTENT, ACHIEVEMENT OF TARGETS AND SUSTAINABILITY

- There are a number of distinct target audiences that are reached by Industrial Theatre and Game Show and these audience groups are in different stages of life and have different financial education needs. Whilst the overall message can remain the same, **it may be useful to slightly modify the content to cater for the different financial needs of various audience groups based on the site.**
- In order to maximise the reach of the programme, **the FSCA may like to consider exclusively targeting High Schools and Tertiary Education Institutions.** Alternatively, instead of focusing on once-off high reach numbers in numerous different locations, the roadshows could be conducted in fewer locations with numerous iterations covering the financial literacy topics in more depth to enhance understanding, retention and application of knowledge.
- To improve the likelihood of behaviour change, **the FSCA should consider hosting follow-up workshops with audience members to embed the learnings from Industrial Theatre.** It may also be useful to give audience members access to financial planners to assist them with their individual finances.



Prepared By