

MEDIA STATEMENT

MONEY SMART WEEK SOUTH AFRICA 2026 NATIONAL LAUNCH

The National Treasury, the Financial Sector Conduct Authority (FSCA) and the National Consumer Financial Education Committee (NCFEC), invite members of the media, stakeholders and the public to attend the national launch of Money Smart Week South Africa (MSWSA) 2026, South Africa's flagship financial literacy awareness campaign taking place from 24 to 30 August 2026.

MSWSA is a collaborative initiative of the NCFEC that brings together organisations and individuals from across government, the financial sector, academia, civil society, consumer bodies, influencers and the media to promote financial literacy and consumer awareness. Since its inception in 2018, the campaign has provided South Africans with access to free, unbiased and non-commercial financial education initiatives aimed at empowering consumers to make informed financial decisions. The 2026 campaign theme is **“Money Smart: The Power of Possible”**.

The theme highlights how financial literacy can help individuals and households unlock opportunities, improve financial wellbeing and build greater financial resilience. With stronger financial knowledge, skills and confidence, consumers are better equipped to manage their money, plan for the future, avoid financial pitfalls and achieve their personal financial goals.

The national launch event will officially commence the 2026 campaign and showcase financial literacy as a foundation for financial inclusion and consumer empowerment. It will also acknowledge contributions of participating organisations and encourage South Africans to take part in the campaign's educational activities, workshops, webinars, community activations, media campaigns, and learning opportunities.

MSWSA continues to provide a platform for collective action, enabling stakeholders from across various sectors to work together towards a more financially capable and informed society. The campaign reflects the commitment of the NCFEC and its partners to advancing financial literacy as a key enabler of positive financial outcomes for all South Africans.

Event details

Date: Tuesday, 18 August 2026

Time: 10:00 to 13:00

Virtual attendance: Microsoft Teams (registration link below)

Register [here](#) to confirm attendance

For more information about the campaign, participating organisations, planned activities or to access the application form to participate, visit: www.mswsa.co.za.

Media enquiries or requests for additional information may be directed to: info@mswsa.co.za.

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Website: www.mswsa.co.za

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Jointly issued by: National Treasury, the Financial Sector Conduct Authority (FSCA) and the National Consumer Financial Education Committee

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