

FSCA THREE-YEAR ROLLING FINANCIAL EDUCATION PLAN 2026-2029



FSCA

#FSCAFEP26



BACKGROUND AND INTRODUCTION



Under section 57 of the Financial Sector Regulation Act, 2017 (FSR Act), the FSCA is mandated to protect financial customers by providing financial customers and potential financial customers with financial education programmes and otherwise promoting 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 2025/26.

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.msww.co.za) and the National Financial Literacy Speech Competition (www.fscaspeechcomp.co.za) websites.

FSCA'S STRATEGIC OBJECTIVES AND INTENDED OUTCOMES, 2025-2028



The FSCA's Financial Education Plan (FEP) for the 2026/27 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 (focusing on on-line harm). • 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"> • Integrating research findings into project design and implementing Monitoring and Evaluation recommendations where possible.

EMERGING AND OVERARCHING RISKS



The FSCA has established a Cross Divisional Forum to identify, assess, rate and mitigate Emerging and Overarching Risks (EOR). These high level EOR risks include, but are not limited to Artificial Intelligence, Cybersecurity, Digital Fraud and Financial Scams, Global Economic Uncertainty, Unregistered Financial Services Providers, Unclaimed financial assets, etc. The FEP recognizes the impact these risks pose to consumers and that financial education is key to moving from reactive consumer protection to establishing proactive financial capability amongst consumers. Thus, the EORs were also considered when drafting the FEP.

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. Although CED also undertakes specific research that has a financial education focus, the research activities of CED are set out in the Regulatory Policy Division's Policy Development and Research Plan and are not included in the Financial Education Plan in the next section.

THE FINANCIAL EDUCATION PLAN

This FEP of the FSCA is for the period 1 April 2026 to 31 March 2029.

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.



FSCA Intended outcome	FEP output indicator	Planned activities		
		2026/27	2027/28	2028/29
Objective 1 Conduct risks mitigated	Campaigns responding to conduct risks EOR <ul style="list-style-type: none"> Digital Fraud and Scams Unregistered insurance business in the funeral parlour industry 	2 campaigns conducted by 31 March 2027: <ul style="list-style-type: none"> National Banking Fraud, Scams and on-line harm Inter-regulatory funeral insurance project 	1 campaign conducted by 31 March 2028: <ul style="list-style-type: none"> National Banking Fraud, Scams and on-line harm 	1 campaign conducted by 31 March 2029: <ul style="list-style-type: none"> Cross-cutting Scams and Fraud
Objective 2 Trust in the financial sector maintained	Campaigns to build trust in the financial sector EOR <ul style="list-style-type: none"> Digital Fraud and Scams Cyber Crime Harmful trading platforms 	1 campaign conducted by 31 March 2027: <ul style="list-style-type: none"> Digital Payments (SARB & FSCA) 	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.) 	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.)
Objective 3 Financial inclusion of low-income households and small businesses deepened	Campaigns in support of targeted groups EOR <ul style="list-style-type: none"> Cyber Crime Harmful trading platforms 	4 campaigns conducted by 31 March 2027: <ul style="list-style-type: none"> Tertiary education students People with disabilities <ul style="list-style-type: none"> Full project on deaf and hard of hearing Blind and partially sighted (Tracking study) Financial literacy for youth (NEET) 	3 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 (+ Tracking study) + Blind and partially sighted Financial literacy for youth 	2 campaigns conducted by 31 March 2029: <ul style="list-style-type: none"> Tertiary education students (Uni + Uni of Tech + TVET) Financial literacy for youth

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Objective 3 Financial inclusion of low-income households and small businesses deepened	Campaigns in support of targeted groups EOR <ul style="list-style-type: none"> Cyber Crime Harmful trading platforms 	CONTINUED FROM PREVIOUS PAGE		
		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/elderly people Outreach Campaign for rural municipalities Outreach campaign for educators/civil servants 	4 outreach campaigns (mobile unit) by 31 March 2028: (Target TBC) <ul style="list-style-type: none"> Tribal Authorities and former mineworkers Unclaimed Pension Benefits campaign Outreach campaign for people living with disabilities Outreach Campaign for rural municipalities Outreach campaign for educators 	4 outreach campaigns (mobile unit) by 31 March 2029: (Target TBC) <ul style="list-style-type: none"> Tribal Authorities and former mineworkers Unclaimed Pension Benefits campaign Outreach campaign for people living with disabilities Outreach Campaign for rural municipalities Outreach campaign for educators
		1 National Financial Literacy Speech Competition by 31 December 2026	1 National Financial Literacy Speech Competition by 31 December 2027	1 National Financial Literacy Speech Competition by 31 December 2029
		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	1 FSCA (9 provinces) and GP/NW/KZN/LP/WC/FS Department of Education Grade R Financial Literacy Speech Festival by 31 December 2028
Objective 3 Sustainable finance and investment in the financial sector fostered	Campaigns promoting and supporting sustainable finance and investor education EOR <ul style="list-style-type: none"> Accurate information Digital fraud and Scams 	1 Investor education campaign, focusing on World Investor Week, by 31 March 2027	1 Investor education campaign, focusing on World Investor Week, by 31 March 2029	1 Investor education campaign, focusing on World Investor Week, by 31 March 2029
Objective 4 Financial customers able to make better and more informed financial decisions	Campaigns to improve financial resilience EOR <ul style="list-style-type: none"> Retirement fund members have reduced benefits and investment returns 	1 FSCA MSWSA Radio campaign by 31 December 2027	1 FSCA MSWSA Radio campaign by 31 December 2028	1 FSCA MSWSA Radio campaign by 31 December 2028
		2 campaigns conducted by 31 March 2027: <ul style="list-style-type: none"> Debt management, including Debt Counselling Retirement fund "Know your rights campaign", including two pot system 	3 campaigns conducted by 31 March 2028, tbc. <ul style="list-style-type: none"> Debt management, including Debt Counselling 	3 campaigns conducted by 31 March 2029, tbc. <ul style="list-style-type: none"> Debt management, including Debt Counselling

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FSCA Intended outcome	FEP output indicator	Planned activities	Planned activities	Planned activities
		2026/27	2027/28	2028/29
		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	Additional modules as required dependent on usage report by 31 March 2029
Objective 5 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 EOR <ul style="list-style-type: none"> Enabling technology Digital fraud and Scams 	3 collaboration and partnership projects by 31 March 2027: <ul style="list-style-type: none"> Maintaining 2 (Discovery, EPWP) partnerships Stakeholder capacitation (Train-the-trainer) ASISA Foundation 	3 collaboration and partnership projects by 31 March 2028: <ul style="list-style-type: none"> Maintaining 3 (Discovery, EPWP, ASISA Foundation) partnerships 2 New partnerships with financial institution/relevant stakeholder Monitor/site visits of Stakeholder Offices capacitation 	3 collaboration and partnership projects by 31 March 2029: <ul style="list-style-type: none"> Maintaining 5 partnerships 2 New partnerships with financial institution/relevant stakeholder Monitor/site visits of Stakeholder capacitation
		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 Money Smart Week implemented in collaboration with the National Consumer Financial Education Committee by 31 March 2029
		1 FE Charter with +10 signatories and signing ceremony seminar/webinar by 31 March 2027.	Status report on FE Charter by 31 March 2028	Status report on FE Charter by 31 March 2029
	Campaign to increase visibility of FSCA amongst consumers (Project: Primary Shield) EOR <ul style="list-style-type: none"> Enabling technology Digital fraud and Scams 	1 Project "Primary Shield – Year 1- Completed by 31 March 2027	Year 2 of 3-year - Completed by 31 March 2028	Year 3 of 3-year - Completed by 31 March 2029
Review of SMME App	1 review report of SMME App conducted by 31 March 2027 for update and maintenance	1 final report on updates implemented by 31 March 2028		