

# KWAZULU-NATAL

## Financial Literacy Association



Issue 1, May 2011

*Enabling people to be in control, rather than victims, of their destiny*

## Collective Effort

WORKING TOGETHER GOVERNMENT, BUSINESS, NON-GOVERNMENT, AND NON-PROFIT SECTORS make a much greater impact than working in fragmented isolation, which often leads to some communities being over serviced, while others miss out.

On 10 December 2010 the Office of the MEC for Finance organised a *Briefing to Potential Partners* where MEC Ina Cronjé shared the Provincial Treasury's vision of financial literacy with potential partners. Despite many financial education programmes, it was clear that only the tip of the



KZN Financial Literacy Association: (From left) Vice Chairs: Professor Krish Govender (UKZN), Ms Olivia Davids (Financial Services Board), Chair: Dr Peter Munns (South Coast Chamber Of Commerce And Industry)

iceberg was scratched. Collaboration among partners was needed if KwaZulu-Natal was to be freed from financial illiteracy.

### A PLAN COMES TOGETHER:

At a workshop held on 25 January 2011, an advisory body, the KwaZulu-Natal Financial Literacy

*As at 30 April 2011 a total of 45 entities have joined the Association as members*

Association, was established to provide strategic direction and to co-ordinate operational & other implementation issues. As at 30 April 2011 a total of 45 entities have joined the Association as members

## Impact of financial education

"As custodian of public funds, the KwaZulu-Natal Treasury realises the impact that financial education can have on households, emerging entrepreneurs and our young people.

Sound financial management, whether on a personal level or a public level, makes the difference between opportunities missed and goals achieved."

KZN FINANCE MEC INA CRONJÉ IS THE CHAMPION OF THE KZN FINANCIAL LITERACY ASSOCIATION

