

THANK YOU SOUTH AFRICA



Savings month is here once again, and I would like to take this opportunity to thank all of those South Africans who have saved their hard earned money in RSA Retail Savings Bonds. Saving money is challenging, especially as we are inundated with messages to entice us to spend. Savings are critical for true empowerment. We can only know financial freedom by putting money away regularly which allows us to be debt free and maintain our standard of living even after retirement.

As a country, an entrenched savings culture can help us to meet our investment goals and borrow less from other countries and their investors. This would, in turn, boost economic growth and create jobs for the millions who are currently unemployed.

The South African Savings Institute (SASI) launched this year's savings month campaign on 04 July 2012. This year's theme is "Changing mindsets towards financial freedom. Save Now".

Government is working to help you start saving and become financially empowered.

We know the challenges that many savers and potential savers are facing. We are engaging with the financial services industry to develop safe, reliable products that deliver value for money. We are

investigating ways to encourage saving through the tax system.

The National Treasury is also spearheading a national roadshow to improve financial literacy amongst our people, teaching not only the value of saving, but how to manage the financial challenges we all face every day.

We continue to work on innovations to our Retail Savings Bonds. With RSA Retail Savings Bonds, the government has created simple, safe and easily accessible products that are suitable for all South Africans, without any fees or commission payable. These tools make it immediately possible for you to start saving for your financial freedom and I urge you to start right now.

This is Government's contribution towards enhancing South Africa's savings culture – what will yours be? Make your contribution; become a regular saver.


Pravin Gordhan
Minister of finance

