

# 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. It is never easy to save and we often face a barrage of information trying to get us to spend. Savings are critical for true empowerment. As individuals, the better we look after our finances and get into the habit of putting money away regularly, the chances are good that we can become debt free and maintain our standard of living, including during retirement.

The more we save as a nation, the more money can be sourced to reach those investment goals we have set for ourselves to build a better future for all. This would, in turn, boost economic growth and create jobs for the millions who are currently unemployed. This will also reduce our reliance on foreign inflows to finance our investments.

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 have heard the problems that many potential and actual savers are currently facing. We are engaging with industry to develop savings products that meet your needs as individuals for safe, reliable products that deliver value for money. We are investigating ways to

encourage saving through the tax system. We are also embarking on a national roadshow, spearheaded by the National Treasury, to improve financial literacy amongst our people, teaching not only the value of saving, but how to save and manage the financial challenges we all face every day.

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

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*  
**Pravin Gordhan**  
 Minister of finance



**national treasury**

Department:  
 National Treasury  
 REPUBLIC OF SOUTH AFRICA

**RSA**   
**RETAIL SAVINGS  
 BONDS**  
 It's the smart way to save!

