

DEEDLINE

DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM

| 12 MARCH 2010

Get the Grades While You Save!

The Western Cape Office of the Consumer Protector (OCP) joined the South African Savings Institute (SASI), the Financial Services Board (FSB) and the National Credit Regulator (NCR) in the Western Cape leg of their national campaign to educate university students on the importance of saving money.

Educate university students on the importance of saving money

It started at the University of Cape Town and then moved to the University of the Western Cape. Similar campaigns will also be held in the other provinces. The theme of the campaign was "Get the Grades While You Save".

The objectives of the National Varsity Campaign are:

- Raise the level of awareness among students about the benefits of savings;
- Provide information on basic saving skills including money management;
- Equip students with financial skills that will help them make use of their earnings responsibly; and
- Assist students to adopt an enterprising approach to life.

The perception exists that many students lack basic understanding of financial concepts and some students squander their education loans, salaries, stipends or bursaries. Unfortunately this mismanagement of funds

is carried into adult life, leading to unnecessary and unaffordable credit accumulation. It is against this background that SASI, FSB, NCR and OCP embarked on this campaign, believing that by teaching students to save at this stage in their life will help them avoid the pitfalls of over-indebtedness.

The OCP and its strategic partners will continue to provide valuable information to all kinds of consumers across the province. Advice Offices are therefore advised to approach colleges in their areas and to organise similar campaigns. The OCP and the above-mentioned organisations are willing to assist with these campaigns.



Gloria Morekhuri from the NCR (left) and Elliot Modisa from the FSB, inform students on the UWC campus on how to adopt an enterprising approach to life

Thought for the day

THE ART OF SUCCESS

By Wilfred Peterson

Success is ninety-nine percent mental attitude.

It calls for love, joy, optimism, confidence, serenity, poise, faith, courage, cheerfulness, imagination, initiative, tolerance, honesty, humility, patience, and enthusiasm.

Success is having the courage to meet failure without being defeated. It is refusing to let present loss interfere with your long-range goal.

Success is relative and individual and personal. It is your answer to the problem of making your minutes, hours, days, weeks, months, and years add up to a great life.

MEC BIOGRAPHY



Alan Winde, Minister of Finance, Economic Development and Tourism, hails from the small town of Knysna, where he started several small businesses. Minister Winde gained his political prowess by working from the bottom up – first as a councillor, then as a member of the Provincial Legislature, and finally, as MEC. In the coming years, the Minister would like to see the Western Cape become a centre of business excellence, where an efficient and corruption-free administration works together with an opportunity-driven civil society.

You can follow the MEC by logging onto:
Blog:
www.wcfinmblogspot.com
Twitter:
<http://twitter.com/alanwinde>

DEADLINE

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Welcome & Festive Season SUMMER CAMPAIGN

The aim of the Welcome Campaign is to welcome visitors to the Western Cape informing them of the Province as an unique destination.

Every year CTRU plans a festive season campaign to market the region domestically. Part of the Welcome campaign is a SMS competition that will assist CTRU by measuring the ROI (Return On Investment) of the campaign and closes 15 March 2010.

All you need to do is name one of the regions in the beautiful Western Cape and SMS it to 35648.

Prizes to the value of R30 000 are sponsored by Cape Nature and Plettenberg Bay Tourism:

- The Elephant Sanctuary: Two vouchers for a family of four each
- Ocean Blue Adventures: 1x Standard Marine Encounter for

two people, 90 minute trip

- Tenikwa Wildlife Awareness Centre for a Wildcat Experience: 2 x tickets: 2 x Adults & 2 x Children; 1x ticket - 3 x Children; 1 x ticket - 10% Family Group Discount
- Monkeyland and Birds of Eden: 1x complimentary ticket, combo ticket for entrance for a family of four
- Cape Nature: A two night mid-week getaway for four people to the majestic Groenvlei Bushkamp; A wild card for you and three family members: gain free entry for a year to any of the reserves and parks managed by the Wild Card partners; his and hers Bob Cat Supercool rucksacks; 2 x Tasco Optic binoculars.

TERMS AND CONDITIONS

The competition is open to anyone 23 years and older, except for Cape Nature and Cape Town Routes Unlimited employees and their immediate families. Acceptance of the prize constitutes consent to use winner's name and photograph for publicity purposes. Prizes are not transferable nor can it be converted to cash.

THE DRAW

The winners will be announced on 22 March 2010. The winner will be selected by a random draw and the judges' decision is final. The prizes will go to the first 11 correct entries drawn. No correspondence will be entered into.

