



INTRODUCING SAVER WAYA WAYA WAGEWISE PROGRAMME FOR EMPLOYEES

INTRODUCTION AND CONTEXT

This is a consumer financial education programme, targeted at employees. It was launched in 2015 by the ASISA Foundation. Over 32 500 workers have been trained to end 2020. The programme is made possible through a collaboration with the Sanlam Foundation.

What is the ASISA Foundation?

The ASISA Foundation is an initiative of the SA savings and investment industry, delivering effective and objective financial literacy and micro-enterprise development programmes to South Africa's most vulnerable groups. It is a registered NPO (non-profit organisation) and a PBO (public benefit organisation).

Why choose WageWise?

WageWise is a tried and tested financial education programme designed to give employees tools to effectively manage their finances. Financial education builds financial knowledge, capability, and resilience of employees. The COVID-19 pandemic and the current financial crisis impact all citizens, especially the more financially vulnerable members of society.

Strains on employees' finances mean that they are not adequately prepared for paying for their children's education, saving for retirement, or coping with unforeseen emergencies. Financial stress also impacts health and productivity, which ultimately affects employers.

What is the value for employers?

- Showing employees that their employers are committed to their financial health and resilience.
- Enhanced collaboration with Human Resources.
- The programme is offered free of charge.

What do we want to achieve with participants?

- Financial knowledge and skills transfer to change attitudes and behaviour.
- Improve long-term financial resilience, through better financial management and improved financial inclusion.

What is the profile of participants?

Target audiences for the programme must be aligned to Financial Sector Code (FSC) requirements, which require participants to:

- be primarily black South Africans;
- have an income threshold of R250 000 per annum; and
- that 40% are female.

MONITORING AND EVALUATION OF THE PROGRAMME

WageWise is independently monitored and evaluated.

PARTNERS TO THE ASISA FOUNDATION

The implementing partners are Grounded Media, and the M&E partners are Genesis Analytics.



WHAT DOES THE WAGEWISE TRAINING INCLUDE?

Two training approaches are available.

BLENDED APPROACH

This approach includes face-to-face workshops supported by post-workshop activities e.g.:

WhatsApp messaging with the participants to interact with both workshop and additional content on the WageWise website.

A series of USSD journeys to promote engagement with and assess the understanding of the content.

Workshop format

The workshops are three hours long and are conducted at the work site.

The workshops are conducted in small groups of between 30-40 participants.

Strict COVID-19 protocols and safety regulations are maintained.

Participants are introduced to the WageWise website to encourage self-directed learning post the workshop.

Participants receive participant workbooks, training tools and a certificate of attendance after completing all the workshop modules and the self-directed learning post-workshops.

WHATSAPP FOR BUSINESS APPROACH

This is offered as an alternative to the face-to-face workshops.

This approach is ideal for employees who cannot attend the three-hour workshop but can go through the self-directed journey on their own.

Most employees are familiar with WhatsApp. Users on the WageWise WhatsApp for business platform do not need to download another version of the App.

Participants will be taken on an eight-module interactive learning journey.

Each journey can be completed within 5-8 minutes.

The journey is easy to navigate, driven by short videos available in multiple languages, infographics, and fun quizzes to check knowledge transfer at regular intervals.

Participants can earn incentives including data when they complete modules and quizzes.

The journey incorporates short Q&A videos with financial experts and links to more tools to improve their financial health.

WHAT IS THE ROLE OF THE EMPLOYER?

EMPLOYERS NEED TO:

- Identify suitable employees who meet the required profile to participate in the WageWise workshops.
- Advertise the workshops using internal communication platforms.
- Release their employees from business to attend the workshop.
- Provide a suitable venue at the worksite (a venue that can accommodate about 30 participants in a socially distanced manner).
- Incorporate the WageWise programme into their HR training or orientation/induction programmes.
- Sign certain verification forms after the workshops to confirm the details of the employees trained.

WHAT IS THE ROLE OF THE EMPLOYEE?

EMPLOYEES NEED TO:

- attend the workshop, arrive on time, and stay for the duration of the workshop.
- complete a registration intake form with their particulars and demographic information.
- complete programme surveys or participate in telephonic or SMS/Email surveys for programme evaluation and monitoring purposes.
- complete the workshop and the post-workshop modules to receive a certificate of attendance.

WHAT DOES GROUNDED MEDIA PROVIDE?

- An experienced facilitator
- Workshop material, stationery for participants, sanitisers, and COVID-19 screening
- Light pre-packed refreshments
- After the workshop participants will be loaded on the electronic database for more content to be shared via the website, WhatsApp groups and USSD journeys.
- Once participants have gone through all the modules, Grounded Media will arrange for certificates for participants who have completed their learning journey.
- Grounded Media will handle all participant data with confidentiality.

FOR MORE INFORMATION

Please contact Grounded Media on 011 544 1900 or via email on daphney@groundedmedia.co.za

For more information on the ASISA Foundation, go to <https://www.asisa.org.za/foundation/>