

STANLIB provides free financial training for students

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For over four years STANLIB has been providing free financial education to previously disadvantaged students via the STANLIB Investment Academy.

Designed and implemented in conjunction with Provantage Out-of-Home Media, The Investment Academy is a STANLIB initiative to address the Consumer Education obligation in terms of the Financial Services Charter in the most effective manner possible. It involves delivering accredited financial literacy workshops to students focusing on budgeting, debt, savings and investments at 16 universities nationally.

“Whilst it may sound strange to utilise a media company to assist us with our Charter education obligations, Provantage provides two strings to our bow. As a marketing and media company Provantage is able to understand our brand and our long-term business objectives. However, Provantage has gone the extra mile to ensure that they are a SETA accredited financial training provider in order to service our needs. Their national footprint, quality trainers and business understanding ensures that we have been able to deliver a quality experience through The Investment Academy, in keeping with the STANLIB brand,” says Anthony Katakuzinos, Retail Chief Operating Officer at STANLIB.

“Our understanding of the emerging market and the STANLIB business has enabled us to design a unique experience for Previously Disadvantaged students through The Investment Academy,” says Siwe Nyuswa, Director at Provantage. “Whilst meeting the spirit and letter of the Financial Services Charter, we are also creating goodwill for the STANLIB brand in their future target market. STANLIB, a leading investment company, is speaking directly to the future leaders of the country about their future financial well-being. We are proud to be part of this powerful initiative,” she says. “The STANLIB Investment Academy has already made a significant impact in our country and this will continue in 2009.”

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