



Global Money Week 2024

“Protect Your Money, Secure your Future”



Introduction

Global money week is an Annual Global Awareness- raising campaign that focuses on ensuring that young people, are financially aware and are gradually acquiring the knowledge, skills, attitude, and behaviours necessary to make sound financial decisions and achieve financial stability, independence, and resilience. This year’s 12th edition ran from 18-24 March 2024 under the theme “**Protect your money, Secure your Future.**”

Global Money Week Provincial Outreach Schedule

SECZim in partnership with the Reserve Bank of Zimbabwe (RBZ), Insurance and Pensions Commission (IPEC) and other key stakeholders conducted GMW campaigns throughout March 2024 to increase outreach. Exhibitions were held in 4 provinces as stated in the table below:

Date	Province
11-15 March 2024	Mashonaland West and Masvingo
18-22 March 2024	Bulawayo, Harare

SECZim participated in two provinces, Masvingo and Harare. ZB Transfer Secretaries participated in this year’s GMW activities alongside SECZim whilst the Zimbabwe Stock Exchange participated in the Harare Exhibition on 22nd March 2024. DatVest, Alpha Asset Management and Kreston Zimbabwe supported GMW programmes through sponsorship of caps and t/shirts.

Masvingo, Zaka Outreach

SECZim conducted outreach for schools in Zaka from 13-14 March 2024. The purpose of the outreach was to raise awareness of and educate pupils from rural schools about the capital market in Zimbabwe. The Capital Market Toolkit was unpacked during the sessions and handed over to school heads to allow them to continue teaching pupils using the material contained in the toolkit. A total of 6 Capital Market toolkits were distributed to 3 schools namely, Rudhanda High School, Chitonhora High School and Chinorumba High School with each school receiving 2 boxes.

Bindura University of Science Education

Bindura University of Science Education (BUSE) Department of Banking and Finance visited the Commission and the Financial Securities and Exchange Commission of

Zimbabwe for an educational tour on 14th March 2024. This tour exposed the second-year students to the capital market and gave them an appreciation of the role of the Commission and FINSEC and their role in the capital market and wider economy.

Harare GMW Exhibitions

SECZim participated in the exhibitions held at the Reserve Bank of Zimbabwe alongside other financial sector regulators and stakeholders. Primary and secondary schools from different parts of Harare attended the exhibitions throughout the week and received financial education from over 20 exhibitors to help them become financially disciplined and make informed financial decisions from an early age.

CEO's Round Table

SECZim joined other stakeholders at the CEO's Roundtable session which was held on 22 March 2024. This was followed by a tour of the stands.

Activities

Below are some of the activities conducted during the outreach programme, educational tour and exhibitions.

- SECZim unpacked the capital market to learners through interactive discussion and relatable examples
- Securities Market Intermediaries (ZB Transfer Secretaries and Zimbabwe Stock Exchange) outlined their roles in the capital market.
- Q and A session during presentations
- Unpacking of the Capital Toolkit to teachers that accompanied the learners and requesting that they invite SECZim to their schools for more detailed information sessions and for a fuller toolkit induction.
- Giveaways – participants won prizes, including t/shirts, mini-torches, bluetooth speakers, headphones etc.
- Capital Market wordsearch competition.
- Capital Market survey was administered as input into the capital market awareness index. A total of 287 students participated in the survey.

GMW Provincial Statistics

Below are the provincial GMW statistics:

Date	Name of School	Number of Students	Number of Teachers
13 March	Rudhanda High School	500	5
	Chinorumba High School	500	5
14 March	Chitonhora High School	500	5
	Bindura University of Science Education	66	5
18 March	Kuwadzana 2 High	20	2
	Alfred Beit Primary	19	
	Blakiston Primary	9	1
	Hatcliffe Primary	12	
	Hullinbury Primary School 27	27	2
	Dzivarasekwa High	20	2
	Kuwadzana 6 Primary	3	1
	Mabelreign Girls High	14	1
	Mabelreign Science College	17	2
	Kuwadzana 3 High	12	1
	Bradford Senior School	15	1
	St Johns Emerald Hill	22	2
	Haig Park Primary	2	1
	Ellis Robins High	45	
	Chartgrove Primary	13	2
19 March	Malta Academy	28	2
	Rusununguko Primary School	15	3
	Nyandoro Primary School	20	2
	Mbizi Primary School	10	2

Date	Name of School	Number of Students	Number of Teachers
	Glen View 7	10	1
	Budiriro 5	9	1
	Ruvheneko Primary School	4	2
	Redcross College	14	1
	Chengu	10	2
	Tsungai	10	2
	Lord Malvern	10	1
	Quality Academy	21	2
	Royal College	4	1
	Westwood College	6	1
20 March	Mabelreign Girls High	80	5
21 March	Mabvuku High School	28	1
	Mbare High School	31	1
	Harare High School	58	2
	Morgan High School	25	2
	Prospect Primary School	10	2
22 March	University of Zimbabwe	22	
	Harare Institute of Technology	21	
	Courtney Selous Primary School	10	2
	Chikurubi Secondary School	10	2
	Domboramwari High School	6	1
	Makomo Primary School	10	1
Total		2298	80

Below is a table highlighting the total number of students and teachers reached during the GMW activities:

Province	Number of Students	Number of Teachers
Masvingo	1500	15
Harare	798	65
GRAND TOTAL	2298	80

GMW Activities in Pictures

Harare

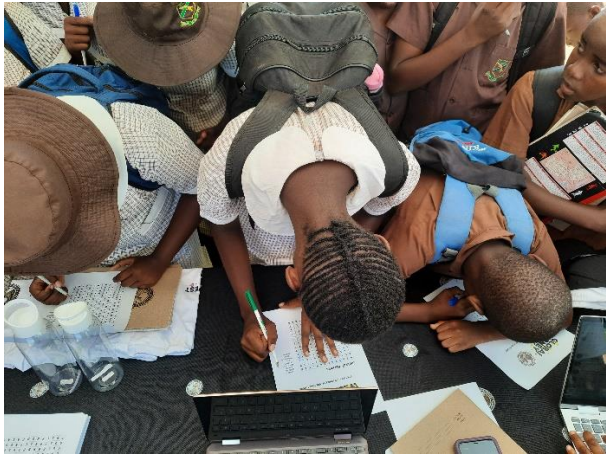


SECZim CEO delivering opening remarks to BUSE students



Supervision and Licensing Officer presenting to students

Students participating in activities at the SECZim Stand. Activities included brief presentation about the Capital Market followed by Wordsearch, Survey and photo session of winners for the Q & A Session.





















Masvingo, Zaka

Various schools in Zaka receive financial education and participate in activities offered by SECZim and ZB Trustees, ZB Transfer Secretaries and ZB Custodial Services. A total of 1,500 students participated in the sessions held at 3 venues, i.e. Rudhandanda, Chinorumba and Chitonhora High Schools.



Social Media

SECZim social media platforms were updated with content developed from the activities undertaken during the outreach sessions. Below is a snapshot of the social media posts and statistics.

	Day 2 highlights at the GMW exhibition at RBZ Sport... seczim	Boost	Tue Mar 19, 6:01pm	63 Reach	6 Likes
	Day 2 highlights at the GMW exhibition ... Securities and Exchange Commission of Zi...	Boost unavailable	Tue Mar 19, 6:01pm	967 Reach	5 Reactions
	Join the Commission at the Global Mone... seczim	Boost unavailable	Tue Mar 19, 10:40am	74 Reach	7 Likes
	Join the Commission at the Global Mone... Securities and Exchange Commission of Zi...	Boost unavailable	Tue Mar 19, 10:27am	119 Reach	3 Reactions
	Join SECZim at the RBZ sports club as the Commissio... seczim	Boost	Mon Mar 18, 7:16pm	65 Reach	5 Likes
	Join SECZim at the RBZ sports club as th... Securities and Exchange Commission of Zi...	Boost unavailable	Mon Mar 18, 7:16pm	660 Reach	8 Reactions
	This post has no text Securities and Exchange Commission of Zi...	Boost unavailable	Mon Mar 18, 4:11pm	34 Reach	0 Reactions
	https://spikedmedia.co.zw/seczims-mysc... Securities and Exchange Commission of Zi...	Boost unavailable	Fri Mar 15, 8:19am	110 Reach	3 Reactions
	As SECZim continues with the Zaka financial literacy ... seczim	Boost	Thu Mar 14, 12:48pm	78 Reach	6 Likes
	As SECZim continues with the Zaka finan... Securities and Exchange Commission of Zi...	Boost unavailable	Thu Mar 14, 12:48pm	995 Reach	7 Reactions
	SECZim recognises the importance of exposing stude... seczim	Boost	Thu Mar 14, 11:47am	112 Reach	9 Likes
	SECZim recognises the importance of ex... Securities and Exchange Commission of Zi...	Boost unavailable	Thu Mar 14, 11:47am	1.2K Reach	26 Reactions
	Learning can be fun! Pupils participating in a capital ... seczim	Boost	Thu Mar 14, 9:39am	33 Reach	5 Likes
	Learning can be fun! Pupils participating ... Securities and Exchange Commission of Zi...	Boost unavailable	Thu Mar 14, 9:39am	470 Reach	6 Reactions
	Lighter moment during financial literacy outreach.... seczim	Boost	Wed Mar 13, 6:27pm	42 Reach	7 Likes
	Lighter moment during financial literacy ... Securities and Exchange Commission of Zi...	Boost unavailable	Wed Mar 13, 6:27pm	224 Reach	6 Reactions
	Join the ongoing SECZim's financial literacy outreach ... seczim	Boost	Wed Mar 13, 4:41pm	51 Reach	6 Likes
	Join the ongoing SECZim's financial liter... Securities and Exchange Commission of Zi...	Boost unavailable	Wed Mar 13, 4:41pm	1.3K Reach	16 Reactions

SEC ZIM posted this • 2w



SECZim recognises the importance of exposing students to real-world experiences, and is honoured to contribute to their learning journey. Today, the Commission is hosting an educational tour for Bir ...show more

19

1 repost

▲ 1,333 Impressions

SEC ZIM posted this • 2w



The 2024 first issue of The Capital Market Newsletter is out! Click the link below to access it from our website. ...show more

10

▲ 741 Impressions

SEC ZIM posted this • 2w



Join SECZim at the RBZ sports club as the Commission kick start the Global Money Week (GMW) which is running from 18-24 March! ...show more

10

1 repost

▲ 563 Impressions



SECZIM @SECZIM · Mar 18



Join SECZim at the RBZ sports club as the Commission kick start the Global Money Week (GMW) which is running from 18-24 March!

This year's theme, 'Protect Your Money, Secure Your Future,'...

3

1

0

Impressions ⓘ

414

Engagements ⓘ

35

Detail expands ⓘ

3

New followers ⓘ

0

Profile visits ⓘ

0



SECZIM @SECZIM · Mar 19



Day 2 highlights at the GMW exhibition being held at RBZ Sports Club!

Don't miss out on this incredible campaign running until 22 March 2024!...

👍
0

↻
0

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0

Impressions ⓘ

227

Engagements ⓘ

12

Detail expands ⓘ

0

New followers ⓘ

0

Profile visits ⓘ

1

Total Reach and Engagements

Performance

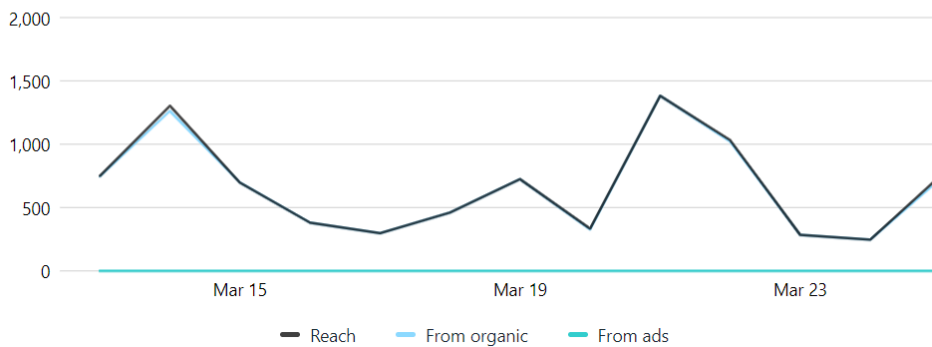
Daily Cumulative ⓘ

Reach ⓘ
4.8K ↑ 109%

Content interactions ⓘ
290 ↑ 156.6%

Followers ⓘ
Lifetime
10.1K

Link clicks ⓘ
12 ↓ 40%



Reach breakdown

Total
4,827 ↑ 109%

From organic
4,621 ↑ 101.6%

From ads
0 0%

Performance

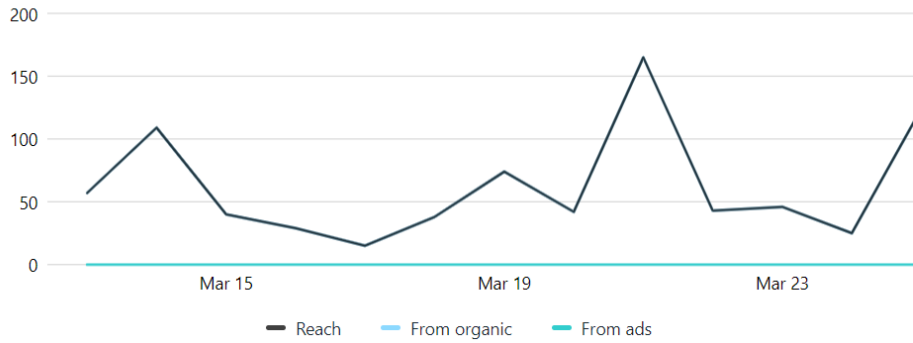
Daily Cumulative ⓘ

Reach ⓘ
428 ↑ 17.3%

Content interactions ⓘ
106 ↑ 158.5%

Followers ⓘ
Lifetime
1.9K

Link clicks ⓘ
0 0%



Reach breakdown

Total
428 ↑ 17.3%

From organic
428 ↑ 17.3%

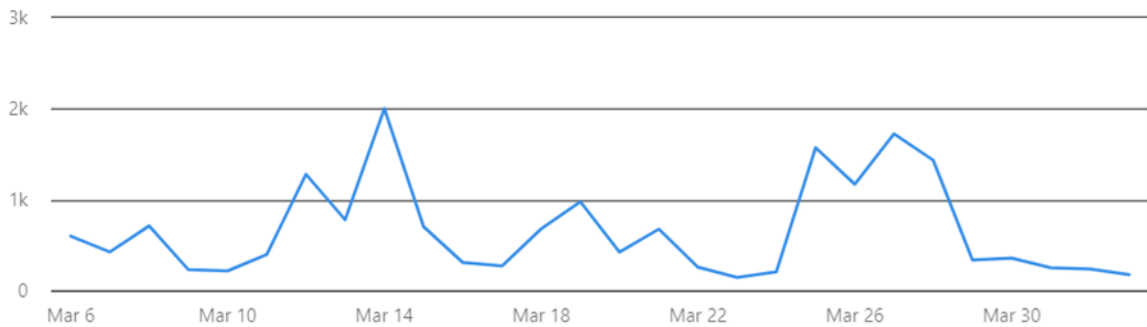
From ads
0 0%

Content performance ⓘ

18,533

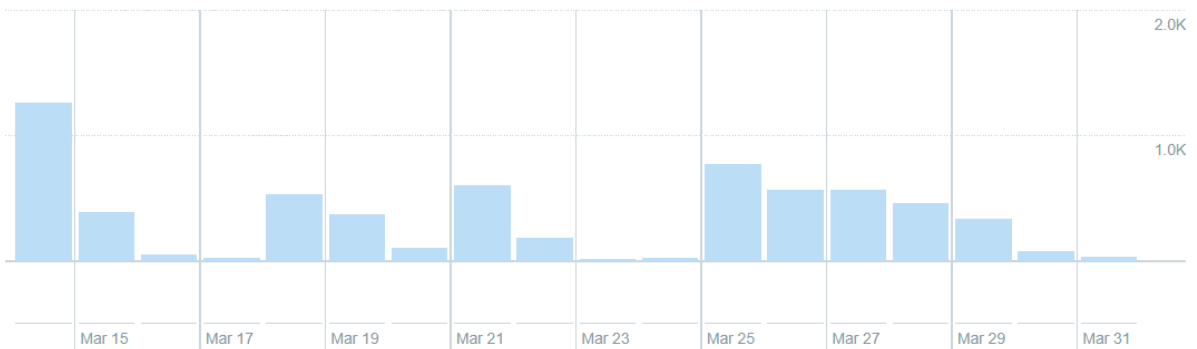
Impressions

▲ 86% Past 28 days



Daily data is recorded in UTC

Your posts earned **6.4K impressions** over this 18 day period



Visit the SECZim pages to view the GMW posts in detail.

Facebook (10.1K followers) [@Securities and Exchange Commission of Zimbabwe](#)

Instagram (1.9K followers) [@seczim](#)

Twitter X (8,473 followers) [@SECZIM](#)

LinkedIn (1,219 followers) [@SEC ZIM](#)

GMW Online Coverage

The Commission received online coverage from Spike Media and ZBC News Online. Below are the links to the articles:

<https://spikedmedia.co.zw/seczim-empowers-young-minds-at-gmw-financial-literacy-exhibition/>

<https://spikedmedia.co.zw/seczim-securities-market-intermediaries-on-nationwide-financial-literacy-programs/>

<https://twitter.com/zbcnewsoline/status/1769424838613966954?s=48>

Challenges

1. Low participation by Securities Market Intermediaries
2. Funding constraints resulting in participation in only 2 provinces i.e. Masvingo Province and Harare out of the planned 4 provinces.
3. Financial literacy is low and interactions with pupils generally need more time to accommodate the difference learning styles and distances travelled.

Recommendations

1. Continue to seek sponsorship from interested stakeholders.
2. Planning and coordination must improve – RBZ coordinated GMW Planning Committee
3. The collaborative approach should continue under National Financial Inclusion Strategy steering committee members coordinate national activities
4. Outreach should be for longer durations and sessions should be longer