**NATIONAL ASSEMBLY WRITTEN REPLY**

**QUESTION: 887**

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**QUESTION PAPER NO: 10**

**Ms D Kohler (DA) to ask the Minister of Communication and Digital Technologies**

What was the reason for the (a) Postbank activation drive in Struisbaai and (b) date chosen which preceded the by-election that took place in Ward 5 of Cape Agulhas the following week? **NW993E**

**Reply**

(a)&(b) Postbank has a pre-schedule annual marketing programme that include on the ground engagements with customers and prospective customers for the purposes of creating its brand visibility as well as products awareness. This is in addition to offering financial literacy programmes to the unbanked and under-banked in line with its founding mandate.

The marketing programme is annually pre-scheduled during the beginning of each financial year to access all provinces of the Republic of South Africa. In each province Postbank systematically identifies historically disadvantaged areas utilising publicly available market data which demonstrates the areas where the financially unserved and under-served are predominantly located. In addition, the periods of the activations are timed around significant national calendar events including public holidays and weekends to maximise their reach.

The Western Cape Province’s activations was timed in Postbank’s marketing programme calendar to coincide with the State of the Nation Address. Prior to this, it had anticipated announcements relating to the progress in relation to the Postbank corporatisation journey and developments in relation to the Postbank Amendment Bill. Similar activations in accordance with its annual calendar were also activated in other provinces including KwaZulu-Natal, Mpumalanga, Limpopo, Free State, and the Eastern Cape.

Langa Township, Gugulethu Township, Struisbaai, Grabouw (Taxi Rank), Hermanus (next to the local clinic) and Strand (Broadway square) were areas already scheduled for activation during in the period in question in Western Cape province.

**Thank You.**