

A DIGITAL CAMPAIGN TO CREATE FIC ACT AWARENESS AND COMPLIANCE

Where does your money come from?

Financial crime is corrosive and toxic. Learn more about what you can do to recognise the signs of financial crime and avoid becoming the next target.

The FIC is the national centre for the collection of transaction and other financial information and through its work fosters collaboration in the criminal justice system, in business and among other role players.



Making South Africa's financial system intolerant to abuse.
www.fic.gov.za

FIC
Financial Intelligence Centre

The new year ushered in several firsts for the Financial Intelligence Centre (FIC), one of which was the launch of its first digital, external corporate and operational communication campaign.

Aimed at encouraging various targeted business sectors to become aware of their FIC Act obligations and join the fight against financial crime, the campaign messaging has been packaged through a combination of digital formats including articles, podcasts, posters, and videos.

The FIC launched its podcast series which will cover topics beyond the bounds of the campaign. The podcast series consists of interviews with subject matter experts and other information to help inform and educate South African businesses and individuals about the work of the FIC and the Financial Intelligence Centre Act (FIC Act).

Further amplifying the message, the FIC produced an animated video in line with the multi-media theme of the campaign explaining what money laundering is and how businesses can mitigate these threats by meeting their FIC Act obligations.

The campaign material was distributed via a combination of traditional social media channels such as e-mail and a dedicated LinkedIn page. In addition, the FIC created a dedicated page on its website (www.fic.gov.za/campaign) to house the campaign information tailored to each targeted business sector.

Targeted advertisements in online news media and on LinkedIn guides users to the FIC website and the campaign page where they can access information about their specific sector or the FIC Act obligations and regulatory reporting in general.

The FIC took the campaign into the digital sphere with the knowledge that its targeted audience is increasingly consuming information online and via different forms of media whether audio, visual or the written word.

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As a regulator, the FIC is devoted to ensuring business remains viable in support of the country's economic growth and stability. Guided by the FIC Act, businesses can mitigate their risk of criminal exploitation, which can have devastating effects on the economy, on social infrastructure, and on growth and development.

The campaign kicked off targeting the property sector. Topics covered in the campaign included: What is money laundering; The threats money laundering poses to the sector; How estate agencies and role players can mitigate these risks; and The role of the FIC in ensuring the integrity of South Africa's financial system.

The campaign will be rolled out to other business sectors to raise awareness of threats posed by financial crime and to remind them of their FIC Act obligations, which is central to South Africa's efforts to combat money laundering and terrorist financing.

FIC's Director, Xolisile Khanyile, says the awareness campaign formed part of efforts to get the business sector to meet its FIC Act obligations by throwing the net wider using digital platforms.

"The digital campaign allows the FIC to target specific sectors to address the threats they may face from a money laundering and terrorist financing point of view and cultivate a culture of compliance," says Khanyile.

"By tailoring the messaging to each sector and specific to their environment, we help them better understand their compliance obligations that is designed to mitigate the risks they face."

The campaign encourages awareness among all business on financial crime and the damage it causes in their sectors. It appeals to businesses and their employees at the coalface of the fight against financial crime to follow three behavioural steps:

Step 1: Be aware of the origin of their clients' money and other money laundering threats to which the sector may be exposed.

Step 2: Act and to take action i.e. file a report with the FIC when a transaction or activity that "does not feel right".

Step 3: Disrupt crime, which is what the sector can do by meeting their FIC Act compliance obligations.

Updates on the campaign will be available on the dedicated webpage (www.fic.gov.za/campaign) and the [FIC's LinkedIn page](#).

For queries related to the campaign, please e-mail communications@fic.gov.za or visit www.fic.gov.za to find out more about the work of the FIC.