

# Engaging the public

Public engagement is essential to ensure that all stakeholders – whether members of the public or market participants – understand the work of the SARB. Greater understanding builds trust and credibility, both of which are crucial to the effectiveness of a central bank. The SARB operates independently within the country’s democratic framework. To ensure the central bank acts in the best interests of the country, it is accountable to the public through Parliament.

The SARB promotes accessibility, transparency and accountability by engaging with the public through forums and events, educational programmes, digital platforms, publications and the media.

To expand public understanding of its role and functions, the SARB is always exploring new ways to broaden its reach and communicate with new audiences, while maintaining strong relationships with its diverse stakeholders.



## Internal stakeholders: SARB employees




Communicating with employees plays a critical role in the success of the SARB. Employee engagement strengthens the SARB’s effectiveness and supports its objectives. It also provides valuable feedback and insights that can lead to more streamlined processes.

Effective internal communication channels contribute to higher motivation and morale. The SARB uses various platforms to engage staff, including the intranet, internal publications, staff meetings, digital signage and email communications.

## The general public

The SARB engages the public through various outreach programmes. These initiatives target learners, teachers, university students and local business communities, reaching 6 617 people who participated in these events.

The SARB conducts a Corporate Reputation Survey every two years. The results of the 2025/26 survey show that awareness of the SARB among the South African adult population is at 38%, and knowledge of its duties and activities at 89%. Trust and advocacy, indicators of the public’s trust in an institution and their willingness to speak positively about it, are now at 70%.

	Stakeholder group <b>High school learners and educators</b>	Number of participants <b>3 687</b>
	Stakeholder group <b>University students and lecturers</b>	Number of participants <b>2 659</b>
	Stakeholder group <b>Business community members</b>	Number of participants <b>271</b>
<b>Total</b>		<b>6 617</b>

## Established stakeholders

Established stakeholders, such as economists, financial analysts and other market participants, mostly report high levels of awareness and satisfaction with the SARB.

According to the 2025/26 Corporate Reputation Survey, established stakeholders rated the SARB 86%. The overall reputation index for established stakeholders remains strong at 90%, indicating a high level of trust in the SARB.

## Briefings to Parliament

The SARB presents the SARB, PA and CODI annual reports to the Parliamentary Standing Committee on Finance (SCOF). These presentations cover the SARB's overall performance, its mandate and functions, the macroeconomic overview, financial stability and key highlights from each annual report. The SARB presented the 2024/25 annual reports to SCOF on 9 October 2025.

The SARB also participated in ad hoc meetings with parliamentary committees and, on 8 October 2025, hosted the SCOF for an oversight visit, during which core departments presented on their strategic initiatives.

The SARB's Financial Surveillance Department also participated in the SCOF oversight visit to the ports of entry on 28 January 2026. Parliamentary hearings on the SARB Amendment Bill were held virtually on 2 July 2025, where National Treasury presented on behalf of the SARB.

A virtual induction workshop was held for the Select Committee on Finance on 14 October 2025.

## Monetary Policy Forum

The SARB publishes its *Monetary Policy Review (MPR)* twice a year at the Monetary Policy Forum (MPF). The *MPR* aims to enhance the public's understanding of monetary policy. The forum covers domestic and international developments that impact the SARB's decision-making.

MPFs were held on 15 April and 23 October 2025, attracting 342 in-person attendees and 2 000 virtual participants.

## Talk to the SARB Forums

Talk to SARB Forums are held in all provinces, with the aim of promoting understanding of monetary policy and the central bank's role in society. Participants include government officials, representatives from financial institutions, academics, business and labour unions. Due to G20 commitments, the SARB visited provinces once, instead of twice, during the year. In total, 430 stakeholders attended the forums in person, with 565 joining the Soweto Talk to the SARB Forum online.

## Financial Stability Forums

The FSR Act requires the SARB to assess the stability of the South African financial system and publish its findings through the *Financial Stability Review*. A total of 157 in-person delegates attended the two forums, with 1 878 joining online.

## Ad hoc and price-setter engagements

Following the move to a 3%-point target, the SARB has prioritised engagements with administered price setters, which have a significant impact on inflation. Dovetailing with the Talk to the SARB Forums, the SARB has participated in seven engagements, including with metropolitan municipalities, business associations and Eskom.





## Digital platforms

The SARB utilises social media as a tool to expand its reach through platforms such as X, YouTube, LinkedIn and Facebook. The SARB improved its content offering by incorporating more videos, infographics and explainers to raise awareness and educate and inform the public.

Social media engagement is leveraged to increase traffic to the SARB's official website, which remains the institution's main information channel.



LinkedIn

**289 427**

2024/25: 244 000



X

**136 639**

2024/25: 134 500



Facebook

**52 547**

2024/25: 48 000



Website

Active users

**1 739 307**

2024/25: 2 400 000



YouTube

**7 250**

2024/25: 5 750

Page views

**11 251 533**

2024/25: 16 300 000

### Looking *ahead*

The SARB will continue to engage with its stakeholders through its existing platforms while also exploring new and innovative ways to increase exposure, improve accessibility and strengthen public trust and awareness. Engaging price setters will be a key focus for 2026.