



MEDIA RELEASE

Corporate SA rolls out support for over 60s to register for the Covid-19 vaccine

- Big retailers to help over-60s collecting their pensions to register at stores dispensing high volumes of social grants.
- FNB will support customers over 60 to register at 600 branches.
- South African Breweries has launched advertising promoting over-60s registration.

10 June 2021 – South African businesses have responded to the call to help the almost three million citizens over 60 who have not yet registered for their Covid-19 vaccination on the Electronic Vaccination Data System (EVDS).

“Many older people do not have reliable internet access or smartphones, while others may not trust or are uncertain of how to use a new system,” says Martin Kingston, chairman of the Business for South Africa (B4SA) steering committee. “In the interest of fairness and equity we need to get everyone – whether they live in well-served cities or in less well-connected rural and peri-urban areas – to register. Business also needs to help wherever it can.”

This week it was announced that retailers like Pick n Pay, Shoprite/Checkers, Boxer, Spar, Massmart, Clicks, Pep Stores and KitKat, will offer assisted registration to senior citizens when they collect their pensions at selected stores that dispense high volumes of social grants. The retailers are all members of the Consumer Goods Council of South Africa (CGCSA) and have partnered with the Department of Health (DOH) to boost registration.

FNB has also committed to support customers who are over 60 to register at more than 600 branches on Monday to Saturday, and at 37 branches that open on Sundays for limited hours. To further stimulate demand, South African Breweries’ Castle and Castle Lite brands will be using their television and digital advertising reach to drive registrations. These are just some of the many businesses that are actively supporting registrations.

“We asked South African business to put their marketing muscle and customer service capacity into encouraging vaccination and helping people register. So it’s heartening to see so many in corporate South Africa accepting the challenge,” says Kingston.

For now, registration at the CGCSA retailers will focus on senior citizens who collect their social grants, but the plan is to extend the initiative during later stages of the vaccine rollout, to include other age groups.

“We need more of these initiatives, working hand in hand with government and all social partners, to ensure that we all get the vaccination and registration messaging out,” says Kingston.



“Vaccination is our road back to a more normal way of life, and a more normal economy – it’s gratifying to see the private sector playing its part, and we look forward to even more initiatives like this in the weeks and months to come.”

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