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## ANZ's MoneyMinded program reaches over 1.1 million participants across Australia, New Zealand and the Pacific

ANZ has published its latest MoneyMinded Impact Report, highlighting the program's ongoing success in helping individuals and communities build financial skills and confidence.

Since its inception in 2002, MoneyMinded – ANZ's flagship adult financial education program – has now supported more than 1.1 million people in achieving their financial goals.

In 2024–25, the program reached new heights, with a record 126,000 participants strengthening their knowledge, confidence, and skills to make informed financial decisions. The report highlights this reach was driven by:

- MoneyMinded Online: Usage tripled, removing barriers to participation and increasing accessibility.
- MoneyMinded for Family Violence: A 24% increase in coaches and more face-to-face sessions to support vulnerable individuals.
- New Digital Confidence module: Introduced to help participants – particularly older and vulnerable individuals – develop skills to use digital devices and engage online safely.

The program also strengthens capability among community workers who deliver MoneyMinded content, with 9 in 10 MoneyMinded Coaches reporting greater confidence in discussing money matters with clients and in their own lives after completing training.

ANZ Head of Social Impact, Janet Liu said the success of 2024–25 shows that MoneyMinded continues to act as a catalyst for financial independence.

“This year's record engagement and the introduction of the Digital Confidence module show how we're responding to the evolving needs of participants. We want people to feel supported in a rapidly changing world and empowered to reach their goals. MoneyMinded continues to grow, innovate, and make a meaningful difference where it matters most.”

MoneyMinded Coach, Domenic Rosina from The Smith Family, has been involved in the program since 2021, said: “MoneyMinded gives people practical, flexible tools that meet them wherever they are on their financial journey. Its simplicity makes learning engaging and effective, helping participants build confidence and make informed decisions.

“By tailoring content to real-life needs, the program delivers lasting skills – not quick fixes – creating stronger, more resilient communities. When we teach people to manage money, budget, and plan for the future, we're not just solving today's challenges – we're equipping them with tools for life.”

**Highlights from the latest MoneyMinded Impact report include:**

- 126,422 participants engaged with MoneyMinded in 2024–25
  - 107,236 in Australia, including MoneyMinded Online, Saver Plus, MoneyMinded for Family Violence, and MoneyBusiness
  - 19,186 across New Zealand, Asia, and the Pacific
- In Australia, 66.9% of participants were women; in New Zealand, 62.2%; and in Asia-Pacific, 50.5%
- Across all regions, 95% of sessions were delivered face-to-face; 15% via digital platforms and 13% by phone
- Survey results confirm MoneyMinded's strong role in improving financial confidence and capability:
  - 87.4% of coaches rated the program very/moderately effective in helping clients manage day-to-day finances
  - 85.8% said it improved decision-making about financial products and services
  - 78.8% reported it helped participants plan for their financial future

The full report can be found [here](#).

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