



THE REACH OF MONEYMINDED

NOVEMBER 2022

CELEBRATING 20 YEARS



Special thanks

We would like to thank the MoneyMinded and MoneyBusiness coaches who contributed to the research by sharing their views and experiences.

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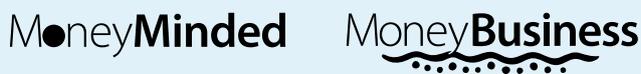
anz.com/moneyminded

anz.com.au/about-us/esg/financial-wellbeing/

MoneyMinded is also available at www.moneyminded.com.au. MoneyMinded online is a set of 8 interactive online activities and is regularly used in blended learning by community partners to support their face-to-face delivery.

ANZ welcomes your comments and queries. Please contact:

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ANZ acknowledges the Traditional Custodians of Country throughout Australia and recognises the continuing connection to lands, skies and waterways. We pay our respects to Aboriginal and Torres Strait Islander cultures; and to Elders past, present and emerging.

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FOREWORD

This year we celebrate 20 years of MoneyMinded, our flagship adult financial education program. Since 2002, MoneyMinded has supported more than 843,600 people across Australia, New Zealand, Asia and the Pacific in building their financial skills, knowledge and confidence.

At ANZ, our purpose is to shape a world where people and communities thrive and MoneyMinded is a great demonstration of this. The remarkable achievements of the program would not have been possible without our founding delivery partners Berry Street, Brotherhood of St Laurence and The Smith Family, plus many other partners and contributors over the years across Australia, New Zealand, Asia and the Pacific.

Over two decades, MoneyMinded has evolved to meet the ongoing needs of community workers, financial counsellors and their clients. From its original paper-based file of financial education topics to the online library of digital resources launched last year, MoneyMinded has enhanced the capacity of community sector professionals to support their client's financial wellbeing.

MoneyMinded also provided the foundations for Saver Plus, the longest running matched savings program in the world; MoneyBusiness, our financial education program for remote Aboriginal and Torres Strait Islander communities; and targeted resources such as MoneyMinded for family violence professionals.

This report details the reach of MoneyMinded in 2021-2022 across Australia, New Zealand, Asia and the Pacific and provides some insight into the impacts of the program as shared by MoneyMinded trainers and coaches. While pandemic-related restrictions eased in 2022, the year has still seen many challenges including increasing cost of living pressures. I am pleased to see that MoneyMinded continues to be a valuable resource for community workers as they support lower income and disadvantaged communities during these challenging times.

Finally, I want to thank the many community workers, financial counsellors and MoneyMinded coaches who have worked throughout the year to support their participants and clients in managing their money today and building their financial future.



Shayne Elliott
CEO ANZ



ABOUT MONEYMINDED

MoneyMinded is an adult financial education program that supports people to build their knowledge, confidence and skills to make informed decisions and manage their money. It is ANZ's flagship program to improve financial wellbeing in the community, supporting ANZ's purpose to help shape a world where people and communities thrive.

MoneyMinded was developed by ANZ in 2002 in collaboration with the NSW Department of Education and Training, Financial Counselling Australia, the Financial Counsellors Association of NSW, The Australian Securities and Investments Commission (ASIC), and community sector representatives. MoneyMinded is delivered in partnership with community organisations and other selected partner organisations in 14 countries including Australia, New Zealand and across Asia and the Pacific.

Community sector professionals, financial counsellors and staff from partner organisations can become accredited MoneyMinded coaches and use MoneyMinded with their clients. ANZ provides accredited MoneyMinded coaches with free access to training and resources to support their delivery of the program. One of MoneyMinded's most useful features is its flexibility and adaptability to suit the preferred learning mode, context and cultural needs of participants.

MoneyMinded can be delivered as a standalone program or integrated with existing programs and services. In Asia and the Pacific, ANZ employees can become accredited to deliver the program.

MONEYMINDED AT A GLANCE

843,600+

PARTICIPANTS REACHED THROUGH MONEYMINDED SINCE 2002

54,624

participants reached in 2021-2022 (total)

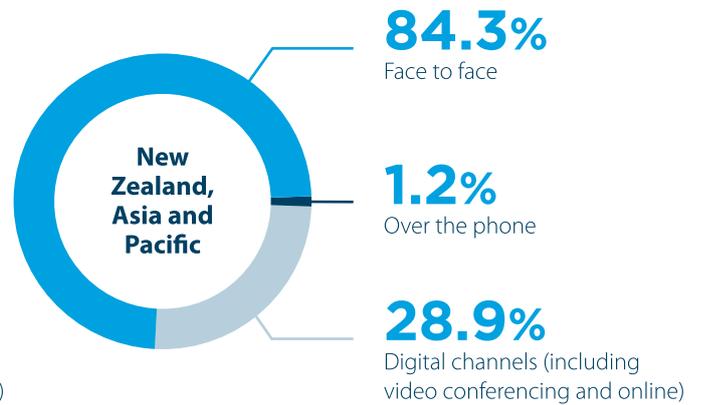
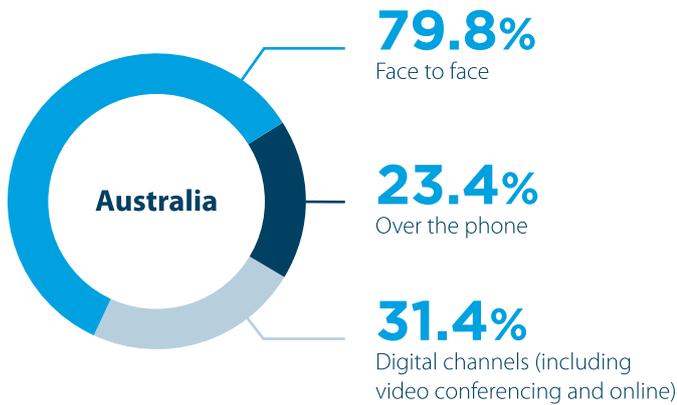
41,694

participants reached in Australia in 2021-2022 (including MoneyMinded online, MoneyMinded for Saver Plus & MoneyBusiness)

12,930

participants reached in New Zealand, Asia and Pacific in 2021-2022

DELIVERY METHOD FOR THOSE WHO USED MONEYMINDED IN 2021-2022



20
YEARS OF
DELIVERY

2002

MoneyMinded developed

2005

MoneyBusiness launched

2013

MoneyMinded launched in New Zealand

2003

Saver Plus launched, includes MoneyMinded

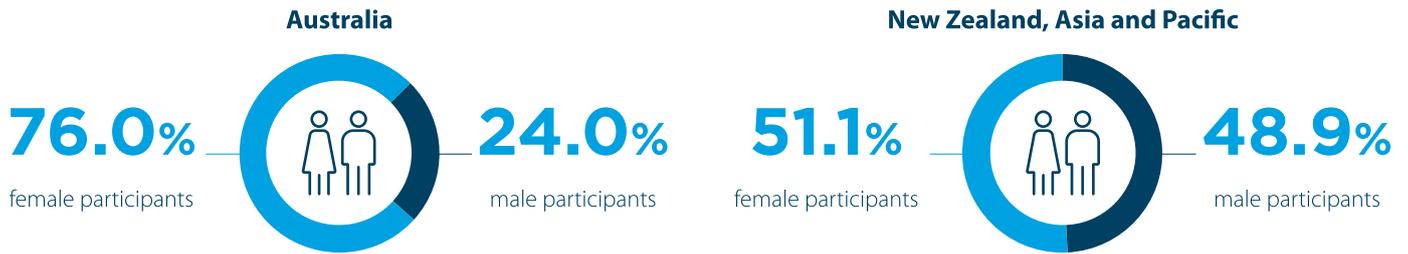
2010

MoneyMinded launched in the Asia Pacific region (initially Fiji, Papua New Guinea and Samoa)

2014

MoneyMinded online launched

MONEYMINDED PARTICIPANT CHARACTERISTICS



2016
Research into the role of MoneyMinded in a family violence context

2018
MoneyMinded for family violence services launched

2021
MoneyMinded digital resources and online hub launched

2017
Research into the role of MoneyMinded in a disability services context

2018
Research into the role of MoneyMinded for older Australians

2022
MoneyMinded for family violence digital resources launched
MoneyBusiness digital resources launched

THE REACH OF MONEYMINDED

This report provides a summary of results from the annual MoneyMinded coach survey and program reporting. In 2022, the twentieth year of MoneyMinded delivery, the survey was distributed electronically to all MoneyMinded coaches in Australia, New Zealand and across the Asia Pacific region, with 420 valid responses received.

A separate survey was distributed to MoneyBusiness coaches in Australia and 25 valid responses were received. MoneyBusiness is an adaptation of MoneyMinded that was developed by ANZ and the Australian Government in 2005 to help build the money management skills and confidence of Aboriginal and Torres Strait Islander people living in remote communities. For reporting purposes, MoneyBusiness participants were counted in the MoneyMinded total.

1. NUMBER OF PARTICIPANTS REACHED

From 1 October 2021 to 30 September 2022, an estimated 54,624 people participated in MoneyMinded across Australia and the Asia Pacific region, including New Zealand (Table 1).

An estimated 35,073 people participated in MoneyMinded in Australia with a further 6,621 participating in variants of MoneyMinded in Australia (including MoneyBusiness, MoneyMinded online and MoneyMinded for Saver Plus).

Program reporting from the Asia Pacific region including New Zealand, indicated that 12,930 people participated across the region (based on actual attendances).

Most MoneyMinded coaches who used MoneyMinded in the last 12 months, used it in face-to-face settings (79.8% in Australia and 84.3% in New Zealand, Asia and Pacific), while 31.4% and 28.9% used MoneyMinded via digital channels respectively and 23.4% in Australia and only 1.2% in New Zealand, Asia and Pacific used the program over the phone.

Overall, the 12 months to September 2022 reach figures appear slightly lower than over the same period in 2021 (64,011 participants reached). This may reflect the increased presence of COVID-19 in the community, including isolation requirements for coaches and participants affected by the virus, reluctance to hold face-to-face group sessions and challenges with virtual delivery particularly for people in more remote communities.

TABLE 1. REACH OF MONEYMINDED IN 2021-2022

Participants (survey estimate + actual data)	
Survey estimates	
Australian MoneyMinded participants	35,073
MoneyBusiness participants	1,085
Actual reporting data	
MoneyMinded online participants	2,284
Saver Plus participants	3,252
New Zealand, Asia and Pacific MoneyMinded participants	12,930
Total MoneyMinded reach	54,624

2. CHARACTERISTICS OF MONEYMINDED PARTICIPANTS

MoneyMinded coaches were asked about the characteristics of the participants they worked with (Table 2). Three-quarters (76%) of participants in Australia were female with 24% male. There was a much greater gender balance amongst participants in New Zealand, Asia and the Pacific, where just over half (51.1%) were female compared to 48.9% male.

More than one third (36.2%) of participants in Australia were sole parents, 24% were unemployed and 20.3% spoke a language other than English at home. Students also made up a significant proportion of participants (19.3%) as did people from Aboriginal or Torres Strait Islander backgrounds (11%), people with disability (10%) and carers (8.8%). In fact, when asked to highlight the broad groups of clients that they work with, MoneyMinded coaches in Australia were more likely to say that they worked with participants with physical or mental health concerns than coaches in New Zealand, Asia and the Pacific.

Half of all participants (50%) in New Zealand, Asia and the Pacific spoke a language other than English at home. More than one-third (36.4%) were seasonal workers and almost one-quarter (23.6%) were students. The unemployed, small business owners (particularly in Asia Pacific) and sole parents were all significant participators in MoneyMinded.

TABLE 2. CHARACTERISTICS OF MONEYMINDED PARTICIPANTS (AS REPORTED BY COACHES)

Characteristic	Australia %	NZ, Asia and Pacific %
Female	76.0%	51.1%
Male	24.0%	48.9%
Sole parents	36.2%	16.9%
Unemployed	24.0%	19.0%
Language other than English at home	20.3%	50.0%
Students	19.3%	23.6%
Aboriginal or Torres Strait Islanders	11.0%	0.0%
People with disability	10.0%	0.8%
Carers	8.8%	4.0%
Seasonal workers	0.0%	36.4%
Small business owners	0.0%	17.9%
New migrants and refugees	3.4%	1.0%
Over 65 years of age	2.7%	2.2%
ANZ employees	0.0%	2.0%
Other	0.6%	8.9%

MoneyBusiness is delivered to Aboriginal and Torres Strait Islander people in Australia in a range of remote and regional locations. MoneyBusiness coaches in Australia were asked to report on the main characteristics of participants they worked with (Table 3). Two-thirds (65.7%) of participants were female and all identified as having Aboriginal heritage.

TABLE 3. CHARACTERISTICS OF MONEYBUSINESS PARTICIPANTS (AS REPORTED BY COACHES)

Characteristic	%
Females	65.7%
Males	34.3%
Aboriginal participants	100.0%
Sole parents	54.5%
Unemployed	45.5%
People with disability	36.4%
Torres Strait Islander participants	27.3%
Carers	27.3%
Language other than English spoken at home	27.3%
Under 18 years of age	27.3%
Over 65 years of age	18.2%
Students	9.1%
Other	36.4%

CASE STUDY

SOPHIE
MONEYMINDED PARTICIPANT, FIJI

Mother of three Sophie, from Lau Islands, Fiji, is a vendor at the Suva market, selling fresh fish, root crops and local handicraft. As an active member of the Suva Marketplace Vendor Association, she saw a need for more business training for vendors, most of whom are women.

Sophie took part in MoneyMinded through the United Nations Development Programme (UNDP) Markets for Change project, which aims to ensure marketplaces in rural and urban areas of Fiji, Solomon Islands and Vanuatu are safe, and promote gender equality and women's empowerment.

Sophie had participated in financial literacy education before, but nothing had ever instilled a savings habit in her until she took part in MoneyMinded:

"I have been running a stall at the market for 12 years, but MoneyMinded showed me how to get serious about saving, by separating needs from wants," Sophie says.



Sophie, vendor at Suva market, Fiji

The module on assertiveness and learning to be comfortable saying "no" to family and friends who ask for money, has been key for Sophie:

"I'm now able to put money aside for things that I really need for my home. My goal is to provide a better future for my children. In my vision board, I said I wanted to open a restaurant selling indigenous Fijian food, and I will invite all the ANZ people."

UTILISING RESEARCH - WHO WOULD BENEFIT MOST FROM MONEYMINDED?

Financial wellbeing is the extent to which someone is able to meet all their current commitments and needs comfortably and has the financial resilience to maintain this in the future.

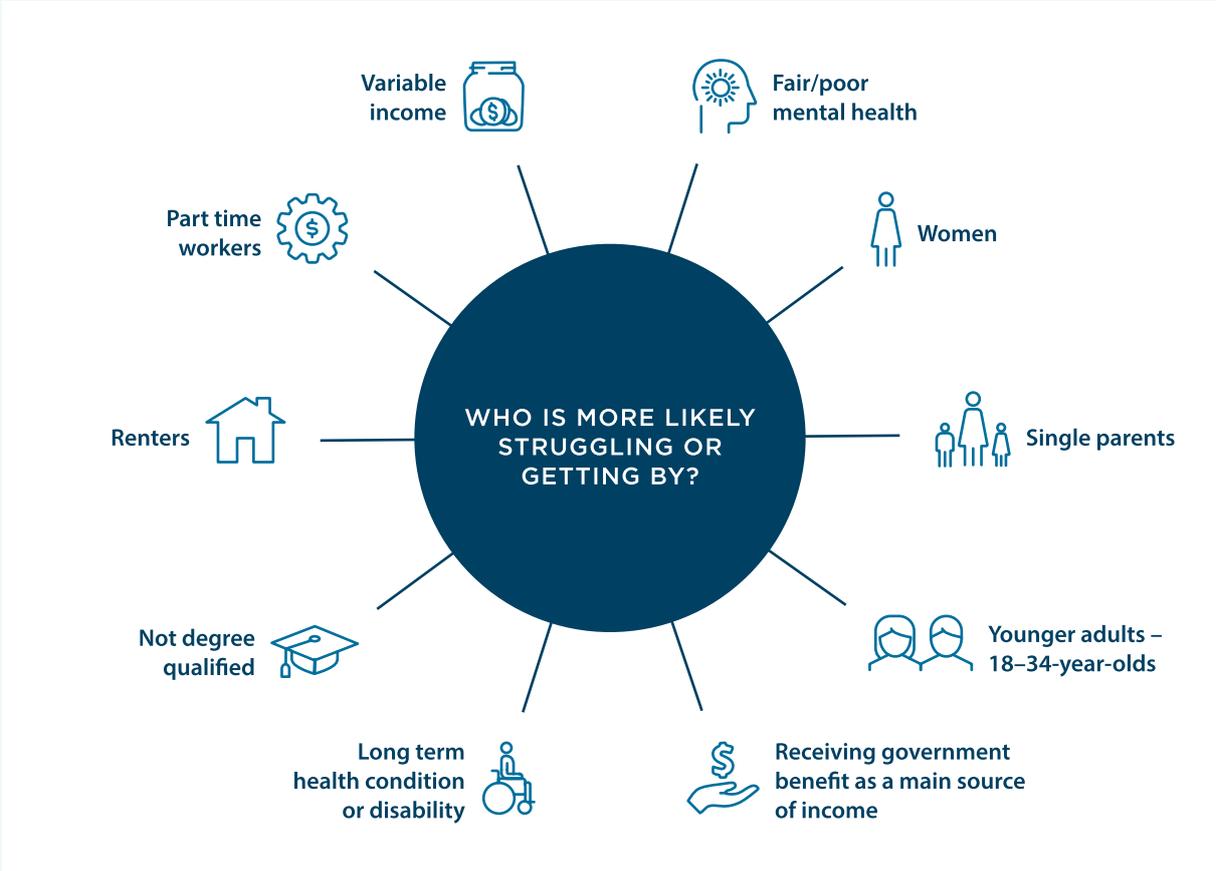
ANZ has been exploring the financial literacy, capability, attitudes and behaviours of Australian adults for 20 years. This research informed the development of MoneyMinded two decades ago and subsequent insights continue to inform program delivery and improvements.

The 2021 Financial Wellbeing Survey was the seventh iteration in the series in Australia since the first national survey in 2002 and the second iteration in New Zealand. The 2021 survey built on the established Kempson et al. conceptual model of financial wellbeing used in the 2017 survey, with updated analysis to improve our explanation and understanding of what is influencing the financial wellbeing of Australians and New Zealanders. The survey reports can be found at <https://www.anz.com.au/about-us/esg/financial-wellbeing/>

While overall most were **doing OK**, more than one-quarter (28%) of Australians and New Zealanders were either **struggling** or just **getting by**, leaving them more vulnerable to financial shocks and the rising cost of living.

In both Australia and New Zealand, socio-economic factors accounted for more than half (54.5% and 54.8% respectively) of what influences a person's overall financial wellbeing. Health, both physical and mental health, was the largest socio-economic factor affecting financial wellbeing in both Australia and New Zealand.

Other factors such as earning potential, unemployment, life journey, financial stability, ability to access social support, gender and having dependents, and supporting extended family in New Zealand, were the most significant socio-economic influences on financial wellbeing.



People with low financial wellbeing were less likely to be actively saving, exercising spending restraint or investing in their long-term future security and more likely to be borrowing for everyday expenses. While almost three-quarters of Australians and New Zealanders saved regularly, even if only a small amount (71% AUS; 72% NZ), around half of people just **getting by** did so and even fewer people **struggling** saved regularly (39% AUS; 29% NZ) (Figure 1). Almost one-fifth of Australians and New Zealanders said they sometimes, often or always need to borrow money or go into debt to pay for food or expenses because they ran short of money. This rose to one-third of all people **getting by**, and 70% of people who were **struggling** in Australia and 55% of people **struggling** in New Zealand (Figure 2).

FIGURE 1: "I TRY TO SAVE SOME MONEY REGULARLY EVEN IF IT IS ONLY A SMALL AMOUNT" (%)

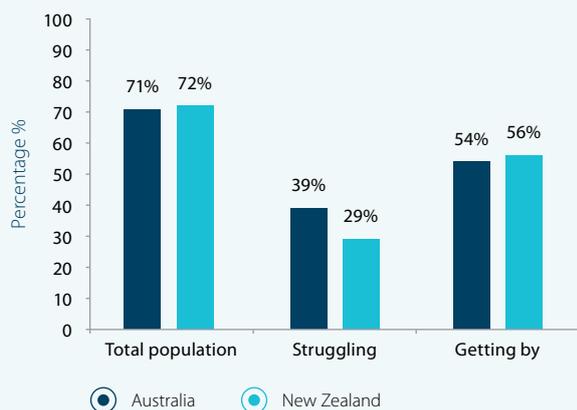
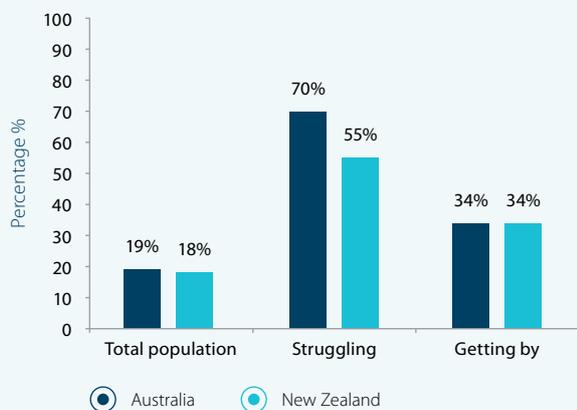


FIGURE 2: "I ALWAYS, OFTEN OR SOMETIMES BORROW MONEY OR GO INTO DEBT TO BUY FOOD OR PAY EXPENSES BECAUSE RUN SHORT OF MONEY" (%)



Eighty-six per cent of people **struggling** in Australia and 80% of people **struggling** in New Zealand felt anxious when they think about their future financial situation. Almost two-thirds of people **getting by** felt the same way (63% AUS; 64% NZ). While only two-fifths of Australians and New Zealanders felt they would be able to save enough money to last until the end of their life (39% AUS; 41% NZ), this was much lower for people with low financial wellbeing. Around one-in-ten of people just **getting by** (11% AUS; 12% NZ) felt they would be able to save enough money to last until the end of their life, whereas only 1% of people **struggling** felt the same.

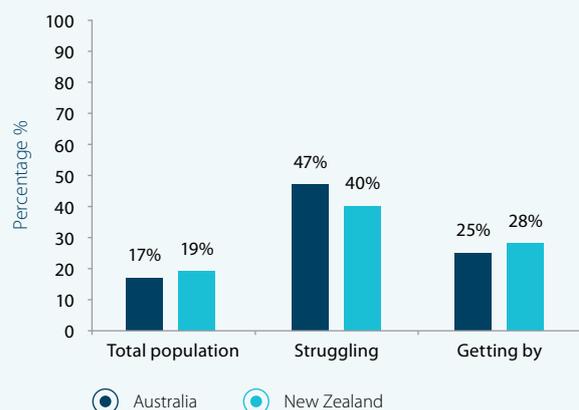
Feeling confident and in control of our finances is key to developing positive saving and spending habits and long-term financial wellbeing (Figure 3).

MoneyMinded is used with disadvantaged and lower income groups to support them to make ends meet, save and build their financial future:

"We work largely with vulnerable families that are impacted by a lot of events that may make it difficult for them to feel confident with money. Being able to assist them to budget/identify where they could make changes can sometimes have a huge impact on how the family is able to cope and feel more in control of their situation. This is very powerful for families that may have felt very defeated or disempowered due to their circumstances." (MoneyMinded coach, Australia)

"The types of clients we work with are in need of empowerment when it comes to their finances. Many clients need support and need help with their current situations and knowing what they can do to better their finances." (MoneyMinded coach, New Zealand)

FIGURE 3: "MY FINANCIAL SITUATION IS LARGELY OUTSIDE MY CONTROL" (%)



3. SERVICE PROVIDERS USING MONEYMINDED

One-fifth (20.1%) of MoneyMinded coaches responding to the survey in Australia had been actively using MoneyMinded with clients for five years or more. Two-fifths (40.1%) of respondents had been using MoneyMinded for less than 12 months, while the remaining two-fifths (39.8%) had been using MoneyMinded for between one and 5 years.

MoneyBusiness coaches who responded to the survey were more likely to have been actively using the program for three years or more (64% of respondents), emphasising the difficulty in conducting face-to-face training for new coaches in remote areas since the beginning of the pandemic.

More than half (53.2%) of coaches in the Asia Pacific region who responded to the survey had been actively using the program for three years or more. Almost one-quarter (22.5%) had been using the program for less than 12 months.

MoneyMinded and MoneyBusiness coaches were asked to report their primary field of service delivery (Table 4). Most MoneyMinded coaches in Australia reported their main field of service delivery as financial counselling (16.8%), family support (13.6%) and education services (10%). Emergency relief (6.5%) and mental health services (5.2%) were also significant fields of delivery using MoneyMinded, with 8.4% of coaches supporting Saver Plus program delivery.

Highlighting the different delivery model in the Asia Pacific, almost half of all MoneyMinded coaches reported they were an ANZ employee delivering MoneyMinded (46.8%). Similarly, New Zealand delivery tends to be more focused on younger people which is reflected in the other reported fields of service delivery for New Zealand, Asia and the Pacific, where 16.2% reported youth services as their main field of delivery and a further 11.7% reported education.

More than one-third (36%) of MoneyBusiness coaches reported financial counselling as their main field of service delivery, followed by education (16%), family support (12%) and housing services (12%).

TABLE 4. MAIN FIELD OF SERVICE DELIVERY REPORTED BY COACHES

Service delivery field	MoneyMinded Australia %	MoneyMinded NZ, Asia and Pacific %	MoneyBusiness %
Aboriginal and Torres Strait Islander services	2.6%	0.0%	8.0%
ANZ employee	1.0%	46.8%	0.0%
Corrections/prisons	1.0%	0.0%	0.0%
Counselling	2.6%	0.0%	0.0%
Disability services	2.3%	0.0%	0.0%
Education	10.0%	11.7%	16.0%
Emergency relief	6.5%	0.0%	4.0%
Employment services	1.6%	4.5%	0.0%
Family support	13.6%	0.9%	12.0%
Financial counselling	16.8%	3.6%	36.0%
Foster and residential care	0.6%	0.0%	0.0%
Health services	1.6%	0.0%	0.0%
Homelessness services	3.6%	0.0%	0.0%
Housing services	1.9%	0.9%	12.0%
Mental health	5.2%	0.0%	0.0%
Microfinance	1.3%	2.7%	0.0%
Migrant and refugee services	1.3%	0.9%	0.0%
Saver Plus	8.4%	0.0%	0.0%
Services for victims/survivors of family violence	1.9%	0.0%	0.0%
Women's services	1.9%	0.9%	0.0%
Young mothers support	1.3%	0.0%	0.0%
Youth services	4.2%	16.2%	0.0%
Other	8.7%	10.8%	12.0%

CASE STUDY

NASIMA

MONEYMINDED COACH

Nasima is a health educator at the NSW Service for the Treatment and Rehabilitation of Torture and Trauma Survivors (STARTTS), a specialist not-for-profit organisation that provides culturally relevant treatment and support to help people and communities heal the scars of torture and refugee trauma and rebuild their lives in Australia.

Nasima completed MoneyMinded coach training in 2021 with the refreshed MoneyMinded resources. Nasima uses MoneyMinded resources as part of money education sessions delivered twice a month with the Afghan community. The sessions focus on the importance of talking about money, budgeting and saving:

“MoneyMinded has helped my clients with managing rising cost of living; looking at different types of needs and wants and prioritising their money,” Nasima says.



But it is not just about managing money now, it's about future resilience:

“Goal setting is my favourite MoneyMinded topic because it helps my clients to set goals, gives them direction and renews their outlook on life. MoneyMinded has made a world of difference to their future.”

4. VALUE OF MONEYMINDED TO DELIVERING ORGANISATIONS

MoneyMinded coaches across Australia, New Zealand, Asia and the Pacific were asked about the value of MoneyMinded to both themselves and/or their organisations. The majority (87.2%) considered MoneyMinded to be either very (61.2%) or somewhat valuable (26%). Very few considered the program to be of limited value to themselves or their organisation (1% 'not very valuable'; 0.5% 'not valuable at all'). Coaches in New Zealand and the Asia-Pacific were even more likely to rate MoneyMinded as 'very valuable'.

The most common reasons for high value ratings included that MoneyMinded provided financial knowledge in areas such as budgeting, money management and financial literacy, it gave participants new ways of thinking about money, and it enhanced their financial self-confidence. Financial counsellors and community workers considered MoneyMinded easy to use and a valuable resource in the suite of tools that they could draw on with clients.

Budgeting and day-to-day money management

“We deal with people renting in the public housing area and private rentals; knowing how to budget is fundamental to their livelihood.” (Australia)

“Our clients need to engage in budgeting support in order to meet the requirements for payment of their benefit. MoneyMinded is a great way to educate them and keep them meeting their requirements.” (New Zealand)

“We explain about 'needs versus wants' most often in our daily talks with people around budgeting.” (Australia)

Improving financial capability, confidence and financial wellbeing

“MoneyMinded is essential to creating the long-term benefits that Saver Plus seeks to achieve with our participants; that is, increasing their financial confidence, wellness and resilience.” (Australia)

“It has promoted financial literacy in the working environment as well as in our own families.” (Fiji)

“Many of the women we work with could benefit from financial literacy support as they transition into meaningful employment. Some will be moving from Centrelink to receiving pay cheques and it is important to help them manage that change and realise their potential.” (Australia)

“It is valuable because many students are struggling financially. I find it valuable in my personal life also. I focus mostly on wellbeing; however, this does go hand in hand with financial circumstances.” (Australia)

Encouraging new ways of thinking and behaving in relation to finances

"It helps establish a new way of thinking for participants. Even if they don't fully engage in the MoneyMinded program they still gain insight into some of their spending habits and thoughts." (Australia)

"It is also very valuable for me ... the vision board helped the most. I took it home, completed it and stuck it on my wardrobe door. Seeing it every day was a reminder. Then we started to take further action and achieved each goal one by one. My husband and I were able to pay off our home loan in a shorter time as a result. That was very empowering. We are now on a new vision board. It's easier to have budget and saving conversations now, because we've seen the benefits of doing it." (Fiji)

"They are now able to save. They are now making their money last until next pay. They are able to open their children's savings. Able to set goals now; before they were not." (Vanuatu)

"Staff know about MoneyMinded but I don't think they really value it. However, MoneyMinded has implemented a change in their day-to-day management with money." (Vanuatu).

A useful resource for community workers

"It provides me with the skills and resources to share with our clients, many of whom experience chronic financial hardship and have to make do on a very limited income, due to being carers for children with disabilities, single parents, family violence survivors, and experiencing mental health issues." (Australia)

"MoneyMinded provides me with an excellent source of knowledge, reference backup and confidence in the delivery of financial literacy to clients." (Laos)

"It's good to be able to use the tools as visual aids to engage participants in sessions; they are good ice breakers." (Australia)

Easy to use

"It is a straightforward programme that can be delivered by any staff member to our clients." (New Zealand)

"There is a huge array of information that is flexible, easy to access and easy to use." (Australia)

For those who did not rate MoneyMinded highly, their reasons for doing so were typically associated with having limited opportunities to use MoneyMinded in their work so far, and having to prioritise client needs for emergency assistance when they were dealing with financial crisis:

"We like being able to offer it to our young people, but the past year has been a bit out of the ordinary for us for a few reasons, so hopefully delivery will increase over the next 12 months." (Australia)

"Non-clinical issues are obviously secondary to our core business which is mental health. However, the positive effects of resolving financial issues (or at least being able to see the possibility of some agency) on mental health are tangible and important to our community." (Australia)

"Few clients are willing to engage in the course - many just want relief from their immediate financial crisis." (Australia)

"Counselling for financial issues isn't a primary part of the work I do, but MoneyMinded is a fantastic resource when these issues come up - I feel confident being able to discuss and give accurate information and referrals." (Australia)

"I'm sure as we descend into the changing economic climate MoneyMinded will become of more use to different demographics." (Australia)

The feedback also highlighted there was an opportunity for additional focus on the specific issues faced by younger adults:

“Could be more youth friendly, in particular for youth who have recently changed circumstances and suddenly have to consider a wide spectrum of independence they haven’t experienced before.”
(Australia)

“... Needs to also cater to clients who struggle to sit still for long periods of time. Would be more beneficial to have more stimulation activities relating to youth and youth who may be on a benefit.” (New Zealand)

MONEYMINDED IN NEW ZEALAND – REGENT TRAINING CENTRE

In New Zealand, ANZ partners with Private Training Establishments (PTEs) and community organisations to deliver MoneyMinded as an embedded part of other courses and wrap-around services.

In 2022, ANZ began partnering with Regent Training Centre to deliver MoneyMinded workshops. For nearly 40 years, Regent Training Centre has been creating options for students and trainees through education, support and mentoring, helping students gain choice and control over their future and become the best version of themselves.

Students at Regent Training Centre have participated in MoneyMinded workshops on topics such as planning and budgeting, saving and spending, everyday banking and planning for the future. Students can see the ‘real world’ benefit of learning to work out where their money is going, balancing needs versus wants and planning for the future:

“I don’t like numbers, but I need to know this.”
(MoneyMinded participant)

“I need to get money sorted for work and income.”
(MoneyMinded participant)



Regent Training Centre students

For Regent Training Centre, MoneyMinded complements the courses they offer, providing students with the skills to manage their money once they start earning:

“Our students found this programme very relevant to their day to day needs. Many of our students are in the process of looking for first time employment or are returning to the workforce. The content was written in such a way that it was simple to understand and actually made learning about money fun.”

REFRESHING OUR TRAINING AND RESOURCES

Launched in 2021, the refreshed MoneyMinded program has continued to be delivered during 2022 to community sector professionals in Australia by our partners Berry Street, the Brotherhood of St Laurence and The Smith Family. Community sector professionals who completed MoneyMinded prior to March 2021 can update their accreditation by completing a short digital training module. Upon completion, they obtain access to the updated and new resources created (print and digital). Their refreshed accreditation includes access to the MoneyMinded hub, an online platform which contains a financial education content library and an interactive tool for creating customised session plans for clients.

2022 also saw the launch of refreshed resources for both MoneyBusiness and MoneyMinded for family violence.

MONEYBUSINESS

In 2022, ANZ completed an extensive review of MoneyBusiness to make it easier for community professionals to access, use and tailor financial education for their Aboriginal and Torres Strait Islander clients living in remote communities.

In September 2022, a group of community professionals attended the new MoneyBusiness coach training in Alice Springs, Northern Territory and were introduced to the updated resources which include new topics and a range of visual aids. Upon completion, attendees were given access to easy-to-use resources on the new online hub where they can tailor MoneyBusiness sessions to their client's needs:

"I like the webpage resources that allow us to form custom workshops." (MoneyBusiness coach training attendee)



MoneyBusiness coach training, Alice Springs



Refreshed MoneyBusiness resources

MONEYMINDED FOR FAMILY VIOLENCE

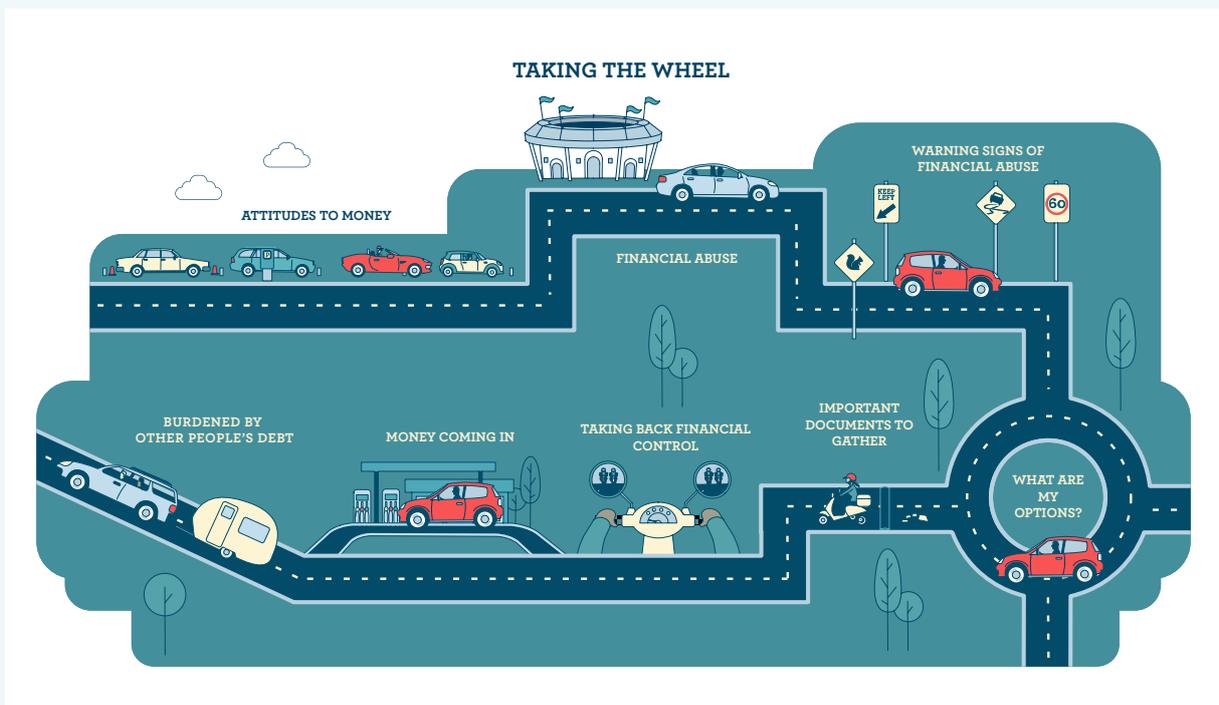
Over the past 18 months, ANZ has worked with longstanding community partner Berry Street to make enhancements to the MoneyMinded for family violence program, which was relaunched in 2022. MoneyMinded for family violence is a special edition of MoneyMinded specifically to support community services working with people experiencing, or who have experienced, family violence. It covers financial education topics such as warning signs of financial abuse, taking back financial control, burdened by other people's debt, goal setting and budgeting, and protecting the future.

The program now includes a new range of visual resources, prompt cards, animations and interactive handouts available through the online MoneyMinded

hub. MoneyMinded for family violence coaches can create and save customised session plans for individual or group delivery using the session plan tool. Berry Street has been training family violence specialists in the enhanced program:

"The range of information and flexibility of the program caters to the uniqueness of experience of clients, addressing what is needed when it's needed." (Berry Street MoneyMinded trainer)

MoneyMinded for family violence coach training is available to family violence specialists and workers who assess and manage risk as part of their role.



The MoneyMinded for family violence 'Taking the wheel' content focuses on participants taking back financial control.

5. VALUE OF MONEYBUSINESS TO DELIVERING ORGANISATIONS

While there were a limited number of survey responses from MoneyBusiness coaches, the value of having the resource to draw upon in their work with remote Aboriginal and Torres Strait Islander communities was evidenced through their comments.

“It helps a lot of our clients understand better about money; it may not be at the first stages but at the end of the day, they are more than welcome to revisit and work with us on multiple occasions.”

“The toolkit provides easy to understand budgeting advice that helps us provide a greater understanding of budgeting while providing agency services.”

“As English is not the first language for our clients, the MoneyBusiness kit makes it easier to help them with understanding their money stories as they can see it there in front of them.”

“The MoneyBusiness program is a great educational program designed to reach people; it is respectful and culturally appropriate.”

“I only did the course a few months ago and am using it on a regular basis with the families that I work with, and I am getting some good feedback and results.”

6. WHAT DID PARTICIPANTS HAVE TO SAY?

Survey respondents were asked to provide information about any feedback they had received on the MoneyMinded program from their clients or workshop participants. Where such feedback was received, the majority was positive:

“This course really helped me to realise how much money I was spending on things I did not really need and taught me to stay away from credit cards.”

“The workshops have helped me understand my finances better and plan ahead. I use the budgeting resources all the time and whenever I want to spend money on something I always do my math and check to see that I will have enough money for rent and bills.”

“Just putting that little aside has really helped (especially with an incentive) but now I will continue saving that small amount to help with bigger things in the future.”

“I needed help to know how to manage an inheritance I received, and this taught me that I don't have to spend all my money. I can save some or buy something I really need.”

“It's the best decision I could have made. To help myself and to realise it's not too late to change my financial future for the better. And best of all, help and teach my kids to set them up for their best life!”

MARIE

THE SMITH FAMILY, MONEYMINDED TRAINER

For 20 years MoneyMinded has been building the capacity of community workers to support their clients. Marie has been involved in MoneyMinded for the majority of that time, the last decade as The Smith Family's MoneyMinded trainer. First introduced to MoneyMinded in 2007 as a Saver Plus program coordinator, Marie has seen the MoneyMinded program evolve over time:

“Over time, MoneyMinded has added online visual resources to engage learners in their different learning styles, making it audible, visual and tactile. The training has also changed, going from two full days, face-to-face, to online pre-work and one full day. Training can now be conducted virtually too. These changes have made it easier for potential coaches to attend, including those in rural and regional communities where they may not have had the funding to travel to attend MoneyMinded courses previously.”

Key features of the MoneyMinded program have remained, proving successful over time. In particular, Marie says the easy-paced, conversational style of the MoneyMinded program has stayed the same as:

“It works! Community workers who complete MoneyMinded training are very excited to see how easy it is to talk about finances with a positive ‘I can do this’ attitude!”

MoneyMinded's adaptability has been further enhanced with the new online hub, giving coaches the ability to search and tailor information to be delivered in short, single topics or longer sessions depending on what coaches and their clients need.

In her role as The Smith Family's MoneyMinded trainer over the last decade, Marie has trained more than 1,000 community workers and financial counsellors as MoneyMinded coaches. She says it is a privilege to speak with community workers and volunteers daily, who are keen to upskill their clients as low financial capability is an ongoing issue:

“Community professionals and volunteers come from a wide range of services such as financial counsellors, affordable housing, ‘back to work’ programs, mental health and community hub organisations. Because of The Smith Family's reputation, particularly across the community and for-purpose sector, participating community professionals establish trust and credibility and are easily drawn to this training. They are all seeking resources to share with their clients in a format that is easy to understand and deliver. MoneyMinded is the perfect fit for this, either one-to-one or in a group.”



The Smith Family MoneyMinded trainer, Marie

Marie says an unexpected outcome is often how much MoneyMinded training benefits coaches themselves, which gives an authenticity to their delivery style with clients. Marie has also seen former participants come back to be coaches:

“Over my time delivering MoneyMinded I have had people from local community groups participate in MoneyMinded sessions, then register to become MoneyMinded coaches as they've wanted to continue the learning in their community.”

While MoneyMinded will always involve broader conversations around managing money day-to-day, reducing debt and planning for the future, there is always a need to stay on top of new topics such as 'Buy Now Pay Later', which has had increasing interest from participants over the last 12 months. Marie says:

“‘Buy Now Pay Later’ is marketed so well, targeting people's emotions and the feeling that they need to have something now. Clients are needing information that highlights the actual costs and traps behind the amounts they sign up for.”

With many people feeling under financial pressure with the rising cost of living, programs like MoneyMinded are even more important to help create an awareness for people with their money and feel positive about having money conversations:

“If there were three things I wanted people to take away from MoneyMinded sessions right now they would be the importance of:

- Money Chat – have positive conversations about reducing debt and making plans for your money to work for you;
- Money Awareness – know what money is coming in and what money is going out; and
- Money Kindness – set a money goal for yourself. It's okay to start small and grow your goals as your money skills grow.”

