



The Extent of MoneyMinded Education in the Community: 1 October 2007 – 31 March 2008

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Summary

MoneyMinded is an adult financial education program developed to help people, particularly those on low-incomes, to build their financial skills, knowledge and confidence. The program has been developed as a resource for financial counsellors and community educators. It is intended to be delivered as workshops to groups of people or can be used in one-to-one case work.

This report presents an analysis of data relating to the continued use of MoneyMinded in the community from 1 October 2007 - 31 March 2008. The aims of this research are to:

- Provide an estimate of the number of MoneyMinded participants in workshops
- and in one-to-one case work
- Provide a description of the characteristics of MoneyMinded participants
- Detail the number of facilitators trained
- Identify the most commonly used workshops from the program
- To seek recommendations and feedback from delivering organisations regarding the use and impact of MoneyMinded

The data was collected through a survey of organisations delivering the MoneyMinded program across Australia. The research includes responses from 87 organisations that represent 523 facilitators in the last two quarters.

Results

- An estimated total of 14,800 people have participated in the MoneyMinded program over this period.
- A total of 267 facilitators were trained by responding organisations over the period.

- The most commonly used MoneyMinded workshops are in the 'Planning and Saving' topic area, specifically, the workshops `Goals', `Saving and Spending' and `Money Planning'.
- There is a wide range of groups receiving MoneyMinded education however, sole parents, students/youth, those with low incomes and those with disabilities are most common.
- Facilitators have found the resource to be valuable in helping them to assist their clients build financial skills and knowledge. Feedback from participants has been positive and the resource is adaptable to suit a wide variety of participant characteristics and needs.

1.0 Introduction

This report presents an analysis of data collected from a bi-annual survey to measure the extent of the delivery of the MoneyMinded program over the period 1 October 2007 to 31 March 2008. MoneyMinded is an adult financial education program developed to help people, particularly those of low-income, to build their financial skills, knowledge and confidence. MoneyMinded offers independent and unbiased consumer information. Its development was initiated and funded by ANZ with contributions from the community sector and education experts. It does not contain any ANZ branding or promotion of financial products and services. The program has been developed as a resource for financial counsellors and community educators. It is intended to be delivered as workshops to groups of people or can be used in oneto-one case work. The program consists of six topics separated into sixteen workshops covering fundamental financial information.

The program is delivered in Victoria, New South Wales, Queensland, South Australia, Western Australia, the Australian Capital Territory and the Northern Territory.

The objectives of the research presented in this report are to:

- Provide an estimate of the number of MoneyMinded participants in workshops
- and in one-to-one case work
- Provide a description of the characteristics of MoneyMinded participants
- Detail the number of facilitators trained
- Identify the most commonly used workshops from the program
- Seek recommendations and feedback regarding the use and impact of MoneyMinded from delivering organisations

Section 4 of the report presents the results of participant numbers overall and across the states and will also give examples of feedback from participants. Section 5 will provide results relating to numbers of facilitators trained and comments about their experience in using MoneyMinded. Section 6 will provide information relating to the use of the workshops and suggestions from facilitators for program improvement.

2.0 The MoneyMinded Program

The MoneyMinded program consists of six topics separated into 16 workshops. Following is a brief description of the topics and workshops. The program is designed to be flexible and each workshop can be offered individually or as part of a larger program depending upon the needs of the participant. Every workshop consists of guides for facilitators, activities, workshop summaries and case studies for participants.

Planning and budgeting

- **Goals** How to set and achieve savings goals
- **Saving and spending** How to save and spend wisely
- Money planning Set up savings for the future

Getting started

- Opening an account Introduces money and financial accounts
- Introduction to everyday banking Consider the advantages and disadvantages of different accounts
- Different ways to pay Work out the best payment method

Understanding paperwork

- **Types of paperwork** Discusses common and important paperwork
- Bills, bills, bills How to read and understand bills and statements

Credit providers

- Credit and credit cards Considers credit offers, obligations and options
- Loans Understand features, costs and commitments when borrowing

Dealing with debt

- **Debt** Understand common debt pitfalls
- Recovery plan How to work out and stay out of debt
- When paying is difficult Develop solutions to unmanageable debt

Rights and responsibilities

- **Golden rules** Understand and exercise consumer rights
- The hard sell Recognise and avoid pressure selling techniques
- Your right to complain How to be heard

3.0 Methodology

In the biannual survey, covering the two quarters (1 October – 31 December 2007 and 1 January - 31 March 2008) a total of 608 questionnaires were sent via email and post to delivering organisations. A total of 87 individual organisation responses, including 7 out of the 8 funded partners¹, were received representing 523 facilitators. The survey was sent to facilitators in Victoria, Queensland, New South Wales, Western Australia, South Australia, Tasmania, ACT and Northern Territory.

The term 'MoneyMinded facilitator' refers to interested community educators and financial counsellors with experience in financial counselling and / or adult education and training, who have completed the MoneyMinded Facilitator Training Program and intend to deliver MoneyMinded to members of their communities.

The term 'MoneyMinded participant' refers to someone who has attended one or more MoneyMinded workshop or another type of workshop that has included content from the MoneyMinded program or a person who has received individual counselling with a MoneyMinded facilitator and MoneyMinded content has been used in the counselling session.

For the purpose of the analysis the respondents were treated as though they were a random sample². To then calculate an estimate of the number of participants in the MoneyMinded program the sample data was used to calculate a 95% confidence interval of the mean number of participants per facilitator³. The lower bound of this 95% confidence interval was used to forecast the total number of participants⁴.

¹ The 7 partners who have responded are Brotherhood of St. Laurence, The Smith Family, The Benevolent Society, Berry Street Victoria, The Salvation Army, Mission Australia and Kildonan UnitingCare. A response from Anglicare SA was not received.

² Strictly speaking these respondents are not a random sample. However this is only a problem in the analysis if their responses are biased in favour of those facilitators who report having trained participants. In fact, it was found that over half of the survey respondents report no participants thus suggesting the absence of any bias towards reporting trained participants.

³ From the sample of facilitators the mean and standard deviation of the number of participants trained per facilitator was calculated. Given the assumption of treating the sample as random, the central limit theorem and the associated normal distribution of the sampling distribution of the mean were used to calculate the confidence interval.

⁴ The lower bound provides a conservative estimate of the total number of participants. However, as very little is known about the true distribution of participants per facilitator and because the sample is strictly not random, such conservatism is warranted.

4.0 Participant Information

4.1 Participant Numbers

The surveyed facilitators were asked to provide the following details regarding numbers of participants in the MoneyMinded program:

- the total number
- the number of Saver Plus⁵ participants who had completed or commenced the MoneyMinded education during this time period
- the number who had attended one-off single workshops
- the number who had attended more than one workshop
- the number who had attended other types of workshops in which MoneyMinded was used
- the number of people worked with on a one-to-one basis using the MoneyMinded materials

Results are provided for the estimated totals overall, for each quarter and across each of the following states: New South Wales, Queensland, South Australia, Victoria, and combined totals owing to the low number of respondents from Australian Capital Territory, Northern Territory, Western Australia and Tasmania.

Table 1 shows that overall we predict that the total number of people who participated in the MoneyMinded program for the year 1 October 2007 – 31 March 2008 is $14,800^{6}$.

⁵ Saver Plus is a matched savings program developed by ANZ and the Brotherhood of St Laurence and delivered through the Benevolent Society, Berry Street Victoria, Brotherhood of St Laurence and the Smith Family across VIC, NSW, QLD, ACT and TAS. The program aims to assist low income individuals and families develop a savings habit and reach a savings goal. ⁶ To project the total participant numbers in the last two quarters the trained facilitator number of 1654 was used, this is based

^o To project the total participant numbers in the last two quarters the trained facilitator number of 1654 was used, this is based on the reported number of facilitators for whom respondents replied plus the non-respondents from the sampling frame. To project the total participant numbers for the two quarters the number of newly trained facilitators (267) was added in the last two quarters to the total of 1439 facilitators that were identified in the last report and then the number of known dropouts (52) was subtracted. There is no additional projection done for the Saver Plus numbers, these are as reported by the partner organisations.

Table 1: Total participant numbers across the last two quarters

	Total	2007 - Q4	2008 - Q1
Total number of participants reached across all sites	14,800	7,460	7,340

The predicted participant numbers for each quarter across each state are shown in Tables 2, and 3⁷. The results for each quarter show that the highest proportion of participants are in New South Wales and most receive MoneyMinded education in a workshop setting.

Table 2: Participant numbers across states (1 October – 31 December 2007)

	Total	NSW	OTH	QLD	SA	VIC
Total number of participants* reached across all sites	7,460	2,960	320	1,700	580	1,890
Number of participants who are from Saver Plus and completed or commenced MoneyMinded education	600	234	0	148	0	218
Number of participants who attended one-off, single MoneyMinded workshops	1,100	300	60	315	60	370
Number of participants who attended more than one MoneyMinded workshop	2,830	710	120	930	120	940
Number of participants who attended other types of workshops in which MoneyMinded was used	1,090	535	50	130	110	260
Number of people facilitators worked with on a one-to-one basis using MoneyMinded materials	1,395	720	70	270	135	200

* Please note: The total number of participants (in total and for each state) is not the sum of the number of workshop participants (single or more than one) and one-on-one participants because the survey respondents have reported these categories as though they are not mutually exclusive and exhaustive as to delivery modes.

⁷ To calculate the numbers in each state the proportion of the additional number estimate allocated to each state is calculated by the average proportion for the state from three sources: (i) the share of the number of participants reported by survey respondents for the state; (ii) the share of survey respondents for the state; and (iii) the share of the facilitators for the state in the population.

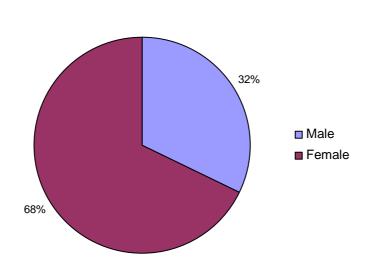
Table 3: Participant numbers across states	(1 January – 31 March 2008)
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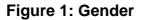
	Total	NSW	OTH	QLD	SA	VIC
Total number of participants* reached across all sites	7,340	3,130	320	2,070	580	1,240
Number of participants who are from Saver Plus and completed or commenced MoneyMinded education	430	234	0	135	0	61
Number of participants who attended one-off, single MoneyMinded workshops	535	255	30	110	15	120
Number of participants who attended more than one MoneyMinded workshop	2,870	720	130	1,440	130	450
Number of participants who attended other types of workshops in which MoneyMinded was used	1,490	650	60	255	130	395
Number of people facilitators worked with on a one-to-one basis using MoneyMinded materials	1,595	750	80	305	145	320

* Please note: The total number of participants (in total and for each state) is not the sum of the number of workshop participants (single or more than one) and one-on-one participants because the survey respondents have reported these categories as though they are not mutually exclusive and exhaustive as to delivery modes.

4.2 Participant Characteristics

Figure 1 shows the participant gender breakdown for the last two quarters based on the responses from organisations who addressed this query. The results show a greater proportion of female participants than male participants.





The organisations were also asked to identify as best they could the predominant characteristics of the participants receiving MoneyMinded education. Figure 2 shows the participant demographic characteristics based on the responses received. The responding organisations have identified a wide range of participant demographic characteristics illustrating the adaptable nature of the MoneyMinded program. Sole parents are the most common clients that receive MoneyMinded education, followed by students/youth and low income clients in general. The category 'Others' is made up of smaller proportions of prisoners or ex-prisoners; those in supported accommodation; young families; carers; and those who are illiterate.

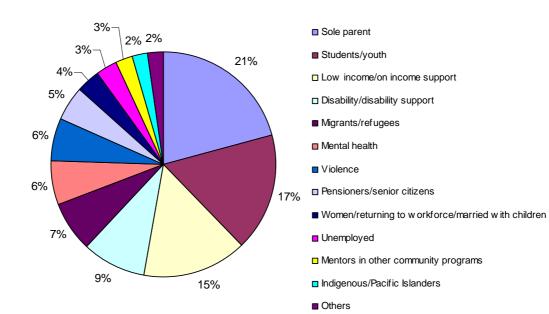


Figure 2: Participant characteristics

The respondents were also asked to identify any special needs that participants may have. In Figure 3 we show the types of special needs of participants receiving MoneyMinded education. The special needs groups identified by most of the responding organisations are migrants/CALD/NESB, students/youth and participants with a disability. The results also show, as with the demographic characteristics, that the program has been delivered to a wide variety of groups including participants with special needs ranging from those suffering addictions, disabilities, and the unemployed.

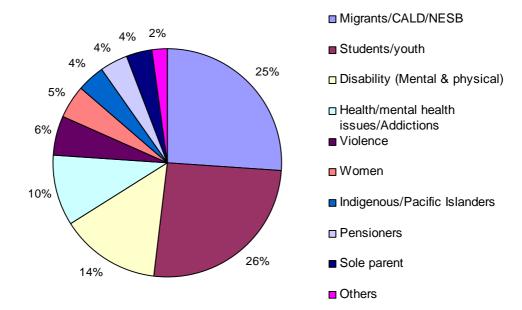


Figure 3: Participant special needs

4.3 Methods Used to Recruit Participants

Organisations were asked to nominate the methods used to attract participants to the program. Figure 4 shows that participants are recruited in a variety of ways and responding organisations identified referrals from other organisations, promotion in other courses, and brochures as the most common methods through which participants are recruited to the MoneyMinded program.

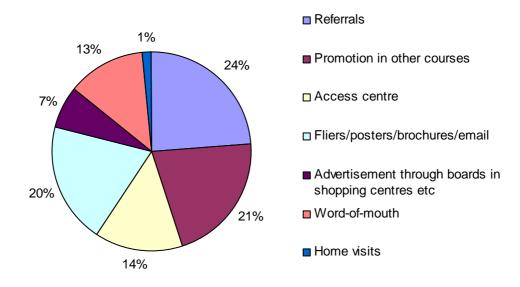
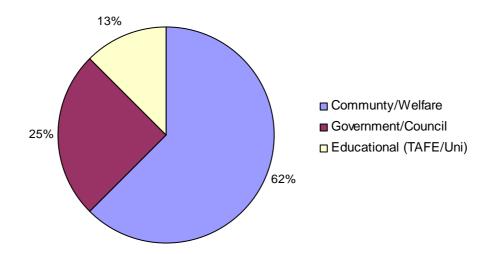
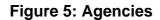


Figure 4: Sources of participant recruitment

Figure 5 shows the type of agencies that commonly refer participants to the responding organisations. This figure shows that community / welfare organisations play the largest role in the referral of participants.





4.4 Feedback from Participants

The respondents were asked to provide evidence of feedback from participants they had received during the survey period. Feedback has been very positive and there are many examples of how MoneyMinded has assisted participants in gaining more control over their finances and increased their knowledge and skills in managing their finances. Participants also reported the impact on their children of the lessons learnt from MoneyMinded. Table 4 provides a selection of some direct quotes from the participants and also some quotes from facilitators representing feedback they have received from participants.

Table 4: Participant feedback

'Feedback has been that the training is very practical and useful. Participants have commented that having the skills to manage their budget makes not only a practical difference but also makes their lives so much less stressful.'
'Why didn't they teach us this at school? Thank you so much for simplifying money management for me.'
'Thoroughly enjoyed the course- All very easy to understand. I learnt a lot about money management and now have more knowledge on my rights. Wished I had known all this years ago! This should be a compulsory subject at school'
'A participant wanted me to know that since joining the workshops she has had a very positive revelation about money. She has always had a battle with money feeling like she does not have enough then a guilty feeling when spending money impulsively. Since doing workshop 1 & 2 and discussing attitudes to money she has changed her thought patterns and feels much better. Not only about money but life in general.'
'This was an email I received after the workshops 'just wanted to say thank you and well done for the seminar - I really enjoyed meeting the others, I gained a lot of benefit from the modules and have become interested in learning more about financial matters - I really don't like being ignorant about the things that most people take for granted. Again, thank you to you for a great run session and to [the organisation] for organising this.'
'Feedback during education session from a participant about an experience with her son, who used to always bother her to buy food when out. Participant added up amount of money spent through this and showed him what he could have bought with this. Now son is earning money through doing jobs and stops asking for food when out. He has also lost weight through not eating junk food while out. Participant noted that she has also lost weight through same process.'
'Participant described how she has involved her children in saving by putting loose change into a piggybank for them. When they went on holiday recently, the piggybank was opened and the children had over \$100 to spend each which meant that they didn't ask Mum for money either. All were very happy.'
'Participants gained a lot from meeting other people in a similar situation and in the local community. One participant found the skill of setting long term goals very useful as she had been previously living week to week and getting nowhere. She suggested she wanted more 'get to know each other' activities.'
'I have just had a client go through huge financial management change, including debt recovery, year's worth of backlogged tax stuff and bankruptcy. She said many of the ideas coming from the MoneyMinded material were new to her, and really a big relief more than anything, that she actually had the power to take the control back again!'
'I was pleasantly surprised! It was friendly, easy to talk to, easy to follow and very useful. I am still on a budget and I think it will stay with me forever! Amazing! Starting budgeting at 54! Thank you very much.
(NA) a Participant of the second discount of the second se

'My clients have really enjoyed the workshops especially when they realize the money wasted on

spending leaks. This seems to have the biggest impact. The Pay yourself first concept is also another idea that is well received. Putting aside for a "Rainy day" has helped when the bills have come in.

'Content was relevant and helpful. Clients wished that they had learnt this in school. Clients came back to request hand outs of past sessions as they had shared the experience with their friends and wanted to tell their friends.'

'The content is very easy to follow and apply to everyday situations.'

'The overwhelming comments that I hear are that MoneyMinded is good practical information that they can do and use in everyday life. Participants often say that MoneyMinded is part of what they should have been taught in school.'

5.0 Facilitator Information

5.1 Facilitator Numbers

Between 1 October 2007 and 31 March 2008, a total of 267 facilitators were trained to deliver MoneyMinded. Table 5 refers to facilitators trained from 'own organisation' and those trained from 'external organisation'. The facilitator numbers from 'own organisation' refer to those trained from within the responding organisation over the period. There are eight responding organisations which are resourced to train facilitators from other community organisations. The facilitator numbers for 'external organisation' refer to those trained by the eight organisations that are external to the responding organisation.

Table 5: Facilitators trained

	Total	2007 - Q4	2008 - Q1
Number of facilitators trained	267	175	92
Own organisation	68	41	27
External organisation	199	134	65

5.2 Facilitator Feedback

The respondents from delivering organisations provided examples of how they have been using the MoneyMinded program and their general opinions of its value. Table 6 provides some selected examples. The facilitators have shown creativity and flexibility in using the material to suit their clients' needs and characteristics.

Table 6: Facilitator feedback

'Excellent resource - well planned, easy to use.''I find the format of MoneyMinded is excellent really. There is a lot of scope in this program to cover a diversity of issues. I would also like to say how often I refer to this when involved in one to
cover a diversity of issues. I would also like to say how often I refer to this when involved in one to
one financial counselling with clients – I find money planning and goals particularly valuable.
'The workshops were great. Nonetheless, clients from our department had difficulty
understanding (even) at its basic level. I had to change a few things to (their) very basic level.
This has been helpful so far. Thanks.'
We provide this training on a one-to-one basis. Perhaps if others are doing this, some more
thought to catering for this method of delivery might be appropriate. The Centre has found this a
useful resource. Thank you for your support.'
'We would like to use some of the materials from MoneyBusiness. These are well designed for
our client group who are often people with low levels of literacy. Mission Australia tends to use far
more case studies to illustrate examples. We also use more visual tools.'
'Combining planning and budgeting with nutrition information has been really useful'
'I really just have used it one-on-one, which I guess is mostly the way I work with clients. The
ideas, rather than the actual skills, have been what are most helpful, because they allow me to
work with them in a more open minded way.'
We have an action sheet that has 3 options and an action plan start date. The client discusses
what would suit their needs best and sign the action plan with a commitment to try as hard as
they can to succeed in it. We also run a Cook & Eat program once a month. It costs clients \$2
and we talk about what the meal costs and other ways of preparing foods cheaper whilst cooking
and then sit down and share a meal together.'
'Used some strength cards with young people to help them identify good money habits.'
'Feedback received from clients was the budget needed modifying and simplifying. We have
developed a very simple budget that is put into a wallet system (Looks like a business card holder
bought from spotlight). The clients keep the budget in the front sleeve and then use the other
sleeve like the old envelope system for any other purchases that are bought not on the budget.
These can be noted down and adjustments can be made the following week where necessary.
We also spend a great deal of time on needs and wants, to identify the areas that they were
struggling with within the budget.'

While there are many facilitators using and finding value in the MoneyMinded resource, there appears to be quite a number of facilitators who have undertaken the facilitator training over the last few years either through ANZ or from one of the partnered organisations who have never used the resource. The most common reasons given for not using MoneyMinded have been related to heavy workloads and / or insufficient organisational resources or support. Table 7 presents some of their comments.

Table 7: Factors Inhibiting the Use of MoneyMinded

'For this period I need to report a nil return. However we are just launching a program in April so hope to have considerably more to report next time.'

'I am sorry that I have been unable to spend any of my very busy work hours participating in this program for the last few months. I am still appreciative of the lessons I have learned from this and that I am able to help people on a small but individual scale.'

'The biggest problem was finding groups that wanted the program at a time that allowed me to get away from work. I don't know how to improve this. I was disappointed that the community groups didn't want to compromise on the time they wanted the presentation. I've only done one presentation so I'm not a very good source of feedback.'

'This service agrees that this program is structured well and is a very useful tool for financial counsellors. Sadly, funding constraints means that this service has been unable to conduct any community education using MoneyMinded in the past 6 months. Casework overload in the current economic climate has not allowed for any workshops during this period.'

'Unfortunately all efforts to have the local community through the various organisations with whom I am associated have resulted in nobody wishing to take up the program. This is despite the fact that it is a low socio-economic area and people are suffering.'

'Have not thought about future use of this particular resource at this stage. We do incorporate aspects of financial literacy into all our basic maths classes'

6.0 Workshop Information

The following table presents data on the ranking of the most used MoneyMinded workshops delivered by facilitators across all sites for the period, 1 October 2007 to 31 March 2008. The facilitators were asked to rank the workshops with 1 being the most commonly used. Table 8 details the most used workshops. The number of respondents providing data for workshops ranked greater than 5 becomes relatively low (less than 20) and as such this data is pooled to represent the ranks from 6-10, and 11-16 inclusive. As seen from the data in Table 8 the most used MoneyMinded workshops in the six month period were in the 'Planning and Saving' area, specifically, the workshops `Goals', `Saving and Spending' and `Money Planning'.

	1	2	3	4	5	6-10	11-16
Planning and Saving							
Goals	14.6	8.6	0.0	0.0	4.2	1.7	0.0
Saving and spending	18.7	15.1	7.5	3.7	0.0	1.7	0.0
Money planning	18.7	5.4	20.8	3.7	0.0	1.7	2.9
Understanding Paperwork							
Types of paperwork	4.7	5.4	11.3	0.0	12.5	8.5	8.8
Bills, bills, bills	9.4	3.2	7.5	14.8	0.0	8.5	8.8
Dealing with Debt							
Debt	5.3	5.4	11.3	11.1	16.7	6.8	2.9
Recovery plan	2.9	3.2	7.5	3.7	12.5	6.8	8.8
When paying is difficult	3.5	4.3	1.9	11.1	8.3	13.6	5.9
Getting started							
Opening an account	1.8	4.3	5.7	3.7	0.0	8.5	8.8
Introduction to everyday banking	1.8	6.5	3.8	3.7	4.2	5.1	11.8
Different ways to pay	3.5	4.3	1.9	7.4	0.0	11.9	2.9
Credit Providers							
Credit and credit cards	4.7	6.5	7.5	3.7	12.5	6.8	0.0
Loans	3.5	5.4	1.9	3.7	8.3	8.5	5.9
Rights and Responsibilities							
Golden rules	2.9	8.6	3.8	7.4	4.2	6.8	8.8
The hard sell	1.2	7.5	5.7	11.1	0.0	0.0	14.7
Your right to complain	2.9	6.5	1.9	11.1	16.7	3.4	8.8

Table 8: Most commonly used workshops

6.1 Suggestions for Improvement

The survey gave the respondents an opportunity to provide feedback on the MoneyMinded content and the program in general. This information is valuable to ensure the program continues to meet the needs of the facilitators in assisting their clients to improve money management skills and knowledge. There were a number of respondents suggesting that the pack be simplified with more visuals and less reading and / or more appropriate examples to suit participants with lower literacy levels; mental health issues; or new arrivals. There are also suggestions for more content, guest speakers and for facilitator improvement through re-training and networking opportunities. Table 9 includes a selection of comments from facilitators.

Table 9: Suggestions for improvement

'A simpler version for people with intellectual impairments with lots of pictures and easier to complete. Those with literacy issues need to be able to handle their money also and they are a vulnerable group.'

'A simplified version of a budget for ESL clients who really struggle with understanding their budgets.'

'I need some more youth friendly ideas or games that can help with terms.'

'Materials on interest free deals. More comprehensive material on mobile phone traps.'

'Maybe a session on buying over the internet or scams to watch out for.'

'Maybe a standard booklet to go in the satchel with the calculators, very basic with hints, points, bullet points, spending diary and budget sheet, contact numbers.'

'People, when participating, often ask for more in-depth info about specific financial topics such as superannuation, financial planning etc. They suggest getting in guest speakers with knowledge on these topics.'

'We appreciate the MoneyMinded material for use with our clients. Please keep up the good work. Maybe we could have a refresher course for already trained MoneyMinded facilitators. (Not to have to do the course again). Also a network gathering of facilitators as general contacts etc change and we need to have up-to-date information.'

'Suggestions include more activities and making the facilitator training longer to allow time for further information on topic areas.'

'Difference between cash flow & budget can be helpful as it can explain why when we have budgeted really well there are still some timing difficulties. Sometimes we need to adjust examples for use with 15 to 18 year olds and apprentices to make them relevant.'

7.0 Conclusion

MoneyMinded is continuing to be a widely used and valuable resource in assisting people to build financial skills and knowledge. The numbers of people receiving MoneyMinded education are continuing to increase along with the range and types of participant groups. The estimated numbers of participants who have received MoneyMinded education either through a workshop setting and / or through one-to-one counselling in this six month period is 14,800. The most used MoneyMinded workshops in the six month period were in the 'Planning and Saving' area, specifically, the workshops `Goals', `Saving and Spending' and `Money Planning'.

Facilitators have continued to adapt the program to suit a wide range of clients and have provided feedback on its use and suggestions for improvement. Facilitators would like to be involved in networking activities to share ideas and meet other MoneyMinded facilitators.

The respondents have provided examples of positive feedback from participants who have found the education valuable and have reportedly made beneficial changes to their money management behaviour.