



THE REACH OF MONEYMINDED

NOVEMBER 2021

Special thanks

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

Authors

Professor Roslyn Russell & Dr Mark Stewart
School of Economics, Finance and Marketing
RMIT University

Interviews & case studies

Emily Ross
Director, Emily Ross Bespoke

Editorial

Irene Payne & Kate Bellott
Group Financial Inclusion & Community Engagement
ANZ

Design

Marcus Lee Design

Cover photo

MoneyMinded participant, Daisy

For further information and links to previous MoneyMinded evaluation reports:

anz.com/moneyminded

bluenotes.anz.com/financialwellbeing

ANZ welcomes your comments and queries. Please contact:

moneyminded@anz.com

The logo for MoneyMinded, featuring the word "Money" in a dark blue serif font, a solid dark blue circle in place of the letter "o", and the word "Minded" in a dark blue sans-serif font.

CONTENTS

Foreword	2
About MoneyMinded	3
MoneyMinded at a glance	4
The reach of MoneyMinded 2020-2021	6
1. Number of participants reached	6
2. Characteristics of MoneyMinded participants	6
3. Main fields of service delivery	7
4. Value of MoneyMinded to delivering organisations	9
5. Value of MoneyBusiness to delivering organisations	16
6. Launching the refreshed MoneyMinded program	16
Tables	
Table 1. Reach of MoneyMinded in 2020-2021	6
Table 2. Characteristics of MoneyMinded participants	6
Table 3. Characteristics of MoneyBusiness participants	7
Table 4. Main fields of service delivery	7

FOREWORD

This report details the 2021 reach of MoneyMinded, ANZ's flagship financial wellbeing program across Australia, New Zealand, Asia and the Pacific. Our purpose at ANZ is to help shape a world where people and communities thrive and I am pleased to see the positive impacts of MoneyMinded have continued over another challenging year.

Since 2002, MoneyMinded has reached more than 789,000 people across Australia, New Zealand, Asia and the Pacific. Many of our customers, employees, and community partners have brought their unique skills and expertise to the program, helping make the program the success that it has become.

One of the best ways ANZ can support people through difficult times (like the COVID-19 pandemic) is by investing our expertise and resources to help people build their financial wellbeing. Through our research we have come to understand that many factors influence financial wellbeing: a person's socio-economic context, personality traits and money behaviours to name a few. On top of that, life events (planned or unexpected) can often get in the way. MoneyMinded can bring essential support in building financial skills, confidence and resilience as buffers to protect financial wellbeing along the way.

Whilst lockdowns and social distancing requirements have significantly limited the face-to-face delivery of MoneyMinded, our trained facilitators have shown great agility in delivering the program through virtual channels throughout 2021. In March we launched the refreshed MoneyMinded program to make it easier for community professionals to access, use and customise the online MoneyMinded resources. We look forward to hearing their experiences and monitoring the impact of the refreshed program over the next 12 months.

Finally, I want to specifically thank the many community partners, facilitators and ANZ employees who have been able to continue their amazing work in the community, brilliantly adapting MoneyMinded as we have all been required to adjust to the "new normal."



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, and community sector representatives. MoneyMinded is delivered in partnership with community organisations and other selected partner organisations in Australia, New Zealand, and 15 countries across Asia and the Pacific.

Community service professionals, financial counsellors and staff from partner organisations can become accredited MoneyMinded facilitators and use MoneyMinded with their clients. ANZ provides accredited MoneyMinded facilitators with free access to training, materials and resources to support their delivery of the program. One of MoneyMinded’s most useful features is its adaptability to suit the 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

789,000+

PARTICIPANTS REACHED THROUGH MONEYMINDED SINCE 2002

64,011

participants reached in 2020-2021 (total)

50,242

participants reached in Australia in 2020-2021 (including MoneyMinded Online, MoneyMinded for Saver Plus & MoneyBusiness)

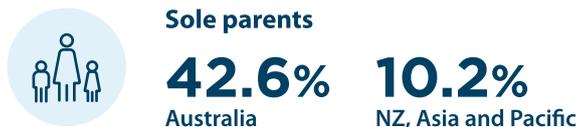
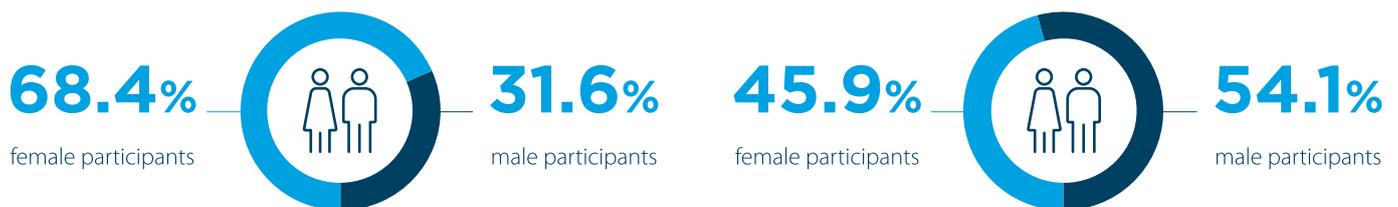
13,769

participants reached in New Zealand, Asia and Pacific in 2020-2021

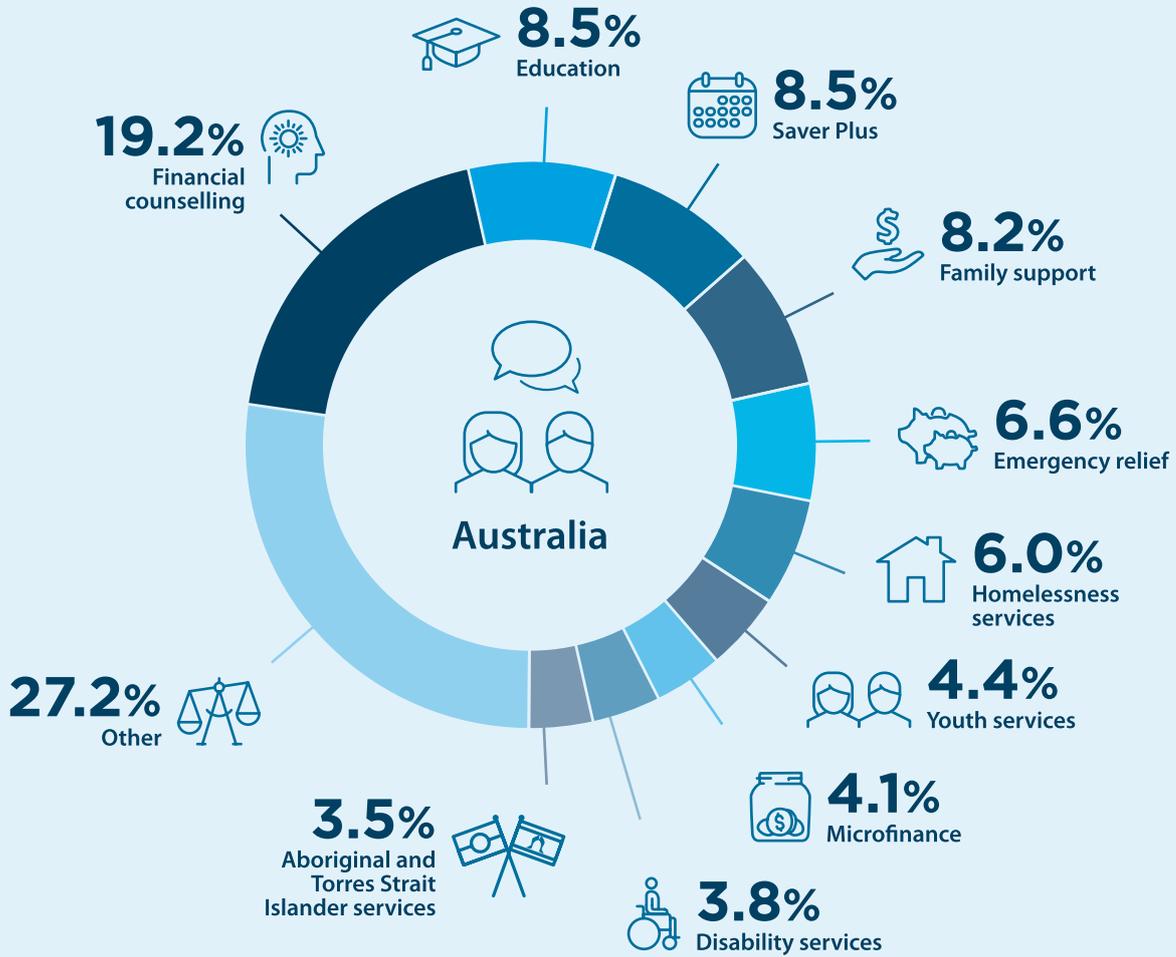
MONEYMINDED PARTICIPANT CHARACTERISTICS

Australia

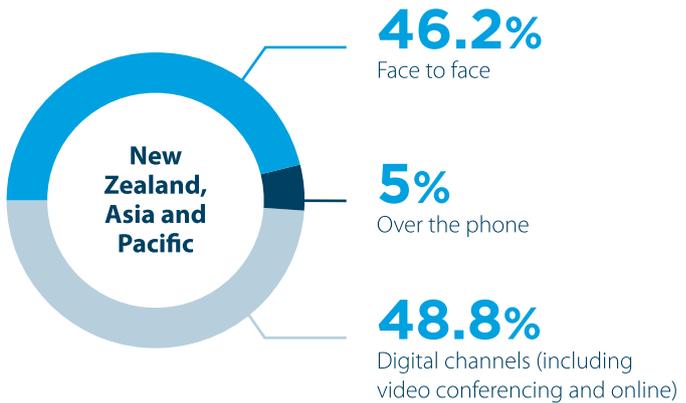
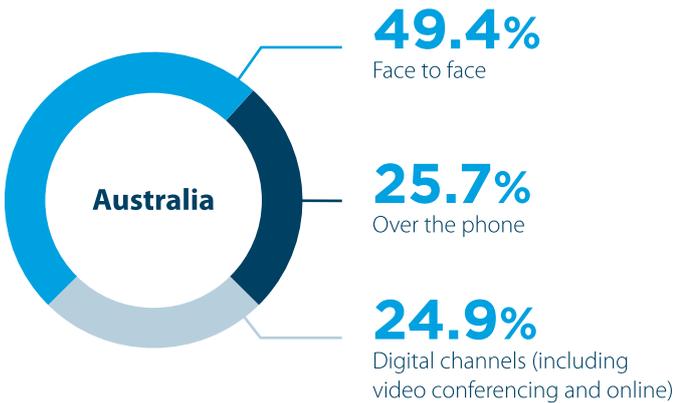
New Zealand, Asia and Pacific



MAIN FIELDS OF SERVICE DELIVERY FOR MONEYMINDED IN 2020-2021



DELIVERY METHOD FOR THOSE WHO USED MONEYMINDED IN 2020-2021



THE REACH OF MONEYMINDED 2020-2021

This report provides a summary of results from the annual MoneyMinded facilitator survey and program reporting. In 2021, the survey was distributed electronically to all MoneyMinded facilitators in Australia, New Zealand and across the Asia Pacific region. We received 423 valid responses.

A separate survey was distributed to MoneyBusiness facilitators in Australia and we received 32 valid responses to use for the analysis. 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 the purpose of reporting, MoneyBusiness participants were counted in the MoneyMinded total.

1. NUMBER OF PARTICIPANTS REACHED

From 1 October 2020 to 30 September 2021, an estimated 64,011 people participated in MoneyMinded across Australia and the Asia Pacific region, including New Zealand (Table 1).

An estimated 8,103 people participated 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 13,769 people participated across the region (based on actual attendances).

TABLE 1. REACH OF MONEYMINDED IN 2020-2021

Participants (survey estimates + actual reporting data)	
Survey estimates	
Australian MoneyMinded participants	42,139
MoneyBusiness participants	2,145
Actual reporting data	
MoneyMinded Online participants (including Saver Plus remote participants)	4,911
MoneyMinded for Saver Plus participants	1,047
New Zealand, Asia and Pacific MoneyMinded participants	13,769
Total MoneyMinded reach	64,011

2. CHARACTERISTICS OF MONEYMINDED PARTICIPANTS

Facilitators responding to the survey reported on the characteristics of MoneyMinded participants (Table 2). In Australia 68.4% of participants were female, 42.6% were sole parents and 48.1% were unemployed. Just over one third of participants were students (34.6%).

In Asia Pacific, there were slightly more males (54.1%) than females (45.9%) who participated in MoneyMinded. 50.4% were unemployed, 30.7% were seasonal workers, and 23.7% were students.

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

Characteristic	Australia %	NZ, Asia and Pacific %
Female	68.4	45.9
Male	31.6	54.1
Sole parents	42.6	10.2
Unemployed	48.1	50.4
Aboriginal or Torres Strait Islander	17.2	0
Language other than English at home	25.0	29.1
New migrant/refugee	8.9	0.7
Seasonal workers	0	30.7
Disabled persons	12.0	2.7
Carers	6.6	7.9
Over 65 years of age	4.6	1.6
ANZ employees	0.2	7.8
Students	34.6	23.7
Small business owners	0	5.0
Other	2.6	4.9

MoneyBusiness is delivered to Aboriginal and Torres Strait Islander people in Australia in a range of remote and regional locations. MoneyBusiness facilitators in Australia were asked to report on the main characteristics of participants they worked with. Most participants were female (81.6%), 66.6% were unemployed, and 64.9% identified as Aboriginal.

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

Characteristic	%
Female	81.6
Male	18.4
Unemployed	66.6
Aboriginal	64.9
Language other than English spoken at home	31.7
Over 65 years of age	7.6
Disabled persons	7.4
Carers	4.5
Torres Strait Islander	4.4

3. MAIN FIELDS OF SERVICE DELIVERY

MoneyMinded is valued and used widely across a range of services. Similar to last year, in Victoria and New South Wales in particular, many months during this year's reporting timeframe were impacted by COVID-19. The service delivery areas again reflect the financial difficulties imposed by COVID-19. The most common primary fields of service delivery were: financial counselling (19.2%), family support (8.2%) and emergency relief (6.6%). Other services that commonly deliver MoneyMinded include education (8.5%) and homelessness services (6%). There were 8.5% of facilitators who support Saver Plus participants.

TABLE 4. MAIN FIELDS OF SERVICE DELIVERY REPORTED BY FACILITATORS IN AUSTRALIA

Service delivery area	%
Aboriginal and Torres Strait Islander services	3.5%
ANZ employee	1.3%
Corrections/prisons	0.9%
Counselling	2.2%
Disability services	3.8%
Education	8.5%
Emergency relief	6.6%
Employment services	2.8%
Family support	8.2%
Financial counselling	19.2%
Foster and residential care	0.6%
Health services	1.9%
Homelessness services	6.0%
Housing services	0.9%
Mental health	2.5%
Microfinance	4.1%
Saver Plus	8.5%
Services for victims/survivors of family violence	0.9%
Women's services	1.6%
Young mothers support	0.3%
Youth services	4.4%
Other	11.3%

EMPOWERING PARTICIPANTS TO IMPROVE THEIR FINANCIAL WELLBEING

Mina completed MoneyMinded facilitator training in 2019. The financial skills and habits Mina learned were game-changing and kick started her journey to improved financial wellbeing.

“From my point of view, financial wellbeing is a journey so that when you think about money and think of the future financially, you are not worried, you don’t stress.... I am doing what I need to do to have a good retirement.”

Mina now delivers MoneyMinded through her role coordinating the Brotherhood of St Laurence’s Financial Empowerment and Resilience Network (FERN) Program, and began delivering virtual sessions to participants in 2021. FERN delivers workshops to anyone wanting to improve their financial wellbeing.

When running workshops, Mina draws on her life experience as an Iranian immigrant, including first-hand knowledge of the financial obligations many participants face. These obligations, such as being expected to send money to extended family members, can be a major barrier to saving for many participants. One of Mina’s recent participants, a 25-year-old woman who had been working since she was 14, felt guilty if she had money in her account for saving when a family member needed money.

“We are not here to say if something is right or wrong.... We are here to provide information to participants and assist them in their financial wellbeing journey via workshops to find their own way to become a better version of themselves.”

Giving participants new choices is key to Mina’s approach. For a person who “can’t survive” without four or five takeaway coffees a day (that’s approximately \$6,900 per year), Mina can gently guide them to consider more affordable alternatives, such as investing in a low-cost coffee machine, and ground coffee, resulting in significant savings.

MoneyMinded sessions can support participants with information on how they can check their employer paid superannuation, check their payslips and keep an eye on other vital financial matters. These everyday digital tasks cannot be underestimated, and often these processes can



MoneyMinded Coach*, Mina

be roadblocks for building competencies. The confidence that comes from being able to complete these financial tasks, instead of being overwhelmed by them, can really drive new levels of financial wellbeing.

“I try to keep things as simple as I can, supporting people to think differently about money.... It’s not just about knowledge and information, it is about how we use it and make lasting changes to attitudes and habits.”

Sharing information around credit risks and buy now pay later services, particularly for young people, step by step, is how you see the big changes: *“I get to see where they started and where they are landing.”* Mina recalls how when she was a MoneyMinded participant, she was not ready to change: *“I was just curious.”*

Mina carefully avoids instructing people in what they should do in her workshops, and works hard to tailor each session as much as possible, connecting the group to the MoneyMinded topics that are most relevant to their needs. Her aim is to inspire her participants to think in new ways about money.

“You can’t just live day by day...I have learned that financial wellbeing is a lot more than how much you earn.”

* ANZ is transitioning from the term ‘facilitator’ to ‘Coach’ over the next 12 months in line with the launch of the refreshed MoneyMinded program in Australia. See further information in Section 6.

4. VALUE OF MONEYMINDED TO DELIVERING ORGANISATIONS

AUSTRALIA

The value of MoneyMinded continues to be evident across a wide range of organisations in their work to support the financial capability needs of people who are facing a variety of life challenges. Many facilitators find it to be a valuable complementary resource to the support frameworks they provide in the community. The adaptability and wide range of situations in which they can use MoneyMinded continues to be commonly given feedback.

MoneyMinded continues to be widely used to support women experiencing family violence, especially economic abuse. Other comments reflect its use in organisations that support people affected by gambling addiction, unemployment and helping young people.

Families and young people

"It is a great tool to assist our clients with getting their finances in shape in order to secure independent living."

"MoneyMinded is a pathway for our participants to create better financial habits so they can provide for their children. MoneyMinded helps parents give their children the best possible chance at having a good education, and a secure future, by taking care of their own finances."

"My organisation focusses on supporting families in many different areas - e.g. parenting, child development, wellbeing, safety, health, etc. Hence MoneyMinded is very valuable as it is basic financial education which benefits young families."

"It has great resources and provides a good reference when working on budgeting with young people."

"Definitely useful to have up my sleeve as a tool I can use when working with young people who often have limited financial literacy and poor or no financial role models."

"Excellent resource to help disengaged youth with their financial intelligence."

Family violence and economic abuse

"My client base is gamblers, people who identify as affected by gambling of others, including many women who have experienced family violence, including economic abuse and coercive control. I feel the MoneyMinded program will be a great resource to support various clients but particularly the women who need to re-establish/develop control, knowledge and confidence in managing their own financial affairs, budgets and develop better relationships with money going forward."

"This course will assist my clients who have experience financial abuse during domestic and family violence."

Adaptability of MoneyMinded

"It is a useful program that is flexible and easy to find topics applicable to wide audience."

"Excellent reminders of the range of topics about which the foundation of financial literacy is laid. Every chapter/workshop has useful hints/tips which can be adapted for the audience."

Starting conversations about money

"It is a "soft" way to begin discussions around gambling harm and gambler's help services."

"I find that the conversations built from MoneyMinded allow me to encourage clients to think differently about their money and consider prioritising spending in a way to protect their tenancies."

MONEYMINDED GOES VIRTUAL IN SAVER PLUS

Due to the impacts of COVID-19 on face to face delivery, a MoneyMinded virtual pilot was conducted as a part of the Saver Plus program to ensure participants were still able to build their money management skills. Saver Plus is a 10 month matched savings and financial education program developed by ANZ in partnership with the Brotherhood of St Laurence in 2003. Saver Plus is co-funded by ANZ and the Australian Government Department of Social Services.

Saver Plus Coordinator Melissa has been delivering face to face MoneyMinded workshops for more than five years. Melissa aims to create a space where participants feel comfortable to have conversations, often for the first time, about money, saving, debt, credit and other financial wellbeing issues.

Adjusting to an all virtual program due to the impacts of COVID-19 was not without its struggles. Initially Melissa asked herself: *“How am I going to do this through a screen?”* However, after facilitating virtual MoneyMinded sessions through 2021, Melissa is now able to demonstrate to participants how to use key online services on their own devices, such as checking their credit rating and superannuation statements.

Whilst there are vastly varied digital skill levels amongst participants, Melissa found that participants could encourage each other to get past their fears of managing platforms and tap into resources, such as government comparison sites, to find ways to reduce utility bills. The online delivery mode has also improved accessibility for many participants. Not having to worry about parking meters is an added bonus, and single parents are able to attend from home without having to arrange childcare. Melissa shared:

“So much of this learning is about overcoming barriers...it’s not just skills, it is motivational barriers too.”



Saver Plus Coordinator, Melissa

One of the benefits most consistently reported by Saver Plus participants since the program began in 2003, is the opportunity to interact with other participants in the face to face workshops, and sharing tips and local knowledge with each other¹. In offering a virtual format, it was important to retain these benefits as much as possible.

After the success of the MoneyMinded virtual pilot, the Saver Plus program is now moving to a full virtual delivery model.

As a complementary resource

"MoneyMinded is a fantastic supplement to our Women's Financial Wellbeing program and provides accessible and user-friendly resources for clients from diverse backgrounds."

"We have used MoneyMinded for a number of years now and it continues to be a fantastic program with a great set of accompanying resources. We have multiple staff trained in MoneyMinded and it is beneficial in the work they all do."

"MoneyMinded is fundamental to giving people a hand up and educating them about finances. We use MoneyMinded as part of our wrap-around added value for our training courses that we deliver. Plus we offer it as part of our suite of community courses."

"It is very valuable as we help so many people with it and it goes hand in hand with our emergency relief service. A vital offering."

Migrant families and new arrivals

"We work with families that have recently arrived to Australia, and providing MoneyMinded sessions is a good building stone in their settlement. Also, it provides us with easy tips for people when we are supporting them individually."

"Very valuable - forms basis of Certificate I in Financial Literacy that I deliver to approximately 80 students per term and the basis for the work I have done with refugees and parents of students."

COVID-19 and unemployment

"Increasing value to assist consumers and their carers to have even a little financial control during the stressful time of pandemic. Especially now in 2021 in the face of increasing stresses on poor personal mental health."

"Most of our clients are unemployed, this is very valuable to them, learning about money leaks and budgeting."

MONEYMINDED HELPS YOUNG PEOPLE TRANSITION TO SUPPORTED INDEPENDENCE

Anglicare Victoria was among the first organisations in Victoria to be trained in the updated MoneyMinded program in 2021. The Better Futures team, located in Bendigo embarked on a Financial Capability project, using the MoneyMinded program. Better Futures aims to improve outcomes for young people transitioning from out-of-home care (OoHC) to supported independence. MoneyMinded sessions were offered to young people in the Better Futures program, as well as Youth Justice and the Homelessness teams. Young people in these programs are aged 15-21 years of age. Through the project, three community professionals were trained to deliver MoneyMinded sessions, covering a wide range of financial topics. A questionnaire was developed prior to the sessions to find out what financial education topics young people would be interested in.

“I thought that mostly things like budgeting and getting out of debt would be what interested young people. They were interested in that, but they were also interested in aspirational sessions like investment and home ownership. Hence MoneyMinded fitted well with our program guidelines (Advantaged Thinking*) which aims to support young people to thrive, not just survive.”
(Beverly Scott, Project / Youth Worker, Better Futures, Anglicare Victoria)

A total of 16 MoneyMinded sessions have been delivered so far, with the hope to continue delivery next year.

ANTHONY

Anthony, Education Specialist in the **TEACHaR program at Anglicare Victoria, has been a MoneyMinded Coach since June 2021, delivering online MoneyMinded sessions alongside two Peer Coaches. All young people in the program have experienced a range of challenging life events including homelessness, been in contact with police and the justice system, been victims of crime or people transitioning from out-of-home-care (OoHC). Through these sessions, Anthony has seen how important it is for people to have a feeling of control over their money:

“Many participants indicated that they felt overwhelmed by what was happening to them financially in their lives.”

For Anthony, being able to deliver online sessions for young people has been a “lifesaver” during COVID-19 lockdowns. The online format also allowed young people with anxiety issues, for example, to participate on their own terms without having to go to a class with a room full of strangers. The most anxious people could keep their cameras off and participate via chat rooms and avoid direct conversations, and safely go through the MoneyMinded modules.

Being able to customise the sessions, picking from a wide range of MoneyMinded topics is, for Anthony, a crucial element in the success of the sessions. Being able to pick topics that young people are interested in ensures high levels of engagement:

“People enjoyed thinking about their relationship with money and there was very strong interest in budgeting and money diaries.”

Anthony has also started designing sessions around issues including the financial implications of getting ready to leave residential care.

Topics including ‘Relationship debt’ and ‘What to do in a break up’ were highly relevant to many young people, giving people access to urgently needed support and guidance through financially stressful times:

“It really placed financial information within the context of people’s lives.”

The Coach guides are consciously designed to be non-judgemental about the financial situations people find themselves in, with an outcome focus so that empowers young people so they can decide how they will handle the situation.

One of the most rewarding phrases that Anthony heard consistently was: ‘I didn’t know that’ in regard to new information.

“In the tenancy section, for example, none of the participants knew that real estate agents often keep a tenants database that is shared with other real estate agents. Likewise, few knew about what a credit schedule was and how that is often shared between lending institutions.”

Similarly, hearing young people make comments like ‘I need to deal with that’ or ‘I should do this’ was clear evidence that the MoneyMinded sessions were getting people to focus on personal money issues and what they need to do to sort them out.

CAITLIN

Caitlin, a Youth Consultant with the CREATE Foundation, began delivering peer-led MoneyMinded sessions with Anthony and another Peer Coach in June 2021 after becoming an accredited MoneyMinded Coach. Through these sessions, Caitlin is able to share her personal financial knowledge and experience with young people.

“The Peer Coaches are more their age which can really help.”

The involvement of Peer Coaches in the Financial Capability project provided an opportunity for young people to have a voice and give input in how to improve services for young people.

Young people are often dealing with issues such as trying to find accommodation away from home, managing rent, and saving for a first car. Since Caitlin has just bought her first car, she was able to assist young people in how to go about it, what to look out for, and key risks associated with not doing enough research. She also co-facilitated a MoneyMinded session around tenancy and renting issues with a fellow Peer Coach, sharing her experience of moving from home into the rental market.

Many young people in Caitlin’s sessions have never had money aspirations:

“We talk a lot about goals, budgeting and saving... I use the concept of paying yourself first, saving first.”

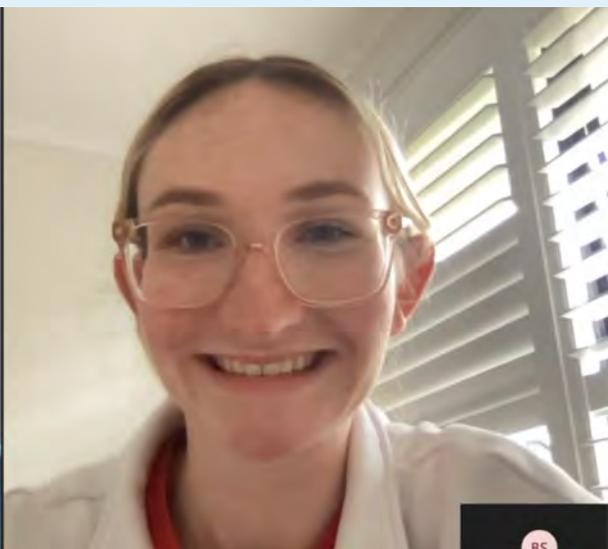
MoneyMinded sessions centre on setting SMART goals (Specific, Measurable, Achievable, Realistic, and Time Sensitive), and using real-world examples from young people, such as saving for a rental bond, paying off debt, and buying a mobile phone.

Caitlin shared that she wants to help people who are vulnerable when it comes to managing money, stating:

“I want to support people to think about money more, knowing that there is a lot more to money than just getting by each week.”

Caitlin sees her primary goals as a MoneyMinded Coach to be approachable and non-judgemental, to keep things informal, and create an environment where essential discussions about money can lead to improved money stories. After completing a series of MoneyMinded workshops in September 2021, Caitlin felt a profound level of job satisfaction.

“I genuinely feel like I am helping people, and I know that participants are teaching me things, too. It has made me feel more confident about my career, I love it.”



MoneyMinded Coaches, Anthony and Caitlin, after delivering a MoneyMinded session to young people as a part of Financial Capability project for Better Futures at Anglicare Victoria.

* Advantaged Thinking guidelines for the Better Futures program.

** TEACHaR (Transforming Educational Achievement of Children at Risk).

ASIA PACIFIC

Across the Asia Pacific region, MoneyMinded continues to be a valuable financial education resource for individuals, families and communities. There were many comments of gratitude for having access to the program and for the difference it has made not only in the lives of employees, young people and within communities in general, but also in the lives of the facilitators. MoneyMinded strengthens organisations by providing an additional resource that helps them to improve the lives of people in their communities.

“This is highly valued program as everyone in the community and workplace needs to understand financial literacy and break down traditional barriers which are holding us back from gaining financial freedom.”

“It’s been a very valuable resource in helping us to equip our communities with knowledge and resources to help them make better financial decisions.”

“It plays a very important role in educating the community at large on how to save/budget especially for a small developing country like Fiji.”

“I absolutely think this is the best thing ANZ has ever done to give back to our communities and am thrilled to be part of this and given the opportunity to deliver and facilitate MoneyMinded sessions.”

“This is a very useful tool that my organization uses to help add value or impact people’s lives in our communities. It is the way forward. It helps change mindsets and changes people’s lives at no cost and this is one of the best things we can do for our people. One other benefit personally having gone through the program and actually live and feel what I take out of the program and in return, it helps me with my conversations with customers, friends and families on ways to manage their finances.”

“It gives me some of the values to be applied in my life as well as a chance to introduce these to others. The concepts like vision board and SMART goal are not limited to financial goals but also to things we can achieve at work and in personal life. These are the concepts I have started using in my life and inspire my team members to use them as well.”

“My organization is shaping a world where communities thrive, we value MoneyMinded. As an individual I also love delivering MoneyMinded, it’s my passion to help others and MoneyMinded has helped me a lot as an individual to grow in my personal developments.”

“The value of MoneyMinded to me and my organisations were provided the knowledge of how to manage the incomes in properly way. With confidence in the delivery of MoneyMinded to the participants around university students and some company office. With that, the clients can get the benefit into this.”

“MoneyMinded is the best training for people. It helps people to look after their money and help people to spend wisely. The MoneyMinded program also will bring people to other small business courses that will be offered. I am also planning to do this training in my village in Malaita Province during Christmas when I go home. This will attract more youths, community people and even business people surrounding my community.”

CASE STUDY

BROADENING THE REACH WITH VIRTUAL MONEYMINDED SESSIONS IN INDIA

MoneyMinded was delivered to more than 2,570 participants across 102 sessions in India in 2020-2021, with many of the sessions delivered virtually due to the significant impacts of COVID-19.

“The pandemic has changed a lot around us, so it’s no surprise that we had to relook at how we were facilitating our MoneyMinded sessions.” (Rekha Hiremath, MoneyMinded Lead, ANZ Bengaluru Service Centre)

Whilst there were some challenges with technical difficulties, MoneyMinded facilitators ensured the sessions ran as smoothly as possible by pre-empting technical issues, for example, by ensuring there were two facilitators in each session in case one was disconnected.

The MoneyMinded sessions were delivered to participants in five different languages covering different regions and states in India. Key topics included:

- Planning for the future
- Making money last until next payday
- Needs and wants
- Budgeting and assertiveness; and
- Learning to say “no.”

“It was very helpful to learn about ‘how to save money, achieve financial goals, get success, get motivated, and learn from others’ stories. It was very inspirational. We hope we get invited for another session soon.... Thank you.” (MoneyMinded participant)

“It was an excellent session for me. We know about our goals, but sometimes we don’t achieve, but through this session, I learnt many things such as first of all, we should make SMART goals, then make a vision board, make a budget, learn to say no, inculcate the habit of saving and spend money wisely. These all factors will definitely help you achieve your goal.” (MoneyMinded participant)



Screenshots of a virtual MoneyMinded session delivered in India.

This year MoneyMinded sessions were also introduced as a component of the on-boarding process in Bengaluru reaching 965 new ANZ employees.

“Yes! I want another session as it gives us more information about our career and tells us how to manage ‘wants’ and plan our lives to achieve it. Thank you for this beautiful session and this beautiful opportunity. I really enjoyed this session.” (MoneyMinded participant and new ANZ employee)

MoneyMinded has also been integrated into a training program for the transgender community through ANZ’s partnership with PeriFerry, reaching 85 participants in 2020-2021. PeriFerry is a social enterprise that creates employment and upskilling opportunities for the transgender community in India. The ‘hire ready’ program focuses on building participants’ skills when applying for jobs and improving their financial wellbeing.

5. VALUE OF MONEYBUSINESS TO DELIVERING ORGANISATIONS

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

“MoneyBusiness is a great resource to support the need of financial literacy education with First Nations Peoples and the Torres Strait Islander people.”

“I think it is very useful - a resource to draw from and get ideas from. It’s putting effort into a serious business. Thanks.”

“I feel this tool can be very useful for our students as it reinforces and builds on the work Money Mob do in community. As my lecturers are based in community full-time it helps continue the financial literacy gap that our students experience.”

“Very useful, resources always good to have on hand to help with client situations, participations, etc.”

6. LAUNCHING THE REFRESHED MONEYMINDED PROGRAM

Earlier this year, ANZ launched the refreshed MoneyMinded program to community professionals working or volunteering in a structured program at not-for-profit organisations. The refreshed program allows community professionals to become accredited MoneyMinded Coaches and access a suite of financial education topics and resources online through the MoneyMinded website. MoneyMinded Coaches are now able to create their own customised session plans, using the wide range of financial education topics to meet the needs of their clients.

New resources such as prompt cards, animations and over 200 interactive digital handouts were also introduced as part of the MoneyMinded Coach tool kit.

“The MoneyMinded Hub looks fantastic, very easy to use and full of quality content. Some good discussion and story sharing amongst the group was good for learning.” (MoneyMinded Coach)

“I loved the way that the courses could be modified in a way that created an excellent PDF for the Coach to facilitate individual or group sessions.” (MoneyMinded Coach)

Name	Date created	Length	Type
Wednesday group session	21/Sep/2021	30 mins	Group
MoneyMinded Starter - Copy	13/Jul/2021	505 mins	Group
Michelle's plan	13/Jul/2021	45 mins	Individual
MoneyMinded Starter	16/Feb/2021	540 mins	Group

MoneyMinded Hub session plans page.

The MoneyMinded Coach training is delivered by ANZ's MoneyMinded partners; Berry Street, Brotherhood of St Laurence and The Smith Family. MoneyMinded Trainer Claire Butler, from Brotherhood of St Laurence, spoke of her delivery of MoneyMinded Coach training to community professionals working with youth groups:

“The MoneyMinded program is an excellent tool for engaging young people. It allows Coaches the opportunity to develop an educational program that responds to what they need...and is an educational tool that has huge potential for older students living in Out of Home Care. Many of these students are often disengaged from what they see as 'irrelevant schoolwork'. The MoneyMinded program offers the opportunity for these young people to learn by developing the real-life skills, that they themselves identify as important.”

ANZ looks forward to monitoring and evaluating the impact of the refreshed MoneyMinded program over the next 12 months.



New MoneyMinded resources: notebook, prompt cards, interactive handouts and updated priority cards.

