

Financial education for specific groups in New Zealand



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on Investor Education

Targeting New Zealand's indigenous people: Māori

- 15% of population
- Low levels of financial literacy
- Developing a specific national strategy:
2010 - 2015



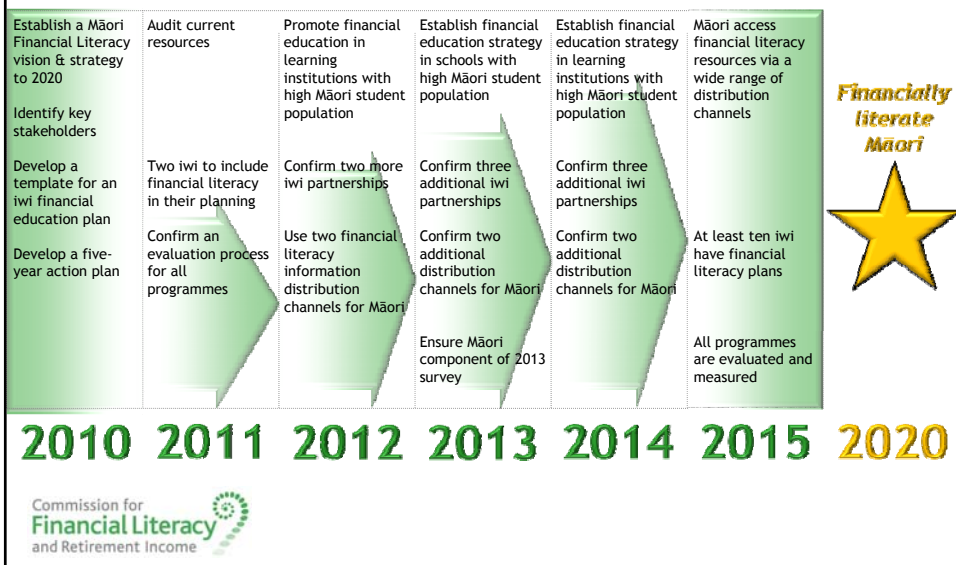
Engagement is key

How?

- National Advisory Committee
 - *Government/Private sector*
- Project Manager
 - *Well-known respected Māori business leader*
- Tribal long term strategies to include financial literacy



Māori financial literacy action plan



Pacific Island People literacy project

Engagement: cultural focus

- Family focus
- Church
- Collective decision making
- Story telling



Commission for
Financial Literacy
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Investigate before you invest: campaign for older New Zealanders

Investment is not just for the wealthy, in fact it's a vital part of most financial plans. So why doesn't it always go smoothly? Successful investing requires a little homework. You need to know the right questions and keep asking until you understand. Sorted has information that makes sense of investment, and tools like the Risk Recommender that help you decide what's right for you. Before you talk to a financial institution or an adviser, pay a visit to sorted.org.nz or call 0800 SORT MONEY (767 866) and order a copy of our free Investing booklet.

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Evaluation

Programmes:

- All stakeholders involved in discussions - from preparation to evaluation
- Independent evaluator using participatory model

Sorted campaigns:

- Research company surveys users pre- and post-campaign