



Financial Literacy Communication Campaigns

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Keep the 'big picture' in mind



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Understand your audiences



3

MONEYSMART

Focus on your audiences' priorities



WANT TO GET AWAY?

MONEYSMART 

WANT TO GET AWAY?

How much do you want to spend? \$

GET MONEY SMART

MONEYSMART 

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MONEYSMART

Keep the message simple & relevant



5

MONEYSMART

Show you understand their thinking

 **TIME TO START A BUDGET?** [Find out how much you'll need.](#)
GET MONEY SMART

MONEYSMART Simple guidance you can trust  Australian Government [Find out how much you'll need.](#)
GET MONEY SMART

6

MONEYSMART

Focus on providing 'solutions'

**HOW MUCH WILL YOU
NEED TO RETIRE?
GET MONEY SMART.**



7

MONEYSMART

Make it easier for people to find you



Google

Google AdWords

Links

8

MONEYSMART

Consider the benefits of social media



9

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Build your media profile



10

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Develop mutually beneficial relationships



11

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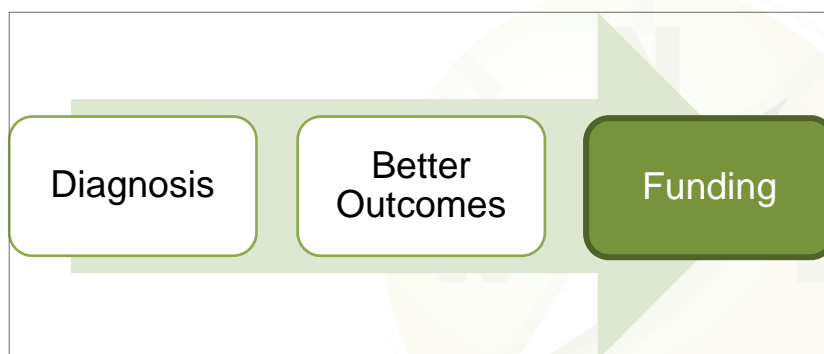
Share ideas with others



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Measure everything!



13

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Surround yourself with those who care



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