

# Creating social impact from financial capability to wellbeing

Natalie Paine, Social Impact Research & Reporting Lead  
October 2025



# ANZ has a long history of researching the financial lives of Australians

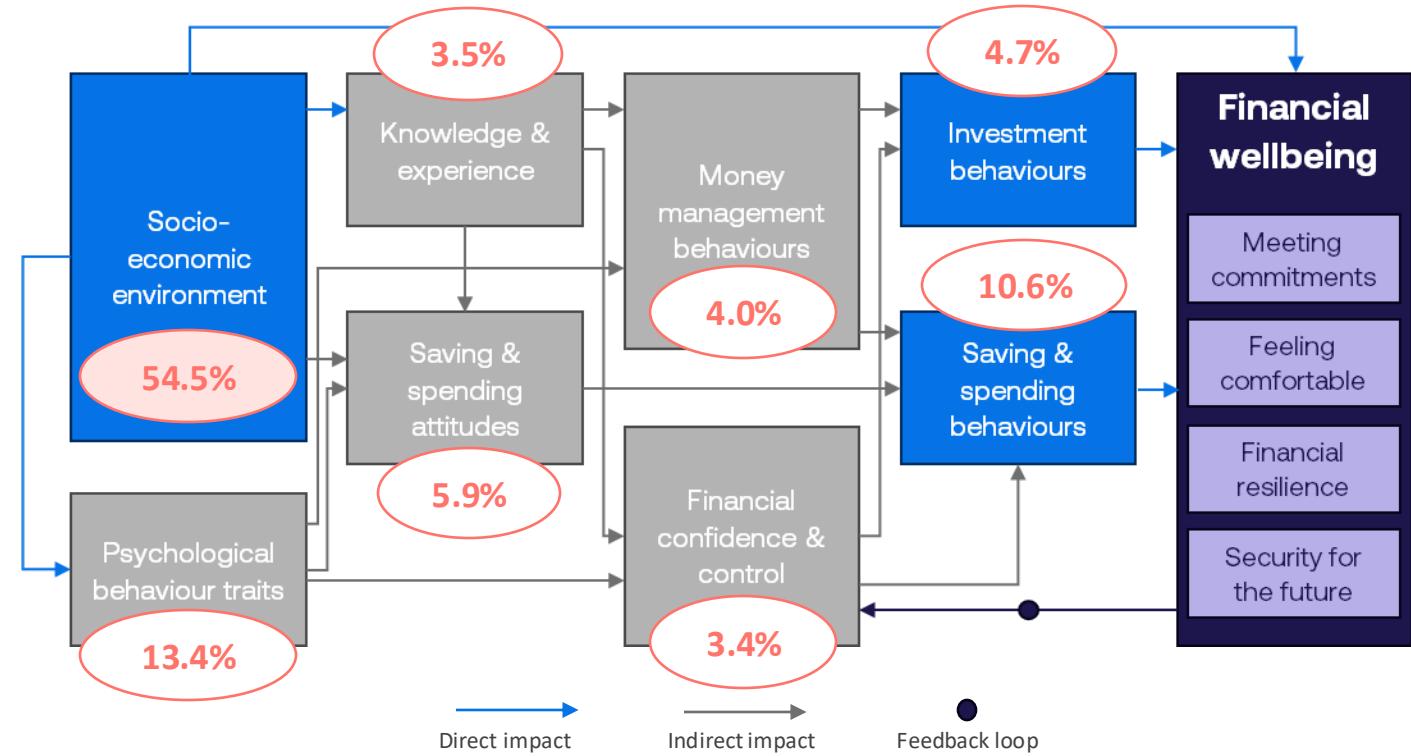
2002	2005	2008	2011	2014	2017	2019	2021
Financial literacy	Financial literacy	Financial literacy, knowledge + understanding	Behaviours + financial capability	Financial literacy + motivations	Financial wellbeing	ANZ Roy Morgan Financial wellbeing Indicator	Financial wellbeing – context matters
Focus on 'financial literacy' = 'knowledge'	More behavioural questions in the questionnaire but financial literacy score still entirely 'knowledge-based'	Financial literacy broadened to include attitudes and behaviour although still dominated by 'knowledge'	Shift from knowledge-based financial literacy to behaviourally-based financial capability	Same model as in 2011 but included 3 'motivational traits' - attitude to the future, impulsivity and achievement orientation	Adoption of Kempson et al. system model of financial wellbeing	Developing a time series measure of financial wellbeing with Roy Morgan Research	Applied the revised Kempson et al. financial wellbeing model in the Australian context, using structural equation modelling to measure the direct and indirect effects of key drivers



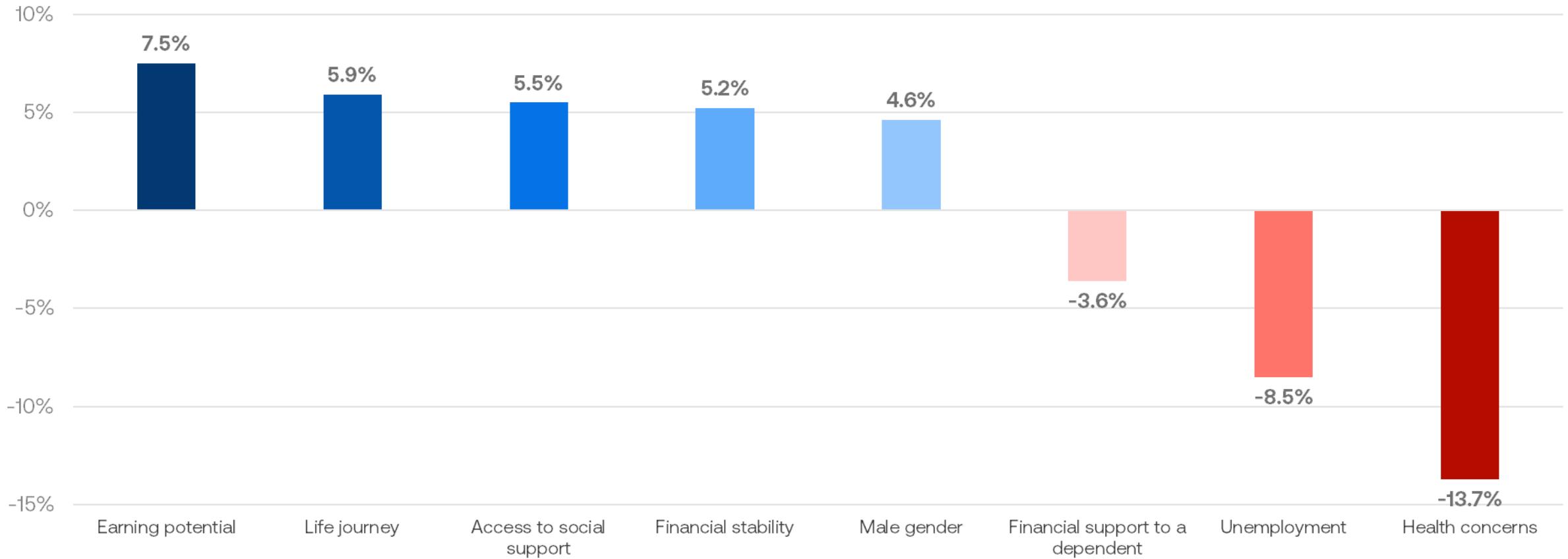
# Evolving the financial wellbeing model

In 2021, we applied the revised Kempson et al. financial wellbeing model in the Australian context

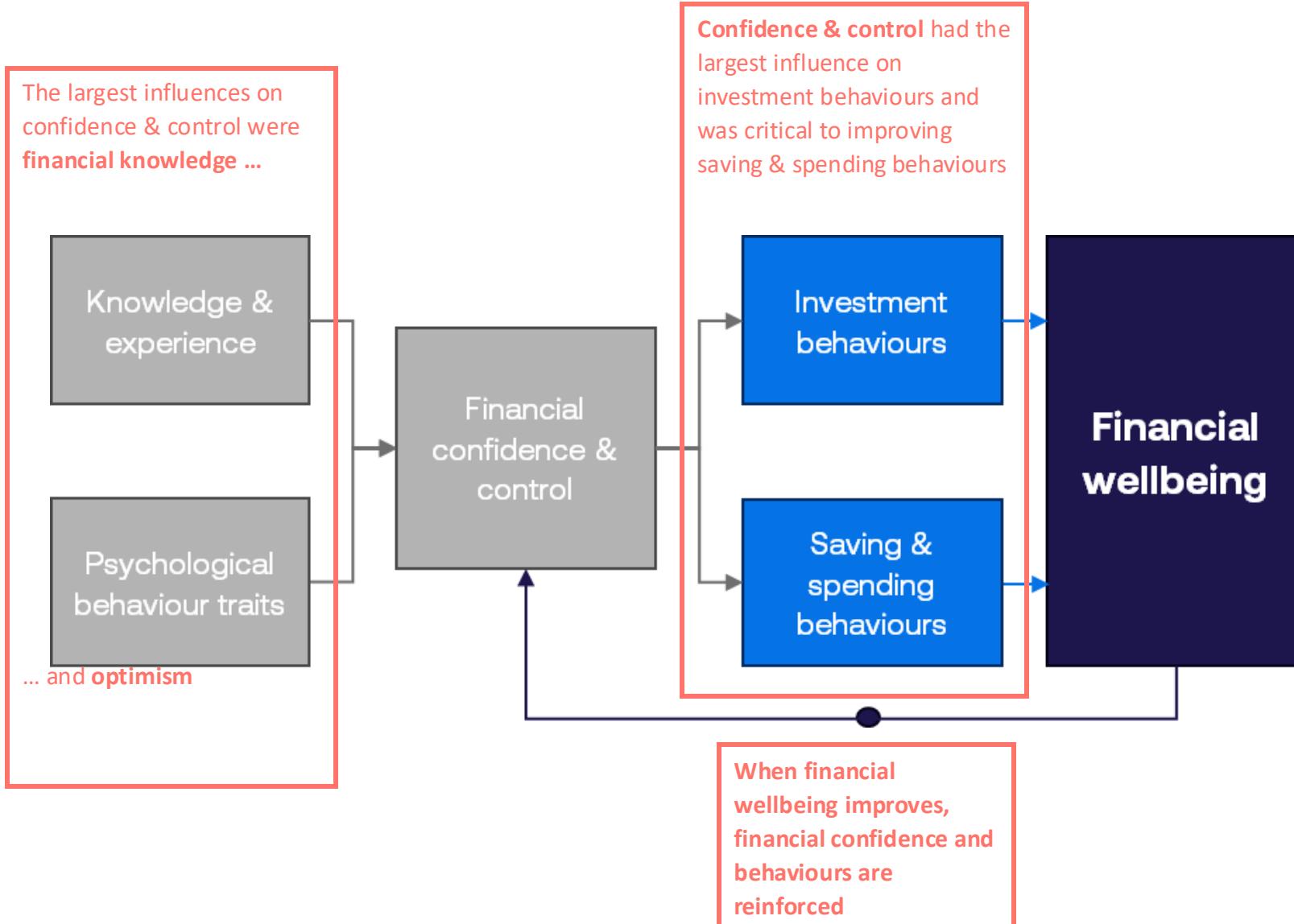
- Structural equation modelling was used to measure the direct and indirect effects of key drivers on financial wellbeing outcomes
- Financial wellbeing was measured as a score out of 100 made up of both reported objective and subjective components:
  - Meeting everyday commitments
  - Feeling comfortable
  - Financial resilience
  - Security for the future



# Socioeconomic factors account for more than half of what influences financial wellbeing

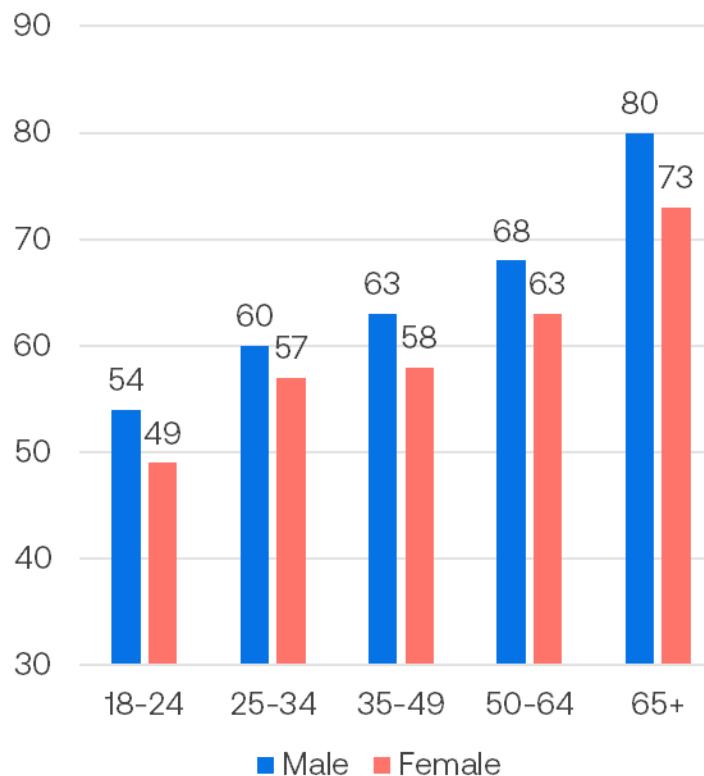


# Developing financial confidence has a key role to play

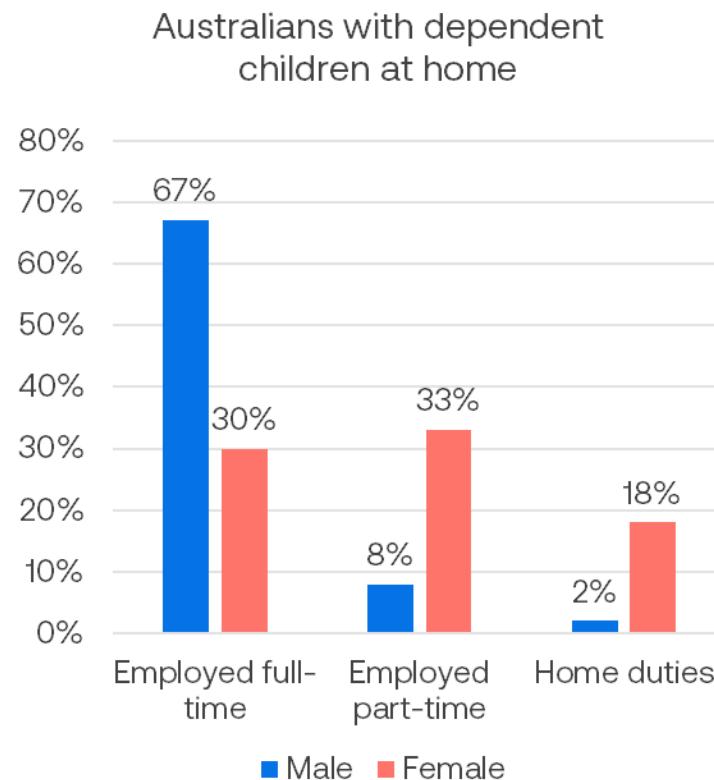


# The impact of these factors are highlighted in women's financial wellbeing

Financial wellbeing gender gap persists across all age groups



Socioeconomic factors are at play



Financial confidence is key

	Women	Men
Feeling confident they can plan their future	64%	71%
Putting money aside for investment purposes	23%	30%
Don't have any savings	17%	10%
Will save enough money to last to the end of my life	35%	45%

# ANZ's financial capability programs focused on building confidence and behaviour change

**MoneyMinded**



**MoneyBusiness**

- Established in Australia in 2002
- Delivered in partnership with community organisations and other selected partner organisations in 17 countries including Australia, New Zealand, and across Asia and the Pacific
- Established in Australia in 2003 in partnership with the Brotherhood of St Laurence
- First piloted in Fiji and Vanuatu in 2024 in partnership with the UNDP. Pilot currently in progress in the Solomon Islands
- Established in Australia in 2005
- Specifically designed for First Nations communities in Australia
- Delivered in partnership with the Indigenous Consumer Assistance Network (ICAN)



# MoneyMinded improving financial confidence

*"MoneyMinded is such a great program supporting so many. So many participants give great feedback and share how MoneyMinded has made a huge difference to their lives."*

- 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
- MoneyMinded has reached **more than 1 million** since 2002
- Participant characteristics in Australia: 73% female, 34% sole parents, 22% students, 12% speak a language other than English, 16% experiencing mental health challenges



**3 in 4**

coaches reported MoneyMinded was very/moderately effective in helping clients better manage cost-of-living pressures



**85%**

coaches reported MoneyMinded was very/somewhat valuable to their organisation

*"It teaches and encourages people to view money differently and the hope is that even if it doesn't serve them immediately, little changes will improve their circumstances in the future."*



# Saver Plus creating long-term savings habits

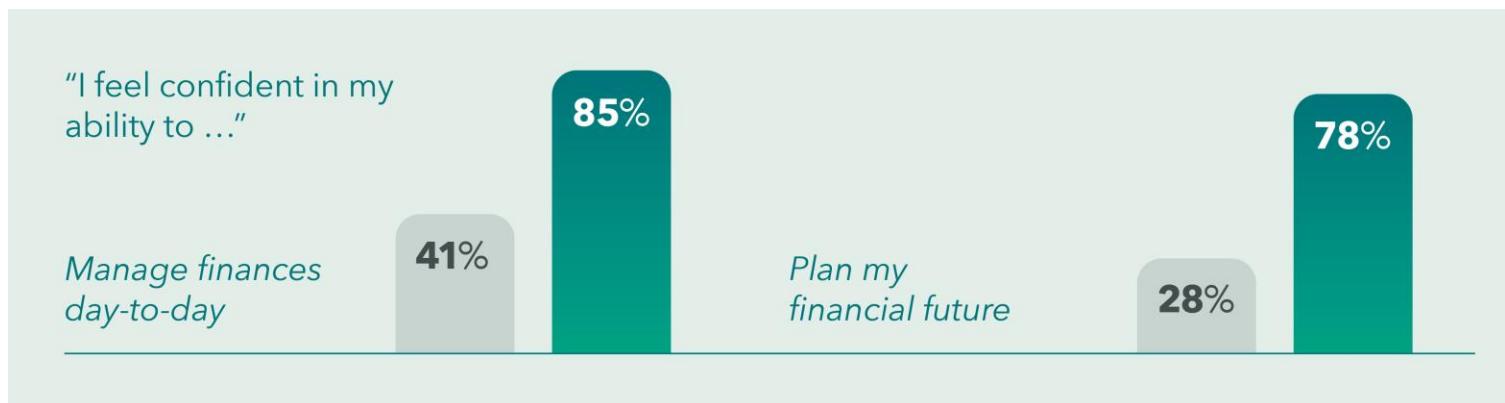
- Saver Plus is a financial education and matched savings program developed jointly by ANZ and the Brotherhood of St Laurence. In Australia, it is jointly funded by ANZ and the Australian Government
- Participants set an education-related savings goal, save for 10 months and attend MoneyMinded financial education
- Since 2002, more than 61,000 Australians have joined the program, saving over \$30 million AUD, and ANZ has provided \$26 million AUD in matched savings

*"The sense of achievement that came out of it. I've managed to put all that money aside all by myself. I feel very empowered."*  
– Danielle, Saver Plus participant



**84%**

still saving more than 7-years after completing Saver Plus



**87%**

feel more in control of their finances



Thank you

For more information on our  
research:



[www.anz.com.au/about-  
us/esg/financial-wellbeing](http://www.anz.com.au/about-us/esg/financial-wellbeing)

For more information on our  
programs:

[www.anz.com/moneyminded](http://www.anz.com/moneyminded)  
[www.anz.com/saverplus](http://www.anz.com/saverplus)

Natalie Paine

Natalie.Paine@anz.com

