

Moneysmart

→ start here

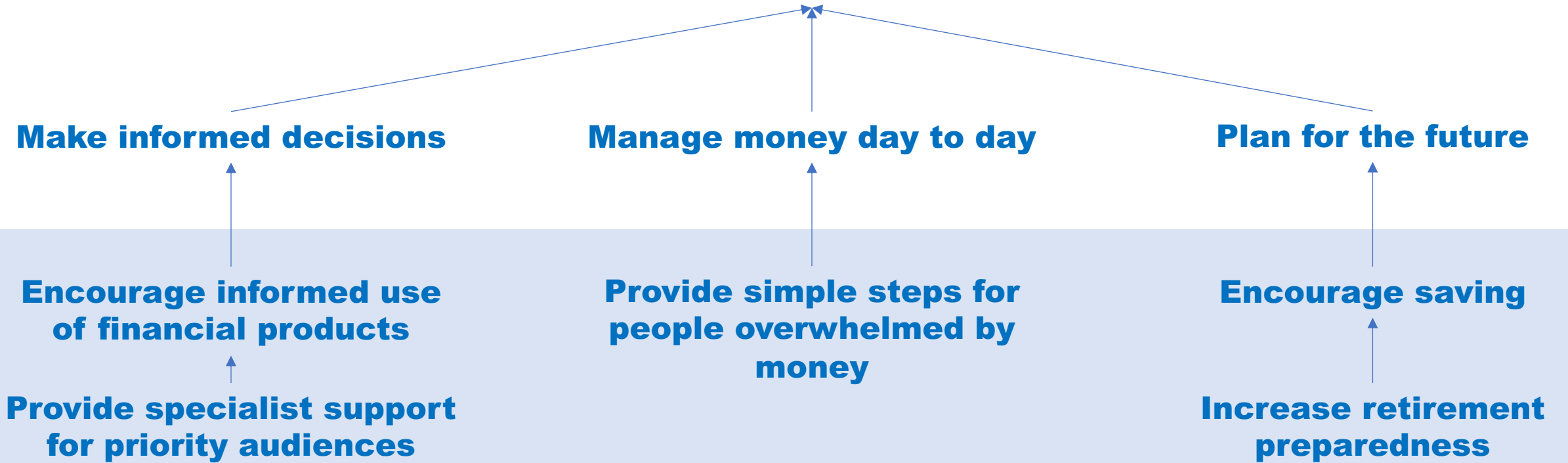
ASIC vision

A fair, strong and efficient financial system for all Australians.

To realise our vision we use all our regulatory tools to:

- change behaviours to drive good consumer and investor outcomes
- act against misconduct to maintain trust and integrity in the financial system
- promote strong and innovative development of the financial system
- **help Australians to be in control of their financial lives.**

Australians in control of their financial lives



Moneysmart's purpose

We believe taking control of your money can change your life for the better.

- One in three Australians find dealing with money stressful and overwhelming.
- Everyday we all make dozens of decisions about money.

Making informed decisions leads to greater financial wellbeing.

Moneysmart offers guidance for all Australians, whatever your situation, wherever you find yourself in life.

Our simple tools, tips and calculators help people of all ages, backgrounds and incomes to build a better life.

Start here.

Rebuilding Moneysmart Putting people first

>1,000 consumers engaged

5 x journey maps
8 x decision-making maps
Prototypes
Future State Map
Design principles
Consumer mindsets

Qualitative research

100+ consumers

User experience (UX)

430+ consumers

Information architecture
Templates
Tree testing
Card sorts

Brand blueprint
Comparator analysis
Brand application
Brand options

Brand audit and testing

300+ consumers

Content strategy

340+ consumers

Tone and voice
Website objectives
Behavioural mapping
Engagement model
Comprehension tests

Moneysmart Analytics

7,000,000 users

Research insights

Triggers

Seek information, 200+ million searches

.gov.au

Trusted, sought after

Emotional state

Simpler, uncluttered, less links, website goals

Early adulthood

Experiences inform future decision making, importance of schools

Confidence


Multiple sources



vodafone AU 4G 3:57 pm 82%

beta.moneysmart.gov.au

moneysmart.gov.au BETA

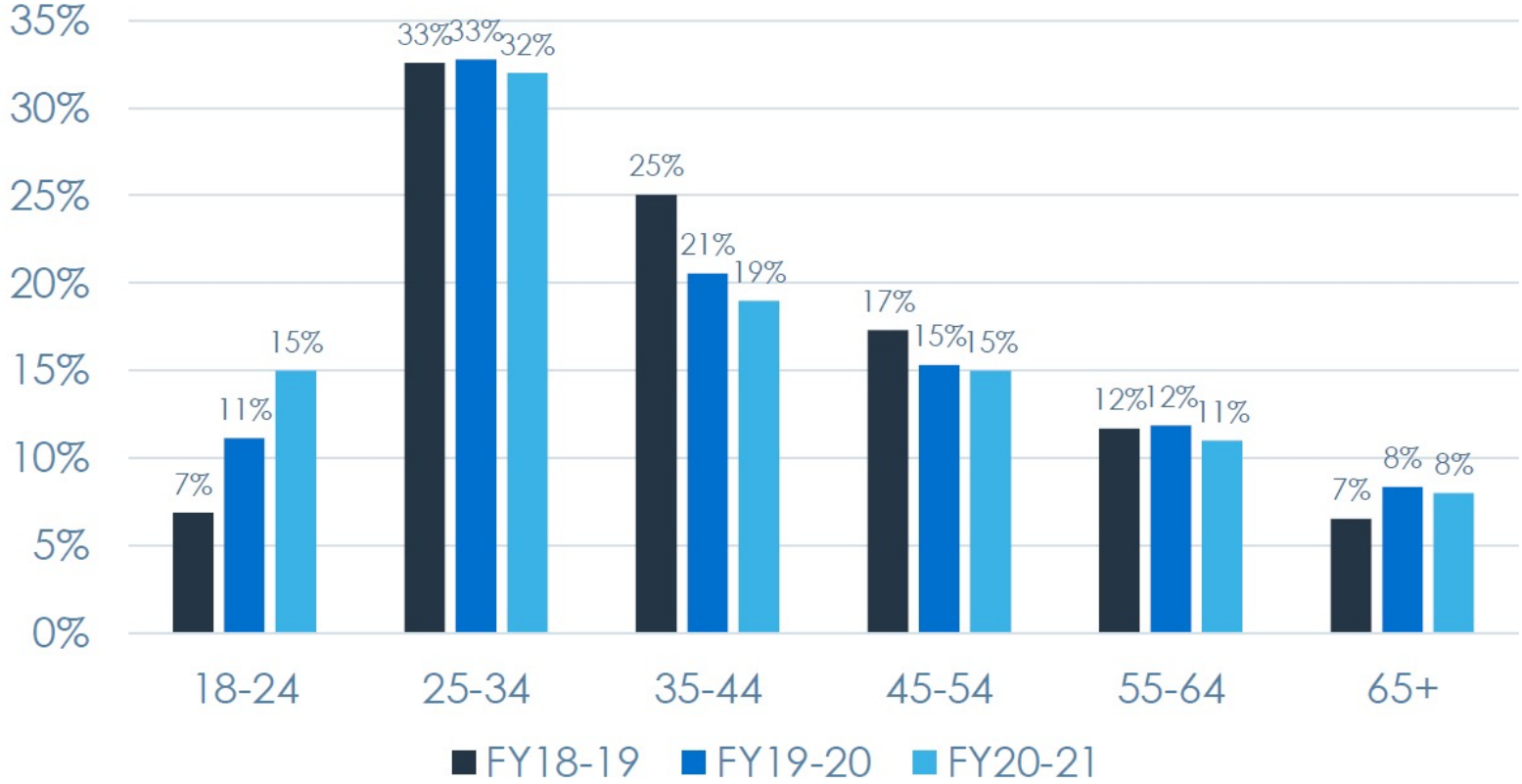


Getting a home loan

→ start here

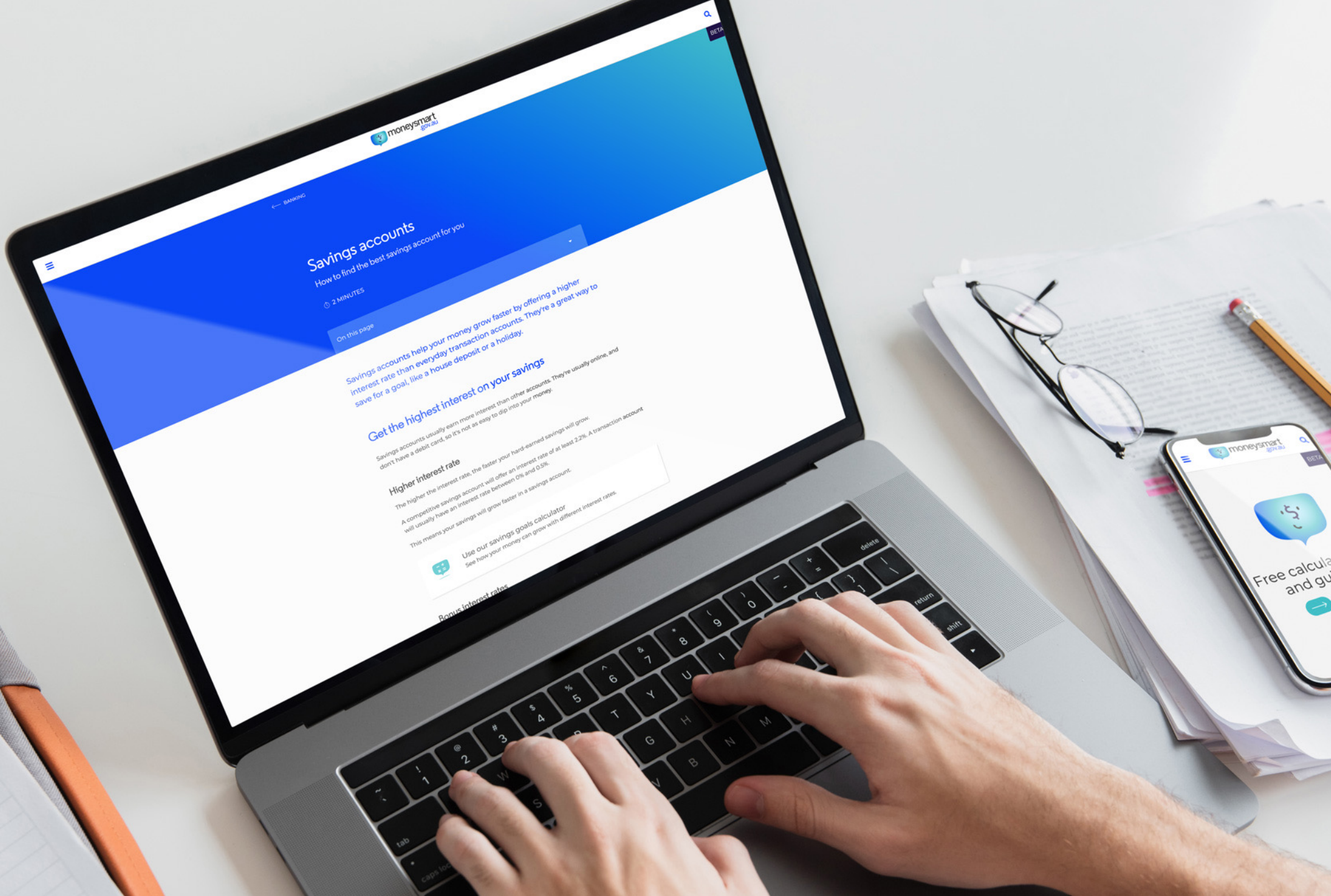
Demographics

Age Brackets⁺⁺



Age Groups	FY18-19	FY19-20	FY20-21
18-24	7%	11%	15%
25-34	33%	33%	32%
35-44	25%	21%	19%
45-54	17%	15%	15%
55-64	12%	12%	11%
65+	7%	8%	8%

Simpler
Focussed
Confident



Savings accounts

How to find the best savings account for you

2 MINUTES

On this page

Savings accounts help your money grow faster by offering a higher interest rate than everyday transaction accounts. They're a great way to save for a goal, like a house deposit or a holiday.

Get the highest interest on your savings

Savings accounts usually earn more interest than other accounts. They're usually online, and don't have a debit card, so it's not as easy to dip into your money.

Higher interest rate

The higher the interest rate, the faster your hard-earned savings will grow. A competitive savings account will offer an interest rate of at least 2.2%. A transaction account will usually have an interest rate between 0% and 0.5%.

This means your savings will grow faster in a savings account.



Use our savings goals calculator
See how your money can grow with different interest rates.

Bonus interest rates



Choosing a super fund

Potential harm

Retirement savings eroded by poor fund performance

ASIC objective

Encourage shopping around

Primary measure

[Click through to MySuper Funds List](#)

User objectives

Multiple per page

When I get my first job

I want to know how to compare super funds

So I can choose the right super fund for me



Home > Superannuation & retirement > How super works > Choosing a super fund

How super works

▶ Australian superannuation

▼ **Choosing a super fund**

▶ Types of super funds

▶ MySuper

▶ Automatic rollover of your super

▶ Getting your super

▶ Insurance through super

▶ Super contributions

▶ Super investment options

▶ Tax & super

Retirement income

Is your super on target?

Keeping track & lost super

Self-managed super fund (SMSF)

Super for employers

Choosing a super fund

Picking your perfect match

Choosing a super fund is a bit like dating. Pick the right fund and you'll be set for a long, happy and comfortable life when you retire. Set your sights on the wrong one and you're in for a world of pain. Here's how to choose the best super fund for you.

- ▶ [Check if you can choose your fund](#)
- ▶ [How to compare super funds](#)
- ▶ [Super fees and costs](#)
- ▶ [Super comparison websites](#)
- ▶ [What happens when you don't choose a fund](#)
- ▶ [How to change super funds](#)

Check if you can choose your fund

Most people can choose the fund for their employer's super contributions. However, some people who are covered by industrial agreements and members of defined benefit funds don't have this choice.

To find out if you can choose a fund, check with your employer or see the Australian Taxation Office's (ATO's) information on [choosing a super fund](#).

If you do have a choice, your employer will give you a 'standard choice form' when you start work. The form sets out your options for choosing a super fund. You can select your own or go with your employer's fund.

Smart tip

Defined benefit funds are usually very advantageous so think carefully and seek advice before you leave one.

How to compare super funds

There are a few key things to consider when comparing super funds. Spend some time looking at your choices.

Things to compare	What to look out for
Fees	The lower the better
Investment options	Make sure there are options that suit your needs and comfort with risk
Extra benefits	Your employer may pay more than 9.5% for certain super funds or if you make extra contributions yourself

202,000 pageviews
in 2019

38 options

2,147 words



Choosing a super fund

How to compare and choose super funds

🕒 2 MINUTES

On this page

Most people can choose which super fund they'd like their super contributions paid into. You can go with your employer's fund or choose your own.

To find out if you can choose your super fund, check with your employer. Your employer will give you a 'standard choice form' when you start a new job. This sets out your options.

What to look for in a super fund

When you're comparing super funds, weigh up fund performance and the fees you'll pay against other factors such as risk, investment returns, services and insurance.

Performance

Compare your fund's investment performance over at least five years. Consider the impact of fees and tax.

Compare like with like. For example, only compare a balanced option with another balanced option, and try to use the same time period.

Low fees

All super funds charge fees. Fees are either a dollar amount or a percentage, or both. Either way, the lower the fees, the better. Fees are usually deducted monthly and also after an action such as switching investments.

4 options

594 words



Consumer mindsets

Confident knowledge seeker

Someone who perceives you have the knowledge to match them

Proactive builder

You might have a healthy knowledge but you're looking to improve and understand more

Disengaged opportunist

Someone not actively trying to better your situation unless it is thrust upon you

Support seeker

In that you're inexperienced in a particular subject area or need urgent help.

Engagement model

Every calculator and content page has 'website goal'

Encourage Australians to build a savings buffer

Triggers

Life events
Observing others
Change in circumstances
Necessity

Barriers

Spending habits
Perceived effort
Unrealistic
Self control
Stressful
Inconsistent income
Emotional and physical health

Harms

Borrowing for everyday expenses and not actively saving correlate highly to lower levels of financial wellbeing. (ANZ 2018 report)

"22% of Australian respondents didn't have any savings". (ANZ 2018 report)

Australians in this situation are living on the edge. One uninformed decision can lead to ongoing consequences.

Engagement

Engagement Rate - Sitewide

65%

Percentage of sessions which completed any page goal once or more.

Engagement Rate - Calculators

66%

Percentage of sessions which completed any calculator once or more.

Engagement Rate Sitewide or Calculators - The rate a calculation was completed per session. Equivalent to Transaction Goal #2: Transaction in GA.

Engagement Rate per Page or Tool - The rate a calculation was completed per pageview. Equivalent to Buy-to-Detail metric within GA.

Pageviews - number of times a web page is seen.

Completions - Number of times the minimum requirements was met to produce a result.

% Entrances - Percentage of sessions starting their Moneysmart journey on that page.

Average Time on Page - Average time a session spent on the page.

Bounce Rate - Percentage of visits which entered on this page and did not view another page on the site and didn't engage with calculator.

Technical notes - Changes in page title format will break the table key. (The page title is used as the key to match the data between the legacy account and the test account containing the ecommerce implementations.)

Engagement

Page	Engagement Rate	Pageviews	Completions	% Entrances	Bounce Rate	Avg Time on Page
1. Mortgage calculator	70%	2,105,431	1,473,744	82%	21%	00:20:36
2. Income tax calculator	67%	2,148,657	1,435,082	85%	26%	00:13:21
3. GST calculator	80%	1,289,795	1,051,909	91%	14%	00:35:32
4. Compound interest calculator	70%	1,420,137	1,001,508	83%	22%	00:18:49
5. Superannuation calculator	68%	584,368	385,120	69%	27%	00:09:19
6. Personal loan calculator	69%	471,088	328,823	73%	20%	00:14:02
7. Budget planner	39%	732,860	287,925	64%	35%	00:15:51
8. Retirement planner	66%	391,115	254,818	48%	21%	00:09:50
9. Super and pension age calculator	61%	200,817	126,498	41%	21%	00:01:38
10. Savings goals calculator	52%	196,063	98,331	56%	21%	00:07:04

- 6 out of 10 people completed a “goal” during their visit.
- Over 1,474,000 visits completed a mortgage calculation.
- Over 385,000 visits completed a Superannuation calculation

Moneysmart

Designed for what people are trying to do.

Core behaviours.

Doesn't provide all the answers but sets people on a course of action.

Start here.

Thank you.

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