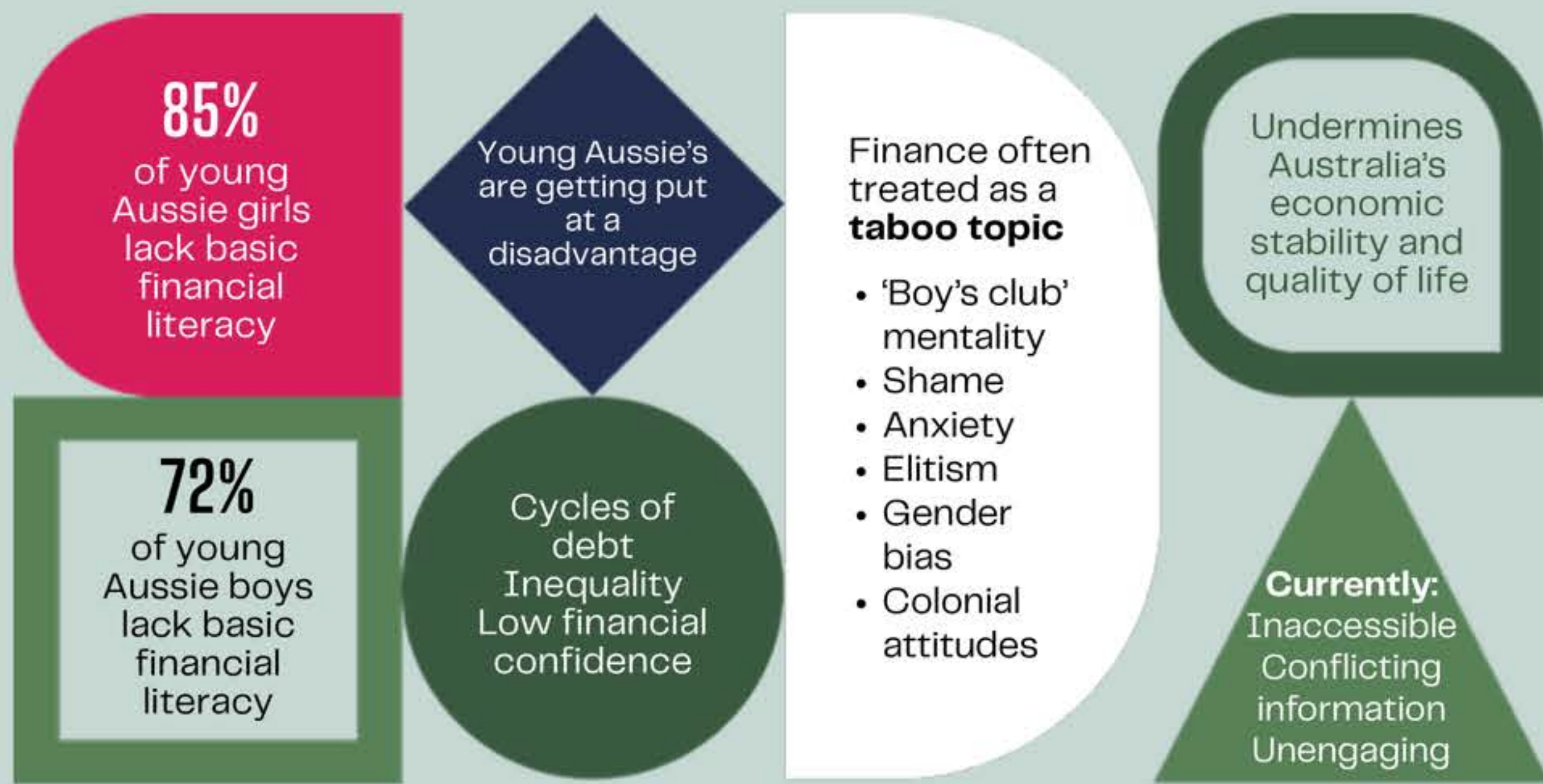


# MONEY \$ MAP

## Problem Statement

How can we increase **accessibility** and **engagement** among **young Australians** (aged 15–25) to personal finance because **disengagement** and **systematic exclusion** from financial conversations lead to unprepared young adults with **lower quality of life**, **reduced economic mobility**, and **reinforced wealth and debt cycles**, to ensure young people are equipped with the **skills** and **confidence** to build a secure financial future and **contribute** to a more **equitable** society.

## The Context



## Key Aspects

- Teaches how to budget, save, and manage debt through interactive lessons
- Makes learning about money **engaging** and **accessible** with **interactive tools**
- Identifies financial knowledge and **pain points** through the entry quiz
- Builds **confidence** and **independence**
- Fosters a positive and **non-intimidating** relationship with money
- Reflective exercises **build habits** for **lifelong learning**

## Impacts

- Builds **foundational financial knowledge** and **confidence** to explore new information
- **Reduces financial stress** and prepares for long-term financial success
- Develops **healthier financial habits** and stronger decision-making skills
- **Motivates continued learning** and financial self-improvement
- Leads to **better preparation for long-term** financial goals like saving and investing
- Supports **informed money decisions**, **lowering vulnerability** and building national economic resilience
- Reduces **reliance on welfare** and supports a fairer, more stable society

## Lessons

Financial experts agree that mastering a few evergreen, basic money skills is enough to be considered 'good at money'. **MONEYMAP** focuses on helping young people build confidence with these essentials through interactive learning. While the app can introduce more advanced topics like Super and Investing, its real purpose is to guide users as they learn the basics, gain confidence, and then move on to find more specialised financial education suited to their individual needs—so they can ultimately outgrow MoneyMap when ready.



### Money Story

Encourages users to reflect on their unique relationship with money, acknowledging diverse backgrounds and experiences, and sets the stage for personal financial growth.

### Savings vs Spending

Learn to balance saving and spending in daily life.  
Practice intentional choices that work for individual goals.

### Inflation

Understand what inflation is and how it affects buying power and life costs.  
Explore practical impacts on saving and long-term planning.

### Interest

Covers earning and paying interest, showing how savings can grow over time, how loans and mortgages work, and what makes for a "good" interest rate.

### Unhealthy Debt

Identify signs of unhealthy vs healthy debt.  
Discover strategies to break cycles of problematic debt and improve wellbeing.

### Risk

Introduces the concept of financial risk, explaining differences between high, medium, and low-risk choices, and encourages users to reflect on their own comfort with risk.

### Budgeting

Empowers users to set and track goals using budgets, choose methods that fit their situation, and experiment with simple strategies for better control over money.

### Diversification

Explains how spreading money across different types of investments lowers risk and boosts financial security, helping users build resilient portfolios for the future.

