



MONEYMINDED IN VIETNAM IMPACT REPORT

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INSTITUTE OF ECONOMIC AND INTERNATIONAL TRADE

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FOREWORD

I am pleased to present this Vietnam MoneyMinded Impact Report.

For more than a decade, ANZ's flagship financial literacy program, MoneyMinded, has supported people to develop money management skills, knowledge and confidence essential to modern life.

Since 2003, MoneyMinded has reached over 360,000 people in Australia, New Zealand and the Asia Pacific region.

First introduced in Vietnam as a pilot project in 2012, MoneyMinded has since been delivered to approximately 1,400 people in collaboration with our community partners and staff in Hanoi, Ho Chi Minh City and surrounding areas. The program is delivered face-to-face by trained and accredited facilitators to people experiencing financial hardship.

Results from the impact assessment survey conducted by Institute of Economic and International Trade - Foreign Trade University, Vietnam, indicate that MoneyMinded has improved participants' ability to save and increased their confidence in managing money. The majority of participants also reported an improvement in their overall satisfaction with life after participating in the program.

I would like to extend my thanks to the participants who took part in this research and to our MoneyMinded community partners, Blue Dragon Children's Foundation; FPT University and Foreign Trade University for their ongoing support.

I would also like to acknowledge our accredited staff and community partners who deliver MoneyMinded on behalf of ANZ. Your work with our partner organisations has contributed to the positive changes in the lives of the participants identified in this report.

ANZ Vietnam will continue to invest in MoneyMinded going forward. We aim to support more people in the communities where we operate, assisting them to improve their livelihoods through better financial management skills.

Regards,



Dennis Hussey
CEO ANZ Vietnam

1. OVERVIEW OF FINANCIAL LITERACY IN VIETNAM

In recent years, the quantity, quality and diversification of financial services in Vietnam has grown in response to increasing demand. However, with a population of over 90 million people – 60 million of whom are living in rural areas – financial literacy levels in Vietnam are lagging behind the growth in access to financial services.

As the majority of formal financial education in school and universities is of an academic nature, most people – especially those living in rural areas – haven't had the benefit of learning practical money management skills.

MoneyMinded – ANZ's adult financial literacy program – aims to build the skills, confidence and knowledge of participants by using innovative techniques to illustrate effective money management.

MoneyMinded was developed by ANZ in Australia in 2003. The most widely used financial education program for adults in Australia, the program has been adapted and delivered since 2010 in markets across Asia and the Pacific.

More than 360,000 people in Australia, New Zealand and throughout Asia and the Pacific have participated in MoneyMinded since 2003.

First delivered in Vietnam in 2012, the program has reached more than 1,400 people in Hanoi, HCMC City, Binh Duong, Hau Giang and Hue.

This report is the second MoneyMinded Impact Assessment Report in Vietnam, providing an update on the program's effectiveness within relevant communities and the common characteristics among participants who took part in MoneyMinded in 2014 and participated in the impact assessment interview in 2015.

DELIVERY OF MONEYMINDED IN VIETNAM

MoneyMinded Vietnam is a suite of financial education resources that can be tailored to meet the needs of individuals and groups. MoneyMinded is very flexible, enabling facilitators to tailor the program to the specific needs of their participants depending on the participants.

The program includes activities and guides for facilitators as well as teaching tools to support the education of participants. Being able to tailor the program to suit social, cultural and language norms is one of the reasons the program has seen such success in Vietnam and across the Asia Pacific region.

In 2014, ANZ established three MoneyMinded partnerships with Blue Dragon Children's Foundation; FPT University and the Institute of Economic and International Trade (Foreign Trade University), to expand the reach of MoneyMinded in the community. Staff members from each partner organisation have been accredited to deliver the program on behalf of ANZ. Table 1 lists the six modules of MoneyMinded Vietnam that were tailored to meet the needs of individuals and groups.

TABLE 1: MONEYMINDED MODULES AND TOPICS

Module	Topics
Money management	Financial decisions in the family
	Differences between needs and wants
	Determining spending priorities
Planning for the future	What is a budget and what are its benefits?
	Goals and their benefits
	Setting financial goals
How bank can help	How having financial goals and budgeting can help
	Importance of PIN confidentiality
	ATM and bank accounts
Credit cards and associated risks	How saving behaviour can help
	How credit cards work
	Credit card minimum charge: its effects
Loan sharks and traps	Different types of credit card
	Good and bad credit
	Differences between loan sharks and other sources of loans
Assertiveness	Allowance with or without insurance
	Financial risk of debt by relatives
	How to say 'no' without causing offence

The following terminology is used in this report:

- 'MoneyMinded facilitator' refers to an ANZ staff member who has completed the MoneyMinded facilitator training and delivers the MoneyMinded program to people in the community.
- 'MoneyMinded participant' refers to the person who has attended the MoneyMinded workshop(s) conducted by the MoneyMinded facilitators.
- 'Respondent' refers to the MoneyMinded participant who completed the evaluation survey.

2. OVERVIEW OF PARTICIPANTS

Of the 130 participants who went through the program in 2014, 81 completed the evaluation survey for this impact assessment study. This group of participants were beneficiaries of Blue Dragon Children’s Foundation – ANZ’s MoneyMinded NGO partner. Table 2 shows the breakdown of the participants’ characteristics.

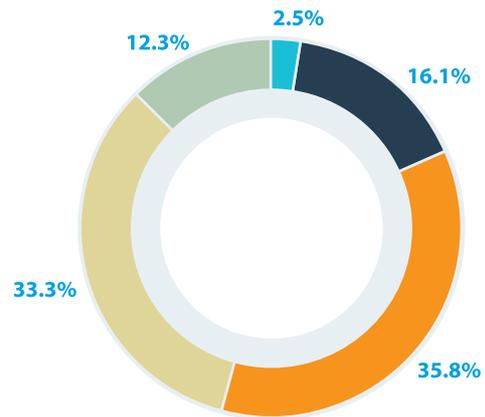
TABLE 2: CHARACTERISTICS OF MONEYMINDED PARTICIPANTS IN 2014

Characteristic		Proportion
Age	16-20	16.0%
	21-40	22.1%
	41-50	7.4%
	51-60	25.0%
	61-65	7.4%
	65+	22.1%
Gender	Male	39.5%
	Female	60.5%
Marital status	Single	29.7%
	Married	44.6%
	Married but currently live alone	25.7%
Living expenses	Shared with more than 1 person	41.8%
	Shared with 1 person	28.5%
	Non-shared	29.7%
Employment status	Self-employed	23.4%
	Employed	29.4%
	Searching for a job	2.4%
	Unemployed	20.1%
	Other	24.7%

The participants – who all lived and worked in rural areas around Hanoi – were more likely to be employed, living with a family and contributing financially to a household budget.

Figure 1 shows that on average the participants contribute approximately VND4.9 million per month towards their household income. 16 per cent of respondents had a monthly household income of less than VND1 million .

FIGURE 1: HOUSEHOLD MONTHLY INCOME



KEY FEATURES

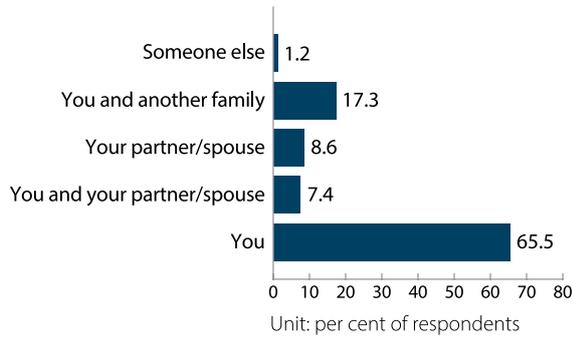
Unit: per cent of respondents

- less than VND 1 million
- from VND 1 million to VND 3 million
- from VND 3 million to VND 6 million
- from VND 6 million to VND 10 million
- from VND 10 million to VND 20 million

65 per cent of participants were solely responsible for making financial decisions for their household, while 25 per cent made decisions with other family members, and 10 per cent relied on family members to make decisions.

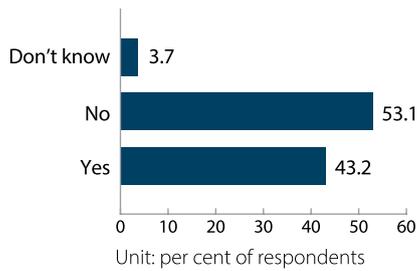
**“I HAVE TO COVER NECESSARY PAYMENTS FOR THE WHOLE FAMILY WITHIN A TIGHT BUDGET. IT’S DIFFICULT BUT I HAVE NO CHOICE. AFTER THE PROGRAM, I MADE IT HAPPEN WITHOUT BORROWING MONEY”
- MONEYMINDED PARTICIPANT.**

FIGURE 2: RESPONSE TO “WHO IS RESPONSIBLE FOR THE DAY TO DAY DECISIONS ABOUT MONEY IN YOUR HOUSEHOLD?”



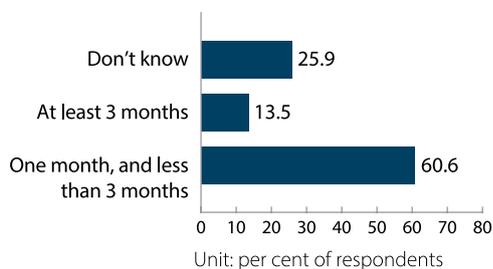
As shown in Figure 3, 43 per cent of respondents indicated that their family income was stable and 53 per cent considered their family income unstable.

FIGURE 3: RESPONSE TO “WOULD YOU SAY THAT YOUR HOUSEHOLD INCOME AMOUNT IS REGULAR?”



In the event of loss of income, 60.6 per cent of respondents said that they would be forced to borrow money or move to more affordable housing within one month. Only 13.5 per cent of respondents could maintain their current standard of living for more than three months.

FIGURE 4: RESPONSE TO “HOW LONG COULD YOU CONTINUE TO COVER LIVING EXPENSES, WITHOUT BORROWING ANY MONEY OR MOVING HOUSE?”



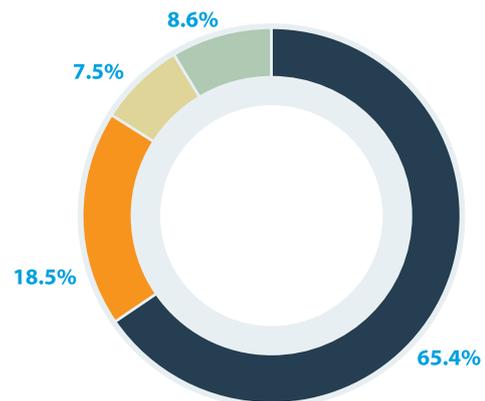
In addition to being responsible for the day-to-day financial decisions for their household, respondents indicated that:

- 65.4 per cent were never asked by other family members for money
- 18.5 per cent were occasionally asked for money
- 58.3 per cent reported that they asked other family members for money
- 25.9 per cent occasionally asked other family members for money
- 67.9 per cent had unexpected expenses in the last 12 months.

“I HAVE TO SPEND NEARLY VND100 MILLION FOR MY HUSBAND’S MEDICAL TREATMENT. IN THE PAST I HAD TO BORROW MONEY TO COVER THE COSTS – I HAD NO OTHER CHOICE.”
- MONEYMINDED PARTICIPANT.

FIGURE 5: RESPONSE TO “HOW OFTEN DO OTHER FAMILY MEMBERS ASK YOU FOR MONEY?” AND “HOW OFTEN DO YOU ASK OTHER FAMILY MEMBERS FOR MONEY?”

HOW OFTEN DO OTHER FAMILY MEMBERS ASK YOU FOR MONEY?



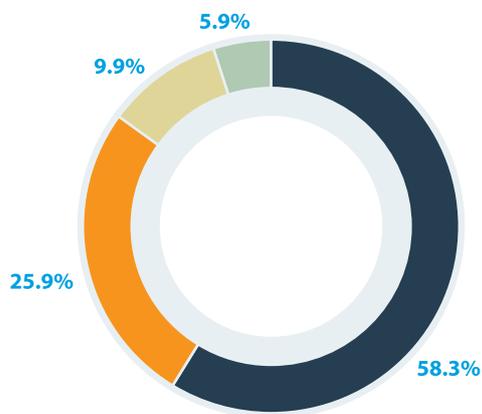
KEY FEATURES

Unit: per cent of respondents

- Never
- Occasionally
- Regularly
- Frequently



HOW OFTEN DO YOU ASK OTHER FAMILY MEMBERS FOR MONEY?



KEY FEATURES

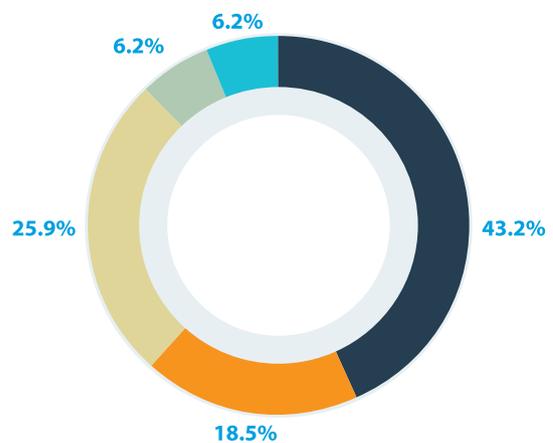
Unit: per cent of respondents

- Never
- Occasionally
- Regularly
- Frequently

The majority of participants didn't typically use banking products, and only 10 per cent had a current bank account. The participants' limited use of financial banking products reflects their relatively risk-averse nature. When asked about their personal level of risk tolerance when investing, only nearly 13 per cent said that they were willing to take risks while 43 per cent were unwilling (Figure 6).

“BLUE DRAGON STAFF GUIDED ME TO OPEN A BANK ACCOUNT TO RECEIVE THEIR SUPPORT AS I LIVE IN HAI PHONG AND CANNOT GO FREQUENTLY TO HANOI TO RECEIVE THE MONEY.”
- MONEYMINDED PARTICIPANT

FIGURE 6: RESPONSE TO “WILLINGNESS TO TAKE RISKS”



KEY FEATURES

Unit: per cent of respondents

- Very unwilling
- Unwilling
- Unsure
- Willing
- Very willing

3. METHODOLOGY

The objective of this study was to measure changes in participants' financial knowledge, behaviour and overall well-being after they attended a MoneyMinded workshop.

The data collection methodology for this report is consistent with ANZ MoneyMinded Impact Assessments in other countries where ANZ operates.

Paper questionnaires were translated into Vietnamese and face-to-face interviews were also conducted in local language. The interview process involved in-depth discussions to clarify situations, and ensure the data gathered provides a holistic view of the impact MoneyMinded has had on the participants' lives.

4. IMPACTS OF MONEYMINDED

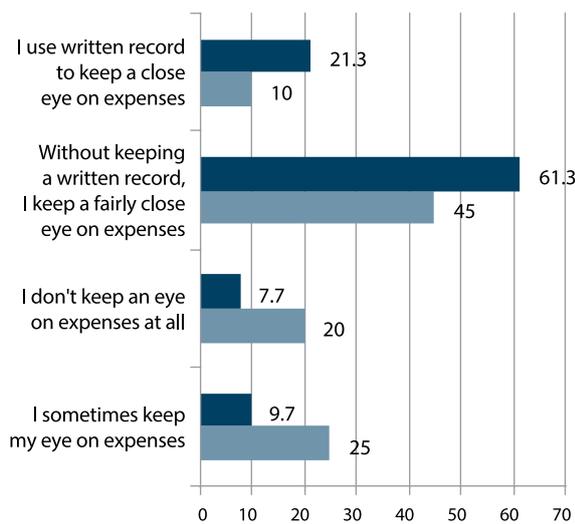
4.1. SAVING BEHAVIOUR

On the whole, participants found that MoneyMinded helped them develop positive saving behaviours. The following data show the changes in the saving behaviours of respondents, including their approach to saving, method of saving, and the amount of money they usually save.

As shown in Figure 7, respondents were asked whether they monitored their expenses. Before MoneyMinded, only 10 per cent of respondents kept a written record of expenses but after the program, this increased to 21 per cent.

Nearly two thirds of respondents indicated that even if they didn't have a written record, they knew exactly how much they spent each day. This number increased from 45 per cent to 61 per cent after the program.

FIGURE 7: EXPENSES MANAGEMENT



KEY FEATURES

Unit: per cent of respondents

- After
- Before

MoneyMinded has had a positive impact on the overall saving behaviour of participants and in some instances has contributed to the development of a long term saving habit.

Table 3 details the change in the amount of money saved by respondents. Before attending MoneyMinded, the majority of respondents reported saving less than VND200,000 per month. After the program, over 60 per cent save more than VND200,000 each month.

The number of respondents savings above VND800,000 and VND1,000,000 in particular has increased by 8 per cent and 13 per cent respectively.

TABLE 3: CHANGES IN THE AMOUNT OF MONEY SAVED PER MONTH AFTER PARTICIPATION IN MONEYMINDED

Unit: per cent of respondents

	Before Money-Minded	After Money-Minded	Change
Less than VND200,000	64.9	36.2	-28.7
From VND200,000 to less than VND400,000	11.7	17.4	5.7
From VND400,000 to less than VND600,000	5.2	8.8	3.6
From VND600,000 to less than VND800,000	3.9	2.9	-1.0
From VND800,000 to less than VND1,000,000	5.2	13.0	7.8
Above VND1,000,000	9.1	21.7	12.6



“I ALWAYS COVER MY DAILY LIVING EXPENSES BY SELLING VEGETABLES ON THE STREET. ON A GOOD DAY, I CAN HAVE MEAT IN THE MEAL, BUT ON A BAD DAY, IT MIGHT BE ONLY VEGETABLES. THIS MEANS THE SALARY FROM MY PART-TIME JOB CAN ALWAYS BE SAVED.”

- MONEYMINDED PARTICIPANT

“BEFORE THE MONEYMINDED PROGRAM, I USED TO THINK THAT VND10,000 WAS TOO SMALL FOR SAVING. HOWEVER, I NOW UNDERSTAND THE IMPORTANCE OF SAVING – EVEN A TINY AMOUNT SAVED WOULD GRADUALLY INCREASE THE AMOUNT TO BE USED IN CASE OF AN EMERGENCY”

- MONEYMINDED PARTICIPANT.

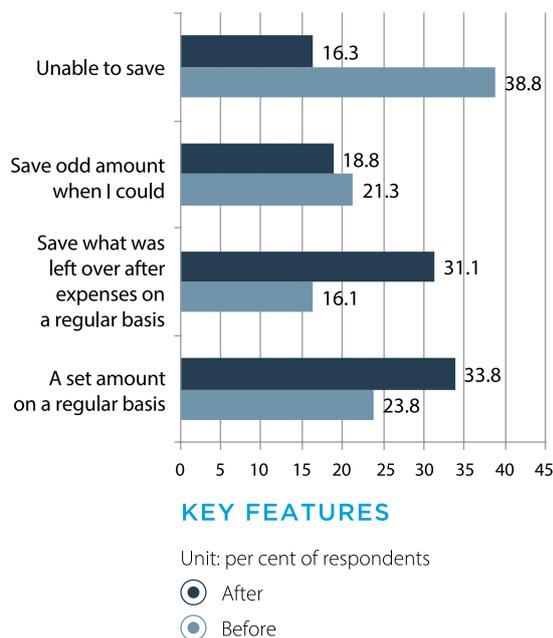
“I WANT TO PURCHASE A NEW MOTORBIKE, BUT IT USED TO BE SO DIFFICULT. AFTER MONEYMINDED, I DECIDED TO SAVE VND1,000,000 EVERY MONTH. AND I HOPE THAT AFTER 3 OR 4 YEARS I WILL HAVE SAVED ENOUGH TO BUY THE MOTORBIKE”

- MONEYMINDED PARTICIPANT.

Before the program, almost 40 per cent of respondents classified themselves as being in financial difficulty and unable to save. However, after attending MoneyMinded, the proportion of respondents who reported that they are unable to save reduced to 16 per cent.

In addition, the proportion of participants who saved a set amount on a regular basis increased from 24 per cent to 34 per cent.

FIGURE 8: SAVING BEHAVIOUR



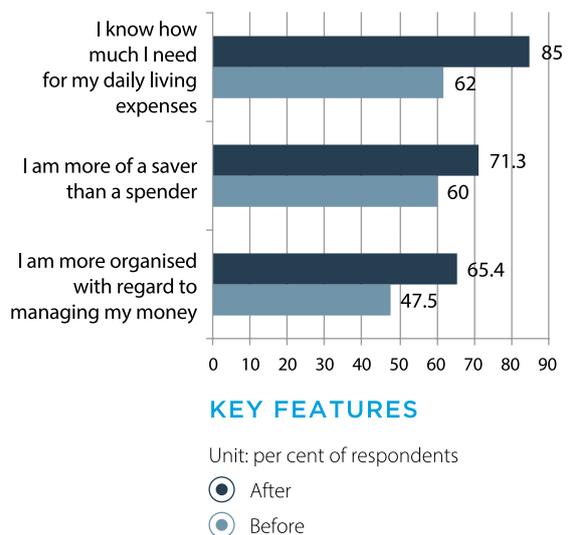
4.2. DAY TO DAY MONEY MANAGEMENT

Managing cash and assets is one of the core topics in MoneyMinded Vietnam. Specifically, the program covers how to make money last till the next payday, paying bills on time and developing the confidence to say ‘no’ when family members ask for money that the participants does not have, or can not afford.

Participants found that MoneyMinded was valuable in helping them develop money management skills. Figure 9 reveals that after the program, nearly two thirds of respondents felt more organised when managing their money, compared to less than half prior to the program.

After attending MoneyMinded, participants reported being more aware of their daily living expenses and felt encouraged to save.

FIGURE 9: DAY TO DAY MONEY MANAGEMENT AFTER MONEYMINDED



MoneyMinded had a positive impact on the money management behaviours and skills of participants. Table 4 illustrates the changes in participants' ease in covering their expenses and paying for their bills.

TABLE 4: CHANGES IN THE EASE OF PAYING FOR EXPENSES AND BILLS

Unit: per cent of respondents

	Before Money-Minded	After Money-Minded	Change
Not at all difficult	35.4	44.3	8.9
A little difficult	24.1	32.9	8.8
Moderately difficult	22.8	15.2	-5.6
Very difficult	13.9	3.8	-10.1
Extremely difficult	3.8	3.8	0

For participants with an irregular income, making money last till the next payday was critical. After completing the program, participants appeared to better understand how to budget and make money last from one pay-day to the next.

As shown in Table 5, 12 per cent of respondents indicated that they had no money left at the end of each month before attending MoneyMinded. This decreased to 9.5 per cent after attending the program.

TABLE 5: CHANGES IN MAKING MONEY LAST TILL THE NEXT PAY-DAY

Unit: per cent of respondents

	Before Money-Minded	After Money-Minded	Change
Always	34.7	39.2	4.5
Usually	14.7	18.9	4.2
Occasionally	18.6	16.2	-2.4
Sometimes	20	16.2	-3.8
Never	12	9.5	-2.5

4.3. PLANNING FOR THE FUTURE

'Planning for the future' covers topics such as setting short and long-term financial goals, monitoring expenses, good financial decision-making, handling unexpected expenses and building long-term savings.

Prior to the program, only 18 per cent of respondents were able to plan 1 year ahead or more. However, after the program, this increased to 22 per cent.

Significantly, the number of participants with short financial horizon of only a week or fortnight reduced from 48 per cent to 37 per cent.

TABLE 6: CHANGES IN FINANCIAL PLANNING HORIZON

Unit: per cent of respondents

	Before Money Minded	After Money Minded	Change
Over the next week or fortnight	48	37.3	-10.7
Over the next few months	34	40.7	5.3
Over the next year	4	8.5	4.5
Over the next 2 – 4 years	6	1.7	-4.3
Over the next 5 years or more	8	11.8	3.8

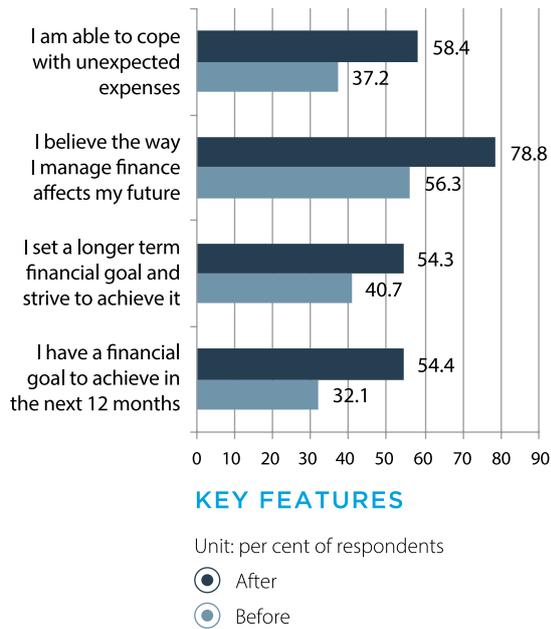
Following MoneyMinded, participants showed an improvement in their understanding of the importance of financial management, and the impact it can have on their lives.

Figure 10 reveals that the proportion of respondents who had set a financial goal for the next twelve months increased from 32 per cent before the program to 54 per cent afterwards.

After MoneyMinded, 79 per cent of respondents agreed that the way they manage their finances at present will affect their future, compared to 56.3 per cent before the program.

In addition, 72 per cent agreed that they are able to plan ahead, which increased from 42 per cent before the program.

FIGURE 10: PLANNING FOR THE FUTURE



4.4. SOCIAL IMPACT

A key objective of MoneyMinded Vietnam is to contribute to the overall wellbeing and quality of life for individuals involved in the program.

Table 7 highlights the social impact of MoneyMinded and shows that the program not only improved the participants’ financial skills but also had a positive impact on aspects of their personal life.

After MoneyMinded, 77 per cent of respondents agreed that they were no longer stressed about the future and 73 per cent agree that they feel confident in other aspects of their life.

72 per cent agreed that they were able to better provide for their family after MoneyMinded, and in general respondents felt more comfortable with their life.

The majority (around 80 per cent) of respondents agreed that MoneyMinded gave them a chance to get to know new people and feel more connected with their community.

TABLE 7: SOCIAL IMPACTS OF MONEYMINDED

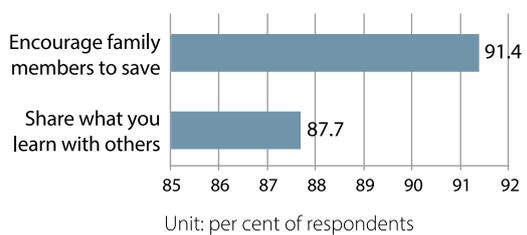
Unit: per cent of respondents

Do you agree or disagree with the following statements?	Disagree	Neutral	Agree
I feel less stressed about the future	8.9	13.5	77.6
I feel confident in other aspects of my life	4.4	22.1	73.5
I feel I am able to better provide for my family	7.5	20.9	71.6
MoneyMinded gave me the opportunity to meet new people	7.3	13.2	79.5
I learned a lot from other participants in MoneyMinded	8.8	10.3	80.9
MoneyMinded has helped me feel more connected with my community	8.8	7.4	83.8

Finally, the reach of MoneyMinded has extended beyond the participants themselves, to their family members and friends.

As shown in Figure 11, 88 per cent of respondents encouraged their family members to save after participating in the program, while 91 per cent shared what they learnt during the workshop with their friends and family.

FIGURE 11: PASSING ON LESSONS LEARNT FROM MONEYMINDED



“AFTER MONEYMINDED I HAVE BASIC KNOWLEDGE ABOUT FINANCE, WHICH HELPS ME TAKE PART IN THE CONVERSATIONS ON THE STREET CORNER. I NOW FEEL MORE CONNECTED TO THE COMMUNITY” - MONEYMINDED PARTICIPANT.

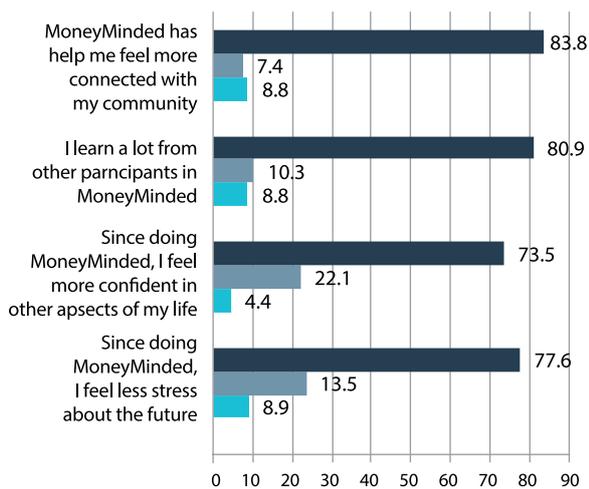




81 per cent of respondents believed that they learnt a lot from other participants and 84 per cent felt more connected to their community.

Participants reported positive impacts on their personal life and wellbeing as a result of MoneyMinded. On a scale of 1 - 10 the average satisfaction rating for life as a whole increased from 5 to 7 after MoneyMinded – an increase of nearly 30%.

FIGURE 12: IMPROVED CONFIDENCE AND CONNECTION TO COMMUNITY



KEY FEATURES

Unit: per cent of respondents

- Agree
- Neutral
- Disagree





5. CONCLUSION

The results outlined in this report demonstrate that MoneyMinded has had a positive impact in Vietnam since it was first piloted in 2012.

MoneyMinded has improved participants' money management skills, facilitating long term financial planning and improving participants' overall satisfaction with life.

Summary of program impacts:

- MoneyMinded has raised awareness and had a positive impact on the saving habits of participants. After attending the program, the majority of participants understood that even with limited income, they can save money for their future.
- MoneyMinded has improved participants' money management. After attending, a majority of participants had no or little difficulty paying their bills on time and having money available on their next payday.
- MoneyMinded has expanded participants' financial horizons. Participants reported being able to plan ahead for a longer period of time, in most cases of more than several months.

Overall, after attending MoneyMinded participants reported feeling more satisfied with their lives as a whole. Importantly, the reach of MoneyMinded has extended beyond the participants themselves. Most participants said they would encourage their family members to save and shared what they learnt from the workshop with their friends and family after participating in the program.



