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MoneyMinded celebrates helping more than one million participants build financial well-being

ANZ has today released its 2025 [MoneyMinded Impact Report](#), revealing that the financial education program has reached a major milestone of helping more than one million participants since its inception in 2002.

ANZ's flagship financial education program, MoneyMinded, supports adults in building their knowledge, confidence and skills to manage their money and improve their financial wellbeing.

Over the past year, MoneyMinded helped more than 118,000 participants manage the rising cost of living – a record number of participants in a single year. In Australia, the program was delivered to over 95,000 people, with the majority (71%) of MoneyMinded Coaches reporting that MoneyMinded had been very or moderately effective in helping participants better manage financial pressures.

ANZ Chief Executive Officer Shayne Elliott, said: “We are very proud to celebrate the remarkable milestone of delivering our MoneyMinded program in workshops and in a one-on-one environment to over one million participants around the world. The significant impact of MoneyMinded, spanning more than two decades, supports ANZ's purpose to shape a world where people and communities thrive.

“MoneyMinded reached a record number of participants across Australia, New Zealand, and the Asia-Pacific over the past year, engaging more than 118,000 people, as 42% of coaches reported an increase in demand for support.

“As a result of increased demand, the MoneyMinded program has expanded its reach in numerous areas over the past 12 months. Notable achievements include a rise in the uptake of MoneyMinded modules online and an increase in the total number of MoneyMinded Coaches and student participants.

“We recognise that cost-of-living pressures often disproportionately affect those already facing financial challenges. The positive feedback from MoneyMinded participants highlights the meaningful impact we are making in our mission to help Australians and their families develop good savings habits and build financial literacy,” Mr Elliott said.

In 2024, MoneyMinded further expanded its accessibility features and resources. The program's most popular participant handouts were translated and made available in five additional languages, and new content was developed to help the community improve scams awareness. In 2025, MoneyMinded will release new content to boost digital literacy among vulnerable audiences.

MoneyMinded is delivered across the community sector in partnership with Berry Street, Brotherhood of St. Laurence and The Smith Family in Australia, Private Training Establishments (PTEs) and community organisations across New Zealand, and numerous delivery partners throughout the Asia-Pacific.

“Hitting this major milestone is a testament to the commitment and dedication of our community partners, who play a crucial role in delivering this program. We are thankful to the thousands of MoneyMinded Coaches throughout Australia, New Zealand, and the Asia-Pacific who utilise MoneyMinded to support participants from low-income and disadvantaged communities improve their financial wellbeing,” Mr Elliott said.

Highlights from the 2025 MoneyMinded Impact report include:

- 118,021 participants in total were reached through MoneyMinded in the past 12 months (From 1 October 2023 to 30 September 2024), with 95,404 people across Australia and 22,617 in New Zealand and the Asia-Pacific region.
- 73.3% of MoneyMinded's Australian participants were women. In New Zealand, 62.3% were women, while women comprised 41.5% of participants in the Asia-Pacific.
- Roughly one in three (34%) of participants in Australia were sole parents. The majority of participants in New Zealand were young adults (76.1%), while 28.8% were seasonal workers in the Asia-Pacific.
- Students and young adults in Australia made up a larger proportion of participants in 2023-24 compared to the previous year, with 22.0% and 19.4% of participants respectively (compared to 9.5% and 11.3% in 2022-23).
- MoneyMinded Coaches reported that half (50%) of their clients sought emergency relief for the first time in 2023-2024, while 64% of MoneyMinded coaches reported that their clients had missed meals due to cost-of-living pressures.

- In Australia, participants in MoneyMinded for Family Violence were more likely to be female, accounting for 87.9% of participants, whereas 11.4% were male and 0.7% were non-binary.
- More than 4,900 people participated in the MoneyBusiness program, an adaptation of MoneyMinded which aims to help build the money skills and confidence of Aboriginal and Torres Strait Islander communities. 40.7% of participants in MoneyBusiness were under the age of 25.

Since 2002, MoneyMinded has supported more than one million participants to develop their financial knowledge and confidence throughout Australia, New Zealand and the Asia-Pacific.

MoneyMinded is available online at www.moneyminded.com.au as a set of eight interactive online activities.

Download a full copy of the latest MoneyMinded report [here](#). For more information on the program, including how to get started, visit www.anz.com/moneyminded.

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