



USAID
FROM THE AMERICAN PEOPLE

USAID FINANCIAL SECTOR TRANSFORMATION PROJECT

International insights on financial literacy

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Kyiv, Ukraine

A SOURCE OF INFORMATION THAT IS SEEN AS HELPFUL AND TRUSTWORTHY



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Free and impartial money advice

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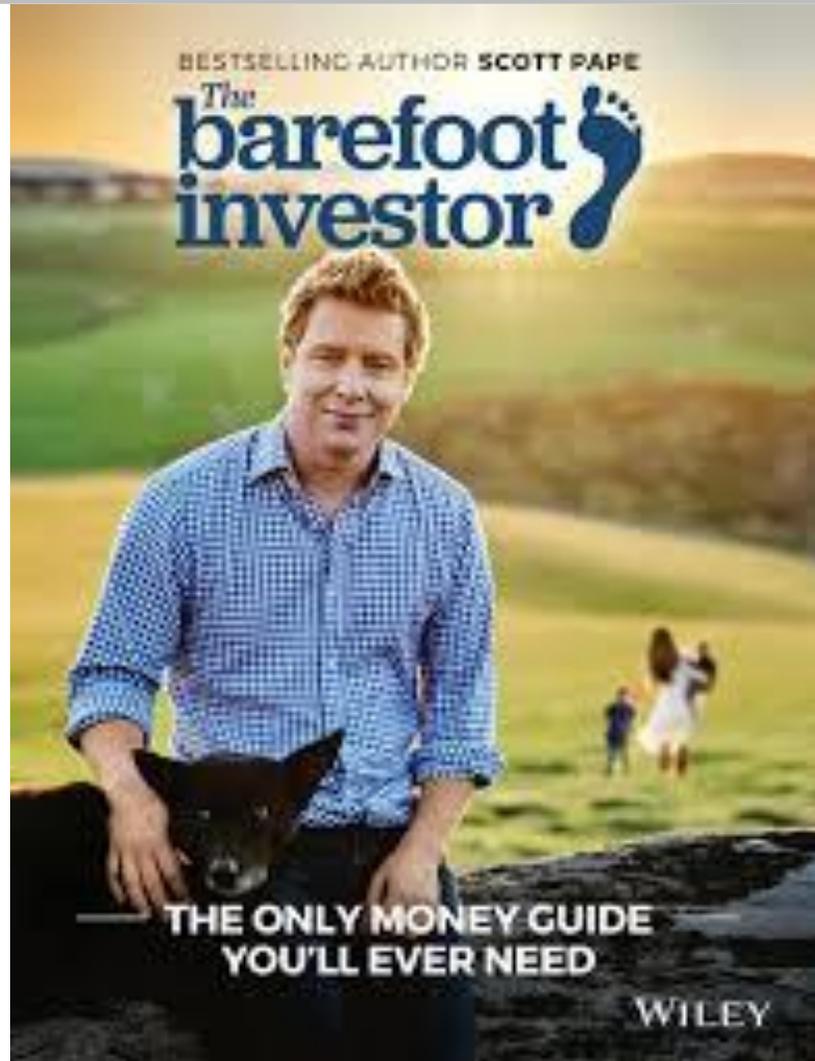


moneysmart.gov.au

Over 7 million Australians interacted with MoneySmart in 2018.
(out of 25 million population)

11,000 different websites link to MoneySmart, with 336,000 links

DOWN TO EARTH COMMUNICATION



This book is about “everyday” money management, discussed in simple terms.

It has sold 1.3 million copies in Australia. 1 in 20 Australian households have his book.

He has 300,000 Facebook followers

Lesson: People will be interested in money topics if it is communicated well and relevant to their lives.

CO-ORDINATION AND CO-OPERATION

