



# IT STARTS WITH ACTION

AN FSC CAMPAIGN TO HELP DEMYSTIFY  
MONEY FOR WOMEN THROUGH ENGAGING  
CONVERSATIONS AND TANGIBLE ACTIONS.

SUPPORTER PACKAGE | MARCH 2022



**GROW THE FINANCIAL  
CONFIDENCE AND  
WELLBEING OF  
NEW ZEALANDERS**

FSC.

# Nau mai, haere mai.

The Financial Services Council (FSC) warmly welcomes you to the supporter opportunities for this exciting 2022 project.

## **What is It Starts With Action?**

It Starts With Action forms an important part of the FSC's recently launched Diversity and Inclusion initiative. This project, part of a wider diversity and inclusion focus, is being carried out to support the Retirement Commission's National Strategy for Financial Capability 2021-2024 (He Rautaki-ā-motu mō te Āheitanga Ahumoni).

## **Our purpose and objective**

To demystify money for Kiwi women by delivering a collaborative and impactful project with the outcome of lifting the long-term financial wellbeing of wāhine across the country.

## **Why have you been sent this supporter package?**

This is not something the FSC can do alone. The FSC Board supports and has committed the expertise and diversity of the industry to help us reach our goal of all FSC members taking action. To contribute to a long-term lift in the financial confidence and wellbeing of women across Aotearoa, we also need support from beyond our membership and the financial services industry.

## **How you can support**

Whether you are an individual, an SME, non-profit or corporate organisation, this is an opportunity for you to join us to create impactful change building on the great work that's been done to date. Join us on this journey and stand up for change by registering yourself or your organisation at: [www.fsc.org.nz/it-starts-with-action/register](http://www.fsc.org.nz/it-starts-with-action/register)

We look forward to working with you to bring this exciting initiative to life in 2022.

Ngā mihi nui,

The FSC's Diversity and Inclusion Committee

**FSC.**

# The bigger picture

Since its formation in 2021, the FSC's Diversity and Inclusion Committee has been active in developing industry initiatives to drive impactful change for all New Zealanders.

## Starting from the top

Supported by the FSC Board, the Committee drove the drafting and implementation of the **FSC Diversity, Inclusion and Equality Policy**. This outlines the FSC's commitment to maintaining and building on a diverse and inclusive financial services industry and supporting its members to do the same.

## Research

The **Money and You - Women and Financial Wellbeing** research report was released in December 2021. Nationwide media reach over summer was 13.2M, with the research featured on platforms including Radio New Zealand, the Otago Daily Times, Stuff, Good Returns and Insurance Business New Zealand.

## Events

Women and financial wellbeing was front and centre at the FSC's annual conference in December, with the D&I launch (featuring Dame Valerie Adams and Theresa Gattung) and the Women in Super breakfast. Our International Women's Day event with Hilary Barry as keynote speaker drew over 800 attendees for a highly engaged discussion about breaking the bias. The positive feedback from attendees was overwhelming, showing us there is a desire for more events like this to take place.

## Industry Campaigns

The **#itstartswithaction** industry campaign curtain-raised the Diversity and Inclusion initiative, involving FSC members declaring their own actions to enact change within the industry and support a diverse and inclusive financial services sector.

## Just the beginning

When you consider that:

- 80% of wāhine rate their financial wellbeing as moderate to very low;
- over 60% of women worry about money daily, weekly or monthly;
- 62% of women don't feel prepared for retirement;
- 60% of women rate their investing literacy low,

there is much more work to be done. If we are to change these statistics, we need to take action now. That's where this campaign comes in, as an impactful step in our plan to create momentum in the financial services industry and beyond to grow the financial confidence and wellbeing of our wāhine, something that will benefit all New Zealanders.

**FSC.**

# Why support this campaign?

## 1. Take real action

We're all about driving impactful change. By getting behind this initiative, you will not only be supporting a worthy cause, but you'll be seen to be delivering on it, and contributing to better financial outcomes for all women, including the women in your own organisation.

## 2. Have a voice

Lend your voice to the cause and champion the financial literacy of wāhine around the country, bringing your unique take and valuable expertise to the table.

## 3. Be visible

We have a network of 100+ member organisations and a growing database of thousands. Recent events for International Women's Day and with the FMA's new chief executive Samantha Barass received hundreds of engaged, live attendees (800+ and 300+ respectively). The FSC's media reach for high profile campaigns and events is in the millions. In supporting this initiative you will be seen - not only by our membership but by the wider community.

## 4. Provide content

Your voice - and the voices of those within your organisation - can be part of this important conversation. Offer your insights as part of this campaign, so we can share them, not only with the industry but consumers. Opportunities include speaking at our half day summit in July, supporting the creation of resources, and running satellite activities and events under the banner of this campaign.

## 5. Stand up for change

Supporting this campaign is not just a tick-box exercise; it's a chance to demonstrate that you are committed to making change when it comes to improving the financial wellbeing of women in New Zealand. We would require you to stand up - commit to and deliver on actions, reporting back to us so we can measure and report on our impact and progress towards a lift in the financial wellbeing and confidence of our wāhine.

## 6. Opportunities to collaborate

There are great things happening within the financial services industry and the wider community. However, often these are individual actions, lacking the power to leverage off the research and experience of others. This initiative is a real opportunity for us to come together, to collaborate and to make ongoing impactful change for women, continuing the momentum once built.

**FSC.**

# Campaign themes

2 May - 15 May	Financial wellbeing for women: what does it look like?
16 May - 29 May	How to make your money work smarter
30 May - 12 June	Growing financially resilient kids
13 June - 26 June	Protecting what matters
27 June - 10 July	Navigating life's challenges
11 July - 24 July	The gender retirement gap (and how to fix it)

On 28 July 2022, we will bring all of these themes together for a half day summit event.

**FSC.**



# FSC support

The FSC would like to acknowledge your contribution as a Founding Supporter of this initiative. The assistance we provide to help you carry out your own activity will depend on the level of support you sign up for, but will broadly include:

- Campaign resources, including branded assets
- Support from a Working Group member in organising activities and events under the umbrella of the **It Starts With Action** campaign (this is guaranteed for Founding Champions and available subject to availability for other supporters)
- Links to your resources or tools on the campaign landing page and on social media and in eDMs
- Acknowledgment of your support across FSC platforms and communications
- Profiling of your activities in FSC communications and on the FSC website
- Post-campaign reporting and debrief
- Access to like-minded industry professionals and organisations to discuss with and be inspired by

EXAMPLES OF CAMPAIGN ASSETS

The screenshot displays the Money and You website's 'It Starts With Action' campaign landing page. The page features a navigation bar with links for Home, About, Resources, Blog, Sign Up, and Contact Us. Below the navigation is a purple banner with the text 'Kia ora and welcome to Money and You'. The main content area is titled 'It starts with action' and includes a sub-header: 'It Starts With Action is a campaign to help demystify money and grow the financial confidence and wellbeing of Kiwi women. Join us in empowering the next generation of wāhine. Watch, act and share.' The page is divided into several sections: 'Gather inspiration from wāhine around Aotearoa who are improving their financial wellbeing.' with a video series overview; 'Decide what action you're going to take to improve your own financial wellbeing.' with a grid of 12 action cards (e.g., 'Today I'm going to make or update my Will', 'Today I'm going to calculate my KiwiSaver'); and 'Tell us about what you have done to improve your financial wellbeing.' with a 'SHARE YOUR ACTION' button. The footer contains a grid of links for 'About Money and You', 'Solutions', 'Products', 'Resources', and 'Company', along with copyright information and a disclaimer.

FSC.

# Supporter commitment

As a supporter of this campaign, we are looking for a meaningful commitment to long-term change and impactful action, and that you integrate this campaign into your own organisation's activity.

As a valued supporter you will be asked to:

- Support one or more of the campaign themes by undertaking impactful actions to support the message.
- Promote the campaign and all related activity your organisation undertakes using FSC-provided resources and social media hashtags.
- Communicate your intended actions to the [FSC team](#), reporting your results so we can measure the progress and ultimate success of the campaign.
- Champion the project on your organisation's social media channels and in eDM communications.
- Contribute to a post-campaign debrief session sharing your challenges and successes with other supporters so that we can share and learn from one another.

**FSC.**



# Campaign options

Book-ended by International Women's Day on 8 March and a summit event on 28 July, this campaign aims to involve all FSC members and galvanise others to support the cause through impactful actions. We aim to effect long-term change when it comes to the financial confidence and wellbeing of our wāhine.

## KEY EVENTS:

<b>8 March</b>	International Women's Day event
<b>May-July</b>	Six fortnightly themes delving into particular challenges impacting wāhine and the actions that can be taken.
<b>28 July</b>	Culmination of campaign with a half day event celebrating the actions taken and the steps needed to continue the momentum.

We're looking for support and meaningful commitment from founding supporters who wish to demonstrate proactive leadership in taking action. Joining us at the beginning of the journey means you'll be recognised as one of the original supporters of this initiative moving forward.

Whether you're a large organisation, an SME, a non-profit or an individual, there are ways in which you can contribute and create meaningful change:

## CHAMPION THE OVERALL CAMPAIGN

You'll get broad coverage and exposure of your brand throughout May-July 2022, and commit to undertaking your own supporting initiatives through your organisation.

## ADVOCATE FOR A SPECIFIC ISSUE

Support a campaign theme, get involved in the FSC's activity and use our resources to undertake your own supporting activity using channels that best suit your audience.

## SUPPORT OR PARTNER WITH US

Lend your voice, influence or skills to one of the campaign themes or for the entire campaign period, using our resources to undertake activity and share it with your audience through your channels.

Further details on these options is on page 10.

**FSC.**

# Supporter packages

FOUNDING CHAMPION	FOUNDING ADVOCATE	FOUNDING SUPPORTER
Be front and centre of this industry-leading campaign. You'll receive ongoing Founding Champion recognition plus guaranteed speaking and sponsorship opportunities throughout the campaign period.	Be front and centre of one of the themes of this industry-leading campaign. You'll receive ongoing Founding Advocate recognition and a speaking opportunity during this fortnightly period.	Support one of the six fortnightly themes during this industry-leading campaign. You'll receive ongoing Founding Supporter recognition and access to speaking opportunities during this fortnightly period.
<b>\$8,000</b>	<b>\$4,000</b>	<b>\$2,000</b>
<b>AVAILABLE: 5</b>	<b>AVAILABLE: 12 (2 per theme)</b>	<b>AVAILABLE: Unlimited</b>
<b>WHAT'S INCLUDED:</b> <ul style="list-style-type: none"> <li>• Founding Champion recognition throughout the entire campaign period and beyond across FSC channels and campaign communications</li> <li>• Guaranteed speaking opportunity during the campaign (+ additional opportunities subject to availability)</li> <li>• Sponsorship of and guaranteed speaker slot at the summit in July</li> <li>• FSC marketing resources and a designated point person</li> </ul>	<b>WHAT'S INCLUDED:</b> <ul style="list-style-type: none"> <li>• Founding Advocate recognition across FSC channels and campaign communications for a fortnight</li> <li>• Guaranteed speaking opportunity during the period of your campaign theme</li> <li>• Founding Advocate recognition at the summit in July.</li> <li>• FSC marketing resources</li> <li>• Ability to request support from the FSC</li> </ul>	<b>WHAT'S INCLUDED:</b> <ul style="list-style-type: none"> <li>• Founding Supporter recognition across FSC channels and campaign communications for a fortnight</li> <li>• Priority access to remaining speaker spots (subject to availability)</li> <li>• Supporter recognition at our summit in July</li> <li>• FSC marketing resources</li> <li>• Ability to request support from the FSC</li> </ul>

## INDIVIDUALS, SMEs AND NON-PROFIT ORGANISATIONS

We welcome support from all organisations and individuals passionate about growing the financial wellbeing of wāhine. Become a **Founding Partner** for no cost and contribute to the campaign using the resources and skills you have available. You'll have ongoing recognition and the FSC will provide marketing resources, spotlight your activity through our channels, and provide activity planning support on request.

Supporter terms and conditions

**FSC.**

# Get in touch

**Clarissa Hirst**

Head of Content, Communications & Marketing

[clarissa.hirst@fsc.org.nz](mailto:clarissa.hirst@fsc.org.nz)

021 0265 6343

**Richard Klipin**

Chief Executive Officer

[Richard.Klipin@fsc.org.nz](mailto:Richard.Klipin@fsc.org.nz)

021 0233 5414

**FSC.**

# Financial Services Council NZ

Grow the financial  
confidence and wellbeing  
of New Zealanders

The Financial Service Council of New Zealand's reports and publications are available on our website.

©2022 The Financial Services Council of New Zealand Incorporated.

All rights reserved.

This publication is subject to copyright with all rights reserved.


Reproduction in part is permitted if the source reference "The Financial Services Council of New Zealand" is indicated.

Courtesy copies are appreciated.

Reproduction, distribution, transmission or sale of this publication as a whole is prohibited without the prior authorisation of The Financial Services Council of New Zealand.

The information provided is for information purposes only and in no event shall the Financial Services Council of New Zealand be liable for any loss or damage arising from the use of this information.

[fsc.org.nz](https://www.fsc.org.nz)

 Financial Services Council

 @FSC\_\_NZ

 Financial Services Council New Zealand

MARCH 2022