


MoneySense marks 20th anniversary in conjunction with joint campaign with CPF Board to educate and empower Singaporeans on retirement and financial planning

 cpf.gov.sg/member/infohub/news/news-releases/moneysense-marks-20th-anniversary-in-conjunction-with-joint-campaign-with-cpf-board

MoneySense¹, the national financial education programme, is rolling out a joint retirement planning campaign with CPF Board for the first time, in conjunction with its 20th anniversary. From promoting financial literacy to retirement planning, MoneySense and CPF Board have come together to provide holistic guidance to educate Singaporeans on how daily financial decisions today will help achieve their desired state of retirement in the future.

Themed “Make Every Day Matter. Plan for Your Best Life Today”, the campaign kicked off today with the “Ready for Life” Festival held at the Marina Bay Sands Expo and Convention Centre, the first-ever physical event since the Festival began in 2021. Minister for Health, Mr Ong Ye Kung, attended the Opening Forum as Guest-of-Honour, and participated in a fireside chat.

The Festival will span across the month of October with a series of webinars and workshops aimed at inspiring Singaporeans to re-imagine retirement and plan for it holistically. A wider mass media campaign will follow from November 2023 to February 2024. Four financial well-being profiles of different backgrounds and aspirations will be featured to inspire and motivate Singaporeans to start taking small, meaningful steps with their finances. The public can look forward to learning how they can plan and act on their finances at different stages of their lives from a broad range of content and tools that will be available through mass media, digital and out-of-home channels.

In addition to the inaugural collaboration with CPF Board on a retirement planning campaign, MoneySense has also lined up other activities to commemorate its 20th anniversary. These include:

a) **Financial literacy quiz.** Participants stand a chance to receive giveaways by completing this fun and engaging online quiz (www.mymoneysense.gov.sg/fin-lit-quiz/). The quiz aims to help participants improve their financial literacy in areas such as money management, investment, insurance, retirement planning and estate planning.

b) **One-to-one financial health clinics.** The Institute for Financial Literacy, MoneySense’s ground outreach arm, will hold complimentary one-to-one financial health clinics to provide unbiased and practical advice to level up personal financial planning and resilience. (Please refer to [Annex B](#) for more information and registration details).

For more information on MoneySense's 20th anniversary and highlights, visit www.moneysense.gov.sg/20th-anniversary. To learn more about MoneySense and handy tips on financial planning, visit the MoneySense website (<https://www.moneysense.gov.sg>), Facebook page (MoneySense), or Instagram account (@moneysense_sg).

¹ Please refer to Annex A for background on MoneySense.