

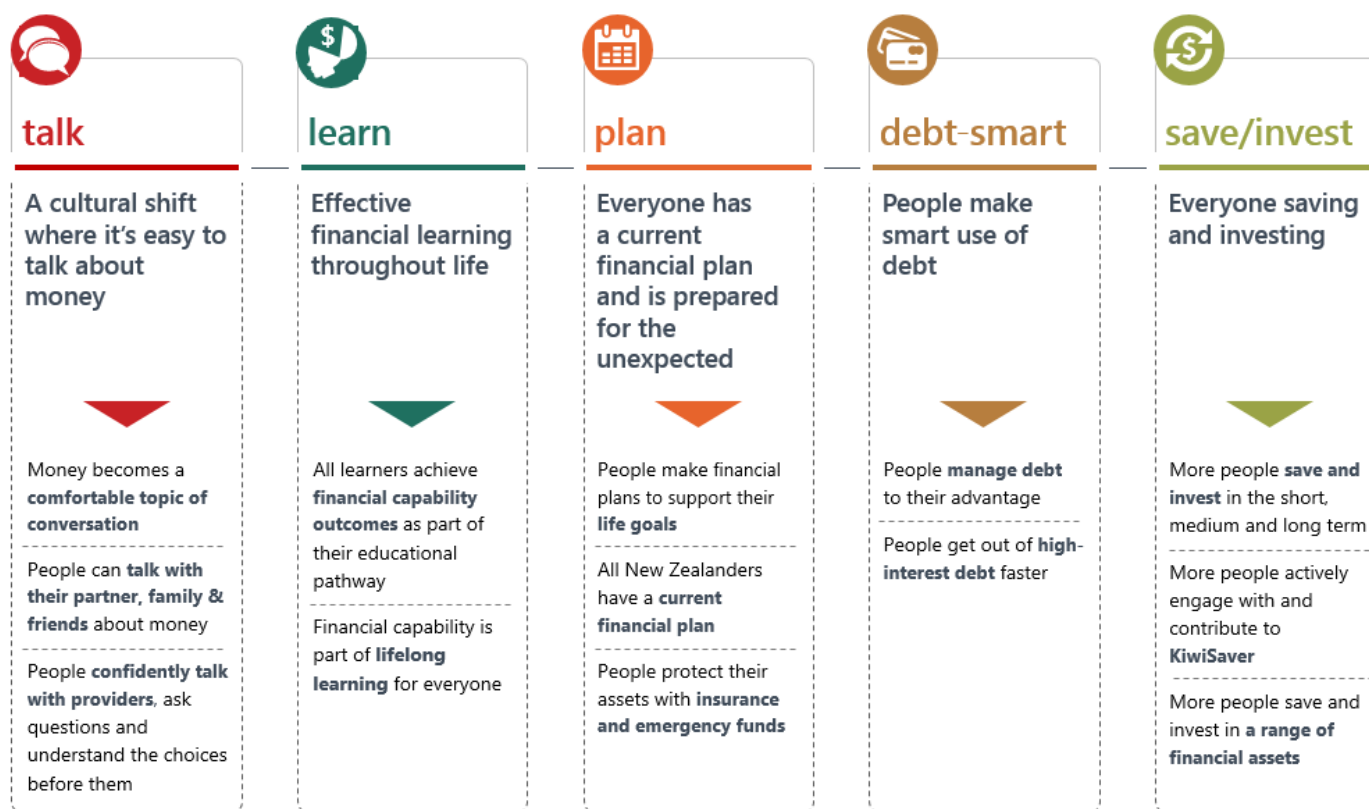
Money Week 2016.

\$orted

Partner guide to participation.

moneyweek.org.nz

Money Week connects to the National Strategy for Financial Capability



To see the future sometimes you need to look back



<http://youtu.be/TW5P8Hw-xb4>

It's time to join forces during Money Week and help Kiwis get ahead financially

We need Kiwis to take action and put a plan together for their future finances.

And we're doing it by highlighting the surprising amount everyday items will cost them during retirement.

What do we want Kiwis to do?

Pretty simple really:

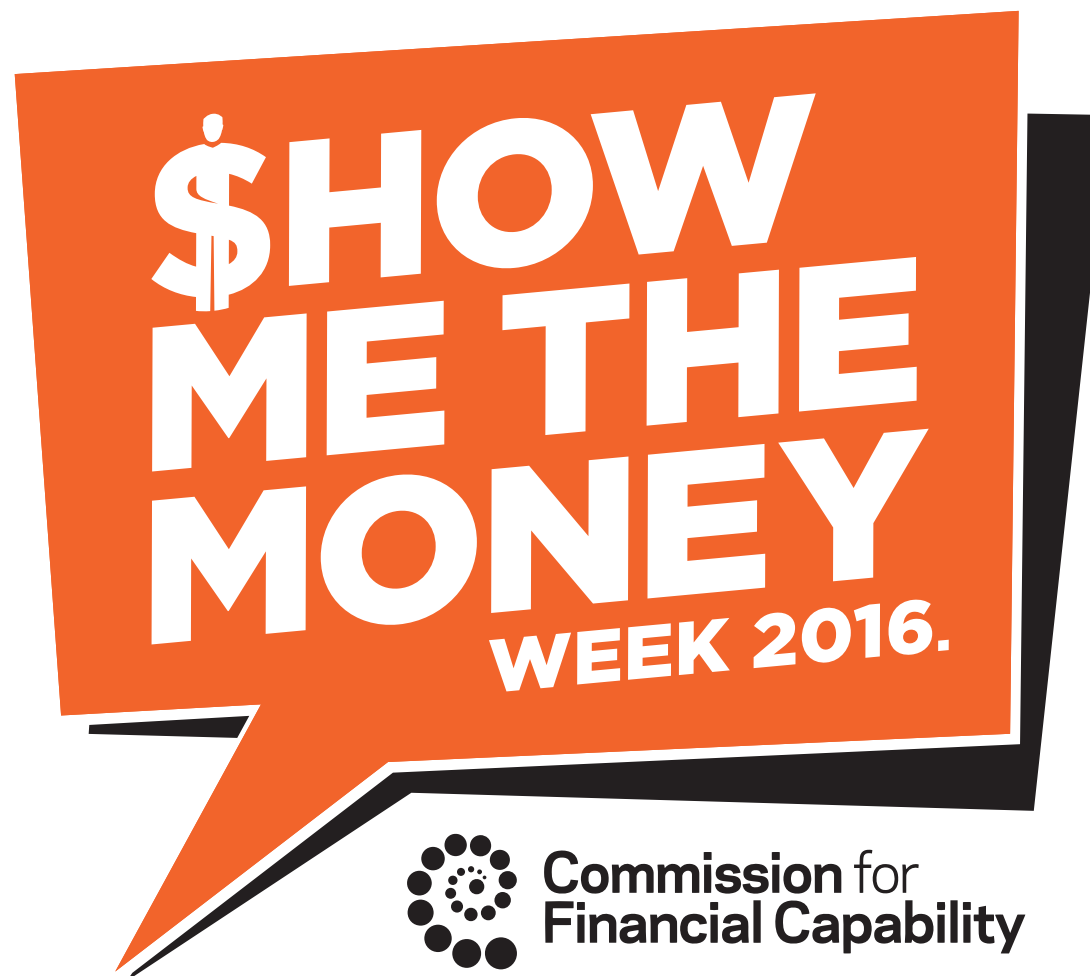
- **See their future**
 - **Have a plan and act on it**
 - **Be better prepared for their desired retirement**
-

How will we know we're on the money?

Our success gauge is simple:

*For Kiwis to take at least ONE SIMPLE STEP
on the path towards a plan for a better financial future.*

This year we don't just have Money Week. We have...



A campaign that shows New Zealanders how much MONEY they'll need for everyday basics during their retirement.

And give them the tools, information and knowledge to start making a plan.

How can we help Kiwis plan for the future?

Together we have heaps of resources to help Kiwis change their behaviours and prepare for the future, including:

- Using collective owned and paid channels of communication
 - Organising events and activations around the theme for customers and community
 - Leveraging the free Money Week assets on Sorted
 - Investing in financial wellbeing activities for staff in your organisation
-

Activating SHOW ME THE MONEY Week

Engage me (I see)

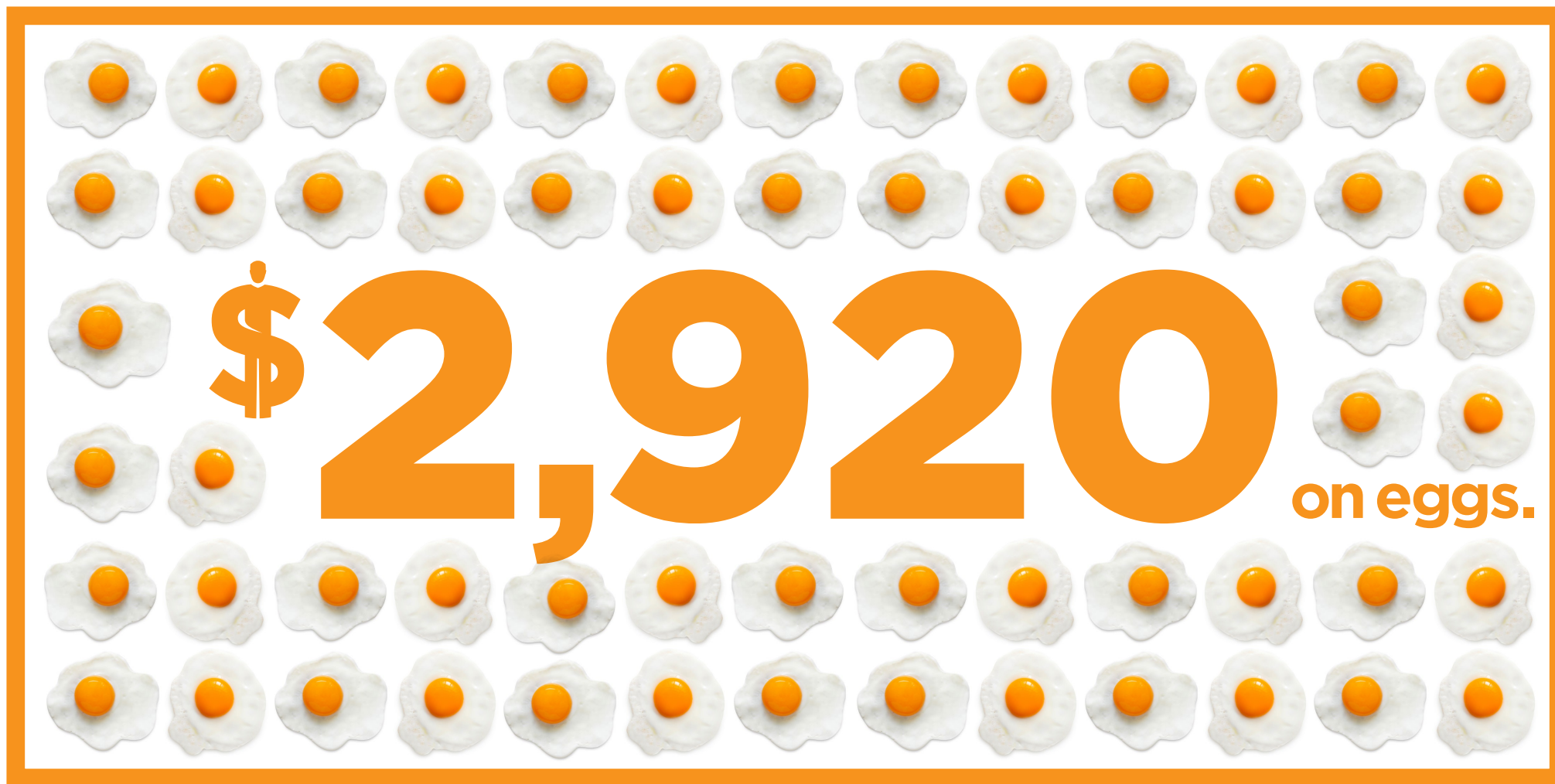
SHOW ME what things will cost me during my retirement

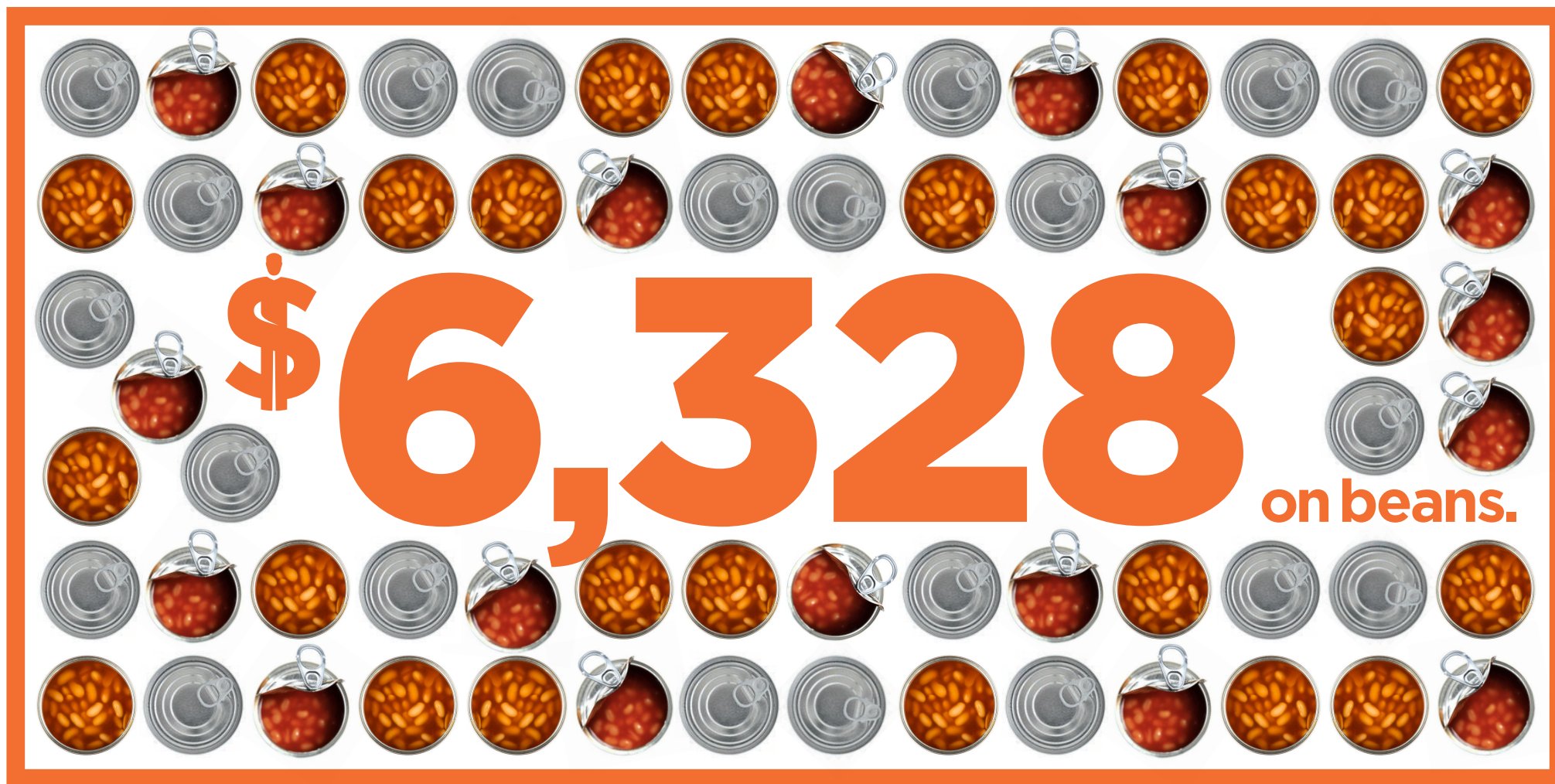
Enable me (I do)

SHOW ME the ways to make a plan for my future

Reinforce the value of my behaviour (so I change)

SHOW ME the benefit of my plan - what's in it for me?





What's in it for you?

As an organisation already talking to Kiwis you're in prime position to encourage people to plan for the future.

It's a great opportunity to reinforce with the public how your organisation is helping them get ahead.

All the assets to make it easy

We'd love to have you on board for
SHOW ME THE MONEY WEEK 2016.

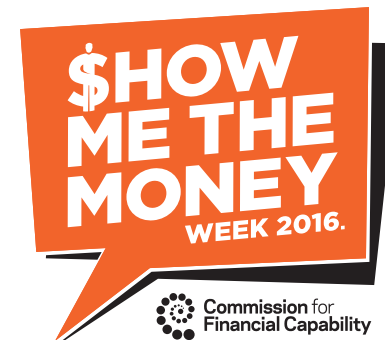
To make it easy for you to join in, we're offering
a range of free assets you can use, including:

SHOW ME THE MONEY Week - Brand Guidelines

To make it easy for all stakeholders to pick this campaign theme up and execute within their own channels, we will supply Money Week branding elements.

The commission will develop a brand guideline document that would cover off the following elements for stakeholder usage and reference:

- Full logo
- Adaptable logo versions to your organisation's colour preference
- Fonts
- Brand colours
- Key imagery



Moneyweek.org.nz

HOME ABOUT RESOURCES



**\$HOW
ME THE
MONEY**
WEEK 2016.


\$2,920
SPENT ON EGGS
In retirement for the average Kiwi.

ABOUT MONEY WEEK

Money Week is a nationwide series of events that motivates New Zealanders to look at their financial situation and get their money into the best shape possible.

This year Money Week takes place from 5 - 11 September. During the week there will be a range of activities, events, workshops and seminars and a wealth of information to help you build your financial capability. Regardless of your level of financial fitness, Money Week offers something for everyone.

Money Week is proudly brought to you by the Commission for Financial Capability and powered by Sorted.

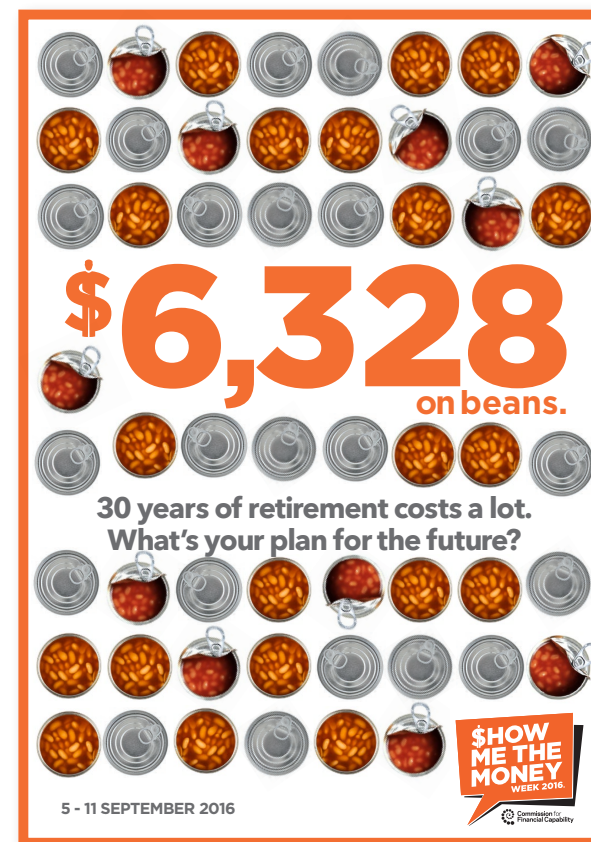
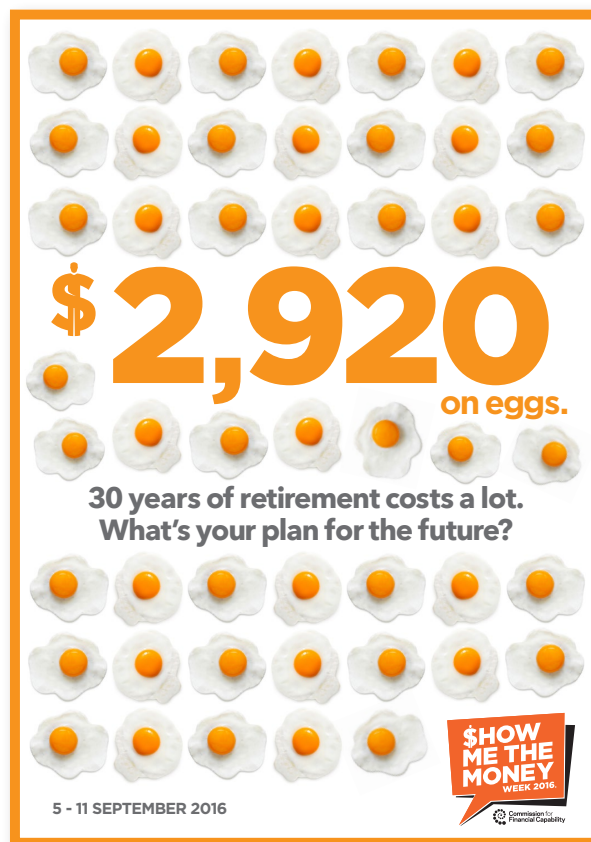
WHAT SUPPORT DOES THE COMMISSION PROVIDE?

- Free event listings on moneyweek.org.nz
- Paid advertising drives people to moneyweek.org.nz
- Media liaison to support Money Week publicity
- Free assets and resources including posters to advertise your event
- Free Sorted booklets and seminar material

One thing we can't do is provide direct financial support for Money Week events. As you can see here, our role is to support the overall platform and help to spotlight all the events.

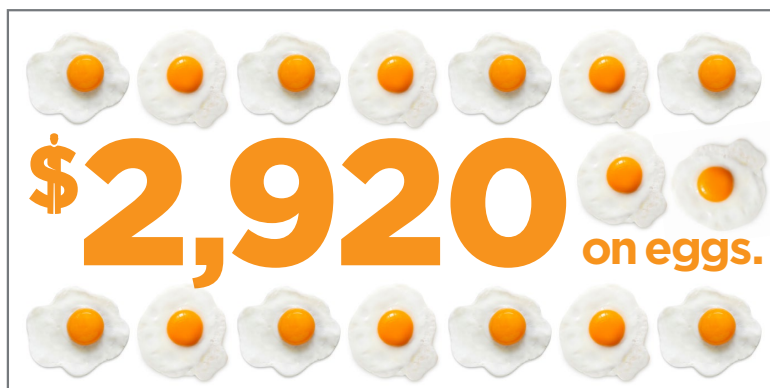
Printed and printable posters

Download A3 and A4 posters to print and use wherever you prefer.



Assets that could be included in DDS screens

Messaging to engage your customers, for example:



End frames can be customised with a bank-specific message.

Examples of potential social video content

Bookended for banks.



Generic for other organisations.




Examples of potential social posts

Get your online audience talking.

BNZ
Just now · 🌐

How much will you need when you retire?



\$HOW ME THE MONEY
WEEK 2016.

Let BNZ help you get a plan - and get ahead.
Start by clicking here

BNZ.CO.NZ/PERSONAL-BANKING/KIWISAVER

Westpac NZ
Just now · 🌐

Will you spend \$3,000 on eggs when you retire?



Westpac

Westpac have some cracking ways to help you plan your future.
Click here to get started

WESTPAC.CO.NZ/INVESTMENT-KIWISAVER/KIWISAVER/

For your staff

Internal seminars and supporting documentation to help staff get involved with Money Week 2016.



Commission Presentations

SHOW ME THE MONEY Week 2016

We need your support to make it a success.

Together we can help New Zealanders get their retirement sorted.



Thank You.

moneyweek.org.nz