



Deliverable 2 – Regional Desktop research data

Contents:

	Pages
South Korea	2 - 3
Singapore	4 - 6
Malaysia	7 – 9
Taiwan	10 – 12
Philippines	13 - 15
Other useful resources	16 - 18

Country: South Korea

Research Question	Data	Points of note:
When Government recognized improving financial literacy as a national priority	2005, although a USA based NGO Jump\$start conducted a financial literacy survey in 2000	
The reasons why and the challenges at the time	Economic growth of country	
The approach and strategy adopted	2005 OECD Survey 2006 Korean National Financial Literacy Test Survey	
How national financial literacy efforts are currently conducted; means used, measurement	Not known	
Current levels of Financial literacy reported in public domain	Not known	
Use of a national financial literacy index and how it's findings are applied for continuous improvement	Not known	

The Financial Supervisory Service is the government regulatory body, and according to its website they “*promote sound credit practices, fair play in the marketplace, and consumer protection, thereby contributing to a safe and sound financial services industry and the economic welfare of our citizens.*”

Promoting the economic welfare of Koreans is delivered primarily through [The Korean Council for Investor Education \(KCIE\)](#). The partner organisations that support the KCIE are:

- Financial Service Supervisory Service
- Financial Services Commission



- Korean Financial Investment Association
- Korea Exchange
- Korea Securities Depository
- Korean Securities Finance Corporation
- KOSCOM (IT company)

They are active in increasing financial literacy in South Korea through specialist seminars and conferences, publication of educational text books and online portals.

<http://www.kcie.or.kr/servlet/home.common.commonServlet>

Since the 2006 Korean National Financial Literacy Test Survey, the main evidence of improvement in Koreans understanding and grasp of financial literacy has been measured in the MasterCard and Citibank surveys.

Country: Singapore.

Research Question	Data	Points of note:
When Government recognized improving financial literacy as a national priority	<p>The MoneySENSE Financial Education Steering Committee was formed in February 2003 to provide strategic direction and oversight of financial education programmes in Singapore.</p> <p>The Steering committee comprises representatives from the Monetary Authority of Singapore, Ministry of Community Development, Youth and Sports, Ministry of Education, Ministry of Manpower, Central Provident Fund Board, and People’s Association.</p> <p>MoneySENSE was officially launched in October 2003</p>	<p>MoneySENSE launch press release:</p> <p>http://www.mas.gov.sg/News-and-Publications/Press-Releases/2003/Singapore-unveils-MoneySENSE.aspx</p>
The reasons why and the challenges at the time	The Government recognised that there were compelling reasons in the social and economic environment for the public sector to do more and act as a catalyst to increase the focus of financial education in Singapore	
The approach and strategy adopted	The first National Financial Literacy Survey	Quantitative research on 2005 financial Literacy

	was conducted in March 2005	report Summary of findings
How national financial literacy efforts are currently conducted; means used, measurement	Not published	
Current levels of Financial literacy reported in public domain	Not published	
Use of a national financial literacy index and how it's findings are applied for continuous improvement	Not known	

Overview

The Monetary Authority of Singapore is responsible for financial services regulation and financial literacy efforts in Singapore.

<http://www.mas.gov.sg/en.aspx>

Consumer protection is legislated under the [Consumer Protection \(Fair Trading\) Act \(Chapter 52A\) Consumer Protection \(Fair Trading\) \(Regulated financial Products and services\) Regulations 2009](#). From the MAS website, it is unclear where consumer protection is within the organisation chart.

Financial Education is part of the strategic planning and communications department. From their website:

“The department also spearheads initiatives in financial education and coordinates MAS' responses to consumers who report their disputes with financial institutions to MAS. In addition, the department facilitates MAS' strategic planning efforts, by driving the collective formulation of corporate priorities, strategies and initiatives, fostering a conducive culture for organisational effectiveness, and serving as the secretariat to the Board.



Financial literacy efforts have three “tier” levels of focus:

1. Tier I - **Basic Money Management**; skills in budgeting and saving, and provides tips on the responsible use of credit;
2. Tier II - **Financial Planning**; equipping Singaporeans with the skills and knowledge to plan for their long-term financial needs
3. Tier III - **Investment Know-How**; sharing knowledge about the different investment products and skills for investing.

The main vehicle to promote financial literacy is the official MoneySENSE website. A link can be found on the MAS home page. The approach is very much on financial planning around life events, understanding major financial products and purchases and how to manage money and risk.

<http://www.moneysense.gov.sg/>

Additionally, Singapore has a Financial Literacy Institute, part of the Singapore Polytechnic. They work in partnership with Moneysense

The Financial Literacy Institute <http://finlit.sg/>

Another resource aimed at younger Singaporeans is a website called Financial Literacy for Kids Singapore. It has a simple, fun approach

<http://www.financialliteracyforkidssingapore.com/>

<http://easyapps.sg/assn/Org/Default.aspx?id=5>

Country: Malaysia

Research Question	Data	Points of note:
When Government recognized improving financial literacy as a national priority	As far back as 1997	
The reasons why and the challenges at the time	The Malaysia Government recognised that citizens that are better educated on financial matters contribute to the economic health and development of the nation	
The approach and strategy adopted	Most recently, the Central Bank of Malaysia published a 10 year plan to strengthen the financial sector in Malaysia. Financial inclusion was one of the nine elements covered in this plan.	Strengthening Our Future http://www.bnm.gov.my/index.php?ch=en_publication_catalogue&pg=en_publication_blueprint&ac=7&lang=en&eld=box1
How national financial literacy efforts are currently conducted; means used, measurement	Not known	
Current levels of Financial literacy reported in public domain	Not known	
Use of a national financial literacy index and how it's findings are applied for continuous improvement	Not known	

Overview

Bank Negara Malaysia (The Central Bank of Malaysia) is the financial sector regulator and has, according to their website, financial inclusion is the main public facing activities to better educate, inform and empower Malaysians.

Their website explains:

Financial inclusion includes the general public having access to financing, financial services, financial redress and financial information.

This is further reinforced in the Bank Negara Malaysia’s Financial Sector Blueprint. Themed "**Strengthening Our Future**", issued in 2010. It sets out the “Blueprint “ for the future direction of the financial system 2011 – 2020:

“Financial inclusion for greater shared prosperity - The aim is to enable all members of society, including the underserved, to have access to and usage of quality, affordable and essential financial services. Initiatives will focus on developing more innovative delivery channels such as agent banking to enhance the outreach of financial services in a cost-efficient manner and expansion of the range of products and services such as more flexible micro financing products, long-term contractual micro saving products, and microinsurance and microtakaful products to cater to distinct financial needs of all segments of society.”

Partnerships

The Ministry of Education is in partnership with Maybank, the Open University Malaysia, British Council, and Centsless to deliver **“Cashville Kidz”**. This is a “24-episode animated series will focus on specific financial lessons that range from the importance of saving money to developing positive spending habits and making smart investments.” The series is also supported by a Facebook pages with over 50,000 likes and dedicated portal where children can learn more from each episode:

- Facebook: <https://www.facebook.com/CashVilleKidz>
- Portal: <http://www.cashvillekidz.com/>

Money Tree Malaysia is a region wide financial literacy program under the umbrella “MoneyTree Asia pacific limited (MTAP).



<http://moneytree.asia/malaysia/>

Country: Taiwan

Research Question	Data	Points of note:
When Government recognized improving financial literacy as a national priority	Not known	
The reasons why and the challenges at the time	Not known	
The approach and strategy adopted	Not known	
How national financial literacy efforts are currently conducted; means used, measurement	Not known	
Current levels of Financial literacy reported in public domain	2008 Young Adult financial Impact Assessment	
Use of a national financial literacy index and how it's findings are applied for continuous improvement	Not known	

Overview

Financial Services Regulation in Taiwan ROC is conducted by the Financial Supervisory Commission (FSC). From their homepage:

"FSC seeks to ensure safe and sound financial institutions, maintain financial stability, and promote the development of our financial markets."

<http://www.fsc.gov.tw/en/home.jsp?id=1&parentpath=0>

Consumer Protection

There is little public domain information in English however the [Financial Consumer Protection Act](#) in Taiwan was introduced by the FSC in December 2011. The Financial Ombudsmen Institution deals with complaints.

Financial Literacy and Education

Public facing efforts to measure and promote national financial literacy in Taiwan are led by a three way partnership between:

- The Taiwan Stock Exchange
- The Financial Literacy and Education Association
- Citibank – from Chairman Morris Li:
 - "In Taiwan we have invested more than NT\$50 million (US\$1.56 million) in a variety of programs promoting financial literacy that have involved more than 300,000 people at all levels of the community."

In 2007 the Financial Literacy and Education Association conducted a pilot education program in a Taipei Municipal University of Education comprising five modules:

1. Personal Financial Planning
2. The use of plastic currency
3. Credit and debit
4. Insurance planning
5. Investment Management

In 2008, they conducted an adult financial impact survey and found that the program yielded an improvement in financial literacy:

	Before (2007)	After (2008)
Average Financial Literacy Score of students who completed the program	62	71.5
Average Financial Literacy Score of students who didn't attend the program	59.3	60.0

The survey also revealed a significant positive impact on students financial behaviour before and after the program. A summary of its results can be



found here:

http://financialeducationsummit.org/2008/presentations/Edward_Chow.pdf

Last year, the partnership, funded by Citibank, launched a financial education website called “The e-school” covering the following financial subjects:

- Financial Literacy for New Graduates
- Start Financial Planning Early
- Introduction to Credit Cards and Best Practices
- Personal Credit and Loans
- Basic Concepts in Insurance and Investment
- Introduction to Taxation

The e-school website: <http://www.finlea.org.tw/>

Country: Philippines

Research Question	Data	Points of note:
When Government recognized improving financial literacy as a national priority	Initially the Social Reform Agenda (1993) included income generation and self-reliance as part of the policy agenda at the time. Earlier this year, specifically financial literacy has re-entered the current political agenda	
The reasons why and the challenges at the time	With a growing economy and population, financial literacy is recognised as necessary “to help create new pools of investors and prop up capital formation in the country..... Capital formation is one of the key areas that need to be enhanced if the Philippines must keep up with its above average economic growth.” Yahoo News report February 2013	
The approach and strategy adopted	Financial Literacy Act of 2012	
How national financial literacy efforts are currently conducted; means used, measurement	Citi Bank and a number of not for profit undertake online surveys and education initiatives	
Current levels of Financial literacy reported in public domain	Not known	
Use of a national financial literacy index and how it's findings are applied for continuous improvement	Not Known	

Overview

The Philippine Securities and Exchange Commission is the government entity responsible for financial services regulation. Their focus is primarily on capital markets and banking regulation and enforcement, as well as ongoing research.

<http://www.sec.gov.ph/>

Financial Literacy

Proactive government ownership of financial literacy appears to be relatively recent with the proposed introduction of the Financial Literacy Act of 2012, which lays the path for government support to better financial education through delegating powers and awarding grants to relevant and eligible institutions – education establishments, not for profit partnerships and special interest groups that conduct grassroots financial education. The Act is not yet passed, so not public domain. It is not clear if this act make provision for measurement of financial literacy. Currently a number of financial service providers or intermediates conduct financial education and financial literacy activities. Here are the two most active:

Provider

- Citibank. They participate in the annual regional online Fin-Q Survey. This was introduced in 2007 and is conducted in the following countries:
 - Australia
 - India
 - Indonesia
 - Korea
 - Singapore
 - Taiwan

Citibank in the Philippines also have a website dedicated to financial education; Use money wisely:
http://www.citibank.com.ph/global_docs/popup/ucw/index.htm



Intermediaries

- Colayco Foundation - run by an entrepreneur and financial advisor. Most seminars and education materials are not free <http://www.colaycofoundation1.com/about/what-we-do/>
- Bloggers:
 - <http://www.randelltiongson.com/tag/financial-literacy-philippines/>
 - <http://thepersonalfinanceapprentice.blogspot.com>

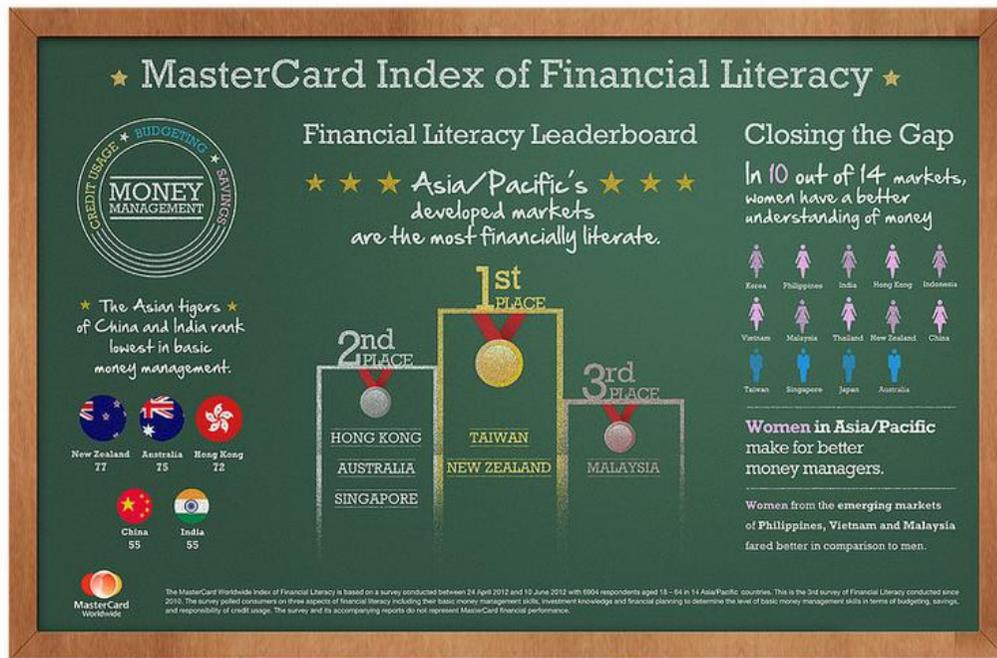


Other resources regionally

MasterCard has a [global CSR initiative](#) that supports financial literacy and financial education. This includes the MasterCard Worldwide Index of Financial Literacy, which was introduced in 2010. Just under 7,000 respondents between the ages of 18 – 64 in 16 countries were asked about:

- Basic Money Management (50% weight)
- Financial Planning (30% weight)
- Investment (20% weight)

The results from the latest survey, published in June 2012 revealed Taiwan and New Zealand have the highest financial literacy scores.



Further Highlights of the last survey can be read here:

<http://newsroom.mastercard.com/press-releases/taiwan-and-new-zealand-top-asiapacific-region-on-financial-literacy-mastercard-survey/>



CitiBank conduct an annual online survey involving 3,500 online respondents in seven countries, with highlights of the findings and results are announced to the media. This is called the Citi Fin-Q Survey and comprises around 80 questions which cover a number of financial related subjects and individual decision making process when developing good financial habits. The countries that are included in this annual survey are:

- Philippines
- Australia
- India
- Indonesia
- Korea
- Singapore
- Taiwan

Highlights of findings are published in the media, and sometimes on official government websites, including the official website of the President of the Philippines:

http://www.president.gov.ph/daang_matuwid/filipinos-high-in-financial-quotient-citi-survey/

The most recent results released to Australian media, form 2011:

http://www.citi.com.au/citigroup/pdf/Citi_Fin_Q_Survey_Overall_Findings.pdf
