

## Money Month

Hong Kong's inaugural territory-wide financial awareness  
and engagement campaign

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1 December 2016

**Jeanette Kwok**

HKSFL Secretary

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# Background

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## Vision

- To promote Hong Kong as a city that values financial well-being and to raise financial literacy in Hong Kong

## Objectives

- **Public:** To raise greater awareness and usage of financial education initiatives and resources
- **Stakeholders:** To enhance reach and impact of financial education initiatives; and share best practices

香港理財月  
MONEY  
MONTH  
Hong Kong 2017

18 Feb – 18 Mar



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## **Major initiatives coordinated by HKSFL Secretariat**

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- **Public education campaign** (from mid-Jan to Mar) across consumer touchpoints and stakeholder channels with money learning tips and sharing, ambassador advocacy, [www.moneymonth.hk](http://www.moneymonth.hk) website and posters/leaflets
- **Money Learning Directory** - a one-stop resource guide to all financial literacy initiatives
- **Launch ceremony cum weekend education fair** (18-19 Feb), supported by Ambassadors and Supporting Organisations
- **Teacher Award for Business and Financial Education** (award presentation on 18 Feb)
- **Financial Literacy Forum** (10 Mar) attended by local and international practitioners to discuss issues and best practices

# Communications and touchpoints

香港理財月  
**MONEY**  
**M\$NTH**  
Hong Kong 2017

[www.moneymonth.hk](http://www.moneymonth.hk) eg  
money learning directory,  
money tips and sharing,  
ambassador advocacy  
resource centre, education  
fair, etc



**Promo via The Chin Family platforms** eg  
website, Facebook

**Advertising** eg  
newspapers, buses,  
MTR panels, digital and  
social media

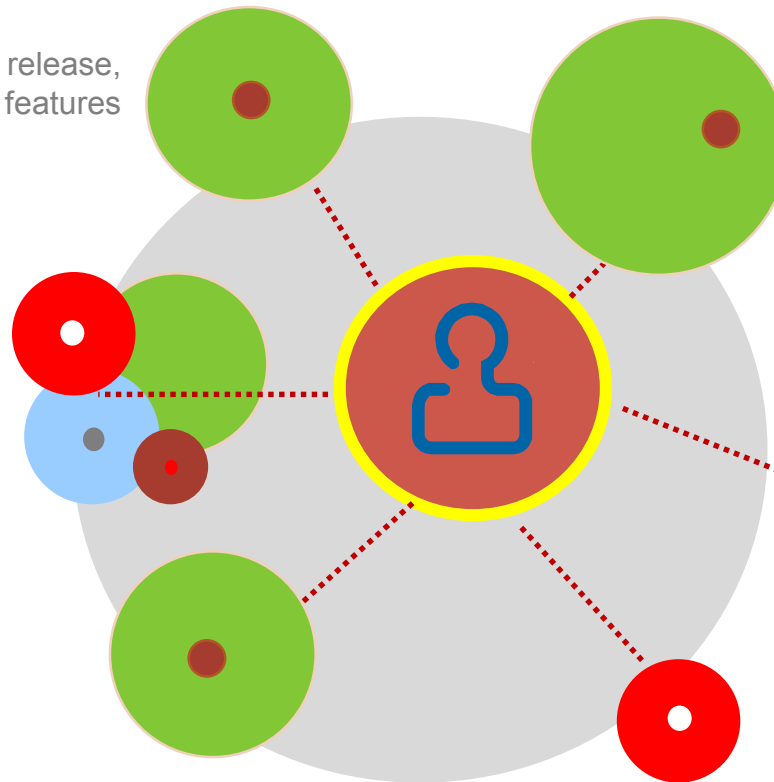
## Media outreach

eg press briefing, press release,  
media interviews, news features

## Supporting Organisations' channels

eg  
websites, newsletters,  
social media platforms,  
centres and branches,  
committee meetings

**Community and PR outreach** eg promo via  
shopping mall, district  
offices and community  
centres



**Free promotional collaterals for distribution and download** eg A3  
posters, A5 leaflets, calendar card and  
web banners



**Ambassador and celebrity advocacy**

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# Education Fair (Overview)

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- 20+ booths and 2-day onstage activities providing experiential learning and fun engagement
  - Supported by ambassadors, supporting organisations and celebrities with performances, talks and sharing
  - Audience recruited and brought by Supporting Organisations for financial literacy learning

On-stage activities
Launch ceremony officiated by Secretary for Financial Services and the Treasury, HKSFL Steering Committee Members and Ambassadors
Prize presentation for Teacher Award
Money talk for grassroots
Money talk for youth
Money talk for family
Money talk for elderly with fraud prevention tips
Investment Talks 2017 (18-19 Feb)

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# Education Fair (Overview)

- Money Month Booth and education booth by Supporting Organisations

Money Month Booth	Education booth exhibitors	
Money Learning Directory	Bank of East Asia	Citi Hong Kong
	Bank of China	Tung Wah Group of Hospitals Healthy Budgeting Family Debt Counselling Centre
I Pledge [financial goal] Instant photo zone	Caritas Debt Counselling and Financial Capability Service	Enrich Personal Development Limited
	Fidelity International	Financial Dispute Resolution Centre
Money Master Challenge	Hong Kong Family Welfare Society	Hong Kong Mortgage Corp Limited
	Mandatory Provident Fund Schemes Authority	Po Leung Kuk
Video showcases (Money Month Video, Ambassador videos, teachers' winning stories or interviews)	Visa	St James' Settlement
	The Hong Kong Federation of Insurers	The Chin Family
	Principal Hong Kong	The Hong Kong Federation of Youth Groups
	Noble Apex Advisors Limited	Vocational Training Council

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# Ambassador Advocacy



# HKSFL Ambassador Advocacy

**Dick Lee**



## **Healthy retirement living**

**20 Jan (video):** Budget-friendly and healthy recipe challenge on social media (in collaboration with financial literacy ambassadors of The Family Planning Association)

**28 Feb:** Share retirement tips to Senior Police Call Members (+400)

**Ryan Lau**



## **Family financial planning**

**19 Feb:** Sharing with smart kids from financial literacy programmes of Supporting Organisations at education fair

**19 Feb – 18 Mar (video):** Take a month-long money management challenge and share insights in social media

**Moses Hsiao**



## **Financial literacy teaching and learning**

**6 Feb (video)** Experiment “new” way of teaching and learning financial literacy (beyond classroom), focusing on interactivity, students’ attitudes, integration of financial education into daily life



# HKSFL Ambassador Advocacy

**Viola Lam**



**Youth entrepreneurship and parenting**

**19 Feb:** Sharing with youth at education fair

**Feb-Mar:** Organise free workshops for parents to teach kids about money

**Feb -Mar:** Organise talk with General Chambers of Young Entrepreneurs to teach youth on starting a business

**Shelley Lee**



**Financial literacy and entrepreneurship among youth**

**19 Feb:** Sharing with youth at education fair

**Feb – Mar:** Organise a talk with Federation of Women

**Christine Fang**



**Education needs for grassroots**

**19 Feb:** Moderate a discussion cum sharing session covering issues faced, support required and smart tips

# HKSFL Ambassador Advocacy

## Bruno Lee



### Financial education in workplace

**From Nov~:** Motivate employers, industry associations and human resources professionals to promote financial wellbeing of their employees and provide learning opportunities

## Chan Wing Luk



### Investors

**18 Feb:** Guest speaker for Investment Talk 2017 session at education fair

**Feb-Mar:** Promote Money Month in mass media and his programmes/blogs

## Chui Yuk Ha & Sze Kwok Hin



### Scam prevention and financial planning (Elderly)

**From Feb:** Share survey findings on elderly money management, fraud and scam prevention tips

**19 Feb:** Sharing at education fair

**28 Feb:** Sharing at SPC programme

# HKSFL Ambassador Advocacy

## Chan Tze Ching



**HKSFL and Money Month**  
Spokesperson

**From 16 Jan:** Press launch of Money Month campaign and media interviews

## David Kneebone



**Financial education**  
Advocate benefits of financial education  
and provide insights and share best  
practices in HK and overseas

**16 Jan:** Press launch of Money Month campaign

# Stakeholder support to Money Month



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# HKSFL Supporting Organisations

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