

**EMPLOYEES' TRUST FUND
ITS PART IN ENHANCING FINANCIAL LITERACY
IN BRUNEI DARUSSALAM**



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FINANCIAL LITERACY..

*“POSSESSING THE SKILLS AND KNOWLEDGE ON FINANCIAL MATTERS TO
CONFIDENTLY TAKE EFFECTIVE ACTION THAT BEST FULFILLS AN INDIVIDUAL’S
PERSONAL, FAMILY AND GLOBAL COMMUNITY GOALS.”*

NATIONAL FINANCIAL EDUCATORS COUNCIL

Source: www.financialeducatorscouncil.org

BACKGROUND

- **FINANCIAL PLANNING ROADSHOW – LAUNCHED 31ST MARCH 2005**
- **TARGETS:**
 - **GOVERNMENT SERVANTS**
 - **THE PRIVATE SECTOR**
 - **SECONDARY AND TERTIARY EDUCATIONAL INSTITUTIONS**
- **OBJECTIVE:**
 - **TO CREATE AND INCREASE AWARENESS ON THE IMPORTANCE OF FINANCIAL PLANNING.**
 - **TO ENHANCE THE BASIC FINANCIAL LITERACY TO THE GENERAL PUBLIC SO AS TO ENABLE THEM TO MAKE EFFECTIVE DECISIONS WITH THEIR FINANCIAL RESOURCES**
- **INITIAL AGENCIES INVOLVED: BANKS, INSURANCE AGENCIES, BRUNEI RELIGIOUS COUNCIL.**



SEGMENTATION OF THE GROUPS

- **NEWLY EMPLOYED INDIVIDUALS**
- **ETF MEMBERS AGED 50 AND 55**
- **PRE-MARRIED AND MARRIED COUPLES**
- **UNIVERSITY GRADUATES**
- **STUDENTS IN THE TERTIARY, SECONDARY AND PRIMARY LEVEL**
- **EMPLOYEES FROM BOTH PUBLIC AND PRIVATE SECTOR**



ON-GOING ACTIVITIES

- **FINANCIAL PLANNING TALKS**
- **PRE-WED / WEDDED COURSES**
- **INDUCTION COURSE FOR NEW CIVIL SERVANTS**
- **INVITATION TO GIVE TALKS AND RUN ACTIVITIES BY VARIOUS AGENCIES & INSTITUTIONS**



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TAP's OFFICIAL MASCOT, ALAI JIMAT



Alai Jimat

- THE DESIGN IS BASED ON A BAMBOO BANK
- TO PROMOTE SAVINGS FROM A YOUNG AGE

GLOBAL MONEY WEEK

- **MONTH OF MARCH**
 - **TAP'S FINANCIAL PLANNING MONTH**
 - **GLOBAL MONEY WEEK**

***CREATING AWARENESS ON THE IMPORTANCE OF FINANCIAL PLANNING
AND TO GIVE PRACTICAL EXPOSURE ON THE BASIC OF FINANCIAL
MANAGEMENT***

MENTORING

TO ENHANCE THE UNDERSTANDING OF THE FINANCIAL LITERACY AMONG STUDENTS;

THE PROGRAMME TESTED THE LEVEL OF UNDERSTANDING THROUGH 3 SESSIONS:

- **A DAY WITH FINANCIAL PLANNERS** WHERE THE PARTICIPANTS WILL SPEND ONE DAY GETTING INFORMATION ON WHAT FINANCIAL PLANNING IS AND WHY IT IS IMPORTANT
- **ILLUSTRATION THROUGH CREATIVITY** WHERE THE PARTICIPANTS WERE TESTED ON THEIR UNDERSTANDING OF FINANCIAL PLANNING (VIDEO-MAKING COMPETITION & BANNER-MAKING COMPETITION)
- **FINANCIAL EXPLO RACE** WHERE THEY LEARNT THE REALITY OF FINANCIAL MANAGEMENT IN THEIR DAILY LIVES.



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NATIONAL SAVINGS DAY

- **DECLARED BY HIS ROYAL HIGHNESS THE CROWNED PRINCE DURING THE CELEBRATION OR AUTHORITY MONETARY BRUNEI DARUSSALAM (AMBD) DAY**

EVERY 28TH MAY

- **ETF COLLABORATED WITH AMBD IN GIVING OPEN TALKS FOR 3 CONSECUTIVE DAYS TO THE PUBLIC ON THE IMPORTANCE OF FINANCIAL PLANNING**
- **PARTICIPATED IN FINANCIAL LITERACY BOOTH – RETIREMENT PHASE**



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FINANCIAL INSTITUTIONS PARTICIPATION



GOVERNMENT SECTOR INVOLVEMENT

MINISTRY OF FINANCE

MINISTRY OF EDUCATION

MINISTRY OF CULTURE, YOUTH AND SPORTS

BRUNEI ISLAMIC RELIGIOUS COUNCIL

AUTHORITY OF MONETARY BRUNEI DARUSSALAM

VARIOUS GOVERNMENT DEPARTMENTS



CHALLENGES

- **ATTITUDINAL AND BEHAVIOURAL CHANGE**
 - **EFFORTS MADE MAY HAVE RAISED PUBLIC AWARENESS ON THE IMPORTANCE OF FINANCIAL PLANNING AND SAVINGS, HOWEVER, PUBLIC MINDSET MAY NOT CHANGE OVERNIGHT.**



THANK YOU



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