

# Inviting your support for Hong Kong Money Month 2021



### **Background**

Investor and Financial Education Council (IFEC) coordinated **Hong Kong Money Month (HKMM)** for three years. In 2019, HKMM was held in the month of March, HKMM 2020 was cancelled due to COVID-19.

Launch ceremony: 160 representatives from the government and supporting stakeholders.



Initiatives: 100+ free initiatives were organised for students, parents, working adults, investors, retirees and vulnerable.



#### **Hong Kong Money Month 2021**

#### Tentative Theme

Financial Management in the Digital Age 數碼時代的財務管理



- **Digital technology is a key part of our daily lives**, influencing the way we receive information, interact, manage our tasks and our money.
- People are spending more time on social media and conducting various activities online such as shopping, banking and investing. Development in this space is rapid and becoming more complex.
- Hong Kong Money Month 2021 will promote Digital Financial Literacy to help the public navigate this evolving environment; presenting both the opportunities and risks

Together with the regulators and stakeholders, we are looking to provide education around the following areas, and more:

- E-transactions (e.g. eWallets and ePayment services like PayMe, Alipay, WeChat pay, etc)
- Online financial management (e.g. Virtual banking, InsurTech, MPF Online, etc)
- Online investing (e.g. trading platforms, FinTech, bitcoin/cryptocurrencies, and associated risks)
- Digital and social media frauds and scams, cybersecurity best practices.



### Support by Government and financial regulators

Investor and Financial Education Council (IFEC) will continue to coordinate HKMM 2021, and again have the support by the Government and the financial regulators.

#### Supported by













#### Led by





#### **HKMM 2021 Components**

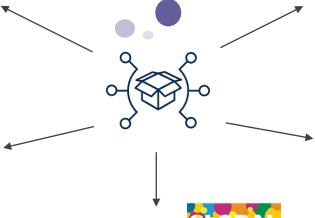


HKMM virtual/physical launch ceremony organised by IFEC with stakeholder and public participation (Target to invite Financial Secretary as keynote speaker)



HKMM Campaign – Integrated Marketing and Promotions

Media coverage, advertising, social media, videos, eDMs by **IFEC** driving traffic to HKMM portal for listing of stakeholder initiatives





#### **Global Money Week**

Global campaign targeting children and young people by **OECD/INFE** 



Guard Against Online Financial Scams campaign by IFEC in Jan/Feb with research findings from the *Digital Financial Services*Usage Study leading up to HKMM 2021



Financial education initiatives and promotion support by stakeholders

### Support needed from stakeholders HKMM

- Run financial education initiatives
- Provide resources to run initiative collaboratively
  - Funds from commercial stakeholders to sponsor non-commercial stakeholders
  - New content / research / thought leadership related to financial education
  - Volunteers / speakers to deliver initiatives
  - Venue / channel / platform to deliver initiatives
  - Participants to attend / use initiative etc.
- Promote HKMM through channels/networks (employees, service users, customers, individual members, followers, partners etc.) for more public participation
- Promote HKMM through channels/networks (regulators > regulatees, industry bodies
   membership companies) to encourage support for HKMM



### Possible adaptation of theme and initiatives

Stakeholders	Possible adaptation of theme and initiatives
Banks	How mobile banking can help manage your finances
Insurance	InsurTech initiatives that retail may experience
Securities industry	Pros and cons of Robo advice, online trading platforms
Credit cards issuers/e-wallets	How to use for on-line payments, security features like 2FA
Government related	Online fraud preventions, online security
NGO	Online consumerism
Regulators	<ul> <li>Educate issues on virtual banks (e.g. knowledge, risks, security issues)</li> <li>Online insurance, insurance tech</li> </ul>



#### **Examples of stakeholders' financial education initiatives**



**Family Variety Show**Commercial Radio Hong Kong & IFEC



Bank visits for secondary school teachers and students Citibank & Bank of East Asia with schools



**Investor Education Seminar** ACCA, CFAI, HKSFA, IFEC & HKU Space



Seminar on Reverse Mortgage and Enduring Power of Attorney Happy Retired, sponsored by Noble Apex



Workshop for mentally disabled secondary students The Boys' & Girls' Clubs Association of Hong Kong



Leaflets for migrant domestic workers Enrich



#### **Examples of stakeholders' promotion support**















### Reasons for stakeholders to support

- **1. Branding**: campaign endorsed by the Government and the four financial regulators corporate logos shown on HKMM website
- 2. Exposure: stakeholders' initiatives promoted through advertising and social media
- **3. Increase reach:** links from HKMM website to stakeholders' initiatives to increase reach
- 4. Award recognition: Can use initiatives to apply for Financial Education Champion
- 5. Corporate Social Responsibility: for employees, customers and community
- **6. Financial Literacy Strategy Supporting Organisations:** comply with <u>Financial Literacy</u> <u>Charter</u> principle



### Media exposure for HKMM and initiatives

All rounded approach to generate media coverage and word of mouth for HKMM and initiatives

#### 小琴密語 € email:piano@mingpao.com 投委會港人理財調查: 逾半後悔過去一年表現

投资者及理財教育委員會喺 2018 年 12月做咗一個有關理財嘅調查,以面對 面訪談形式,訪問 688 名年齡介乎 18 至 69 歲嘅香港成年人,發現近六成人過去 一年對自己理財表現覺得後悔。分别有 38%、14%及14%受訪者認爲,後悔過 度消費、有做投資以及有跟隨預算理財

調查發現,整體受訪者有61%滿意自 己財務狀况,不過90後受訪者只有55% 滿意。其中66%的90後表示自己有儲錢, 其餘就係「月光族」。

財經事務及海務局局長衛伯別指

・高の総管金融専用機関等・出版性の表

要創新及豐原用金融料技、所以較多傳統 **銀行日担保の切り飲申請**。

正與內地震以發展「中港牌計画」、希望

可據展中港雙方在大灣區的投資理財產 · 但因內地仍有分享管制。但研究如

立一個対策広楽器・為投資者提供的地

· 提手實際安排 · 整體而言 · 北向及南洋

財節指派糖須睇餸食飯 另外一侧他期间日出席投資者及理

財教育委員會的[香港理財月]活動時表

(者必須取相無素品及用除有所認識・型 **伊斯拉克夫·福达洛尔克以保护州南部** 取高位据来送徐设道·但可能会 「陳明朝 · 因世上沒有黑田鄉 - 零風險的投資。

业务,就我们们长端不安表示,理解 標施費「韓枢炎版」・境階段不會再推派

#計劃 - 世又東京 - 沙内会各建資助祭日

· 香港人口老化問題蘇峻 · 退休理財更 原重要 - 但投資及理附產品自藉複雜 - 1

他周五出席一個電台節目後稱一香港



RTHK interviewed St. James' Settlement about their workshop for low income groups

Research (pre-campaign)

#### 投委會推出香港理財月2019

投資者及理財教育委員會今日推出全 港性理財教育活動「香港理財月 2019」,向市民推廣良好理財規劃和 财務健康的重要性。

財務策劃研討會、投資講座及網上學

財經事務及庫務局局長劉怡翔表示,面對中美貿易摩擦、英國覞歇以及全球經濟下 厅風險增加這些複雜的外圍因素,金融市場不免會有所波動,令投資變得更具挑 

**Event launch** 



**HKMM** activities

Celebrity word of mouth







### **Examples of IFEC's promotion for stakeholders**





Stakeholder branding on HKMM website



Promotion of stakeholder initiatives

Stakeholder initiatives listing with links on HKMM website



## Interested?

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