

ASIC's Moneysmart: An (Increasingly) Trusted Source for Australians



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The Moneysmart website is helping Australians manage their money.

The Moneysmart website had its biggest start ever to a calendar year, with over 2 million users in January and February combined. This demonstrates the need for a trusted source of financial information as Australians seek guidance to manage the cost of living.

Compared to the same period last year, Moneysmart has seen an increase of 290,000 users, resulting in over 700,000 more pageviews.

Most of the increase in traffic is driven by Moneysmart's calculators, as people enjoy exploring scenarios relevant to their own situation. The mortgage calculator, GST

calculator and compound interest calculator have all seen increased traffic. So too has the income tax calculator, likely due to the interest in the changing tax rates.

Some content pages have also seen an increase in traffic, including **Urgent help with money**, **Super contributions**, and **Getting your super**.

More women are visiting the site than men, with 51% of users being women, compared to 46% at the same time last year.

More young people are also visiting Moneysmart. This is likely due to the cost of living hitting young people the hardest and the success of our Gen Z-focused consumer awareness campaigns. This supports the Gen Z research we conducted last year that found 9 in 10 Gen Zs have the strongest intent to boost their money skills.

In fact, Moneysmart has seen approximately 85,000 more 18–24-year-olds visiting the site compared to January and February of last year, representing a 29% increase.

This data shows that Moneysmart is a valuable resource for Australians seeking financial guidance, and its popularity continues to grow.

Background

- Moneysmart is an initiative of the Australian Securities and Investments Commission (ASIC) and was launched in 2011.
- The goal of Moneysmart is to help people make smart choices about their personal finances by providing free, independent guidance, information, and tools.
- Moneysmart offers calculators, guides, and educational materials, to help people manage their money and make informed financial decisions.
- Since its launch, Moneysmart has become a trusted source of financial guidance for millions of Australians.

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