

Start Smart

Impact Report 2020

Developing students' financial
capability since 2007



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Introduction

What is Start Smart?

Start Smart is a national school program designed to build the financial capability of the next generation. Through a series of age- and stage-appropriate workshops for Primary and Secondary students, Start Smart builds the attitudes, skills, knowledge and motivations that students need to take control of their financial decision making.

Start Smart is built to be fun and engaging for students, and the program's alignment to the Australian Curriculum and the National Consumer and Financial Literacy Framework (NCFLF) enable teachers to integrate the workshops into their wider teaching plans.

Start Smart aims to change the way that students think about money.

Delivered free of charge to schools by professional facilitators since 2007, Start Smart has reached over 4.1 million students over the life of the program.

Start Smart in 2020

From bushfires to the COVID-19 global pandemic, 2020 presented our students, educators, parents and communities with unprecedented challenges. Sudden, unpredictable changes in teaching and learning environments required sizable effort from all to adapt. Away from the familiarity of the classroom, teachers and students were instead interacting in unusual, and sometimes adverse circumstances. to continue educating the next generation of learners.

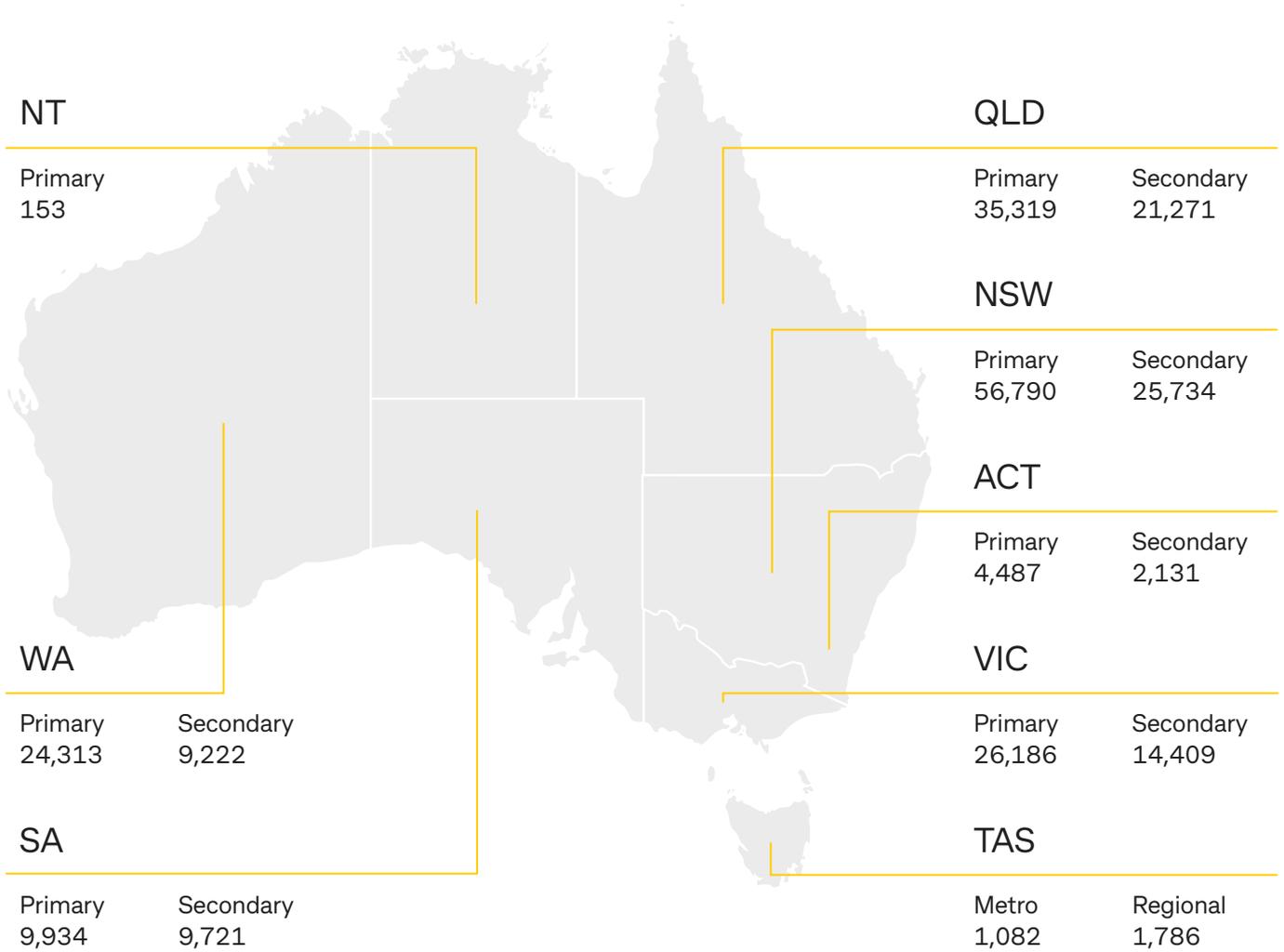
We acknowledge the immense efforts of educators over 2020 to continue educating the next generation of learners with as minimal disruption as possible. As a program, our main focus was to support teachers and students through this disruption. By working alongside schools and staying highly adaptive, we were able to support teachers to ensure their students continued to receive high-quality financial capability education.

In this report

This report highlights the evaluation outcomes of the program in 2020. The results of this evaluation demonstrate that despite significant challenges and program adaptations, Start Smart continued to deliver high quality, impactful educational experiences for Australian students.

Program reach

2020



242,538

Students in 2020



1,056

Unique schools visited in 2020



8,469

Workshops delivered in 2020



> 72,700

Students from less advantaged schools in 2020



> 61%

Australian schools visited over life of program



4,104,362

Students across life of program

Program reach

Delivery method

Combined completed schools in 2020

	Sessions	Students
Face to face	6,589	187,138
Digital	1,880	55,403

School reach



“Thanks for sharing this online Zoom experience. Came at a great time to trial our skills and learn how we can budget. Kids were really engaged. I loved the interactive chats around the topic.”

Teacher, St. Johns School



“I always enjoy these wonderful workshops and so do my students. I've been lucky enough to experience the year 3, 5 and now 4 workshop and they are all great!”

Teacher, Narangba Valley School

Snapshot of program impact

Results from this year's evaluation demonstrate the value of the program for teachers and students.

How Start Smart supported teachers in 2020

Filled a gap in financial education



Teachers reported that without Start Smart, the topics in the workshop would not have been covered.

Provided highly engaging education, regardless of format



Teachers reported that their students enjoyed the workshop in digital and face to face formats.

Provided age-appropriate financial education to students



Teachers felt that the workshop was pitched at exactly the right level for their students.

"[The facilitator] was funny and engaging. He related well to the students and pitched his presentation perfectly for the age group. He had great skills and held the attention of the students for the full 75-minute duration - not an easy task."

Teacher, Sunshine Coast Grammar School

"Immediately after [the workshop], my children were proudly telling the facilitator about how they were not going to spend all of their coins at the tuckshop today. Instead, they had decided to spend \$2 and save \$1 towards a goal for a 'want' that they had in mind. It was great to see them considering these strategies so quickly."

Teacher, Morayfield East State School

How Start Smart supported students in 2020

Built motivation to save

9/10

Students (92%) intended to set a savings goal after seeing Smart Saving.

Helped students to think before they spend

4/5

Students (80%) intended to wait 24 hours before making a major purchase after seeing Smart Spending.

Inspired future entrepreneurs

9/10

Students (90%) said the Smart Enterprise workshop helped them see entrepreneurship as more achievable in their lifetime.

Gave students skills to protect themselves in the workplace



Students felt more able to protect their workplace rights after seeing the Smart Earning workshop.

Delivered engaging financial education



Students found how the program was delivered engaging.

Delivered age-appropriate financial education



Students agreed that Start Smart was relevant to their lives.

"I wanted to apply for a summer casual job with my friends, and after the workshop I used the website to have a look at my different options, and I now can put an application in. Also, I found it really helpful to learn about the common types of wage theft, which I know will be relevant when I start."

Student, Smart Earning

"The presenter mentioned that everyone who made a successful business, started out small and made lots of mistakes. As someone who is very shy but has a big dream, it was helpful a lot to know that. It gives me hope that I can achieve my dreams, despite what I'm like. I know it won't be in effect quickly, but I can build on myself over time and hopefully that'll help me to achieve my dream."

Student, Smart Enterprise

“Very engaging facilitator! Students always love to hear from someone different than their usual teacher, especially someone who comes from a familiar place that is usually for adults like the bank.”

Teacher, Windaroo State School



Program snapshot

Primary

The Start Smart Primary program teaches financial capability concepts in a way that students can understand and enjoy, through a series of six age- and stage-appropriate workshops for Years 1 to 6. Workshops introduce students to topics such as distinguishing needs and wants, earning & saving, comparative shopping and entrepreneurial thinking.

Total Primary

Students	Sessions	Schools visited
158,264	6,114	710

Regional spread

66% Metro Schools (471)

34% Rural/Provincial Schools (239)

Workshop Delivery Breakdown

Start Smart Primary delivers workshops targeted to specific year groups, providing the most relevant content for specific age levels and curriculum needs.

Year 1 Workshop	24%
Year 2 Workshop	16%
Year 3 Workshop	17%
Year 4 Workshop	15%
Year 5 Workshop	15%
Year 6 Workshop	14%

NPS 70

Net Promotor Score (NPS) is a measure of how likely it is that a teacher would recommend the program to others. NPS scores above 50 are considered exceptional.

52%

Of primary school teachers reported that the topics covered in the workshop would not have been taught without Start Smart.

31%

Of schools where sessions were delivered identified as "less advantaged".*

*ICSEA <1,000

Teacher impact

Primary

Over 2,400 primary teachers participated in the 2020 program evaluation.

Surveyed teachers agree

99%

Primary students enjoyed the Start Smart Primary workshops.

"Have thoroughly enjoyed these workshops over the past 5 years. I think I've seen them all now. Just wonderful!"

Teacher, Deception Bay North State School

99%

Primary students were engaged throughout the Start Smart Primary workshops.

"Can't fault it. Educator was engaging and the points were very clear."

Teacher, Carina State School

99%

Start Smart Primary content was delivered in an interesting way.

"What could have been a 'boring' subject was made 'interesting'."

Teacher, Moggill State School

98%

Primary workshops were pitched appropriately for their students.

"Always impressed by the program provided and the relevance to the students."

Teacher, Mayfield West Demonstration School

97%

Primary teachers agreed it was useful to have an external educator covering the topics covered by Start Smart.

Student impact

Primary

Over 3,000 primary students responded to this year's evaluation following participation in a Start Smart session. This level of participation provides insight into program effectiveness and the positive impact the program has had on student learning. Like teachers, responses from students indicate that the program is:

- Relevant and engaging
- Improving knowledge of important financial topics such as spending, saving and earning
- Creating strong intentions to engage in positive, age appropriate financial decisions

Delivering engaging financial education experiences

96%

Primary students enjoyed the workshop.

"Teaching in a fun manner does make an impact on student's learning."

Teacher, Parramatta West Public School

100%

Primary students found their Start Smart facilitator engaging.

"Thank you for the workshop, it was very interesting and informative and fun. I really enjoyed it."

Student, Shelley Public School

Learning skills to manage spending

94%

Students learned new budgeting skills as a result of a workshop.

"I plan to be more aware in the future of what I should spend money on and what I shouldn't spend money on."

Student, St Charles Ryde

Building an intention to save

92% Students agreed that saving was more important than they previously thought.

94% Students felt confident that they could set up a savings goal after seeing the workshop.

89% Students without a savings goal intended to set one after seeing the workshop .

"Due to the impact of the workshop, I have planned on creating a saving goal for things I want and need and I also plan for saving in the near future."

Student, Durack State School

Broadening knowledge of ways to earn money

97% Students learned age-relevant ways to earn money through the workshop.

"The students were so excited when creating their own business - complete engagement!"

Teacher, Ellen Stirling Primary School



“I wanted to apply for a summer casual job with my friends, and after the workshop I used the website to have a look at my different options, and I now can put an application in. Also, I found it really helpful to learn about the common types of wage theft, which I know will be relevant when I start.”

Student, Abbotsleigh School for Girls

Program snapshot

Secondary

The Start Smart Secondary program offers a suite of six workshops for students in Years 7 to 11. Secondary workshops are focussed around a central topic – Choices, Saving, Spending, Earning, Investing and Enterprise. Each workshop gives students practical rules-of-thumb for managing money, and aims to build the skills, attitudes, confidence and motivation students need to take control of their financial decision making.

Total Secondary

Students	Sessions	Schools visited
84,274	2,355	346

Regional spread

72% Metro Schools (250)

28% Rural/Provincial Schools (96)

Workshop Delivery Breakdown

Start Smart Primary delivers workshops targeted to specific year groups, providing the most relevant content for specific age levels and curriculum needs.

Smart Choices	13%
Smart Earning	27%
Smart Saving	24%
Smart Spending	18%
Smart Investing	9%
Smart Enterprise	10%

NPS 65

Net Promotor Score (NPS) is a measure of how likely it is that a teacher would recommend the program to others. NPS scores above 50 are considered exceptional.

55%

Of primary school teachers reported that the topics covered in the workshop would not have been taught without Start Smart.

32%

Of schools where sessions were delivered identified as "less advantaged".*

*ICSEA <1,000

Teacher impact

Secondary

425 responses from secondary teachers provided feedback on the successful engagement and effectiveness of the Start Smart Secondary program in supporting both student and teacher outcomes throughout the year.

Surveyed teachers agree

99% Students enjoyed the Start Smart workshops.

97% Start Smart workshops engaged their students.

"Excellent presentation. Kids loved it and they were engaged for the whole lesson. Very relevant."

Teacher, James Nash SHS

95% The workshop was pitched appropriately for their students.

100% The facilitator was engaging.

"[The facilitator] was very energetic and pitched content well to students and their level. I had students who would not normally be engaged focussed for the entire workshop."

Teacher, Gilgandra High School

90% The content in the Start Smart workshops would be relevant to their students right now or in the near future.

"Great workshop to equip students with necessary skills for the real world."

Teacher, Sunshine College

96% It was useful to have an external educator covering the topics in the workshop.

"Thank you for offering these workshops, it is so great for our students to be able to hear this information from an external facilitator. They have an increased interest in this topic now and have had some valuable learning which will assist them in an upcoming task."

Teacher, Sydney Catholic Schools

Student impact

Secondary

Over 5,800 survey responses from secondary students provides robust feedback on the effectiveness of Start Smart throughout the year. Evaluation demonstrates a high level of consistency in regards to delivery along with practical effectiveness on secondary student behaviours within core workshop topics and their outcomes.

Delivering relevant and engaging financial education

All Secondary programs

90% The content of the workshop was relevant to them.

94% The facilitator was engaging.

92% The workshop was presented in an interesting way.

Supporting saving and goal setting

Smart Saving

95% Students learned something new about saving they didn't previously know.

86% Students reported that they felt saving was more important than they thought after seeing the workshop.

96% Students learned something practical they could use to save money.

92% Students intended to set a savings goal after seeing the workshop.

"I plan to start saving money to move out of home and start working on my career, this workshop has helped me put my career into perspective and how saving can help me do that!"

Student, Sunbury Downs College

Educating students how to spend “smarter”

Smart Spending

-
- 93% Students reported the workshop helped them identify influences on their spending.
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- 94% Secondary students learned strategies to control their spending.
-
- 85% Students learned a new way to manage their spending.
-
- 95% Students felt capable of managing their own spending decisions after seeing the workshop.
-
- 80% Students intended to wait 24 hours before making a major purchase after seeing the workshop.
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*“I plan to always ask the 3 questions: Do I need it, why do I want it, can I afford it?
And also I will wait 24 hours before deciding if I am going to buy it.”*

Student, The Hills Grammar School

Supporting entrepreneurial thinking

Smart Enterprise

-
- 86% Students learned something about starting their own business that they didn't previously know.
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- 90% Secondary students learned ways to start their own business.
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- 90% Students stated the workshop helped them feel that starting their own business was achievable.
-
- 77% Students felt confident they could start their own business.
-
- 63% More than 3 in 5 students expressed a desire to open their own business after seeing the workshop.
-

*“As a result of today’s workshop, I plan to start my own business for sure!
I believe I’ve become inspired to start my business due to this [class] actually!”*

Student, St Luke’s Catholic College

Helping support students in protecting their workplace rights

Smart Earning

95% Students learned something new about their rights and responsibilities at work.

94% Students felt they had the knowledge to talk to an employer about their workplace rights.

91% Students intended to check their workplace rights after seeing the workshop.

85% Students felt more capable of protecting their rights at work after participating in the workshop.

"The Start Smart workshops helped empower our students to understand and realise their work-related rights."

Teacher, Ashwood High School

"With the information I got from today's workshop, when I get a job in the near future I will use the website online to see how much I should be earning and my rights as a worker to make sure I am being treated equally and fairly."

Student, St Luke's Catholic College

Inspiring students to think longer-term about money

Smart Investing

92% Students learned things about investing that they did not previously know.

95% Students said the workshop helped them believe that investing is achievable in their lifetime.

94% Students intended to take an action that would benefit their long-term financial future (making sure they only have one superannuation fund).

"As a result of the workshop, I feel more inclined to get a summer job so that I can start saving and investing. I now know the importance of starting early and investing your money in other companies to earn interest."

Student, Playford International College