2015 CANSTAR REPORT





Youth Banking & Education Award July 2015

Foreword

It's quite likely that you don't think all that deeply about money until you have to explain it to a child. At this point, you realise the true complexities of everyday finance and how it takes special skills and understanding to teach children the workings of money.

As the entrepreneurs and bank customers of the future, kids deserve a thorough education in all things finance. At CANSTAR, we take pride in encouraging financial institutions to do their utmost in providing a pathway to education by rewarding those institutions who implement programs specifically for youth banking and education.

At CANSTAR we have identified that there are two distinct parts to a kids' financial education – the Juniors under 12 and the Youths, 12-17. Both have separate requirements due to their levels of understanding and use of money. Of course, suitable bank accounts play a key role, followed by facilities and educational programs.

In this year's report, we looked at 29 financial institutions to find out what they are currently offering young people, whether on a national basis or confined to their own geographical area of operation.

We hope our research helps you help your children learn the ABC of money.



Mitchell Watson Research Manager

WHAT DO OUR KIDS EARN AND SPEND?

Children now typically receive pocket money later, increasing to the age of seven, from six in 2013. However, the amount of pocket money has increased, with the average child now receiving \$10.36, up from \$10.17 in 2013.

These are the findings of a Commonwealth Bank study in December 2014. The study also identified that even though a small portion of parents now pay their child by online transfer (14%), 84% of parents still pay pocket money in the traditional way, via cash. Interestingly, Australian children already appear to be savings-conscious with almost half (47%) saving all their pocket money each week. Of those spending their pocket money, the majority are still spending at bricks and mortar stores (72%). However, more than one quarter (28%) are now shopping online.





DIGITAL PURCHASES BLURRING FINANCIAL LINES

The ability of children to understand the value of money is being compromised, as more and more family purchases seem invisible and therefore, less real. Purchasing online or at the local supermarket using EFTPOS, debit or credit cards is paving the way for parents to place more emphasis on teaching digital money skills in their kids' financial education.

Less than one in 10 (8%) of parents feel their child fully understands the value of digital money and a further one in three (35%) children don't understand how digital purchases are paid for, according to the Commonwealth Bank study.

With one third (33%) of parents agreeing digital purchases make it harder to teach their children the value of money, it is clear that financial education for children must evolve alongside the increasingly cashless ways Australians are making payments.

Digital money myths

Proving we still have a way to go in teaching children the value of digital money, the research found 40% of five year olds believe you can use a plastic card to get free money from a machine in the wall. Other common digital money misconceptions include:

- You don't have to pay money to watch movies on your parents' tablets or smartphone (61% of six year olds);
- There's someone behind a wall who gives your parents money when they put their plastic card in a cash machine (33% of five year olds); and
- You don't have to pay money when you buy something like a toy or computer game on a computer (18% of seven year olds).

Digital money lessons

Interestingly, the majority (73%) of parents have taken some action to teach their children the value of digital money. The top five lessons used to teach children include:

- Purchasing and downloading an app or game with them (29%);
- Showing them the value of an item at an online store (25%);
- Opening an online bank or savings account with them (17%);
- Giving them a pre-paid card so they can make digital purchases (16%); and
- Allowing them to spend all their pocket money on one digital purchase (14%).

WHAT WE ASSESS

CANSTAR's research covers all bases with youth banking. We assess what banking accounts and facilities are available to children in two age groups – Juniors (12 and under) and Youths (12-17 years old). This research covered 29 institutions.

As well as bank accounts tailored to these age groups, we also consider the educational facilities offered by institutions. This covers school banking programs offered to primary school children, educational materials, calculators, games and anything else designed to teach kids and teenagers how to safely navigate the world of finance.

The eager uptake of all things technical by kids creates a terrific opportunity for banking institutions to offer more and more advanced facilities and tools in the hopes of encouraging young investors and educating developing minds on the importance of sensible banking.

Emphasis is, naturally, placed on key youth products such as savings and transaction accounts, as well as education but we also look at the distribution channels. With primary school children, branches and ATMs are important. As they get older, online banking will start to play a larger role in their banking and as such is considered in this age category.

The full methodology document explains how we research and rate youth banking. It is available at the end of this report.



School banking has a proud tradition in Australia, dating back from the late 1880s when the government urged financial prudence from a very young age and people were judged by the amount of money they saved.

Money boxes were an integral part of this early financial thrift. The Commonweath Bank, with its long history in this country, quite naturally played a major part in its establishment and continuance. The tradition is over 85 years old and it started with the Commonweath Bank's Pitt Sreet money box which had to be cut open for its contents to be removed. There was no "borrowing" from the money box in those days!

Generations of Australians were taught the value of saving through the Commonwealth's School Banking program and the word "Dollarmite" is likely to elicit many nostalgic memories.

These days, more than 273,000 children at 2,500 schools around the country are learning the fundamentals of money management through the School Banking program.

SCHOOL BANKING

To learn while still at school the art of wisely apportioning pocket money, and correctly balancing the private budget, should in after years prove of inestimable worth ...

T.M. Wilton, 'The School Bank', Bank Notes, January 1935

In 1887 a scheme for school banking was begun by the Department of Education, New South Wales, as part of the school routine. Teachers performed the banking duties, which comprised receiving deposits from the students, entering the amounts in special ledgers and paying withdrawals. Responsibility for school banking in NSW was taken over by the Government Savings Bank of New South Wales in 1925. When this bank merged with the Commonwealth Bank in 1931, it assumed responsibility for NSW school banking.



MONEY BOX

Money boxes were designed to encourage children to save, and to experience the growth of coins into sums of money. The Commonwealth Bank money box originated in 1921. The previous year the

As an incentive to thrift the box is having a splendid moral effect in the minds of younger people Bank Notes, June 1922

Bank had taken over the Queensland Government Savings Bank, and its existing stocks of money boxes were relabeled with images of the Commonwealth Bank's headquarters on the corner of Pitt Street and Martin Place, Sydney. The idea of producing the money box fully in the shape of this building was realized in 1928.

The Bank's money box changed shape during the 20th century, and included the character of Darth Vader from the Star Wars films. Then mobile banking was introduced on 1997, a new money box in the shape of a MobileBank was introduced.

Youth Banking & Education Award



ey and develop good savings habits in primary and sometimes secondary school. The idea of kids banking their savings in a comfortable learning environment surrounded by their friends sets them up in a regular savings regime that will form the basis of their financial literacy. Banking at school also means busy Mums and Dads don't have to schedule a regular trip to a branch on behalf of their children.

School banking involves setting up a savings account with passbook through the provider of the service at the particular school. On school banking day every week, the kids simply deposit money through a simple system of deposit envelopes and a dropbox or intranet service provided at the school. The kids are taught the fundamentals of money through easy, fun exercises that often involve specially created characters and costumes, naturally with rewards a big part of the educational program as the kids "save up" for whatever it is that they want to buy.

From a school's perspective, a school banking program also offers the chance to raise funds, typically by the school bank providing a school grant. While the bank involved does provide some staff, teachers and parents also act as school banking co-ordinators.

School Banking in Australia is offered by the following institutions:

Institution	School Banking Program offered
Bank of Sydney	 Students can open the account at school Students can make a deposit at school School can request educational talks and seminars to students Rewards for reaching a savings goal Bronze (colouring set and ruler) Silver (sports water bottle) Gold (inflatable beach ball)
Bendigo Bank	 Students can open the account at school Staff assistance with opening of account Students can make a deposit at school
Cairns Penny	 Students can open the account at school Students can make a deposit at school Students can make a withdrawal at school Students can make account enquiries at school Rewards for reaching a savings goal Cinema vouchers Goodie pack
Commonwealth Bank	 Students can open the account at school Students can make a deposit at school Students can make account enquiries at school Rewards for reaching a savings goal ET DVD, planet handball, Invisible Ink Martian Pen, Intergalactic Rocket, Glow in the Dark Solar System, Cosmic Light Beam Torch, Outer Space Savers Money Box, Lunar Light Band Certificates for reaching a certain number of deposits
Hume Bank	 Students can open the account at school Students can make a deposit at school Students can make account enquiries at school Rewards for reaching a savings goal Stationary and toys
IMB	 Students can open the account at school Students can make a deposit at school Rewards for reaching a savings goal Toys, gifts e.g. IMB themed wallet
The Mutual	 Students can make a deposit at school Rewards for reaching a savings goal Giveaways

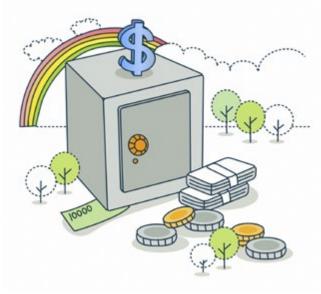
Information correct as at 1 July 2015

WHAT TO LOOK FOR IN AN ACCOUNT

Maximum interest on offer is the biggest drawcard for kids' savings accounts. However be aware that some dazzling rates are not all they seem. They are likely to have conditions attached, such as the requirement to deposit a certain amount each month, limiting withdrawals or offering bonus rates only until deposits total a certain amount, after which it will automatically be swept into an account that pays substantially less. Account-keeping fees will also eat into your child's savings so avoid these as much as possible. Always check the terms and conditions first before committing to an account on behalf of your child.



While the emphasis on saving is still there, teenagers will want to start transacting more on their accounts. They need a straight forward transaction account that comes with modest account-keeping fees. An associated, or separate, savings account with higher interest is helpful if money is to be put aside and saved for a larger goal. Naturally, teenagers will want online facilities, as well as an ATM card and branch access when necessary.



BONUS RATES BUMP UP SAVINGS

The average interest rate for junior accounts on the market is 2.18% which reflects the current 2% official cash rate, but kids can earn a lot more in bonus interest if they stick to the conditions required by certain savings accounts. As mentioned previously, check the terms and conditions before automatically going for the highest interest rate on offer.

As the table below shows, base rates can vary from little better than nothing to 5.25% if you stick to the account conditions such as minimum monthly deposits and no or low withdrawals. However, if you're not sure you can do that, you might be better off with an account that has a good flat rate. It may be more achievable to go for 5% than 5.25% with strings attached.

Institution	Account	Base rate (%)	Total rate (%)
Bankwest	Kid's Bonus Saver	0.01	5.24
First Option Credit Union	Kids Bonus Saver	0.15	5.25
CUA	Youth eSaver	5.00	5.00
Cairns Penny	Cairns Penny Saver Account	4.30	4.30
BCU	Scoot's Super Saver	1.00	3.75
Greater Building Society	Life Saver	0.00	3.50
Hume Bank	Clancy Koala	0.50	3.50

Source: www.canstar.com.au. Interest rates correct as at 1 July 2015



BATTLE OF THE BONUS SAVERS: ADULTS VS KIDS

It seems like kids are the winners overall in a savings account face-off with the adults - although it really does vary from institution to institution. Some deposit-taking institutions are offering big incentives to attract junior savers. The highest of these is Bankwest which offers 5.25% for its Kid's Bonus Saver account. This compares to the highest rate for adults at 3.15% fir CUA's eSaver Plus.

At the other end of the scale, rates plummet to 0.01% for kids and zero

for adults, although there are five institutions who strongly believe in equality. Their rates for adults and juniors are the same, the highest being 3% offered by The Mutual. The accounts that we accessed for this rating, and which offer a rate of 2% or more to children, are listed below and compared to the equivalent adult's account with that institution.

Institution	Kid's Accounts	Total rate (%)	Adult's Account (%)	Total rate (%)
ANZ	Progress Saver for Kids	2.71	Progress Saver	2.71
Bank of Sydney	Student Savings Account	2.35	SuperRate Account	2.25
Bankwest	Kid's Bonus Saver	5.24	Regular Saver	3.05
BCU	Scoot's Super Saver	3.75	iSaver	1.75
Cairns Penny	First Penny Saver Account	4.30	Internet Saver Account	0
Commonwealth Bank	Youthsaver Account	2.90	GoalSaver	3.05
CUA	Youth eSaver	5.00	eSaver Plus	3.15
Hume Bank	Clancy Koala	3.50	Reward Saver	2.26
IMB	Zoo Account	2.85	Reward Saver	2.00
NAB	Reward Saver	2.95	Reward Saver	2.95
Newcastle Permanent	Rapid Saver Statement for Children	2.85	Rapid Saver Statement	2.85
People's Choice Credit Union	Young Saver Account	2.85	Bonus Saver Account	2.96
Qld Police Credit Union	Junior Saver	2.00	Bonus Saver	2.85
Suncorp Bank	Kids Savings Account	3.50	Everyday Options Sub-Acc	2.20
Teachers Mutual Bank	Mighty Saver	3.31	Reward Saver	2.86
The Mutual	Mighty Mutual	3.00	Bonus Saver	3.00
Westpac	Reward Saver	2.95	eSaver	2.00

Source: www.canstar.com.au. Interest rates correct as at 1 July 2015

DON'T WORRY, BE 'APPY'

Westpac's delightful Pay Pig was the only app we uncovered in last year's report that was designed specifically to teach kids the basics of earning and saving. Pay Pig is an iPhone app where kids and parents set goals like a new bike or game and put a price and time frame on chores around the house – such as washing the car, walking the dog. Then at the end of the week, it's pay day.

This year, we're pleased to say that Westpac's Pay Pig has been joined by Flipper Funds (Bank of Melbourne), Little Savers (BankSA) and Happy Saver (St George).

All are similar, family-friendly apps that help kids learn the value of saving in a fun and engaging way.





By Bank of Melbourne



Little Savers

By Bank of SA

Happy Savers

By St George



Youth Banking and Education







The award for *Bank of the Year Youth Banking & Education* goes to the **Commonwealth Bank**.

Commonwealth Bank has maintained this award for 6 consecutive years, cementing its position in both Junior and Youth banking profiles.

It is obvious the Commonwealth Bank takes its role seriously. Despite the temptation, there is no indication of the bank resting on its laurels here. It continues to improve products and services to this important market – the customers of the future.

Commbank's School Banking program is hard to fault. After such a long time in operation, it has honed the program to exactly what is required to inspire and educate children in money skills appropriate to their ages. Fun, interactive games, characters, the Dollarmite Club, teaching materials – it all adds up to a well-rounded educational service for primary school children.

Confidence and competence with money is further reinforced at the free Start Smart workshops where the learning experience is delivered by a national team of world-class facilitators. The Commonwealth Bank proudly boasts that this is the largest program of its kind in the world.

Congratulations to the Commonwealth Bank for winning the CANSTAR award again this year.



The award for *Customer-Owned Institution of the Year Youth Banking & Education* goes to **Hume Bank**.

Once again, this is a repeat winner. Hume Bank has now taken out this award four years in a row. CANSTAR congratulates Hume Bank for this feat, awarded for excellence in teaching the nation's youngsters about finance and good money habits.

Hume has a solid education and school banking program in place across 51 participating schools. It offers financial literacy seminars and workshops for primary and secondary school students, as well as an extensive range of online curriculum and educational material for parents and students. This pushed it to the top of the class. Hume's system of commission payments to schools and incentives to encourage frequent deposits are also impressive. Long-time champion for kids, Clancy Koala is even the star of online games through the Junior Saver Club.

We congratulate Hume Bank for winning this award for 2015.



Youth Banking and Education

Hume Bank

What is the CANSTAR Youth Banking & Education Award?

The CANSTAR *Youth Banking & Education Award* uses a sophisticated and unique methodology and is awarded to financial institutions that provide the best combination of products and services across the youth banking sector in Australia. The award aims to give recognition to the institutions offering quality deposit products as well as services to schools, parents and children alike for the purpose of promoting financial literacy.

The CANSTAR award represents a shortlist of financial products, enabling consumers to narrow their search to products that have been independently assessed and ranked.

How is the CANSTAR Youth Banking & Education Award calculated?

To arrive at the total score with which we make the award, CANSTAR looks at two age brackets: the Junior profile for children aged 12 and under and the Youth profile for teenagers between the ages of 12 and 17.



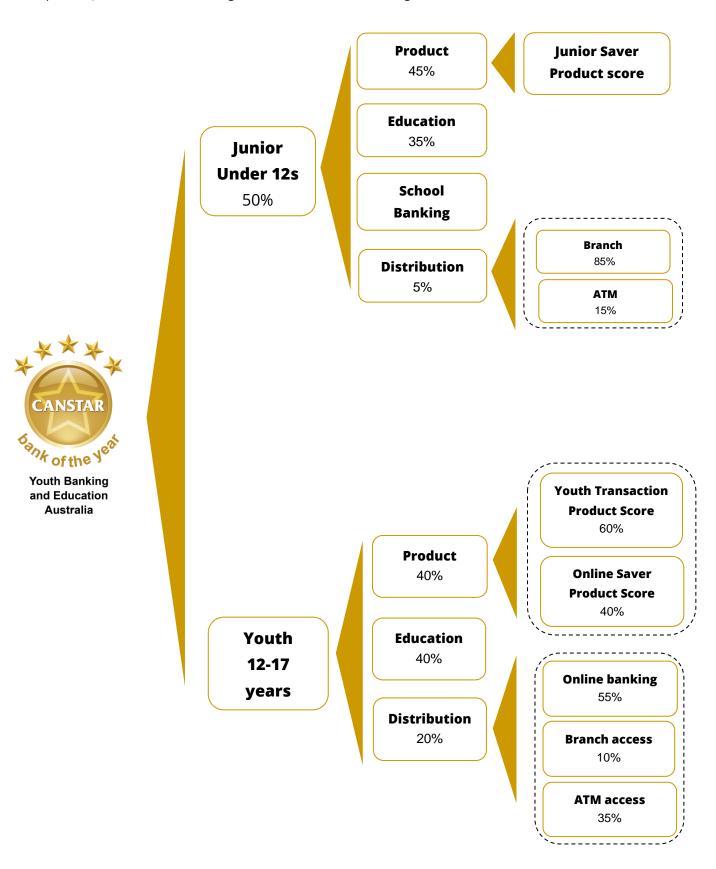
Junior Under 12s 50%

Youth 12-17 years 50%

Each age bracket is broken down into the components that are important for the youth market in the following methodology tree.

CANSTAR Youth Banking & Education methodology tree

While products make up half the overall score, the other half focuses on institutional investment in education, parental material, workshops and school banking. We feel that institutions spending time and energy on these aspects of Junior and Youth banking and education should be recognised.



Product score

For the award we assess deposit accounts available specifically to each of the profiles. To compare the product on offer in the market we use two profiles that allow for the change in children's needs as they mature and start working.

As with all CANSTAR star ratings, the value of the deposit account is determined by using a combination of price and feature scoring. The pricing and feature weightings are outlined in Table 1. Pricing is further broken down into rates and scenarios, while features include both product features and branch accessibility (coverage). These weightings are also outlined in the table below.

Pricing Score

Below is a table which outlines the breakdown of the pricing score and the relative weights per profile.

Profile	Pricing			
Junior Saver	80	80%		
Youth Transactor	65	5%		
Online Saver	85%			
Profile	Rates Scenario fees			
Junior Saver	80%	20%		
Youth Transactor	30%	70%		
Online Saver	90%	10%		

Rate component

The rate component of the price score considers the six-month historical total interest rate.

The rate component accounts for the tiered interest rate structure of deposit accounts. The tiers for historical rate calculations are applied in the following manner:

Interest rate balance tiers

	Interest balance tier weights	Junior Saver	Youth Transactor	Online Saver
Tier 1	50%	\$250	\$50	\$1,000
Tier 2	35%	\$500	\$125	\$2,000
Tier 3	15%	\$1,000	\$250	\$5,000

Scenario component

Transaction fee scenarios based on 500 hypothetical customers. The following table outlines scenarios for each of the profiles:

Table 3: Transaction scenarios for pricing calculation

	Junior Saver	Youth Transactor	Online Saver
Average no. of transactions	3	15	5
Average balance	\$500	\$125	\$2000
Average deposit	\$20	\$100	\$100
ATM withdrawal own network	-	20%	-
Branch cash withdrawal	20%	5%	-
Branch cash deposit	80%	-	-
EFTPOS transaction	-	55%	-
Internet transaction	-	20%	100%

Feature Score

Below is a table which outlines the weights allocated to features for each profile.

Profile	Features
Junior Saver	20%
Youth Transactor	35%
Online Saver	15%

Each of the product features is allocated points that are awarded for positive deposit account traits such as no fees or greater flexibility. The following table outlines the weightings of each of the feature categories per profile:

Table 4: Product feature weightings

Category description	Junior Saver	Youth Transaction	Online Saver
Account facilities	40%	50%	25%
Specific conditions	50%	20%	45%
Fees and charges	-	10%	-
Exemptions from fees and charges	10%	5%	5%
Account design options	-	10%	5%
Mobile and online security	-	5%	20%

School Banking, Education and Distribution

A key feature of promoting financial literacy for children is providing support through tools and materials. For the award we looked at two areas where financial institutions provide support to children, parents and schools.

Junior Saver

Education component

The following table looks at different education resources to improve children's financial literacy. These include website resources available for parents and children, as well as curriculum resources for use by parents and teachers. Points are accumulated and weighted against the following category weights to receive their education score.

Category	Category description	Weight
Tools	Junior website, youth website, savings calculators, budget calculators, games, updated games	30%
Workshops	Community and school workshops, facilitators	30%
Curriculum	Resources and facilitators	30%
Parents	Parental Control, support and information	10%

School banking component

Branch access and school banking are effective tools to engage educate children about money. In school banking we look at the quality of the banking program being offered to schools. Points are accumulated and weighted against the following category weights to receive their school banking score.

Category	Category description	Weight
Distribution and services	School Banking available, frequency of collection, open account, deposits, rewards	80%
Benefits	Commissions and grants	20%

Distribution

Branch access and school banking are excellent tools to help children learn about banking. Easy access to branches and ATMs are rewarded based on the CANSTAR distribution analysis. For online banking we use the results of CANSTAR's *Online Banking Award* to determine the availability and quality of the institution's online banking functionality.

Category	Examples of data captured	Junior
Branch	Ratio of branches to population	85%
АТМ	Ratio of free ATMs to population	15%
Online banking	Features of internet banking, availability of website information	-

Youth Transactor

Education Component

Category	Category description	Weight
Tools	Junior website, youth website, savings calculators, budget calculators, games, updated games	35%
Workshops	Community and school workshops, facilitators	35%
Curriculum	Resources and facilitators	30%

Distribution

Category	Examples of data captured	Junior		
Branch	Ratio of branches to population	10%		
АТМ	Ratio of free ATMs to population	35%		
Online banking	Features of internet banking, availability of website information	55%		

How many products and financial institutions are analysed?

In order to calculate the award, CANSTAR analysed 29 institutions in Australia.

How often are all the products reviewed for rating purposes?

The *Youth Banking & Education Award* is recalculated every 12 months based on the latest rates and features offered by each institution. CANSTAR also monitors rate changes on an ongoing basis.

Does CANSTAR rate all products available in the market?

We endeavour to include the majority of product providers in the market and to compare the product features most relevant to consumers in our ratings. However this process is not always possible and it may be that not every product in the market is included in the rating nor every feature compared that is relevant to you.

Does CANSTAR rate other product areas?

CANSTAR researches, compares and rates the suite of banking and insurance products listed below. These star ratings use similar methodologies to guarantee quality, consistency and transparency. Results are available to consumers who use the star ratings as a guide to product excellence. The use of similar star ratings logos also builds consumer recognition of quality products across all categories. Please access the CANSTAR website at www.canstar.com.au if you would like to view the latest star ratings reports of interest.



- Account based pensions
- Agribusiness
- Business banking
- Business life insurance
- Car insurance
- Credit cards
 Deposit accounts
- Direct life insurance
- First home buyer
- First nome buyer
- Health insurance
- Home & contents
- Home loans
- Life insurance

- Managed investments
- Margin lending
- Online banking
- Online share trading
- Package banking
- Personal loans
- Reward programs
- Superannuation
- Term deposits
- Travel insurance
- Travel money card
- Youth banking

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Youth Banking and Education

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Youth Banking and Education

Company	Junior Accounts	Youth Accounts		School-based Programs		Online Educational Games and Tools for Youths		
		Transaction Accounts	Saver Accounts	School Banking Program	Workshops	Specific Youth Website	Savings Calculator	Games
ANZ Bank	~	V	~	×	~	×	~	X
Arab Bank	~	✓	✓	×	×	×	×	×
Bank of Sydney	✓	~	~	✓	✓	×	×	×
Bankvic	~	V	~	×	×	×	×	×
Bankwest	✓	V	~	×	×	×	✓	×
b cu	~	V	~	×	~	~	✓	✓
Bendigo Bank	~	~	~	✓	×	×	~	×
Cairns Penny Savings and Loans	~	~	~	✓	~	×	×	X
Commonwealth Bank	~	~	~	✓	✓	✓	~	~
Community First Credit Union	~	~	~	×	×	×	✓	×
CUA	~	~	~	×	×	×	✓	X
Delphi Bank	✓	~	✓	×	×	×	×	×
ECU	✓	✓	✓	×	×	×	~	×
Gateway Credit Union	✓	~	✓	×	×	×	×	✓
Greater Building Society	✓	~	✓	×	×	×	~	×
Hume Building Society	~	✓	✓	✓	V	~	~	~
IMB	~	~	~	~	×	×	~	×
MyState	~	~	~	×	/	×	✓	×
NAB	~	V	~	×	×	×	V	×
Newcastle Permanents	~	✓	✓	V	×	×	V	X



Youth Banking and Education

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Youth Banking and Education

Company	Lunion	Youth Accounts		School-based Programs		Online Educational Games and Tools for Youths		
	Junior Accounts	Transaction Accounts	Saver Accounts	School Banking Program	Workshops	Specific Youth Website	Savings Calculator	Games
People's Choice Credit Union	✓	V	~	×	×	×	~	×
QPCU	~	✓	~	×	×	×	~	×
SCU	V	✓	✓	×	✓	×	~	×
Suncorp Bank	V	✓	✓	×	×	✓	~	✓
Teachers Mutual Bank	V	✓	~	×	×	✓	~	✓
The Mutual	V	~	✓	~	✓	×	~	×
The Rock Building Society	V	~	~	×	✓	×	~	×
Victoria Teachers Mutual Bank	~	✓	✓	×	×	×	×	×
Westpac	✓	· · · · · · · · · · · · · · · · · · ·	/	X	×	×	✓	×