



FINANCIAL LITERACY ADVOCACY AWARD

The **Financial Literacy Advocate Award** is presented to an individual or organisation that has made a significant effort to promote financial literacy and education.

The recipient of this award has played a crucial role in providing financial education to help others understand financial concepts and make informed decisions about their finances.

Judging Criteria

- Must be a member of Financial Advice New Zealand.
- The innovation and creativity of financial literacy shown through the use of technology, media, storytelling, or other strategies to deliver effective and engaging financial education.
- The impact of their financial advocacy on New Zealanders, evident by a significant engagement of the audience or improvement in financial well-being.
- The sustainability and scalability of financial literacy, such as the availability of resources, partnerships, funding, evaluation, and feedback mechanisms to support the continuation and expansion of the work.

Judging Process

1. Applications completed by the individual, organisation, or nominated by a member.
2. Submissions must include the innovation, how it has increased the financial literacy of others now and in the future. It must include examples illustrating the change in financial wellbeing of consumers and/or demonstrate target audience engagement.
3. The application will be supported by two referees.
4. Three judges will review and select the award winner.