

OUR IMPACT



Financial Coaching

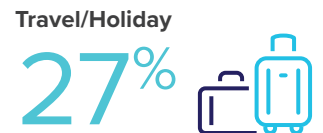
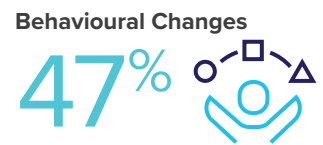
Keystart.

Financial coaching is a unique program designed with a holistic six-point plan that supports customers to progress towards financial wellbeing and stability. Coaches guide customers to explore their money management processes with a view to developing positive behaviours and literacy to improve longer term financial outcomes.

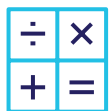
The program was codesigned with Keystart and customers.

Through the coaching process customers realise that the barriers to financial success, such as overspending and failure to recognise risk factors, are mostly driven by internal factors that they, generally, have capacity to control.

Top 5 client goals



Impact



Significantly improved financial management



Increased levels of financial wellbeing and resilience



Increased protection against future financial shocks



Development of financial goals and action plans



"I've learnt so much talking to you, you've motivated me so much... this is one of the best things that Keystart did".

Keystart Customer Base

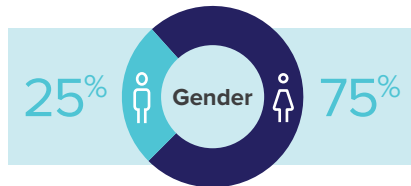
- 75% Full equity loans
- 20% Shared equity loans

Average property value \$401,812

Average loan balance \$319,983

Money Mindset Quiz (MMQ)	387
Financial coaching clients	187
Sessions booked	914
Sessions attended	637

Client demographics



Aboriginal & Torres Strait Islander	2%
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Family Composition

Single	39%
One parent families	24%
Couples with children	24%
Couples	12%

Household income

\$0 - \$40,000	5%
\$40,001 - \$60,000	8%
\$60,001 - \$80,000	22%
\$80,001 - \$100,000	25%
\$100,001 - \$120,000	7%
\$120,001 - \$140,000	8%
\$140,001 - \$160,000	6%
\$160,001+	9%

About the Program

The program focuses on six key areas, each supported with a range of adaptable and flexible interactive tools, addressing the following:

1. Understanding and confronting their current situation
2. Working on low self-efficacy and confidence around finance
3. Developing financial skills and knowledge
4. Positive and sustainable behavioural change
5. Identifying and managing risk
6. Identifying and developing financially related goals

Client Feedback

"I feel more knowledgeable in my finances and more empowered."

"The sessions have helped me to get clarity about what I want from life and how to go about getting it"

"The things you taught me have stuck in my brain and I am making really good progress."

"To recognise it's not a fault or flaw that I don't have financial knowledge but it's something that I can improve, that's been a really helpful mindset....acknowledging that I haven't learnt how to, that I need to learn how and once I've learnt I can apply. I think that's made a big difference."

Client story

Leah is a 32-year-old, married mother of 2 teenage kids, who found managing household finances overwhelming and experienced high anxiety about her money situation. While the family was on a good income, they were still:

- Living pay to pay
- Had no savings/emergency buffer
- Reliant on Buy Now Pay Later and credit cards for food and utility payments
- Financial stress was impacting their relationship

The Coaching Approach

- Through tailored sessions the coach focused on developing the customers' sense of safety, security and increasing self-worth
- Coach and customer co-developed a future vision for the customer – setting achievable goals to break cycle of financial fear and instability
- Building capacity to be able to have financial buffers and stability to break cycle of disadvantage instead of tracking towards poor outcomes

Impact

- Leah began to make small changes to her every-day spending habits
- Leah's anxiety over finances reduced and she took serious charge of the family budget
- She was able to set and achieve goals
- She overhauled the entire family's spending/eating/health and fitness
- Successfully paid off all her Buy Now Pay Later accounts
- Models great financial behaviours to her kids

