



WIRE
Financial Inclusion
Action Plan





A Message from WIRE's Chief Executive Officer

WIRE's vision is for a society where women are safe, respected, valued, informed, empowered and free to make genuine choices in their lives.

But this vision is sadly not reflected in the current society in which we live. This is why WIRE is so proud to join the Financial Inclusion Action Plan (FIAP) program as a trailblazer. The statistics paint the picture of how financial disempowerment affects the daily lives of women in Australia:

- 2 million Australian's struggle to pay basic bills and over half these people are women
- Women earn on average 16% less than men based on full time average weekly earnings
- Women are more likely to work in feminised professions with low paying jobs
- 90% of women will retire with inadequate savings to fund a comfortable lifestyle
- 15% of all women will experience financial abuse.
- 1 in 5 women will experience family violence in their life time

The ongoing barriers women face to achieve financial inclusion are especially compounded for women who are Aboriginal and Torres Strait Islander, who live with a disability or who come from a culturally and linguistically diverse background. We work with women every day who have overcome these barriers and enormous challenges through their own strength and resilience. But it shouldn't have to be up to individual efforts alone – as a society, we need to have the systems and support that provides the platform for all to achieve their potential. WIRE will use the opportunity of being a FIAP trailblazer to increase our impact and be an agent for positive change by capitalising more fully on our status as a leading expert in women's financial resilience and capability. As a FIAP trailblazer we will form partnerships and work strategically to maximise financial inclusion for women and ensure that the voices of women - that often go unheard - resonate in everything that we do. We will also lead by example, examining our internal policies and practices to ensure that we are giving staff and volunteers every opportunity to enhance their own financial inclusion and empowerment.

A handwritten signature in black ink, appearing to read "Julie Kun".

Julie Kun
Chief Executive Officer

Products and Services

We will:

- Continue to build our work in educating, informing and enhancing women's financial capacity and literacy over their life trajectory
- Extend our research, education and training work to highlight the gendered nature of financial capability and continue to advocate for government and societal change that reflects the financial needs and aspirations of women

Stakeholder Group	Committed Action Statement	Output	Outcome	Responsibility	Timeframe
Service Users (customers)	Improve access to programs and services for potential service users living in regional and rural areas and from diverse communities	Targeted marketing campaigns and innovative digital approaches to increase service access and uptake	Increased number of service users from regional and rural areas and diverse communities	Business Development Manager	Dec 2018 and ongoing
Service Users Staff and Volunteers	Continue to offer free financial planning clinics for service users and also promote to staff and volunteers. Expand this service to include increased financial wellbeing services including financial counselling.	Continue to offer clinic twice a month and add financial counselling to the calendar of events	Service users, staff and volunteers have increased financial wellbeing including having an awareness of financial products and services and are more confident managing their finances	Service Delivery Manager	Continue to offer clinic twice a month - Ongoing Expanding the service to include financial counselling - Dec 2018
Community and Partners	Increase our capacity to deliver training and professional development services on subject matter including identifying and responding to financial abuse and working with women. Expand training service delivery beyond family violence workers and the community and health sectors to support FIAP trailblazers as well.	More expert trainers are available to meet the demand for our professional development services	Increased capability across all sectors to identify and respond to financial abuse	Business Development Manager	Jul 2018 and ongoing

Products and Services Continued

Stakeholder Group	Committed Action Statement	Output	Outcome	Responsibility	Timeframe
Community and Partners Service Users Staff and Volunteers	Increase awareness of online resource 'Women Talk Money' to help women establish financial equality in their intimate relationships and prevent financial abuse	Distribute marketing collateral to partners and the community. Refer to and promote 'Women Talk Money' in community education sessions. Run training sessions in the community using 'Women Talk Money'	Women who have used 'Women Talk Money' have the knowledge and skills to confidently talk to their partners about money	Business Development Manager Women's Information Support Workers	Jul 2018 and ongoing
Service users	Provide education to service users regarding online safety and how to access and store financial information digitally.	Update curriculum of Computer Classes to include this content.	Service users have increased digital inclusion and financial capability.	Service Delivery Manager Women's Information Support Workers	Jul 2018 and ongoing
Community and Partners	Provide a toolkit for the finance and community sectors on building women's financial security through creating and nurturing women's financial resilience and capability	Toolkit with companion online resources	Finance and community sectors are better equipped to build women's financial capability	Women Thrive Project Manager	Dec 2018

Capabilities, Attitudes and Behaviours

We will:

- Actively listen to women so we are well placed to pick up emerging issues and trends regarding women’s financial wellbeing and inclusion
- Hold the spotlight to our own policies and practices to ensure that we are investing in the financial inclusion of our staff and volunteers

Stakeholder Group	Committed Action Statement	Output	Outcome	Responsibility	Timeframe
Community and Partners	<p>Continue to build awareness of financial abuse as a form of family violence and of barriers women face to achieving financial wellbeing.</p> <p>We will work to prevent financial abuse through building understanding in the community of the gendered drivers of financial abuse and the actions that can be taken to reduce them.</p>	<p>Increase in the number of community education sessions delivered related to financial abuse.</p> <p>Increase in training and professional development delivery.</p> <p>Increase our training and service delivery in the financial abuse prevention space by seeking funding to run programs and development partnerships with other family violence prevention partners.</p>	<p>Increased public awareness of financial abuse and women’s financial wellbeing enabling more members of the community to identify financial abuse.</p> <p>Increased confidence and motivation in individuals to build financial capability.</p> <p>Service providers are better equipped to identify financial abuse and make appropriate referrals.</p> <p>Reduced antisocial behaviours and cultural norms that drive financial abuse.</p>	<p>Business Development Manager</p> <p>Training Coordinator</p> <p>Women's Information Support Workers</p>	Ongoing
Staff and volunteers	Design professional development seminars for staff and volunteers on intersectional best practice using the WIRE model to better support those women who are vulnerable and financially excluded	<p>Training for staff and volunteers that improves service delivery and builds greater awareness of referral pathways.</p> <p>Cultural awareness training for staff and volunteers.</p>	Increased staff and volunteer capability leads to better outcomes for vulnerable and financially excluded service users who are linked to appropriate services	Service Delivery Manager	Annual and ongoing

Capabilities, Attitudes and Behaviours Continued

Stakeholder Group	Committed Action Statement	Output	Outcome	Responsibility	Timeframe
Staff and Volunteers	Continue to build staff and volunteer financial wellbeing	<p>Invite staff and volunteers to financial wellbeing training and encourage participation in financial planning clinics.</p> <p>Promote financial planning and support to staff through Employee Assistance Program.</p> <p>Promote and encourage additional superannuation payments</p>	Increased staff and volunteer financial wellbeing and resilience	<p>Service Delivery Manager</p> <p>Finance Coordinator</p>	Ongoing
Community and Partners	Continue to lead research into gendered financial capability and wellbeing	<p>Launch of 'Finding and Maximising Financial Teachable Moments for women affected by Family Violence' research.</p> <p>National promotion of research.</p>	Research findings will inform the design and delivery of financial wellbeing programs to positively impact a family violence survivor's financial recovery	Research Project Coordinator	Dec 2018 and ongoing
Community and Partners	Build the capability of the community and finance sectors to build women's financial security	<p>Develop a toolkit (Women Thrive) to inform community and finance sector professionals on how they can work collaboratively with women to create increased financial well being</p> <p>Establish and develop partnerships to create champion organisations to embed toolkit strategies</p>	Women Thrive champion organisations have increased capability to engage and empower women in financial decision making	Women Thrive Project Manager	Dec 2019 and ongoing

Awareness and Understanding of Culture and Diversity

- We will:
- Take an intersectional approach in our financial wellbeing and resilience work to recognise the diversity of experience for women, particularly women who are marginalised and experience disadvantage

Stakeholder Group	Committed Action Statement	Output	Outcome	Responsibility	Timeframe
Service Users Community and partners	Build our cultural intelligence and work towards creating a culturally safe workplace	<p>Continue to promote Telephone Support Worker Training Scholarships available for ATSI women, women seeking asylum and a woman over the age of 50.</p> <p>Establish relationships with CALD and ATSI organisations to promote the scholarships to their communities.</p> <p>Assessment of the effectiveness of the scholarship program in attracting diverse participants.</p> <p>Map out ways in which we can encourage diverse participation in WIRE volunteering and implement key findings.</p> <p>Acknowledgement of country at all WIRE meetings.</p> <p>Staff and volunteers to undertake training to build understanding of CALD and ATSI communities</p>	<p>More ATSI and CALD service users are able to speak to Telephone Support Workers from their own communities</p> <p>ATSI, CALD and older women Telephone Support Workers have pathways to further study and employment</p> <p>Staff and volunteer have increased understanding of the dispossession of Australia's First Nation people and the impact of colonisation</p>	<p>Service Delivery Manager</p> <p>Training Coordinator</p>	Ongoing

Awareness and Understanding of Culture and Diversity Continued

Stakeholder Group	Committed Action Statement	Output	Outcome	Responsibility	Timeframe
Community and partners	Review training and professional development resources to ensure they are intersectional in outlook and culturally appropriate for diverse groups	Review of all training resources In-house training delivery contextualised and tailored for each session	More effective training resulting in increased financial wellbeing of diverse groups and an increased understanding of women as a diverse and complex cohort	Training Coordinator	Feb 2018 and ongoing
Community and Partners Service Users	Establish relationships with CALD and ATSI organisations to better understand how their communities experience financial exclusion.	Review appropriateness of service delivery, referral pathways and training. Explore tailoring The Purse Project for family violence workers engaged with CALD and ATSI communities.	Increased understanding of referral pathways for CALD and ATSI communities and more effective training to increase financial capability.	Service Delivery Manager The Purse Project Coordinator Business Development Manager	Dec 2018 and ongoing

Economic Participation and Status

We will:

- Take an intersectional approach in our financial wellbeing and resilience work to recognise the diversity of •
- Develop and enhance partnerships with government, community, corporations and other community services to work towards changes in policy and practice that enhance the economic participation of women including women from diverse and marginalised backgrounds
- Work strategically with other FIAP Trailblazers to improve financial outcomes for all women

Stakeholder Group	Committed Action Statement	Output	Outcome	Responsibility	Timeframe
Staff	Review workplace policies to ensure they are financially inclusive and explore how WIRE can create more sustainable employment opportunities for staff	<p>HR policies are reviewed and updated as required to be financially inclusive, family friendly and promote flexibility.</p> <p>Developing a career pathway for staff and volunteers by establishing a training pool. Workers that form the training pool will receive facilitator education and ongoing mentoring and support.</p> <p>Support ASU portable long service leave campaign.</p>	Staff have increased financial wellbeing	<p>CEO</p> <p>Deputy CEO</p>	Feb 2018
Staff Community and Partners	Continue to encourage diversity in the workplace and ensure our team is representational of the community	Review and update recruitment practices	Diverse groups are made aware of and able to access employment opportunities at WIRE	<p>Service Delivery Manager</p> <p>CEO</p>	Jul 2018
Staff and Volunteers	Include information on financial wellbeing options in staff and volunteer induction pack	Review and update induction pack	New staff and volunteers are provided with information about their financial options and know where to access further support	<p>CEO</p> <p>Finance Coordinator</p>	Jul 2018

Economic Participation and Status Continued

Stakeholder Group	Committed Action Statement	Output	Outcome	Responsibility	Timeframe
Volunteers Suppliers	Appropriate recognition of the emotional labour involved in sharing lived experience of events such as family violence	Develop and implement an Honorarium Policy	Wherever possible, WIRE research reference groups will include a paid position for a person with lived experience	Business Development Manager	Feb 2018
Community and Partners	Continue to advocate for financial equality of women	Actively participate in reference group meetings and working groups in the Victorian Government Economic Abuse Reference Group and other network opportunities. Through the NAB funded Women Thrive project, inform and lobby decision makers and influencers in government, academic, community sector and business.	Increased public awareness of financial abuse as a form of family violence Advocate for policy, legislative and cultural change to bring about systematic change that will reduce financial exclusion	CEO	Ongoing
Suppliers	Commit to supporting local, woman or ATSI owned businesses or social enterprise	Develop and implement an ethical supplier policy	Increased economic participation opportunities for those traditionally at risk of financial exclusion	Business Development Manager	Dec 2018 and ongoing

On behalf of the FIAP Partnership Group, I would like to acknowledge and congratulate WIRE Women's Information for your ongoing public commitment to financial inclusion and financial resilience.

Together we are embarking on a journey to explore, learn and grow – both as a program through this Foundation FIAP and as Trailblazers undertaking the important process of reducing inequalities and promoting inclusive growth in our communities.

Financial hardship can impact us all, at any stage in our lives – through the FIAP, our hope is that every organisation will be able to respond in time and every time to ensure financial hardship can be identified early, managed and overcome. By building capacity, awareness and greater access to appropriate products and services, organisations will see the social and economic benefits in their engagement, outcomes and prosperity of customers and employees.

The FIAP Partnership Group exists to support the growing community of practice to identify opportunities to better respond to financial risks, develop meaningful actions across key stakeholders and measure the social and economic impact. Drawing on our individual expertise the FIAP Partnership Group will provide implementation, evaluation and quality assurance support to ensure key actions you have identified are (i) on track to achieve the intended impact and (ii) engaging those stakeholders in most need of support. We are proud to be on this important journey with WIRE.

At the heart of the FIAP program is the belief that together we can achieve more. WIRE joins the growing community of organisations that understand they play a critical role in Australia's financial future – together we can reduce inequalities and realise inclusive growth for all Australians.

Sincerely,

A handwritten signature in black ink, appearing to read "Vinita".

Vinita Godinho – General Manager, Advisory
Good Shepherd Microfinance
On behalf of the FIAP Partnership Group.



Supported by



Australian Government
Department of Social Services



Good Shepherd
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Photo: Breeana Dunbar



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