



**ASIC**

Australian Securities & Investments Commission

# **Launch of ASIC multimedia activities on mobile phone use**

*Opening remarks by Greg Medcraft, Chairman,  
Australian Securities and Investments Commission*

Holy Cross College, Ryde

7 May 2013

## ***CHECK AGAINST DELIVERY***

### **Introduction**

Ladies and gentlemen, welcome to today's launch of ASIC's multimedia activities on mobile phone use for Australian students, parents and educators. I'm Greg Medcraft, Chairman of the Australian Securities and Investments Commission – or as we're more commonly known, ASIC.

This work has been an exciting example of collaboration and partnerships across key agencies and organisations. I'd like to acknowledge the representatives of our partner organisations who are here today:

- the Deputy Chair of the Australian Communications and Media Authority, Richard Bean,
- Telecommunications Industry Ombudsman, Simon Cohen.

I'd also like to extend a warm welcome to:

- Councillor Ivan Petch, Mayor of the City of Ryde
- Paul Clitheroe, who is Chair of the Australian Government Financial Literacy Board.

I'll shortly invite Paul to say a few words, but first I'd like to talk briefly about ASIC's commitment to helping young people develop good money and financial habits – skills and behaviours that will help them their entire lives.

### **ASIC's commitment to financial literacy education and MoneySmart Teaching overview**

While many organisations contribute to financial literacy (as demonstrated today), ASIC has overall responsibility for financial literacy at the federal level. This complements the work we do as a regulator and is consistent with our first strategic priority – helping Australians of all ages make confident and informed financial decisions. The foundation for this is learning the basic principles of money management.

ASIC's multimedia activities on mobile phone use support the development of consumer and financial literacy skills. This is part of ASIC's MoneySmart Teaching program – a program developed by ASIC and funded by the Australian Government to teach young people about money.

Through MoneySmart Teaching, we are teaching young people about:

- money and transactions
- planning and managing finances
- risk and reward, and
- being a savvy consumer.

## **ASIC's multimedia activities on mobile phones**

Australia has one of the highest levels of smartphone penetration in the world.

Almost three quarters of young Australians between the ages of 12 and 14 own a mobile phone. This access brings a world of incredible opportunities and challenges in terms of communication, interaction and entertainment.

In 2012, research by Google found that surveyed Australians had an average of 28 apps, 10 of which were purchased in an app store and were actively used in the past 30 days.

Parents want to be able to reach their children at any time. But mobile phones, like most technology, come with risks.

Research undertaken by ACMA in 2011 found 43% of 18 to 24 year-olds overspend on their mobile phone plan and this happens on average nearly three times a year. Fifteen per cent of those surveyed said they over spent by \$200 to \$500.

We need to teach young people how to manage their mobile phones and phone bills responsibly now, to prevent them falling into debt later.

ASIC's activities on mobile phone use combine colourful graphics and audio to teach young people how to:

- avoid spending on downloads for video, social media and games when there are cheaper options such as free wi-fi
- understand mobile phone advertising, and
- recognise and avoid spam and scams, and know where to go for help.

These activities can be used by teachers in schools throughout Australia, and by parents who are keen to help their children understand and make decisions on the challenging issues such as data usage, security and charges. More importantly, these activities enable young people to see the consequences of their actions in a safe, simulated environment.

## **Acknowledgements and Paul Clitheroe introduction**

I'd like to thank our partners, the Australian Communications and Media Authority, the Telecommunications Industry Ombudsman, the Australian Mobile Telecommunications Association and the Australian Competition & Consumer Commission for their support and expertise. I'd also like to acknowledge ASIC's MoneySmart Teaching team for its commitment to providing young Australians with early opportunities to develop consumer and financial literacy skills.

My thanks also to Holy Cross College principal, Adam Taylor, staff and students, and to Maree Simpson and her students at St Charles Catholic Primary School. We look forward to seeing you experience our activities for the first time.

I'd now like to invite Paul Clitheroe, Chair of the Australian Government Financial Literacy Board, to say a few words.

Please join me in welcoming Paul.