

THE
growth
DISTILLERY

*personal
finance*

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A WHOLE *News* WAY TO GROW



The story so far

- **Its turbulent times for Aussies' finances...**
For the first time in a generation Australian households are dealing with a volatile and inflationary financial outlook.
- **...and many lack the know-how to navigate this**
Regardless of income, lifestage or gender, everyone is feeling the pinch and pressure in the current climate. But those with a higher financial IQ are better equipped to weather the storm.
- **This creates a mindset split. Those leaning out...**
This group lack financial skills and may feel hopeless in the face of rising costs. Focused on managing the day to day, they're potentially digging themselves into a deeper hole.
- **...and those leaning in**
This group are more active, more confident and are looking to make better decisions now for their long-term future. They have a more diverse portfolio of products, explore different options and are more capable of making their money work for them.



➤ **This mindset divide is seen across generation and is influencing financial choices**

Those who lean in have a proactive approach to their finances, have more choices available to them and are able to better balance long and short term trade offs and goals.

➤ **There is a key opportunity for brands to guide better choices in a year of financial evaluation**

In a year where Australians are re-evaluating their spending and financial products, brands have a role to play in assisting them to make informed choices.

➤ **But this requires more than just access to the information**

It is about the right information, on the right topics, at the right time. The mindset split is evident across generation, so it is important to consider how these mindsets are impacting their lifestyle challenges and goals.



The Big story





It's a turbulent time for Aussies' finances

Inflation in Australia is now higher than any point in the last 30 years. Subsequently, 9 in 10 Australians report that their day-to-day costs are rising and 8 in 10 anticipate they will change their spending habits in the next 12 months.

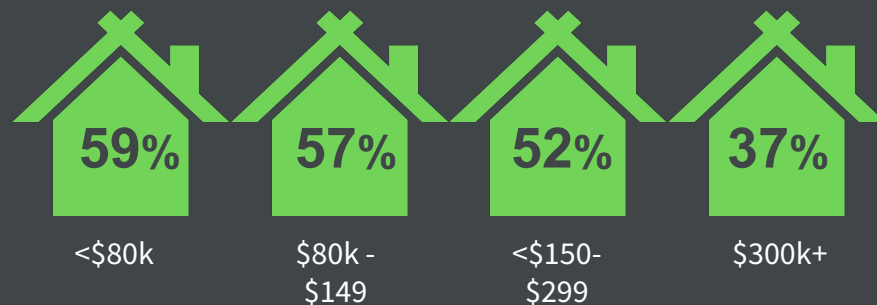
In this uncertain climate, making smart financial choices is more important than ever. Each decision we make now can have a compounding impact on our ability to weather the storm.

Australians are feeling the pressure...

The vast majority of Australians are in a worse financial position than they were 12 months ago. Regardless of income, lifestage or gender, most Aussies are feeling the pinch on their household budgets.

More than half of all households are in a worse financial position than they were a year ago. Rising costs of living are causing financial pressures for even the highest income households, with a third reporting negative impacts.

...at every level of wealth



Households that say they are **much worse** or **slightly worse** of than they were last year.

There is mindset divide in how people are navigating current economic challenges



Those

Leaning in



Those

Leaning out

The **more** people lean in the **more** aware they are of choices available to them. This creates **more opportunities for marketers**

Those who **lean into financial choices** tend to have more diverse portfolios and are more open to exploring providers in the next 12 months.

They are more likely to review or **change insurance providers**, explore **superannuation** options and **retirement funds**.

It is in the best interest of marketers to help more Australians lean into their finances.



Those Leaning in

This group are **more active, more confident** and are **looking to make better decisions** now for their **long-term future**.

They have a more proactive approach to their finances, seeking out information, making plans for the future, and investing time in building their **financial literacy**. This leads to **higher confidence and hope** for the future.



Those Leaning in ...



Eyes Wide open

Investing in building their financial literacy and feel more confident in their ability to make better choices.



Built up their Safety nets

More than just day to day management, they have developed and continue to build safety nets that can set them up for success.

2x more likely to say they have enough insurance to cover contingencies



Maximising their money

Focused on building wealth (55% compared to 33% of those leaning out) and more like to be making their money work for them

More likely to be:

- Investing in shares (39%)
- Creating a complimentary income streams (34%)
- Making additional contributions to superannuation (24%)

Those

Leaning out

This group have **lower financial confidence** and **skills** and may **feel hopeless** in the face of rising costs.

They are more likely to **avoid** thinking about their finances, preferring to deal with **immediate needs** as they arise.



Those Leaning out ...



Head In the sand

Lower financial IQ which leads to less confidence in managing personal finances, making it difficult to make informed choices or know what choice are available to them. This can result in disengagement.

1 in 4 don't like to think about their personal finances



Feel more Exposed

They are more likely to to say they feel hopeless in the face of rising costs, and feel more at risk overall.

48% say that circumstances out of their control tend to derail their finances



Managing Day to day

They are focused more on managing their finances day to day but are potentially digging themselves into a deeper hole for the longer term.

Goals that have become more important in the short term

- Increasing primary income (51%)
- Paying off debt (45%)
- Creating complimentary income (44%)

This mindset divide is seen across all generations

Those leaning-in



The Proactive Doers

"Adulting is here... I'm nervous, but excited!"



The Double Dreamers

It's getting harder, but we're still confident in reaching our goals"



The Hunter Gatherers

"We're saving hard now for our retirement and to be able to help the kids get into the property market."



The Cruiser Boomers

"We've saved hard and now intend to make the most of our retirement"

Gen Z

Millennials

Gen X

Baby Boomers

Those leaning-out



The Frustrated Strugglers

"Covid, lockdowns and now a cost of living crisis... what's next for our generation?"



The Pressured Independents

"Getting ahead is hard on a single income"



Fearful for the Future

"I hope I haven't left it too late."



The Frugal Seniors

"Will my super go the distance?"



The Struggling Families

"We're in survival mode week-to-week."

The mindset divide widens across the generations

There is less distinguishable difference in confidence and hope between those leaning-in and leaning-out in Gen Z. But there is a clear difference in their attitude and willingness to learn and engage in their personal finances.

As age and time kicks in, we begin to see a more stark contrast and wider divide between the those who lean in and lean out. This highlights the importance of early engagement, and the compounding effect it can have in later life.



It is driving different short and long term trade offs and choices

For Australian's The mindset split influences the way people make choices and trade offs.

Those who "lean in" have more options available to them and can balance long and short-term goals more effectively. They set goals for the future and make decisions with an eye towards achieving them. On the other hand, those who "lean out" tend to focus more on immediate needs and expenses, without considering the long-term implications.



Those leaning in are twice as likely to be *planning for their retirement*.
1 in 4 Gen Z in this mindset are already starting to do this.



As likely to be planning to invest in *managed funds and ETFs*, and twice as likely to invest in *shares* in the next 12 months

This same dynamic is seen across financial products, with different audiences either leaning in and engaging with the products, or leaning out and avoiding them

Those leaning-in



"Everything's so expensive I'm stretched thin as it is; I couldn't afford to live without my credit card."



"Retirement is coming, super is the word."



"I'm a long way off, but keen to start investing in my super now."



"Interest rate rises have got us really worried."



"A loan is the only way we can afford a wedding and new car."

Credit Cards

Superannuation

Mortgages/Home Loans

Lending

Those leaning-out



"I'm on a mission to clear my debt and set myself up for the next phase in life."



"Super? Maybe if I'm lucky I'll retire by 2100..."



"I'd love to own a home one day."



"We've almost paid off our mortgage, I don't want another one."



"We're not interested and don't need a loan."

The opportunity is for brands to guide better choices in a year of financial (re)evaluation

In a year where Australians are re-evaluating their spending and their financial products, brands have a unique opportunity to help them make informed choices for their future.





Connecting with audiences and their evolving priorities requires an understanding of *both* the **mindset divide** and their unique **generational challenges.**

While life stage has always been important, mindset is now becoming a critical factor in determining who is leaning in or out regarding financial decision-making and interest in financial products.

To effectively connect with diverse audiences on the products and issues that matter most in this uncertain climate, brands must consider both their mindsets and narratives.

The Generation View



Key cohorts identified across the generational and mindset divide

Those leaning-in



The Proactive Doers

Educated, ambitious and hungry, living out of home, but unsure on where to begin.

"Adulting is here... I'm nervous, but excited!"



The Double Dreamers

Coupled up and planning their futures, cautious but optimistic about turning dreams into reality.

"It's getting harder, but we're still confident of saving a deposit"



The Hunter Gatherers

Families of teenagers that are juggling planning their kids' futures and their own retirement.

"We're saving hard now for our retirement and to be able to help the kids get into the property market."



The Cruiser Boomers

Higher educated and outright homeowners, they've put in the work and are now ready to enjoy the spoils.

"We've saved hard and now intend to make the most of our retirement"

Gen Z



The Frustrated Strugglers

Casual workers likely to be living at home feeling overwhelmed, intimidated and anxious

"Covid, lockdowns and now a cost of living crisis... what's next for our generation?"



The Pressured Independents

Lower income, single earners who are flying solo but feeling the pressure.

"Getting ahead is hard on a single income"



The Struggling Families

Strained and stretched young families, balancing costs and feeling the struggle day to day

"We're in survival mode week-to-week."

Gen X



Fearful for the Future

Motivated child-free singles and couples with focus on their future retirements and plans.

"I hope I haven't left it too late."

Baby Boomers



The Frugal Seniors

Lower income retirees that are feeling concerned about their futures without a safety net.

"Will my super go the distance?"

Those leaning-out

Gen Z Snapshot



Gen Z Snapshot (separated by education and outlook)

The Archetype

LEANING-OUT The Frustrated Strugglers

Casual workers likely to be living at home, feeling overwhelmed, intimidated and anxious

39%

Of generation

LEANING-IN The Proactive Doers

Educated, ambitious and hungry, living out of home, but unsure on where to begin.

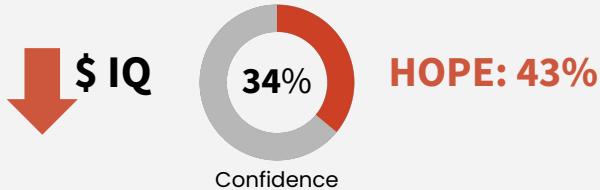
61%

Of generation

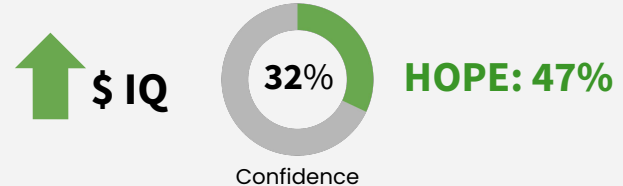
Key Demos

(More likely to be)

- Living at home
- Younger Gen Z (aged 18-22)
- Majority have just completed secondary school
- Working in Retail or Hospitality



- Living out of home,
- Older Gen Z (aged 23-26)
- Majority have completed tertiary education
- Working in Retail or Hospitality



Gen Z Snapshot (separated by education and outlook)

The Archetype

LEANING-OUT

The Frustrated Strugglers

Their Narrative

“Covid, lockdowns and now a cost of living crisis... what's next for our generation?”

Their Narrative Themes

Frustration with the System:

Struggle with personal finances
They feel the system is broken and working against them.

Housing Market Woes:

The property market feels intimidating and out of reach.
Rentals are hard to come by,

The Daily Juggle:

They are trying to build their savings, but are navigating a balancing act of uni, low paying jobs, plus living their youth (going out with friends, travelling).

Their Emotional State

Hopeless, Frustrated, Anxious

LEANING-IN

The Proactive Doers

“Adulting is here... I’m nervous, but excited”

Setting Themselves Up:

They have future goals in mind, and are looking to build solid wealth foundations.

Tackling the Systems:

They’re determined to actively break free from current system pressures.

Exploring Uncharted Waters:

They are motivated to explore new avenues to boost their wealth.

Anxious, Motivated, Determined

The Archetype

LEANING-OUT

The Frustrated Strugglers

Their Context

The current economic and social systems are perceived as stacked against them, and a high level of complexity means they feel it's all too hard to navigate. The barriers to enter are so high that they feel hopeless and as if they don't stand a chance.

Their Goals

Long term goals

- Building up my savings overall (57%)
- Building up my wealth (51%)
- Saving for a home deposit (39%)
- Increasing my primary income (37%)

Short term goals

- Going on an international holiday (40%)
- Creating a complementary income stream (23%)
- Going on a domestic holiday (21%)

LEANING-IN

The Proactive Doers

Having reached personal freedom post-lockdown and moving out of home, the economic crisis has come as a blow. They feel the established systems are against them, so are looking for new avenues to build wealth and live out their aspirations.

Long term goals

- Building up my savings overall (59%)
- Building up my wealth (52%)
- Saving for a home deposit (48%)
- Buying / investing in property (36%)

Short term goals

- Increasing my primary income (40%)
- Going on an international holiday (40%)
- Paying off my debt (excluding mortgage) (31%)
- Creating a complementary income stream (21%)

The Archetype

LEANING-OUT The Frustrated Strugglers

Their Needs

Simple Navigation and Direction

Their Learning Objectives

To learn the basics of investing, money management & planning:

- Investing in shares (40%)
- Investing in property (40%)
- Managing income (39%)
- Saving strategies (38%)
- Generating passive income (33%)



Shares



Property



Income management



Savings strategies



Generating passive income

LEANING-IN The Proactive Doers

Confidence and Progress

To explore new income and wealth building strategies:

- Investing in shares (46%)
- Generating passive income (36%)
- Saving strategies (35%)
- Starting a business (31%)



Shares



Generating passive income



Savings strategies



Starting a business

Millennial Snapshot



Millennial Snapshot

The Archetype

LEANING-OUT

The Pressured Independents

Lower income, single earners who are flying solo but feeling the pressure.

27%

Of generation

LEANING-OUT

The Struggling Families

Strained and stretched young families, balancing costs and feeling the struggle day to day

52%

Of generation

LEANING-IN

The Double Dreamers

Coupled up and planning their futures, cautious but optimistic about turning dreams into reality

21%

Of generation

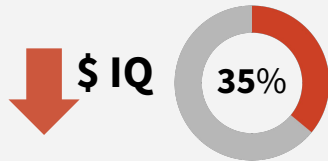
Key Demos

(More likely to be)

- Single income, no kids (aged 27-34)
- Lower household incomes (<\$100K)
- Majority have tertiary education
- Majority are currently renting

- Families with children Older (aged 35-41)
- Higher household incomes (>\$100K)
- Majority have tertiary education
- Homeowner with a mortgage

- Double income, no kids (aged 27-34)
- Higher household incomes (>\$100K)
- Majority are university educated
- Homeowner with a mortgage



Confidence

HOPE: 59%



Confidence

HOPE: 44%



Confidence

HOPE: 58%

Millennial Snapshot

News Corp Australia

The Archetype

LEANING-OUT

The Pressured Independents

Their Narrative

“Getting ahead is hard on a single income”

Their Narrative Themes

Assessing their Plan B:

Trying to assess their next move with cost of living pressures.

Futureproofing with Safety Nets:

Conscious of paying off debt and building their personal bank balance.

Investigating Side Hustles:

Determined to find a solution with keen interest in side hustles,.

Their Emotional State

Stressed, Worried, Uncertain

LEANING-OUT

The Struggling Families

“We’re in survival mode week-to-week.”

Everyday Challenges:

Day-to-day expenses are adding up putting strain on new parents.

Housing Unaffordability: Increase in housing costs is leaving little wiggle room for families.

Crying Out For Help:

Desperately looking for any help with budgeting solutions, hacks and tips on how to be financially savvy.

Concerned, Cautious, Stressed

LEANING-IN

The Double Dreamers

“It’s getting harder, but we’re still confident of saving a deposit / covering our mortgage”

Interest Rate Perils:

Rising interest rates are a real sore spot.

Short Term Sacrifices:

Right now, they are in reassessment mode, thinking about spending, saving, income streams and debt.

For Long Term Dreams:

Determined to not let their dreams fall to the wayside, with children, weddings, and travel priorities.

Apprehensive but Optimistic

Millennial Snapshot

The Archetype

LEANING-OUT The Pressured Independents

Their Context

Without anyone else to rely on, they are working on forging their own paths to independence and financial freedom.

Their Goals

Their biggest financial goals revolve around building their wealth.

Long term goals

To futureproof their financial security.

- Building up my savings overall (52%)
- Building up my wealth (45%)
- Saving for a home deposit (38%)

Short term goals

- Increasing my primary income (45%)
- Paying off my debt (ex. mortgage) (33%)
- Creating complementary income stream (27%)

LEANING-OUT The Struggling Families

An increase in everyday bills, and the current economic climate has led to significant pressures to make ends meet. Thinking short-term and are in survival mode, struggling to get by week to week.

Building up savings, wealth, and paying off the mortgage are key.

Long term goals

- Building up my savings overall (59%)
- Paying off my mortgage (45%)
- Building up my wealth (44%)

Short term goals

- Increasing my primary income (38%)
- Creating a complementary income stream (24%)
- Buying a car (24%)

LEANING-IN The Double Dreamers

Thinking about kids and the white picket fence. The current economic climate has come as a curveball, meaning re-evaluation of short term priorities to reach their dreams.

Long term goals

- Building up my wealth (57%)
- Investing in shares (37%)
- Building a complementary income stream (30%)

Short term goals,

- Building up my savings overall (60%)
- Increasing my primary income (47%)
- Going on an international holiday (46%)
- Paying off my debt (ex. mortgage) (35%)

Millennial Snapshot

The Archetype

LEANING-OUT

The Pressured Independents

Their Needs

Confidence & Motivation

Their Learning Objectives

To learn basic strategies across a range of topics:

- Investing in shares (37%)
- Generating passive income (37%)
- Saving strategies (35%)
- Investing in property (31%)
- Superannuation (30%)



shares



property



Super



Savings strategies



Generating passive income

LEANING-OUT

The Struggling Families

Short Term Security & Safety

Effective and easy to implement strategies for saving, building income and planning:

- Saving strategies (41%)
- Generating passive income (37%)
- Building an emergency fund (33%)
- Budgeting and financial planning (31%)
- Managing income (28%)



Savings strategies



Generating passive income



Emergency fund



Income management



Financial planning

LEANING-IN

The Double Dreamers

Reassurance & Empowerment

Strategic solutions to diversify their income:

- Generating passive income (48%)
- Investing in shares (38%)
- Investing in property (36%)
- Saving strategies (32%)
- Wealth accumulation strategies (30%)



Generating passive income



shares



property



Savings strategies



Wealth accumulation

Gen X Snapshot



Gen X Snapshot

The Archetype

LEANING-OUT Fearful for the Future

Motivated child-free singles and couples with focus on their future retirements and plans.



Of generation

LEANING-IN The Hunter Gatherers

Families of teenagers that are juggling planning their kids' futures and their own retirement.



Of generation

Key Demos (More likely to be)

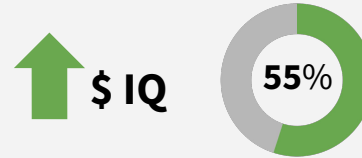
- Single / double income earners, no kids (aged 42-50)
- Lower household incomes (<\$100K)
- Majority have tertiary qualification
- Majority are currently renting



Confidence

HOPE: 59%

- Older families with teenage children (aged 51-57)
- Higher household incomes (>\$100K)
- Majority are university educated
- Majority homeowners with a mortgage



Confidence

HOPE: 61%

Gen X Snapshot

The Archetype

LEANING-OUT
Fearful for the Future

Their Narrative

“I hope I haven’t left it too late.”

Their Narrative Themes

Supercharging Retirement: They are firmly fixated on retirement and doing everything now to set themselves up.

Debt Clearing & Consolidation: Clearing any debt and consolidating their assets is a top priority in the short term.

Securing Financial Freedom: They are taking a hard look at their current financial position, evaluating their investments and income streams in preparation for the future.

Their Emotional State

Motivated, Goal-Oriented, Focussed

LEANING-IN
The Hunter Gatherers

“We’re saving hard now for our retirement and to be able to help the kids get into the property market.”

Surviving Today’s Pressures: More people in the home means high everyday expenses.

Empty Nester Retirement: Despite kids being their primary focus, they know in the distance is a future of being an empty nester & retiree and are starting to map what that looks like.

Setting Their Kids Up Financially: They are motivated to ensure they have the wealth and income streams established so that they can help their kids financially in the future.

Stressed, Goal-Oriented, Purposeful

Gen X Snapshot

The Archetype

LEANING-OUT Fearful for the Future

Their Context

With their eyes firmly on retirement, they are in consolidation mode, clearing their debts and securing their financial futures. Preparing for working less, they are assessing alternate sources of income including a portfolio of investments for the long-term.

Their Goals

Long term Goals

Centred around building a solid nest-egg for retirement and ensuring they are ready for future economic ups and downs.

- Building up my savings overall (49%)
- Building up my wealth (41%)
- Building retirement savings (34%)
- Creating a complementary income stream (23%)

Short term Goals

Clearing debt is their key priority, followed by increasing their primary income to set themselves up for financial freedom and their long-term goals.

- Paying off my debt (excluding mortgage) (34%)
- Increasing my primary income (29%)

LEANING-IN The Hunter Gatherers

With teenage children, they are navigating a more complex life matrix with two key horizon points. In the short term, it's all about schooling and children's activities, while in the long-term planning for their future as empty nesters and retirees.

Long term Goals

- Building up my savings overall (54%)
- Building up my wealth (48%)
- Building retirement savings (43%)

Short term Goals

- Increasing my primary income (35%)
- Creating a complementary income stream (24%)

Not changed

- Paying off my mortgage (46%)
- Going on an international / domestic holiday (both 38%)
- Paying off my debt (excluding mortgage) (31%)
- Paying for the education of someone else (26%)

The Archetype

Their Needs

Their Learning Objectives

LEANING-OUT

Fearful for the Future

Maximise Retirement

Strategies to **maximise their retirement**:

- Superannuation (29%)
- Retirement planning (28%)
- Generating passive income (28%)
- Wealth accumulation strategies (25%)
- Saving strategies (25%)



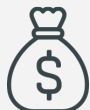
Super



Retirement
planning



Generating passive
income



Wealth
accumulation



Saving
Strategies

LEANING-IN

The Hunter Gatherers

Higher Level Advisory Strategic Short & Long Term Planning

Strategic **short and long term planning**:

- Generating passive income (33%)
- Retirement planning (26%)
- Superannuation (26%)
- Investing in shares (26%)
- Wealth accumulation strategies (25%)



Generating passive
income



Retirement
planning



Super



Shares



Wealth
accumulation

Boomer Snapshot



Boomer Snapshot

The Archetype

LEANING-OUT

The Frugal Seniors

56%

Of generation

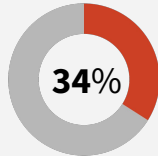
Key Demos

(More likely to be)

- Lower household incomes (<\$60K), (aged 66+)
- Ave household wealth (\$500k)
- Majority have just completed secondary school
- Majority are outright owners



\$ IQ



Confidence

HOPE: 43%

LEANING-IN

The Cruiser Boomers

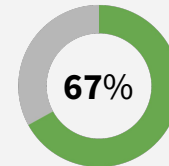
44%

Of generation

- Higher household incomes (>\$60K) (aged 58-65)
- Ave household wealth (\$1.1m)
- Majority are university educated
- Majority are outright owners



\$ IQ



Confidence

HOPE: 79%

Boomer Snapshot

The Archetype

LEANING-OUT
The Frugal Seniors

Their Narrative

“Will my super go the distance?”

Their Narrative Themes

Keeping Costs Down: They’re having to crack down on their daily budgets and spending for everyday expenses, only purchasing the essentials to get by.

Will I Have Enough? They are heavily reliant on their super and savings, and an increase in day to day expenses has many feeling concerned for their futures.

Managing the Unexpected: They have entered a new life stage that comes with unexpected, expensive events (e.g. illness, death) and with no solid income, many are worried.

Their Emotional State

Hopeless, Despair, Forgotten

LEANING-IN
The Cruiser Boomers

“We’ve saved hard and now intend to make the most of our retirement”

Retiring Comfortably: Those in their last working years are doing what they can now to ensure they’re comfortably set up for retirement.

Seeing the World: They’ve worked hard and now want to enjoy life, with travelling both domestically and internationally high on their priority list.

Maximising Super & Investments: They’re highly engaged, looking at different investment options, how to boost and maximise their investments and super to get the best returns.

Engaged, Focused, Self-Oriented

Boomer Snapshot

The Archetype

LEANING-OUT The Frugal Seniors

Their Context

Having already entered or fast approaching retirement, they are relying on their savings and super to get by. The addition of unexpected life events (e.g. health issues) on top of the cost of living crisis is creating enormous day to day pressures, and they're feeling left out of the conversation.

Their Goals

Unchanged goals.

- Building up my savings overall (42%)
- Going on a domestic holiday (36%)
- Going on an international holiday (29%)
- Building retirement savings (27%)
- Retiring (25%)

Short term goals

- Paying off my debt (excluding mortgage) (18%)
- Increasing my primary income (14%)
- Paying off my mortgage (12%)

LEANING-IN The Cruiser Boomers

Managing their investment portfolios with multiple streams of income, they are focused on maximising this in the present to live comfortably for the years to come. They're living life travelling, and enjoying their personal and financial freedom.

Unchanged goals,

- Building up my savings overall (46%)
- Building retirement savings (46%)
- Going on a domestic holiday (39%)
- Building up my wealth (37%)
- Going on an international holiday (37%)
- Retiring (37%)

Short term goals

- Creating a complementary income stream (20%)
- Paying off my debt (excluding mortgage) (18%)
- Increasing my primary income (13%)

Boomer Snapshot

The Archetype

LEANING-OUT The Frugal Seniors

Their Needs

Hope, Optimism, Support & Comfort

Their Learning Objectives

They have **less of an appetite to learn**, but key topics include:

- Saving strategies (22%)
- Retirement options (18%)
- Generating passive income (16%)
- Retirement planning (16%)
- Superannuation (18%)



Saving Strategies



Retirement Options



Generating passive income



Retirement Planning



Super

LEANING-IN The Cruiser Boomers

Personalised Advice,
Confirmation from an Expert Sounding Board

They are seeking an **expert sounding board and advice** on:

- Retirement planning (32%)
- Retirement options (31%)
- Superannuation (25%)
- Generating passive income (22%)
- Wealth accumulation strategies (17%)



Retirement planning



Retirement Options



Super



Generating passive income



Wealth accumulation

The Product View



Credit Cards

Many are aiming to avoid credit cards and BNPL, instead making an active effort to pay off debts. Those most under pressure are leaning into the use of CC & BNPL out of necessity due to increased everyday expenses and low disposable incomes.



Credit Cards

LEANING-IN

Their Narrative

“Everything’s so expensive I’m stretched thin as it is; I couldn’t afford to live without my credit card.”

Why This Is Happening

Those really feeling the pinch of the cost of living crisis due to low wages, low disposable income, increased everyday expenses, or combination of these means they don’t have the funds available to get by. They are using both credit and BNPL solutions to manage this out of necessity, rather than preferred choice.

Their Goals

Their big wealth building and savings goals have been put on the back burner, becoming more important in the **long term**, suggesting they’re focussed right now on getting through the weeks.

- Building up my savings overall (59%)
- Building up my wealth (46%)

Short term, they’re primarily focused on increasing and diversifying their income, suggesting they’re looking for solutions to boost this and become less reliant on credit.

- Increasing my primary income (38%)
- Creating a complementary income stream (24%)

LEANING-OUT

“I’m on a mission to clear my debt and set myself up for the next phase in life.”

Whether young or old, majority of people are aware of the negative impacts of debt. To futureproof and set themselves up for the next life phase (whether that be a new house, family, or retirement), they’re actively working towards clearing their debt now and building wealth, over relying on credit.

Their **long term** dreams of building a solid nest-egg are salient motivators to keep their debt down today.

- Building up my savings overall (51%)
- Building up my wealth (41%)
- Building retirement savings (33%)

Short term, their primary goal is paying off debt plus increasing and diversifying their income, suggesting they’re being proactive and action-oriented about debt.

- Paying off my debt (29%)
- Increasing my primary income (28%)
- Creating a complementary income stream (21%)

Credit Cards

Their Narrative

“Everything’s so expensive I’m stretched thin as it is; I couldn’t afford to live without my credit card.”

“I’m on a mission to clear my debt and set myself up for the next phase in life.”

The Archetypes

The Struggling Families, Frustrated Strugglers

The Proactive Doers, The Pressured Independents, The Double Dreamers, Fearful for the Future, The Hunter Gatherers, The Frugal Seniors, The Cruiser Boomers

What Brands Need To Do

Make it simple for people to survive the short-term without losing sight of establishing a more long-term & proactive approach to their finances

Empower people to take control of their personal finance on a more long term basis and establish whether there is a role for credit in it

LEANING-IN

LEANING-OUT

Superannuation

Older generations are highly engaged with superannuation, looking to supercharge this pre-retirement. For younger generations it's a lower priority, but the majority are keen to get ahead now and start investigating different options.



Superannuation

News Corp Australia

Their Narrative

LEANING-IN

“Retirement is coming, super is the word.”

Why This Is Happening

Retirement is fast approaching or already here, and super is at the forefront of their minds. They’re looking for ways to maximise and use this to the best of their advantage.

Their Goals

Long term goals

- Building up my savings overall (48%)
- Building up retirement savings (37%)
- Building up my wealth (36%)

The top areas of **financial knowledge** they want to learn more about revolve around retirement and super.

- Retirement planning & options (34%)
- Superannuation (23%)

LEANING-IN

“I’m a long way off, but keen to start investing in my super now.”

Further down their priority list as retirement is a long way away, there is still interest in how super works, and how they can get ahead by building it now.

Long term goals

- Building up my retirement savings (25%)
- Retiring (12%)

While lower in importance, there is still **appetite to start learning** about these topics.

- Superannuation (26%)
- Retirement planning & options (21%)

LEANING-OUT

“Super? Maybe if I’m lucky I’ll retire by 2100...”

They are preoccupied with other personal finance topics, and super is not currently on their radar.

Long term goals.

- Building up my retirement savings (15%)

They are not particularly interested or invested in learning more about super and retirement, with neither making it in to their top 10 financial topics.

- Superannuation (18%)
- Retirement planning & options (18%)



Retirement Options



Retirement Planning



Super

Superannuation

News Corp Australia

Their Narrative

“Retirement is coming, super is the word.”

The Archetypes

Fearful for the Future, The Hunter Gatherers, The Frugal Seniors, The Cruiser Boomers

What Brands Need To Do

Provide targeted & specific advice on how to maximize super & retirement plans

LEANING-IN

“I’m a long way off, but keen to start investing in my super now.”

The Proactive Doers, The Pressured Independents, The Double Dreamers, The Struggling Families

Lower the barriers to entry & focus on creating a more engaging experience to keep super top-of-mind

LEANING-IN

“Super? Maybe if I’m lucky I’ll retire by 2100...”

Frustrated Strugglers

Innovate ways that super can become relevant for the youngest generations

LEANING-OUT

Everyday Banking

The current economic pressures mean saving is a hot priority for the vast majority of Aussies. Those leaning out are more focused on saving for the present and getting through the short term, while those leaning in are looking to their longer term dreams.



Everyday Banking

LEANING-IN

Their Narrative

“Budgeting and saving is important to deal with all the current financial pressure.”

Why This Is Happening

They don't know how to play the financial game and are feeling hopeless in the face of rising costs. They're focused on managing the day to day expenses, trying to reduce unnecessary spend where they can, without compromising their lifestyles.

Their Goals

Short term goals

Their big focus is on boosting and diversifying their income streams, likely in an effort to build their savings pools fast.

- Increasing my primary income (32%)
- Creating a complementary income stream (21%)

Learn more about:

- Saving strategies (31%)



Saving Strategies

LEANING-IN

“Saving money today will set us up for future financial success”

They are more confident and looking to make better decisions now for their long-term future. They're saving for their futures, to live out their big dreams and goals and looking for savvy to boost their income and wealth.

Long term goals

It's all about building a solid wealth pool so they can live out their dreams, whether it's a house deposit, children's educations, travelling or retirement.

- Building up my savings overall (52%)
- Building up my wealth (45%)
- Building retirement savings (35%)

Learn more about:

- Generating passive income (32%)



Generating passive income

Everyday Banking

News Corp Australia

Their Narrative

“Budgeting and saving is important to deal with all the current financial pressure.”

“Saving money today will set us up for future financial success”

The Archetypes

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The Proactive Doers, The Double Dreamers, Fearful for the Future, The Cruiser Boomers

What Brands Need To Do

Create an easier and more engaging everyday banking experience with simple saving strategies & hacks

Create an everyday banking experience with personalised advice and proactive strategies to save for the future

LEANING-IN

LEANING-IN

Wealth Creation

Both mindsets recognise that being reliant solely on their income may not be enough or could put them at risk, so they are looking for ways to diversify and build wealth.



Wealth Creation

News Corp Australia

LEANING-IN

Their Narrative

“Everyone’s talking passive income, I want to know more!”

Why This Is Happening

The younger generations are very intrigued by new avenues of wealth creation, with passive income, side hustles and new ways to invest hot on their priority agendas. There is an increasing amount of discourse around the need for multiple income streams to both survive and thrive.

Their Goals

Long-term goals

- Building up my wealth (47%)

Short term goals

Their priorities mirror the financial topics they’re most interested in learning more about.

- Creating a complementary income stream (43%)
- Investing in shares (25%)

LEANING-IN

“I’ve got my property and shares investments sorted.”

Boomers are more financially confident and set in their ways when it comes to managing their finances. Most are already playing the investment game in some capacity, preferring traditional investments like property, stocks and shares.

Unchanged goals

Building wealth and investing hasn’t changed in importance for this audience, likely as their habits have been established well before the last year. They’re at the stage of life where they want to reap the benefits of their investments, with travelling a higher priority.

- Going on a domestic holiday (37%)
- Going on an international holiday (32%)
- Building up my wealth (27%)
- Investing in shares (13%)

Wealth Creation

News Corp Australia

Their Narrative

“Everyone’s talking passive income, I want to know more!”

“I’ve got my property and shares investments sorted.”

The Archetypes

The Proactive Doers, The Double Dreamers, Fearful for the Future

The Cruiser Boomers, The Frugal Seniors

What Brands Need To Do

Feed their curiosity for knowledge on new possibilities for wealth creation and innovate ways to make it even more attractive

Act as a sounding board for their current wealth creation & investment strategies and advice on how they can maximize these without leaving their comfort zone

LEANING-IN

LEANING-IN

Lending

(excluding mortgages)

Younger generations, particularly those with lower cash flows, are looking to lending products to enable them to cover big life purchases or events such as a car, education, and weddings.



Lending

LEANING-IN

Their Narrative

"A loan is the only way we can afford a wedding and new car."

Why This Is Happening

For younger generations, fronting up a large sum of money for an expensive purchase (such as a car, education, weddings, or other personal reasons) is difficult due to lower savings pools. Many have explored loan options to cover this, giving them freedom to live how they want in the present.

Their Goals

short term goals

Some large, discretionary purchases have become more important in the short term for this audience, suggesting they could be investigating loan options to help with payment.

- Going on an international holiday (39%)
- Going on a domestic holiday (29%)
- Buying a car (26%)

LEANING-OUT

"We're not interested and don't need a loan."

Very little interest in acquiring a new loan – few mention paying off the remainder of a personal loan.

Lending

News Corp Australia

Their Narrative

"A loan is the only way we can afford a wedding and new car."

"We're not interested and don't need a loan."

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Fearful for the Future, The Hunter Gatherers, The Cruiser Boomers, The Frugal Seniors

What Brands Need To Do

Make it easy for people to live 'in the now' without compromising on a healthy financial future

LEANING-IN

Investigate new potential opportunities within this segment or focus on other segments only

LEANING-OUT

Mortgages / home loans

Owning a home is still a big dream for many of the younger generations. There is however concern around interest rate rises and the impact of this for those already with a mortgage.



Mortgages

News Corp Australia

LEANING-IN

Their Narrative

"I'd love to own a home one day."

Why This Is Happening

They're earlier in their home ownership journey with big future dreams in mind. Many are actively saving towards a home deposit, so they are starting to explore their options.

Their Goals

Long term goals

- Saving for a home deposit (42%)
- Buying / investing in property (32%)

Short term they're doing what they can to enable this dream by clearing debt and boosting income.

- Increasing my primary income (43%)
- Paying off my debt (excluding mortgage) (32%)
- Creating a complementary income stream (24%)

LEANING-IN

"Interest rate rises have got us really worried."

Increase in mortgage repayments is putting a strain on their budgets and financial situations. Concern about rate rises and the end of their fixed rate mortgages, and how this will impact their goals and lifestyle.

Long term goals

- Paying off my mortgage (44%)

Short term Increasing their income, likely to help with mortgage repayments.

- Increasing my primary income (41%)
- Creating a complementary income stream (26%)

LEANING-OUT

"We've almost paid off our mortgage."

For our older generations, there is very little interest (or ability) to acquire a new home loan. There is some fear and concern around interest rates rising, what this means for paying off the remainder of their loans.

For those still with a mortgage, paying it off has **not changed** in priority level, suggesting they are comfortable managing this with many close to the end of their loan.

- Paying off my mortgage (26%)

Mortgages

News Corp Australia

Their Narrative

"I'd love to own a home one day."***"Interest rate rises have got us really worried."******"We've almost paid off our mortgage."***

The Archetypes

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The Pressured IndependentsThe Double Dreamers,
The Struggling FamiliesFearful for the Future, The Hunter Gatherers,
The Cruiser Boomers, The Frugal Seniors

What Brands Need To Do

Make the path to obtain a home loan simple & engaging by removing barriers

Empower them with confidence, hope and practical tools to get through the short-term crisis

Create a smooth road to becoming debt-free

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