

vida

Workshops & Curriculum Overview 2021-22

A social enterprise creating financially confident,
capable and courageous young women.



Who are we?

vida is an educational initiative dedicated to equipping young women with the skills, attitudes and knowledge to become financially literate within and beyond the classroom.

HOW OUR JOURNEY BEGAN

Named in honour of 20th century women's rights trailblazer, Vida Goldstein, vida was founded in 2020 and is run by two passionate graduates from the University of Melbourne, Angela and Diya.



Angela Stevens



Diya John

OUR PROGRESS SO FAR

Over the past 18 months, we've run multiple in-person and virtual workshops with Victoria's leading girls' schools and local organisations across the state.

WE'RE BACKED BY INVESTORS

vida is the winner of the 2019 University of Melbourne Startup Pitch Competition and the 2020 SEFA x Macquarie Kickstarter Program.



Australia's Problem

Financial literacy is the cornerstone of our economic well-being.

Yet Australia's education system faces a crisis on two fronts:

- ! Personal finance education is overwhelmingly under-delivered in schools.
- ! There exists a sizeable gender knowledge gap in financial literacy. This gender divide manifests during teenage years, when parents generally and inadvertently frame conversations around money differently with their sons.

Young women are the least financially literate people nationwide and are twice as likely to experience financial abuse throughout their lifetimes.

- ! Unfortunately this educational gap has and will continue to prevent young women from making informed decisions about their finances. This gender knowledge gap culminates in a gender wealth gap that disadvantages women, and leaves them too reliant upon others to manage their financial choices.
- ! Vida Goldstein herself partially attributed her successful financial literacy journey to the encouragement she received from her parents from a young age to become financially independent.

Our mission is a critical one, especially in light of COVID-19.

The pandemic sent Australia tumbling into a 'pink-collar' recession, intensified our money woes and exacerbated our nation's gender wealth gap. In a time where mastering 'money talk' has never been more valuable, we're committed to ensuring that the next generation of young women can develop a healthy relationship with money that will guide them towards the financial freedom they deserve.



Australia's Problem

What does our nation's gender wealth gap look like?

1 It starts here ...



Lack of awareness from youth

Over 85% of young women under 35 can't identify basic financial and investment concepts.

Financial fears begin to surface

41% of young women find dealing with money "stressful and overwhelming".

vida steps in at this pivotal stage!

We tackle the gender wealth gap at its infancy by educating young women on personal finance basics, helping them to take charge of their financial well-being from a young age.

2 ... without vida, the gap widens ...



Income gap emerges

On average, women earn at least 14.2% less than men in full-time, weekly base salaries alone.

The super gap is exacerbated by the COVID-19 pandemic

The super gap widened from 21% to 46% between men and women aged 25-34 in 2020.

3 ... eventually ending here!



The risk of falling into poverty during retirement escalates

On average, Australian women retire with 47% less super than men.

Poverty prevails

Australian women are 2.5 times more likely to live in poverty, with those over 55 at the greatest risk of homelessness.

Our Mission

How do our workshops kickstart the financial futures of Australia's young women?

Our evidence-based curriculum has three core focus areas:

Financial attitudes

Why should we care?

Students will cultivate positive behaviours to manage their spending, saving and wealth creation habits.

Financial knowledge

What should we know?

Students will understand how our economy and money works, and the foundations of the gender wealth gap.

Financial skills

How can we become financially independent?

Students will develop the necessary skills to spend, save, grow and protect their money.

By the end of our workshops, every student will...

CONFIDENTLY

Manage their spending habits, set achievable savings goals and recognise financial pitfalls.

CAPABLY

Source and interact with financial products, advisors and services, and share their knowledge and money wins with family and friends.

COURAGEOUSLY

Take steps to invest and grow their wealth throughout life!



Our Workshops

What makes our curriculum so unique?

vida's engaging workshops are tailored to young women aged 14 to 25 and combine easily digestible content with fun and interactive activities.

We work flexibly with schools and organisations to craft a bespoke workshop bundle that carefully balances structured and pre-prepared topic matter with your and/or your students' needs.

Our curriculum has been developed in alignment with the federal government's 2011 National Consumer and Financial Literacy Framework, ASIC's 2018 Financial Literacy Strategy and PISA's OECD Financial Literacy Strategy to ensure its legitimacy and relevance.

We recognise that comprehensive financial literacy education extends beyond the classroom.

At vida, we firmly believe that many formative money conversations take place at our dinner tables!

We therefore also educate parents on how they can support and empower their daughters to have proactive and informed conversations about their financial choices.



Our Workshops

How are our workshops structured?

TARGET AUDIENCES

- 🍃 School workshops are delivered to Years 9-12 students and tailored specifically to individual year levels.
- 🍃 We also deliver workshops to tertiary institutions (in conjunction with the institution directly or with student societies and colleges), local organisations and parents.

WORKSHOP DURATION

- 🍃 Flexible, depending on the school's and/or organisation's needs. Our school workshops can be comfortably slotted into a school period or lunchtime session and require at least two workshop facilitators.
- 🍃 Most workshops will run for a minimum of 40-60 minutes and cover two or more topics from our curriculum list.

GROUP SIZE

- 🍃 **Classroom format: 25-40 students**
Our tertiary student and parent workshops are usually delivered in this format, with a minimum of 20 attendees.
- 🍃 **Assembly format: 50-150 students, depending on the size of the year level.**



Our Curriculum

Our flexible curriculum system allows schools to customise their own workshop package by combining together several topics taught across five series, listed below.

Series

What will students learn?

So, what's the big deal?

Here, we set the stage by exploring the importance of financial literacy to build independence. This series is used to open our first workshop/the workshop bundle.

Money & Mindset

In this series, students will develop budgeting skills, savings mindsets and learn more about how their consumption choices affect our economy.

Basics with the Bank

Topics include inflation, interest rates, compound interest, the differences between credit and debit cards and savings and transaction accounts.

Investing Essentials

Students are introduced to share market basics, the importance of diversification and how to create an investing portfolio.

For your Financial Future

Our final series builds on the concepts above to best prepare students for their money journey after they leave the classroom, exploring topics such as superannuation, tax, BNPL, HECS, financial scams...and more!



Curriculum Levels

Each series builds upon four different levels of depth to cater for students of different year levels and stages of their personal finance journeys.

Choose a mix of levels and topics to build your perfect workshop!

- 🍃 We aim to cover two or more topics per workshop.
- 🍃 Each topic includes at least 10-15 mins of content, plus some interactive activities.
- 🍃 Schools are also welcome to suggest any topics not covered on this list.

LEVEL 1

Recommended for
Year 9 & 10 students.

*Here, students learn the basic financial building blocks that will help them on the rest of their journey, with an **even coverage across each series.***

- 💰 First job basics: how to get your TFN and read your first payslip
- 💰 Needs vs. wants: the crucial step to setting your first budget!
- 💰 Opening your first savings account
- 💰 How do interest rates work?
- 💰 Actively or passively earning an income - what's the difference?
- 💰 How and why are we taxed?

LEVEL 2

Recommended for
Year 10 & 11 students.

*At this level, we uncover the role of money in our lives and the economy, with particular focus on our **Money and Mindset** and **Basics with the Bank** series.*

- 💰 When prices go up, up and stay up: how does inflation work?
- 💰 Set 'n' save: how can students set their first savings goals?
- 💰 How do interest rates and compound interest work?
- 💰 **What's the difference between:**
 - Savings and transaction accounts?
 - Credit and debit cards?
- 💰 How does Australia's superannuation system work?
- 💰 The know-hows of loans, credit scores and going into debt
- 💰 The ripple effect: how we can become conscious consumers

LEVEL 3

Recommended for
Year 11 & 12 students.

*We explore growing and protecting our money in more depth and draw topics primarily from our **Investing Essentials** and **For your Financial Future** series.*

- 💰 Building your first budget - our CASH method in full!
- 💰 How do buy-now-pay-later services work?
- 💰 How to invest in the share market and build an investing portfolio
- 💰 Super fundamentals: how to choose the best superfund for you?
- 💰 Too good to be true: avoiding financial scams and influencers
- 💰 HELP for your HECS: understanding uni fees in Australia
- 💰 How much will your first car cost?
- 💰 Moving overseas 101: how to 'find yourself', with a discount!



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LEVEL 4

Recommended for Year 12 and/or university students (18-25 years).

Topics from our *For your Financial Future* series are the core focus for this final level.

We highly recommend combining topics covered at Level 3 with Level 4 topics in a workshop bundle!

- 💰 To buy, rent or rent-vest? Demystifying the property market!
- 💰 How to do your tax return
- 💰 She's a queen: how to start your own business/side-hustle
- 💰 What do financial advisers do?
- 💰 How much does it cost to move out of home?
- 💰 The safe stash of cash: how to build your first emergency fund!
- 💰 You, insured: private health and life insurance basics
- 💰 Mystery coins: bitcoin, crypto and NFTs explained!
- 💰 **Careers mini-series:**
 - How to smash a job interview!
 - How can I ask for a pay rise?
 - How does salary packaging and sacrificing work?
- 💰 Money and relationships: when and how should we talk to our partners about money?
- 💰 Build back better: how we can recover from debt spirals!
- 💰 From CEOs to IPOs: how we navigate financial news

FOR PARENTS



Our parent workshops equip parents with helpful pointers and actionable strategies to guide their daughters through each stage of their personal finance journey.

These supplementary seminars are based on the four levels of our curriculum.

We collaborate with School Councils/Boards to plan and design these workshops on behalf of parents.



Pedagogical Style

How do we run our workshops?

Our workshops are facilitated by passionate, knowledgeable and highly experienced young people, who use their stories to connect with students and parents and explain complex concepts in an easy-to-digest manner.

Most importantly, we're by young women, for young women.

As recent high school and university graduates ourselves, we're best positioned to identify and resonate with young women's concerns about money. Connecting with our audience is our main priority, and our workshops are facilitated in a comfortable and supportive environment to do just that!

HERE'S WHAT YOU CAN EXPECT...

During the workshop:

- 🍃 Our workshops are delivered alongside audio and visual guides to simplify the concepts taught in each session.
- 🍃 Interactive activities are also used to apply the concepts learned to real-life scenarios.
- 🍃 In particular, our student workshops are designed to accommodate and engage students of all learning styles and abilities.

After the workshop:

- 🍃 We equip all attendees with practical 'next steps' and summary materials to support their learning beyond each workshop.
- 🍃 We also provide comprehensive Q&A handouts with detailed answers to questions asked prior to and throughout the workshop.



Caring for Community

Community building is central to our virtuous cycle!

SCHOOL ALUMNI



We recruit Year 12 graduates who have attended our workshops as facilitators to pass on their knowledge to younger students.

STUDENTS



We arm students with the skills, knowledge and attitudes to become financially literate. Our take-home resource packs support students' learning beyond the classroom.

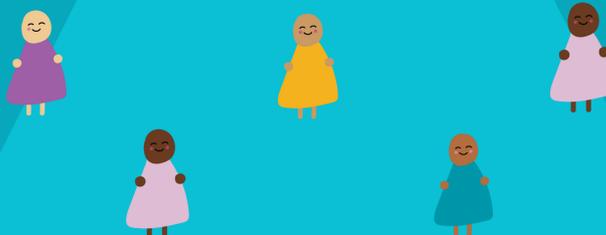
vida



PARENTS



We run workshops for parents to strengthen their involvement in their child's financial literacy journey and the school community, equipping them with practical tips to begin money conversations at home!



Pricing System

Much like our curriculum, our prices are flexible

Our workshops are offered at a competitive and accessible price for all students, parents and organisations.

Typically, we charge a minimum of \$5 per person per workshop. However, schools and organisations can request to run a “bundle” of workshops with us and negotiate a discounted price, comprising a minimum of three workshops.

Our pricing model is included below:

<i>Per workshop</i>		<i>Throughout the year</i>
Schools <i>Individual year levels</i>	Parents, tertiary and external organisations	Bundle <i>Minimum 3 workshops</i>

Please contact us to further discuss pricing.

HOW OUR PRICING SYSTEM WORKS

We offer a tiered pricing system and work collaboratively with each school and organisation to design a workshop curriculum and structure that will best suit their needs. Please contact us at schools@vidamelb.com or organisations@vidamelb.com to discuss pricing.

FOR SCHOOLS



We aim to run at least one workshop per year level. The topics covered in each workshop are at the school’s discretion. Our parent workshops are designed to be run at least once per year.

FOR ORGANISATIONS



We aim to run at least one workshop throughout the year. We’ve worked alongside tertiary and local organisations to prepare personal finance-themed professional development days, inaugural conferences and more!

Our Impact

Our awesome results speak for themselves...

Here's what 250+ young women have said about us!

“ The content was explained in a really great way, making it understandable for me even though this information is very new. I definitely feel like I'm more well-versed in the field of financial literacy now...after years of not understanding my super, having it be explained to me this way was very helpful.



Student, University of Melbourne

“ You were fantastic, I really appreciate you taking the time ... to teach young women these concepts and how there's such a massive financial gender divide.



Student, YWCA's Young Women's Council

“ The workshop was super useful and insightful as well as tailored to our requests!



Student, Mac. Robertson Girls' High School

On average, students more than double their knowledge and confidence in basic financial concepts across our whole curriculum!



96%

of students said complex financial concepts were explained in an easy-to-digest manner.

91%

of students were “extremely likely” to recommend our workshops to a friend.

86%

said the difficulty of the workshop was pitched to their level of understanding and that they could easily clear up areas of confusion.



What's next?

A checklist of next steps to work through



When can we work with your school's year levels?

We prefer to work with Year 11 and 12 students at the start of the year (Terms 1 and 2 respectively), followed by Year 9 and 10 students in Terms 3 and 4. Workshops for parents, tertiary students and local organisations can be run at any time of the year.



Pick your mix of topics

Left to discretion of students, teachers, parents or attendees, usually via a pre-workshop survey.



Lock in a workshop date and finalise logistics!

Keep in mind...

- 💬 When is a time that would suit best in your school's/organisation's calendar?
- 💬 How many students would be attending each workshop?
- 💬 Where would the workshops be run?



How many workshops would you like to run?

Looking to book at least 3 workshops? We'll prepare a workshop bundle that suits your needs!



Before we wrap up...

We'll send around feedback surveys, 'next steps' with workshop summary materials, and detailed answers to all the questions asked during the workshop.



Ask yourself this...

Are you willing to stand by and watch Australia's future face of poverty become female?

Because we certainly aren't.

Let's continue the conversation about transforming the financial futures of Australia's young women.

Stay connected with us!



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For general inquiries

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