

# IFIGS 5<sup>th</sup> International Meeting

## Session 3: Promoting financial education for insurance consumers

PIDM's evolving role in the financial education landscape

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Perbadanan Insurans Deposit Malaysia  
Protecting Your Insurance And Deposits In Malaysia

# Agenda

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- 1 Introduction
  - 2 PIDM's approach to public awareness and education
  - 3 Conclusion

## 1. Introduction

Perbadanan Insurans Deposit Malaysia (PIDM) administers the insurance guarantee scheme, and is a key player in financial consumer protection in Malaysia

### Regulators



BANK NEGARA MALAYSIA  
CENTRAL BANK OF MALAYSIA

Regulate financial consumer protection and carry out market conduct supervision



Perbadanan Insurans Deposit Malaysia  
Malaysia Deposit Insurance Corporation

Protect depositors and owners of takaful certificates and insurance policies



Suruhanjaya Sekuriti  
Securities Commission  
Malaysia

Protect investors



Suruhanjaya Koperasi Malaysia

Ensure continuous and professional regulation of co-operatives



SURUHANJAYA PERSAINGAN MALAYSIA  
Malaysia Competition Commission

Safeguard free and fair competition in markets for consumer benefit

### Redress and advisory bodies



OFS  
OMBUDSMAN FOR FINANCIAL SERVICES  
OMBUDSMAN PERKHIDMATAN KEWANGAN

Coordinate and pool resources in consumer interface and education initiatives

Provide avenue for consumer advisory services and dispute resolution

### Industry and association players

- Provide consultation on introduction and implementation of market conduct policies
- Support enforcement of industry codes
- Example of insurance associations



PIAM  
PERBAGAIAN INSURANS MALAYSIA  
Life Insurance Association of Malaysia



PIDM

As a financial consumer protection and resolution authority, the main objective of PIDM's public awareness and education efforts is to promote public confidence in the stability of the financial system



## Public confidence

**Broaden the awareness of insurance benefits protection amongst the target audiences**

**Build better understanding of the features, benefits and limitations of the insurance guarantee scheme**



## Trust & relationship

**Instil trust in PIDM's role as an integral part of Malaysia's financial safety net**

**Convinced financial consumers that it is their interest that PIDM is protecting!**



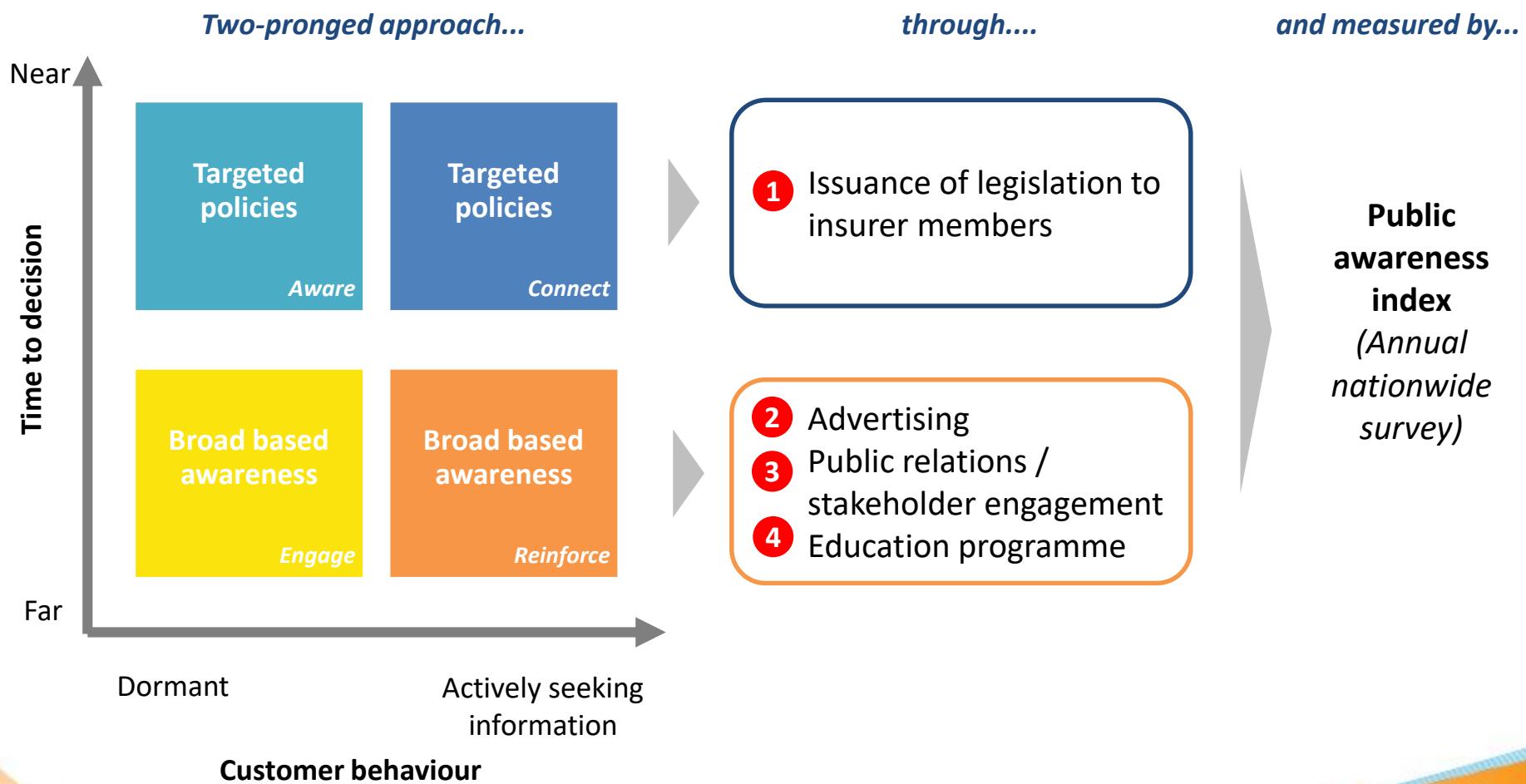
## Financial literacy

**Develop more informed financial consumers to promote market discipline**

**Reach and protect the “excluded” segment**

## 2. PIDM's approach to public awareness and education

PIDM adopts multiple approaches in public awareness and education efforts to foster better understanding and appreciation among the public and key stakeholders about PIDM role as a financial consumer protection and resolution authority

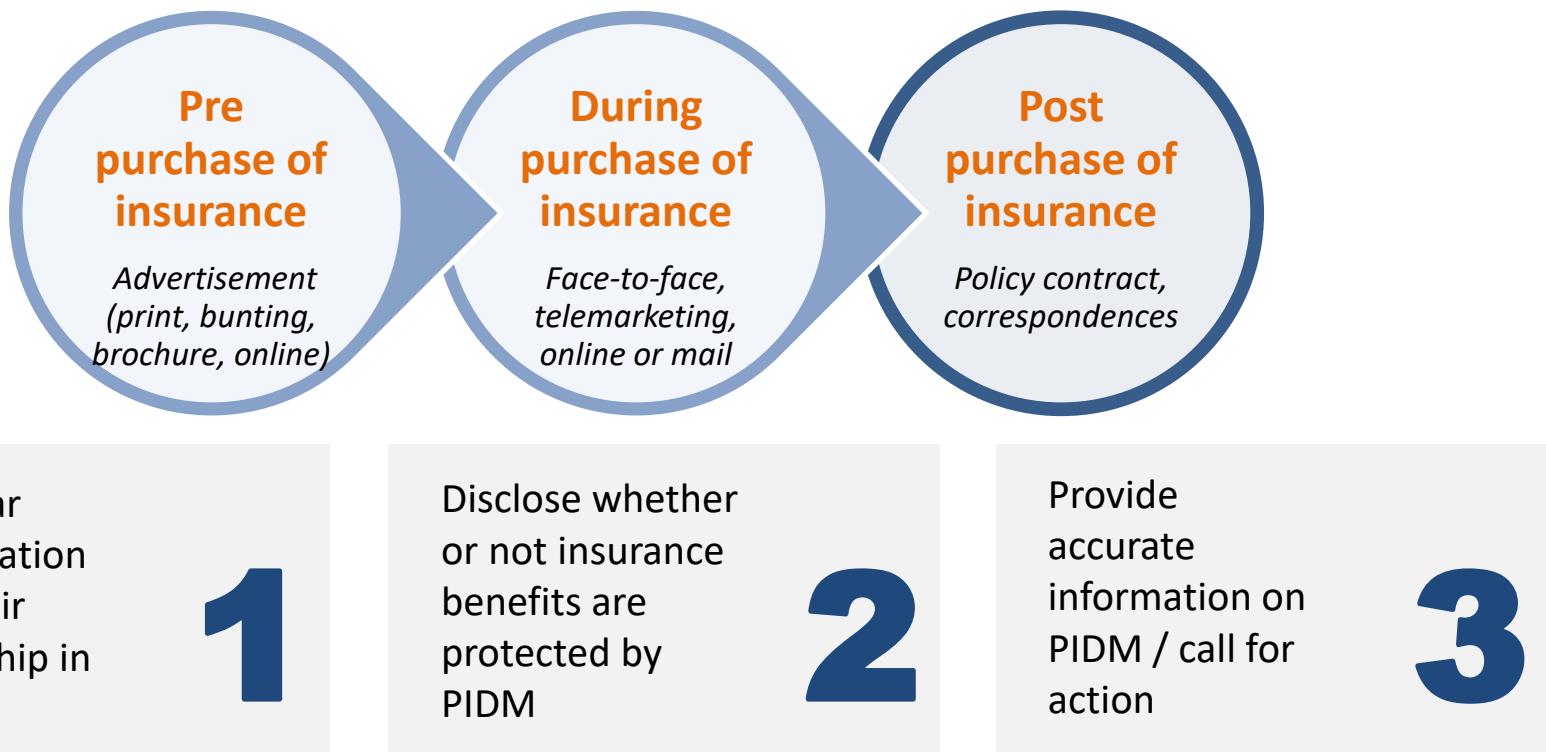


## 2. PIDM's approach: Issuance of legislation

PIDM plan to issue Information Regulations requiring insurer members to provide timely and accurate information on PIDM protection to their prospective and existing customers at every “teachable moment” to empower informed and sound decision making

### **ACTIVE INVOLVEMENT OF INSURER MEMBERS!**

*Insurer members and their agents are to convey information to their prospective and existing customers*



### **SUPPORTED BY TOOLS PROVIDED BY PIDM!**

*(PILP, TTT, collaterals)*

Note: Implemented for member banks in 2011, and plan for insurer members in 2019

## 2. PIDM's approach: Issuance of legislation

**PIDM Interactive Learning Platform (PILP) is a web-based online training modules and is made available for insurer members and members of the public**



**Interactive Content**



**Online Quizzes**



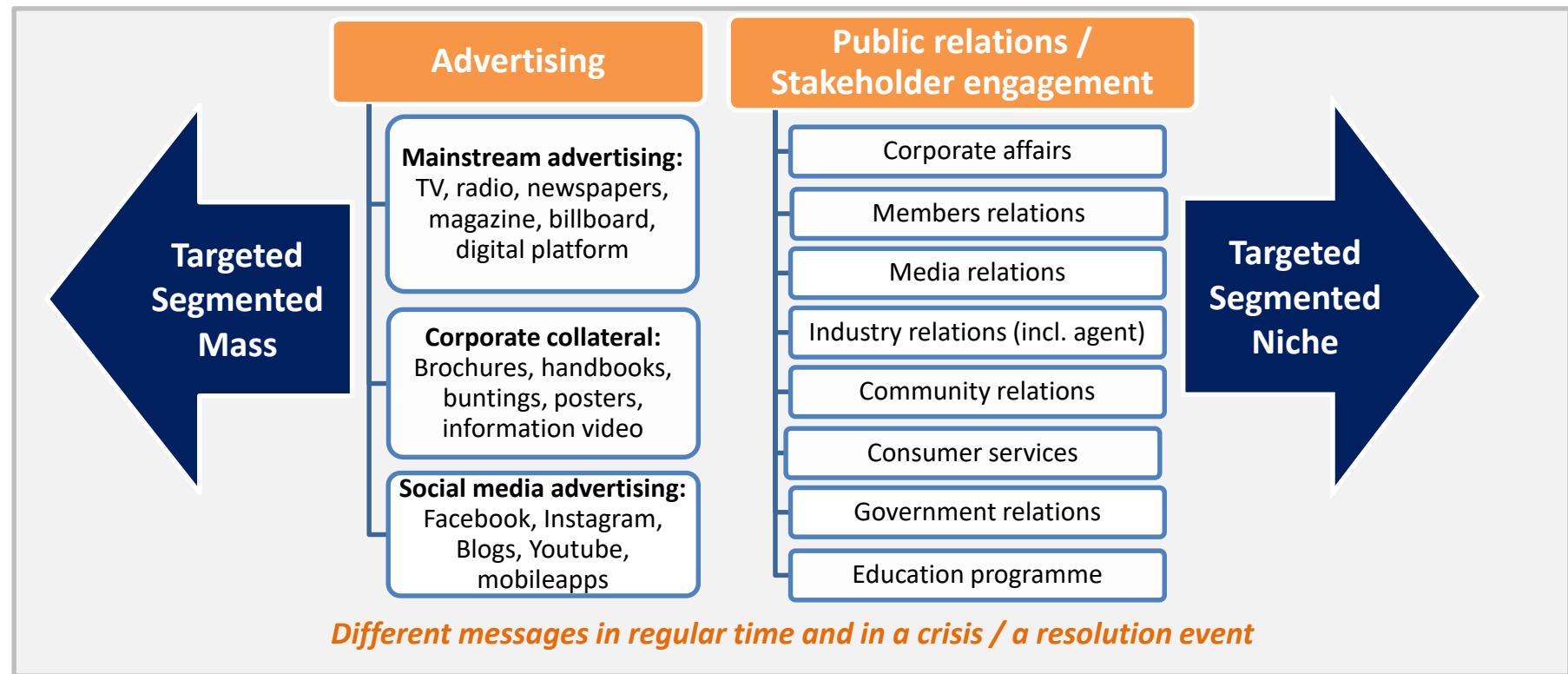
**Help-desk support**

The screenshot shows the PIDM Interactive Learning Platform (PILP) website. The top navigation bar includes the PIDM logo, a search bar, and links for Home, Courses, Watch Videos on PIDM, Video 1, and Online users (last 5 minutes: None). The main content area features a banner titled "Public Awareness Initiatives" and "Importance of Public Awareness". Below this, a slide titled "What can you learn from PIDM Interactive Learning Platform?" displays a computer monitor icon. To the right is a calendar for August 2015 and a "Contact Us" section with contact details. A large image of a smiling family is prominently displayed. Another slide titled "About PIDM" and "History of Deposit Insurance" discusses the "In the United States (U.S.)" period, highlighting the years 1921 and 1933, significant bank failures, and the Great Depression. Navigation buttons like Previous Chapter, Back, Home, Next, and Next Chapter are visible at the bottom.

**PIDM is currently enhancing the format and content of the PILP!**

## 2. PIDM's approach: Advertising and public relations

PIDM adopts multi-channel and multi-pronged engagement, educational and advocacy communication approaches to reach target audiences for the building of public confidence and the promotion of financial stability in line with PIDM statutory mandate



## 2. PIDM's approach: Education programme

PIDM's education programme focuses on financial literacy among the younger generation, and is now working with the Financial Education Network to support the important initiative of promoting financial literacy among members of the public

### PIDM education programme: Project MoneySmart (2010-2016)

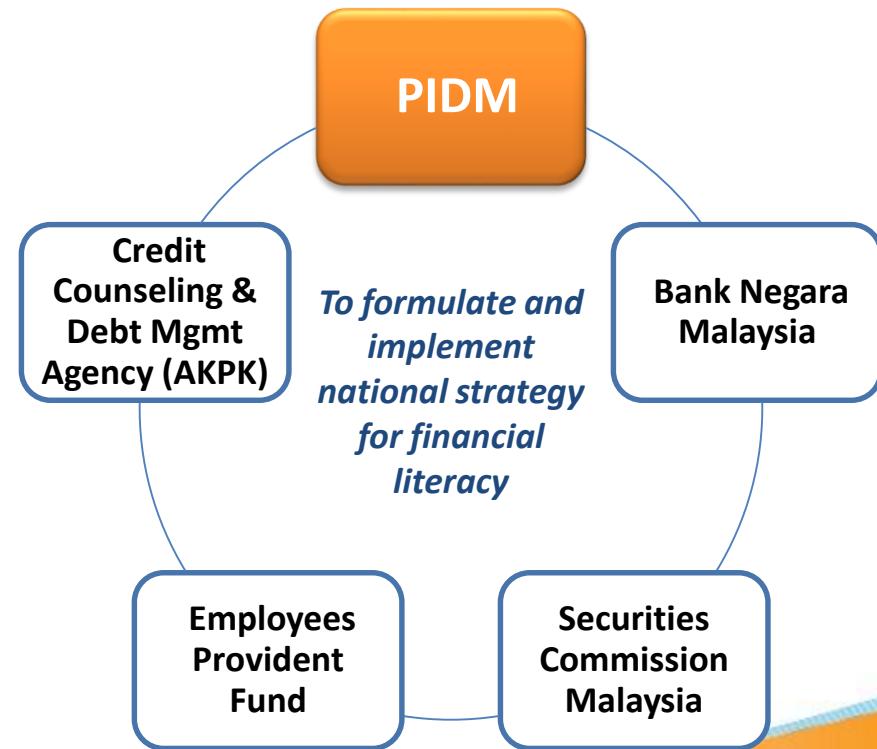
*PIDM aims to promote and enhance financial awareness and literacy among the younger generation*

The screenshot shows the PIDM MoneySmart Facebook page. At the top, there are links for 'Education Programme', 'PROJECT MoneySmart', 'Online Game', 'Road Shows', 'Comic Book', and 'Board Game'. Below this, a banner says 'Jadi Peka Kewangan' and 'Sertailah Komuniti PIDM MoneySmart!'. The page has 30,747 likes and 2,189 talking about this. Below the banner, there are four boxes: 'MoneySmart Online game, Board game', 'Campus Challenge Song composition & video contest', 'Snap & Draw Photography & poster contest', and 'Inter-schools project competitions'.

- reached out to **2,239** secondary schools
- benefitted about **1 million** students, **4,000** teachers and **150** higher learning institutions
- certified as "**Co-curriculum Partner**" by the Ministry of Education for 2014, 2015 & 2016

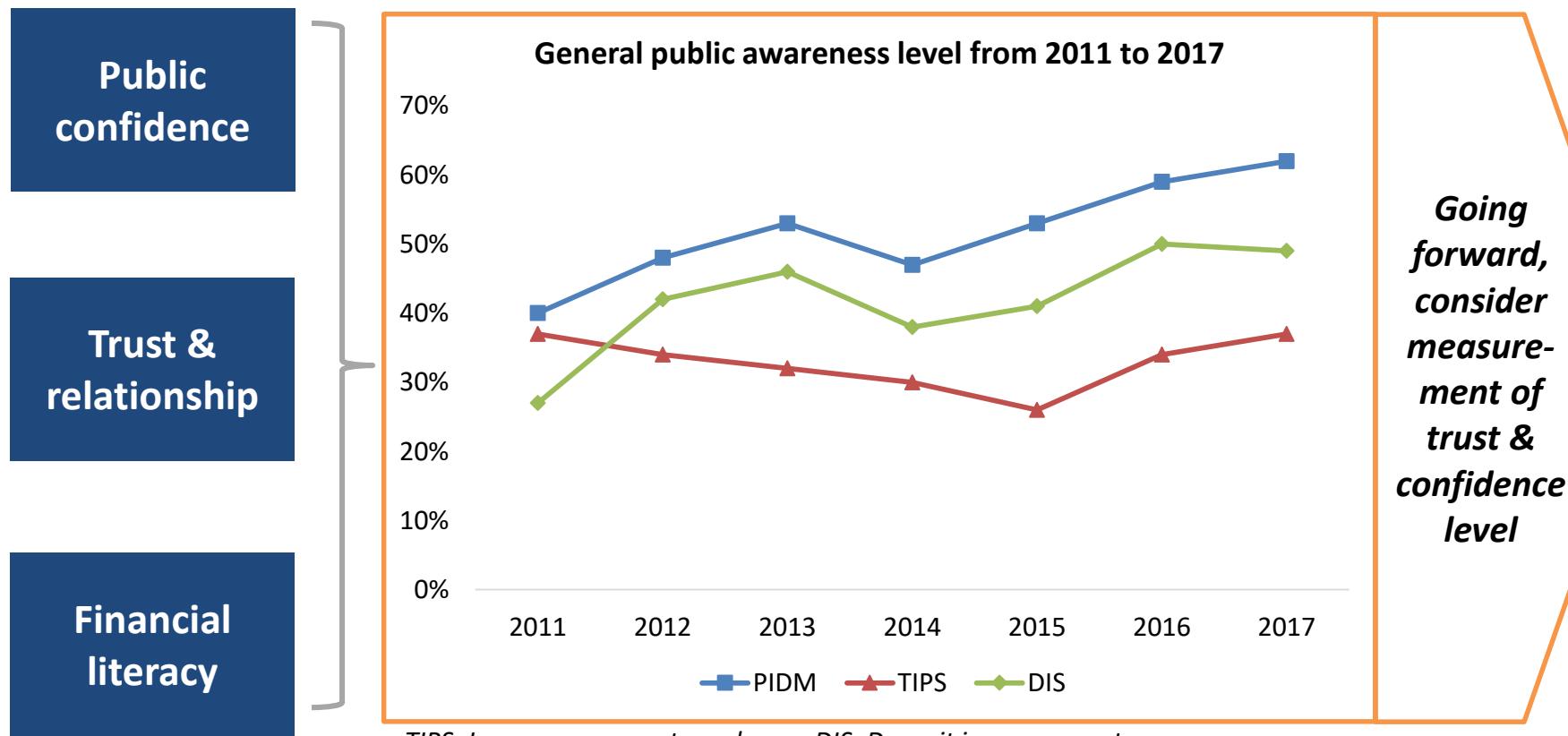
### Inter-agency Financial Education Network (2017 – now)

*PIDM participates in the formulation and implementation of national strategy for financial literacy for every life stage*



## 2. PIDM's approach: Measurement

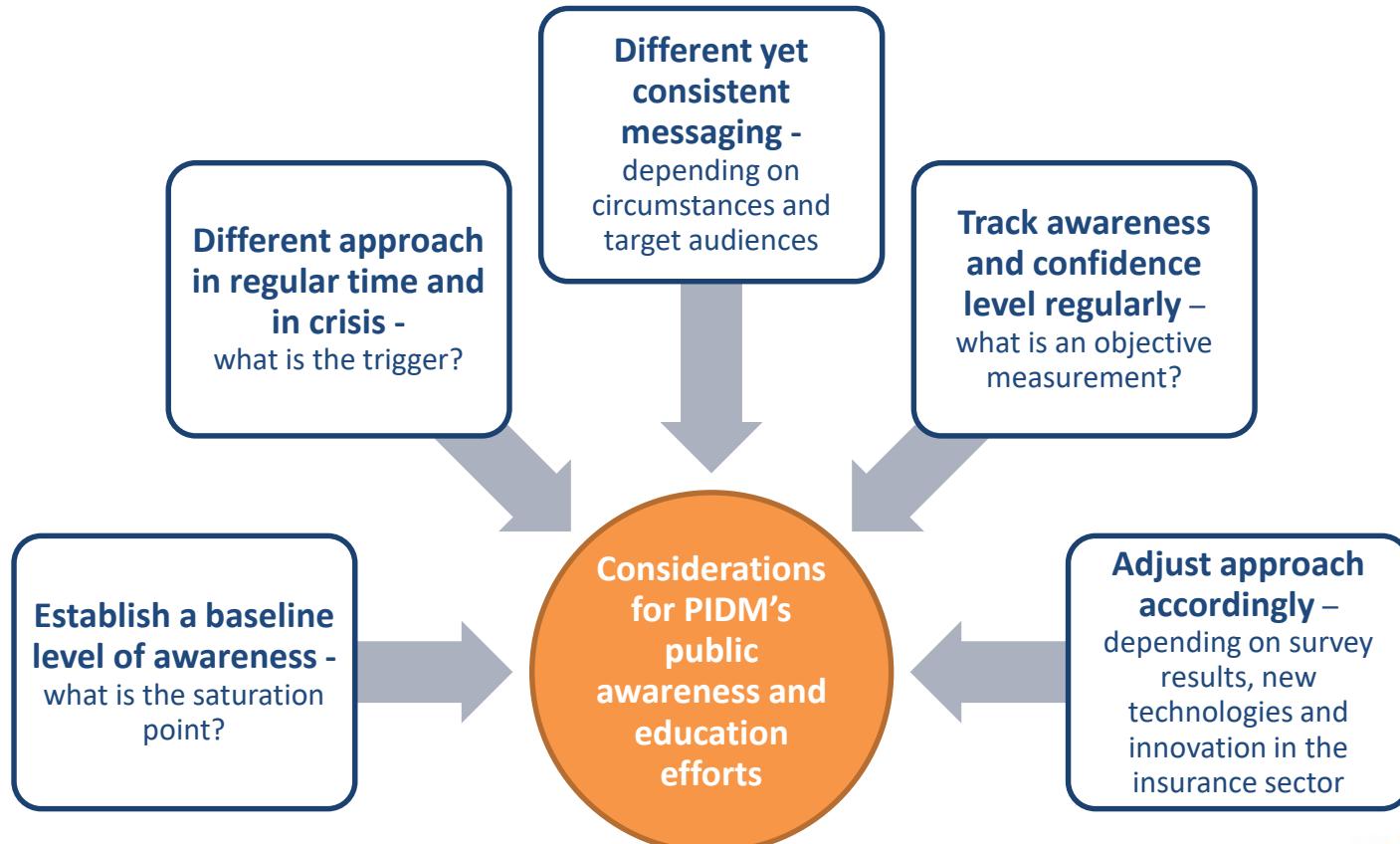
PIDM carries out annual nationwide public awareness index survey through an independent research agency, to measure success and effectiveness of efforts



**Must be objective and comparable year-on-year!**

**"A good public awareness program sends the right messages, educates its target audience, changes perceptions and behaviours, and builds a positive and credible brand image for the systems and insurers, thereby enhancing financial stability"**

*The International Association of Deposit Insurers' Public Awareness Enhanced Guidance*



# Thank you