

GOOD PRACTICE CUSTOMER EDUCATION

Presented by:

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Employees Trust Fund (TAP)

Brunei Darussalam



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In line with Brunei Darussalam's 2035 Vision to continuously improve Bruneians quality of life, The Employees Trust Fund (TAP), through its Corporate Communication Department have recently been actively involved organizing educational programs and financial planning activities.



OBJECTIVES

- ✓ To create awareness to the youth about the importance of financial planning
- ✓ To introduce the concept of Earning, Savings, Sharing and Prudent Spending
- ✓ To promote financial independence
- ✓ To generate a socially responsible society
- ✓ To reach out to the grass roots level and teach them about the value of money



- ✓ Included in Brunei education system with the co-operation of the Co-Curriculum Department, Ministry of Education, Brunei Darussalam
- ✓ Cross-curriculum in subjects such as MIB, English, Commerce



TAP MASCOT



- “Alai Jimat” was introduced in conjunction with TAP 15 Years anniversary
- The design resembles a traditional coin bank made out of bamboo



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- ✓ Introduced in 2008 in conjunction with TAP 15 years anniversary as part of TAP efforts to raise awareness on the importance of Financial Planning
- ✓ Held every March in conjunction with the Financial Year End and the 1st Term School Holiday



✓ Poster Drawing Competition



CO-OPERATION WITH LANGUAGE AND LITERATURE BUREAU

- ✓ Group Story Telling Competition
- ✓ Theme: Towards a prudent society



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- ✓ Essay Writing competition
- ✓ Theme: Financial Savings



FINANCIAL EXPLORACE

- ✓ First introduced in 2009 as part of efforts to teach students about the importance of financial planning through fun and games
- ✓ The games promote team work and challenges the participants ability to solve problems, organization skills and awareness of opportunities and threats.
- ✓ Included in 4th Brunei Singapore Adventure Camp 2010 held in Bandar Seri Begawan on 1st till 6th December 2010



FINANCIAL EXPLORACE



- The game revolves around the life of a university student who needs to find extra cash to buy necessities. His current savings and allowances are not enough to buy the items needed and he cannot depend on his family to provide him with the funds. Thus, he is required to earn the money himself by working.
- Throughout the game, the students will face challenges and opportunities. The students need to avoid the threats and take advantage of all the opportunities in order to achieve their goal.

FINANCIAL EXPLORACE

- a. Wants & Needs
(Setting Objectives)
The need to differentiate
between Needs and Wants

- b. Stash your cash
(Savings & Investments)
How can we Save and
Increase our funds

- c. Paper or plastic (Owing)
Can we afford?

- d. Plan to succeed
(Financial Planning)
How to manage our money.



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- ✓ Launched in September 2010
- ✓ Theme: Prudent Money Management
- ✓ Panels consisted of Certified Financial Planners from financial institutions and University Lecturer



- ✓ Launched on 1st July 2010
- ✓ Briefings about TAP and Financial Planning to would be brides and grooms



FUTURE

- ✓ To continuously conduct and promote Financial Planning activities to inculcate a savings society
- ✓ To come up with new and creative ways to attract financial savings awareness among the public.

