

# ***Our Experience in Fiji & Banking the Unbanked in the Pacific***



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**FINANCIAL  
LITERACY  
FOR ALL**

# *Rural Banking, Fiji*

*“How ANZ Bank is creating  
financially inclusive markets &  
Banking the Unbanked”*

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## *Why Bank the Unbanked?*

- 340,000+ unbanked in Rural Fiji
- Opportunity to “Do Good & Do Well”
- ANZ already operates large businesses in 10 Pacific countries – Leading bank in the Pacific
- We are interested in the long term, economic prosperity of the countries we operate in
- We see the unbanked as a viable market not as a charity case
- Project commenced in October 2003, program launched October 2004 with a progressive rollout of 6 vehicles

# *What is Fiji Rural Banking?*

- A mobile banking service, six trucks
- Face to face relationships with over 150 communities each month and over 100 schools
- Full range of ANZ global banking products delivered on the community doorstep
- Inculcates savings before enabling borrowing
- Promotes savings for all – no one is excluded & no group is targeted
- Respects the rights of an individual to privacy
- Combines banking with financial literacy
- Facilitates other services

# *Why have we opened 20,000 new accounts in 5 months?*

- Our service is simple, affordable, reliable & designed by our customers
- Community consultation for 6 months prior to design phase to determine needs
  - “Do you want a bank?” “What would you use a bank for?”
  - “How much are you prepared to pay for a banking service?”
  - “How often do you need to bank?”
- Simple “rural” products that are only available to Rural network
  - # Rural Banking Savings account
  - # Rural Banking Everyday account
  - # Micro Loan
- Fee per withdrawal or monthly account service fee
- Passbook & card access depending on customer need



## *How do we operate?*

- Rural Banking does not require electricity, phones, data lines or buildings to function. Completely self sufficient
- Rural Bankers are passionate, community minded financial officers who are multi-lingual
- Act in a humble way – we are on our customers land and always act like an invited guest
- Security is paramount – 2 Police Officers, 2 Security Guards
- ANZ staff travel in a separate vehicle & never with cash
- Extremely rugged, unsealed roads, large rivers, seas etc
- 20,000 new customers in 5 months of operation

## *Where are we heading now?*

- Successful launch of Fiji Rural Banking
- Regional Strategy ratified “Doing Good & Doing Well”
- Look for funding partners where necessary
- Partnerships underway in the Solomon Islands, Samoa & Papua New Guinea
- Continue to build innovative, quick to market solutions that enable financial inclusiveness
- Focus on solutions that are easily replicable & scaleable
- Continue to promote financial literacy along with banking

# UNDP-PRIVATE SECTOR PARTNERSHIP

- **Achieving the MDGs**
- **“Unleashing Entrepreneurship : Making Business Work for the Poor”**
- **Poor are consumers & a big market**
- **Growing Sustainable Business (GSB) Platform**
  - **Public-private intermediation**
  - **Knowledge & research on poor**
  - **Community preparation & empowerment**
  - **Optimise pro-poor outcomes**

# THE PARTNERSHIP

- **Shared goal of creating a vibrant rural economy**
- **Inclusive, responsive, affordable & transparent**
- **Pooling of know-how & resources**
- **Clear delineation of roles**
- **Respecting UNDP's neutrality**
- **Continuous & open dialogue**
- **Confidentiality**

# FINANCIAL LITERACY

*If you want to give people books, you must also teach them how to read*

- **Understanding your financial situation**
- **Understand how you earn & spend**
- **Setting goals & priorities**
- **Planning a household budget**
- **Why and how to save**
- **How can microfinance & banks help you**
- **Preparing a savings plan**

# FINANCIAL LITERACY

- **Match needs of people**
- **Generic**
- **Inclusive – women, men, children**
- **Village-based**
- **In vernacular**
- **Local partners**
- **National coverage**
- **Quality control**

# SOME LESSONS

- **Common objectives & vision**
- **Define roles – respect neutrality**
- **Creative thinking**
- **Having right people**
- **Listening to clients**
- **Financial literacy**

# SOME LESSONS

- **Save now, borrow later**
- **Bring MFIs onboard**
- **Continuous monitoring & learning**
- **Replicable models**



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