

Media release

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Significant increase in people using Sorted resources

Retirement Commissioner Diana Crossan believes the recession and a campaign featuring real New Zealanders are responsible for the continuing increase in people using Sorted resources over the past year.

“Nearly 30 per cent of New Zealanders have now visited sorted.org.nz or used Sorted resources. It seems that living with financial uncertainty is prompting people to review their own position and consider better planning for their financial futures.”

The campaign shows real New Zealanders, not actors, in different circumstances confronting their financial issues.

“I think this campaign is resonating with people not just because of the recession but because they can see people like themselves, with similar issues, getting guidance and help to sort things out.”

The campaign has had such a significant impact that the Retirement Commission has gone back to the people who agreed to be in the advertisements to update their situation - three months after using Sorted resources.

“This will provide further inspiration for New Zealanders when they see the results. All the people involved feel more positive about their financial situation and are grateful for the Sorted experience putting them on the right track.

One couple Carl Condliffe and Jessica Lange are well on the way to meeting their goal of paying for their October wedding without having to borrow money. The Sorted journey gave them an insight into the fact that they actually had no control over their money.

“Since we started budgeting in the past few months, it just seems like we’re earning a lot more money. We’re not running out of money for the shop at the end of the week,” said Carl.

Office Manager Raeanna Thomas says she now has the tools to figure out what to do about her credit card debt.

“It actually feels like a weight has been lifted off and so now that I know that I’m not going to make so many bad financial decisions in the future, it doesn’t seem so scary,” said Raeanna.

Junior and Rochelle Nafatali, who are soon to be first time parents, used the mortgage calculator to figure out if they could afford a house.

“We decided that it wasn’t a good idea for us to buy a house at the moment. We would have been seriously over extended especially as we are now on one income,” said Rochelle.

For Liz Price the Sorted experience prompted her to think seriously about saving for retirement.

“I got a real shock when I worked out how much I have to save for retirement. I have now joined KiwiSaver. If I hadn’t been through the Sorted exercise I still wouldn’t be saving for my retirement,” said Liz.

The updated Sorted Journey campaign runs until the end of September.

Sorted’s free booklets can be ordered from sorted.org.nz/ordering or by calling 0800 SORT MONEY (767 866).

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