

WINNER

BEST USE OF GAMIFICATION/SIMULATION FOR LEARNING

LIQUID INTERACTIVE, FINANCIAL BASICS FOUNDATION AND SUNCORP

ESSI MONEY 2.0



(L-R): Andrew Duval, Creative Director, Liquid Interactive; Katrina Birch, CEO Financial Basics Foundation; Hazel Tomlin, Project Director, Liquid Interactive and Michael Burke, Managing Director, Liquid Interactive.

In 2007, Financial Basics Foundation created *ESSI Money*, an engaging resource to help secondary school students understand the fundamentals of earning, spending, saving and investing (ESSI). Over the ten years since, *ESSI Money* has remained one of the most successful financial literacy games in Australia and is played in almost half of all secondary schools. It's not often that games, particularly financial games designed for school students, stand the test of time. And for a game to still be in use ten years after its initial release indicates a sustained positive influence.

However, being ten years old, the product was nearing the end of its shelf life: the technology was becoming unsustainable and the design was outdated. In 2016 Financial Basics Foundation along with Liquid Interactive and Suncorp began the process to completely overhaul *ESSI Money*.

The new *ESSI Money 2.0* is a complex digital simulation that incorporates sophisticated interaction design, learning design, social elements, advanced technology and teacher facilitation tools to build the financial knowledge and skill of young Australians.

Since its official launch in late March 2017, *ESSI Money 2.0* has been an immediate success, doubling game play stats recorded in the previous year, getting rave reviews from teachers, and it has students playing after hours and on weekends, proving the product is both sticky and educationally effective.

Financial Basics Foundation's vision that every young Australian has the knowledge, skills and confidence that will enable them to make informed financial choices and manage their finances was a key driver of the *ESSI Money* overhaul. Throughout the development of *ESSI Money 2.0*, business objectives of Financial Basics Foundation were closely considered and aligned to ensure future growth and development was possible.

- To continue to be able to create high quality resources that educate young people about sound financial management principles.
- To secure increased financial and operational resources that would support our strategic objective to achieve financial security.
- To expand operations to include programs for young people between the ages of 12-24, not just those in the

secondary school system.

- To develop an integrated partnership that maximized promotion and meaningful engagement.
- To expand the reach of Financial Basics Foundation products and messaging to schools and students throughout Australia.
- To provide new opportunities for Financial Basics.

The delivery process for *ESSI Money 2.0* was considered primarily from the teacher's point of view. Taking into account the classroom environment and technologies available, we had to create a widely accessible product. *ESSI Money 2.0* is available across all devices and browsers, entirely web-based and mobile responsive.

Within four months of its launch in 2017, *ESSI Money 2.0* reached 63 percent of the total number of classes that were registered in the entire year of 2016, as well as 54 percent of registered games and 82 percent of completed games.