

# QUÉBEC FINANCIAL EDUCATION STRATEGY

## 2017 Report



Some of the AMF initiatives that contributed to the achievement of Québec Financial Education Strategy objectives:

## Financial well-being

- New [Investor profile](#) tool for educational purposes
- [Talking money in class!](#) contest: Second edition presented to almost 6,000 students
- Conferences and events: Over 10,000 Quebecers met with AMF experts
- [Mes finances en tête](#) multiplatform financial literacy campaign accessed by over one million Quebecers every week
- Launch of the [L'essentiel des finances personnelles](#) (personal finance essentials) program for newcomers
- Active contribution of Québec to organizing and promoting the first edition of IOSCO [World Investor Week](#)

## Collaboration

- Financial Education Day 2017: Gathering of more than 90 specialists, with the Minister of Education as the guest of honour
- Awarding of the second prize recognizing collaboration in financial education
- Collaboration with government agencies, RÉCIT and publishing houses to develop tools supporting financial education courses
- National and international collaboration on various financial education issues
- Numerous financial education partnerships, including *Question Retraite* and Bourstad 30th edition

## Réseau québécois des spécialistes en éducation financière

(network of financial education specialists in Québec)

### A very active network in 2017\*

- Over 75,000 Quebecers participated in workshops or training sessions
- Almost 12,000 participants on various Bourstad stock market simulation platforms
- Around 15 financial education campaigns, some of which were funded by the Education and Good Governance Fund
- Budget planning, presence at trade shows, new educational videos and greater media visibility

The [Québec Financial Education Strategy](#), a project carried out by the AMF, aims to help Quebecers achieve greater financial well-being. It presents the vision and actions for improving their financial knowledge, behaviours and skills.

The achievements in the strategy's second year stem from the orientations adopted further to the work of the Comité consultatif en éducation financière (financial education advisory committee).

\* According to an AMF survey of network members conducted in December 2017