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## CPA Australia and CUFA launch financial literacy app for children in Cambodia

CPA Australia has partnered with CUFA to launch an educational app to improve the financial literacy of children in Cambodia.

The **CPA Australia Count4Kids Cambodia App** was launched today in Chhouk village, Kampong Chhnang province in central Cambodia.

CPA Australia chief executive Alex Malley said the app would provide local children aged 7-12 with the opportunity to learn the basics of financial literacy.

“CPA Australia is proud to have partnered with CUFA to deliver this innovative educational tool that will improve the financial literacy of children in Kampong Chhnang province – and beyond. We are confident it will have tremendous benefits for the whole community.”

“As one of the world’s largest accounting bodies, we recognise the value of an education grounded in the principles of accounting and finance.

“Whether kids come from Chhouk village or from Sydney, we know that the development of financial literacy at a young age creates independence and can have a positive long-term impact.”

“CPA Australia is committed to our partnership with CUFA and to continuing our work in Cambodia,” Malley said.

CUFA chief executive Dr Peter Mason said that CUFA has made great progress in improving financial literacy in Cambodia and across the Asian region with its Children’s Financial Literacy (CFL) Program.

“Our program has so far provided more than 70,000 Cambodian students with financial education lessons,” Dr Mason said.

“CUFA’s partnership with CPA Australia has enabled a new and exciting element to CUFA’s CFL Program with the Count4Kids Cambodia Project providing access to technology and the opportunity to learn about technology through the use of Samsung tablets. The tablets are loaded with the app and will be available for children to use with the support of CUFA project officers.”

The app features Ronnie RIEL and his sister Reaksmey who introduce children to four basic financial concepts: earning money, budgeting for items, saving for future financial goals and making choices about spending money.

CPA Australia’s General Manager – Education, Antony Matis, was on-hand in Chhouk village to launch the app and distribute the tablets.

### About CPA Australia

CPA Australia is one of the world’s largest accounting bodies with a global membership of more than 155,000 members working in 120 countries around the world. CPA Australia’s core services to members include education, training, technical support and advocacy. CPA Australia works with local and international bodies to represent the views and concerns of the profession to governments, regulators, industries, academia and the general public.

### About CUFA

CUFA is an Australian international aid organisation specialising in economic and social projects in the Asia Pacific. CUFA supports and assists financial cooperatives throughout the Asia Pacific, providing access to affordable financial services.

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