

## New Zealanders Take to Getting Sorted

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In just eight weeks since it launched, the Retirement Commission's new web site [www.sorted.org.nz](http://www.sorted.org.nz) has attracted more than 100,000 visitors – proving New Zealanders are keen to get sorted on money matters.

Retirement Commissioner Colin Blair said the public's reaction to the web site had confirmed that the best way the Commission can help people to achieve the financial security they want in retirement is to provide them with information and education to manage their money well throughout life.

"In developing the Sorted programme, we have deliberately moved the focus of our public education activities to helping people of all ages and life-stages with the every-day financial issues that challenge all of us."

"And our move to a web-based approach was also a deliberate attempt to deliver more information to more people, in an interactive, fun and easy-to-use way.

Mr Blair said that the internet approach had clearly paid off – with more than 100,000 visitors to [www.sorted.org.nz](http://www.sorted.org.nz) in just two months. And last week the site was recognised as New Zealand's best finance web site.

"The calculators and interactive tools are the stars of the site. Nearly 230,000 calculations have been done, with the 'get out of debt' calculator attracting over a third of the calculator usage.

"This tells us that people want practical tools that can help them manage their money more effectively day-to-day. Issues like managing debt, setting goals, understanding the concept of net worth, budgeting, saving and investing can all be made more digestible through a web-based approach." said Mr Blair.

"Our immediate priorities are to develop sections on Sorted for students and retirees, and to further expand the content for kids, parents and teachers."

Mr Blair said the biggest challenge ahead was to maintain the visitor numbers that have been achieved in the launch period.

"Advertising clearly drives traffic. There's no doubt in our minds that we must continue to promote the site through broadcast advertising if we are to ensure New Zealanders get the full benefit of the site and its information.

"That is a challenge, but the early results confirm the value of keeping Sorted in the front of people's minds." Said Mr Blair.

### For further information:

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