

Engaging Malaysians

Our policies and actions affect millions of Malaysians and businesses. For this reason, we strive to maintain an open and transparent approach in our communications, to help our stakeholders understand the Bank's work and mission.

Engagements with stakeholders were key in implementing our policies to mitigate the wide-ranging effects of the pandemic. We thus intensified our outreach efforts to members of the public, financial institutions and the business community through virtual meetings, webinars and engagement sessions. We also reached out to various stakeholders through print, digital and social media platforms. Through these, we were able to respond to the needs of the public for information, especially to help individuals and businesses manage their financial circumstances through a highly challenging period.

Measures to support affected individuals and small and medium enterprises (SMEs)

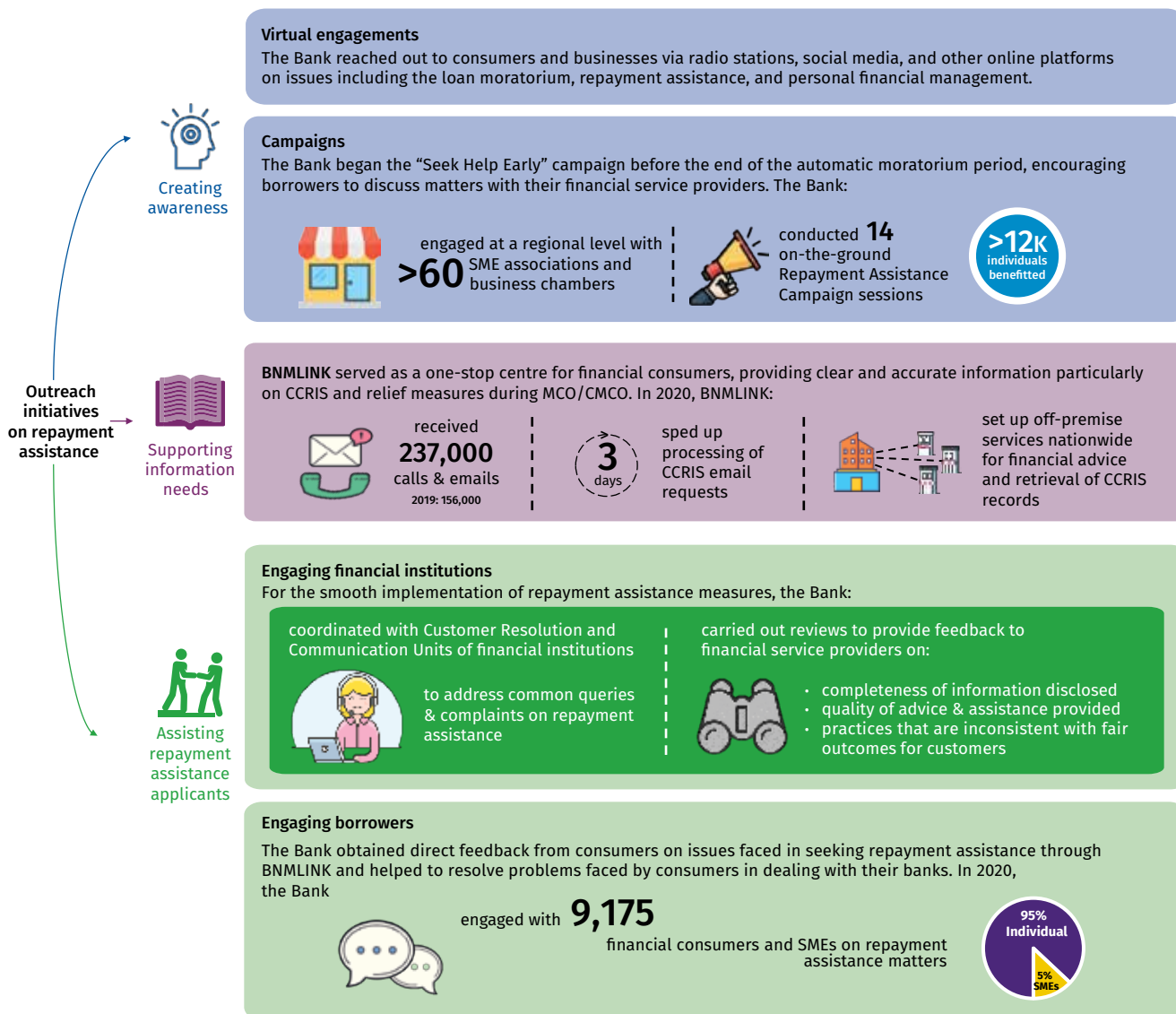
To support the implementation of the automatic loan moratorium and the Targeted Repayment Assistance (TRA) programme (refer to the chapter "Promoting Financial Stability" for more information), we worked closely with *Agensi Kaunseling dan Pengurusan Kredit* (AKPK), the banking associations and banks, to provide information and advice to affected borrowers. In addition, we published pathway-to-action guides and other postings on our social media platforms to help borrowers through the processes involved in obtaining relief assistance.

The "Seek Help Early" campaign was launched to encourage affected borrowers to discuss their financial obligations with their financial service providers. In total, more than 150 awareness programmes were conducted on TRA that helped more than 1.2 million borrowers manage their loan repayments.

We reached out directly to various stakeholders such as businesses, business chambers, consumer associations, government ministries and agencies, members of parliament and religious leaders across the country on the measures that the Bank implemented to mitigate the impact of the pandemic. This included explaining the intent, cost and benefits of repayment assistance including the loan moratorium. In addition, many of the engagement sessions were used to promote and obtain feedback on the financing facilities established by the Bank, including the High Tech Facility–National Investment Aspirations (HTF-NIA) fund. We also transferred the functions of the Small Debt Resolution Scheme (SDRS) to AKPK in order to make it more convenient for SMEs to get assistance and advice to restructure their loans. For more information, please refer to the chapter "Promoting a Progressive and Inclusive Financial System".

Print and electronic media played an important role in the dissemination of information on the automatic moratorium, TRA and the SME financing facilities. We spoke at more than 17 programmes on regional radio stations, reaching out to more than 400,000 listeners and worked with several television stations to run a series of public service announcements on the TRA. In addition, we worked with government agencies, regulators and telecommunication companies to create awareness and address the misconceptions on the moratorium and TRA via public service announcements (SMS blasts) to a total of 43 million subscribers.

Diagram 1: Public engagement and communication initiatives for repayment assistance



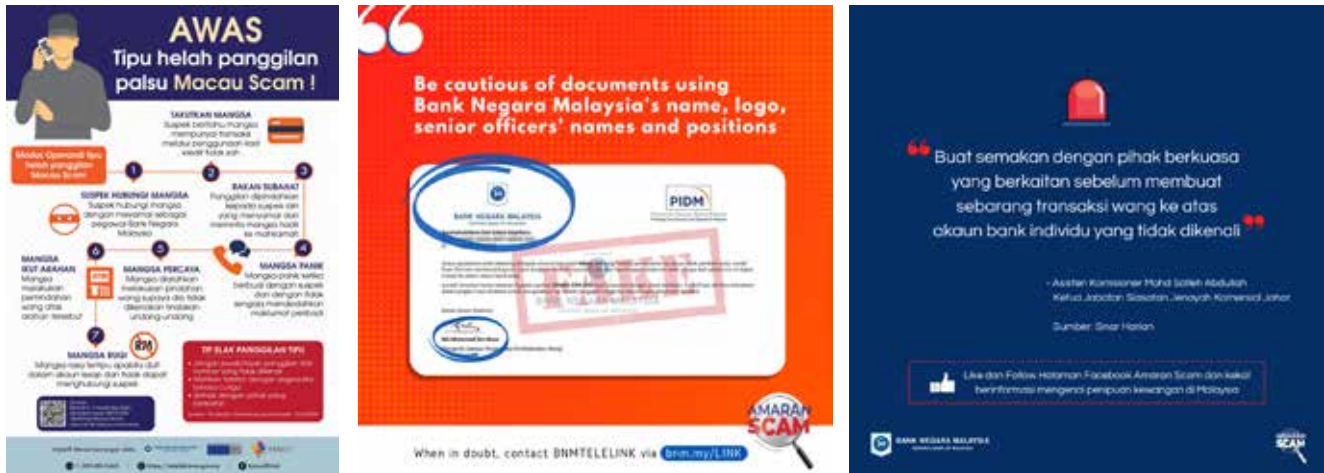
Enhancing awareness on financial scams

The challenging economic conditions, low interest rates on deposits and various assistance packages offered by financial institutions and the Government led to scammers fabricating financial opportunities to take advantage of the vulnerable and less informed members of the public. Thus educating the public on financial scams took on a greater urgency. We established a Facebook page called *Amaran Scam* on 1 July 2020 to provide regular updates, including posts from other law enforcement agencies, on financial scam-related information, tips and the modus operandi of

various financial scams. The page content is designed to be easily shareable and equally important, the public can share their personal experiences on this page. The aim is to remind the public to stay alert and make informed decisions regarding their finances.

Avenue for the public

BNMLINK acts as a key touchpoint for engaging with the general public and small businesses. Its services are accessible from its main office in Kuala Lumpur and our five BNM Offices around the country. However, due to movement restrictions and containment measures, engagements were



Various tips on financial scams are shared on the Amaran Scam Facebook page to create awareness amongst the public to avoid falling victim to these scams.

mostly conducted virtually during the year. An electronic form called “eLINK” was introduced to manage inquiries and complaints from individuals and businesses more efficiently.

Against the backdrop of movement restrictions, BNMLINK became an important reference point for financial consumers seeking information on matters such as repayment assistance, loan moratorium, Central Credit Reference Information System (CCRIS) and financial scams. There was a 74% increase in daily average interactions (pre-MCO: 453 interactions; MCO: 787 interactions). BNMLINK via

bnm.my/RAsurvey served as a key touchpoint to refer and resolve issues faced by affected borrowers with their respective banks on the TRA.

We continued to provide access to CCRIS reports to assist financial consumers in assessing their outstanding financial obligations. We shortened the turnaround time for CCRIS report email requests to three days to meet the more urgent needs of borrowers. The Bank offices throughout the nation also set-up temporary kiosks to provide financial advisory and access to CCRIS reports for financial consumers.



As part of efforts to reach out to the public, we worked with broadcast channels to share information on Targeted Repayment Assistance.



Financial service providers came together as part of a Repayment Assistance Campaign (RAC) event in Shah Alam to provide the public with an avenue to discuss their loan repayment options, face-to-face.

8 Tanggapan Salah Mengenai Bantuan Bayaran Balik Pinjaman Bersasar

1. "Tanpa moratorium menyeluruh, peminjam sukar mendapat bantuan"

2. "Bantuan bayaran balik pinjaman bersasar hanya untuk B40"

3. "Bank minta terlalu banyak dokumen"

4. "Proses permohonan terlalu lama"

5. "Saya tidak dapat memohon kerana PKPD dan PKPB"

6. "Bantuan masih tidak cukup untuk menampung hutang"

7. "Tiada kos tambahan untuk bantuan bayaran balik pinjaman bersasar"

8. "Rekod CCRIS saya akan terjejas"

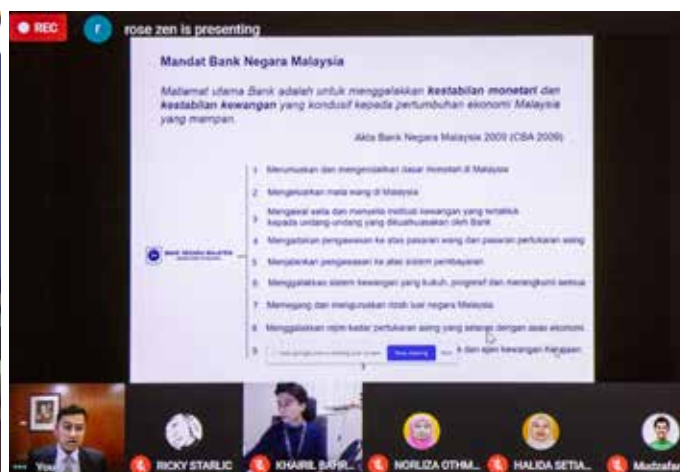
Sekiranya memerlukan bantuan bayaran balik pinjaman, ingat 3 langkah ini

8 misconceptions on Targeted Repayment Assistance were identified and clarified through a series of social media postings.

Engagement with youths

In line with our emphasis on the importance of financial education and upskilling, we had more virtual engagements with youth, focusing on students in public and private universities. Through highly interactive sessions with students at University Technology MARA (Sarawak branch), International Medical University (IMU), Sunway University, Universiti Utara Malaysia (UUM) and INCEIF, we listened to the aspirations of young

Malaysians and heard their views on key economic and financial issues faced by the country. By sharing our perspectives on the impact of COVID-19 on the Malaysian economy, the policy measures to mitigate its impact, the importance of personal financial management and other contemporary topics of interest such as climate change and youth unemployment, we aim to stimulate more interest and awareness among the next generation of graduates on important issues of the day, and what it takes to succeed and be resilient.



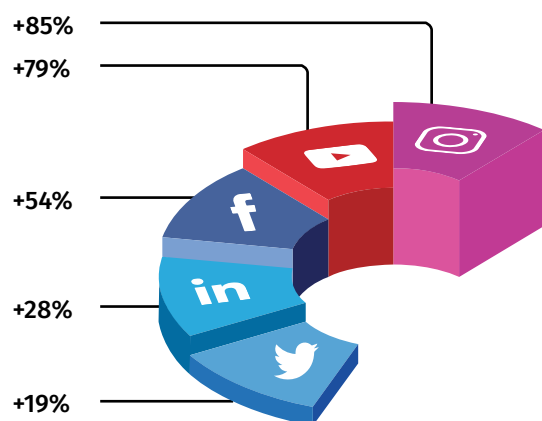
The virtual engagement sessions with the university students had at one time 1,000 participants, indicating their wide acceptance and interest in sessions such as these.

Growth of the Bank's digital media platforms

A positive effect of the pandemic was the much greater interest among the public in the Bank's activities. This led to significant growth in our social media presence via Facebook, Instagram, Twitter, LinkedIn and YouTube. Press conference and other informational videos, testimonials from SME business owners and infographics, were widely disseminated through digital channels to help the public and businesses identify relevant solutions and gain information to improve their financial well-being. To encourage two-way interaction, we developed interactive and bite-sized information snippets for social media platforms.

Chart 1: Greater public engagement via social media

Growth in followers of BNM's social media platforms, year-on-year (%)



Source: Bank Negara Malaysia

With more regular scheduled postings, and new features including interactive engagements such as polls and stories, the Bank's social media presence grew significantly in the past year. The restrictions in movement also saw the need for video content, with more than triple the number of videos produced and uploaded on our YouTube channel.

Museum and Art Gallery (MAG)

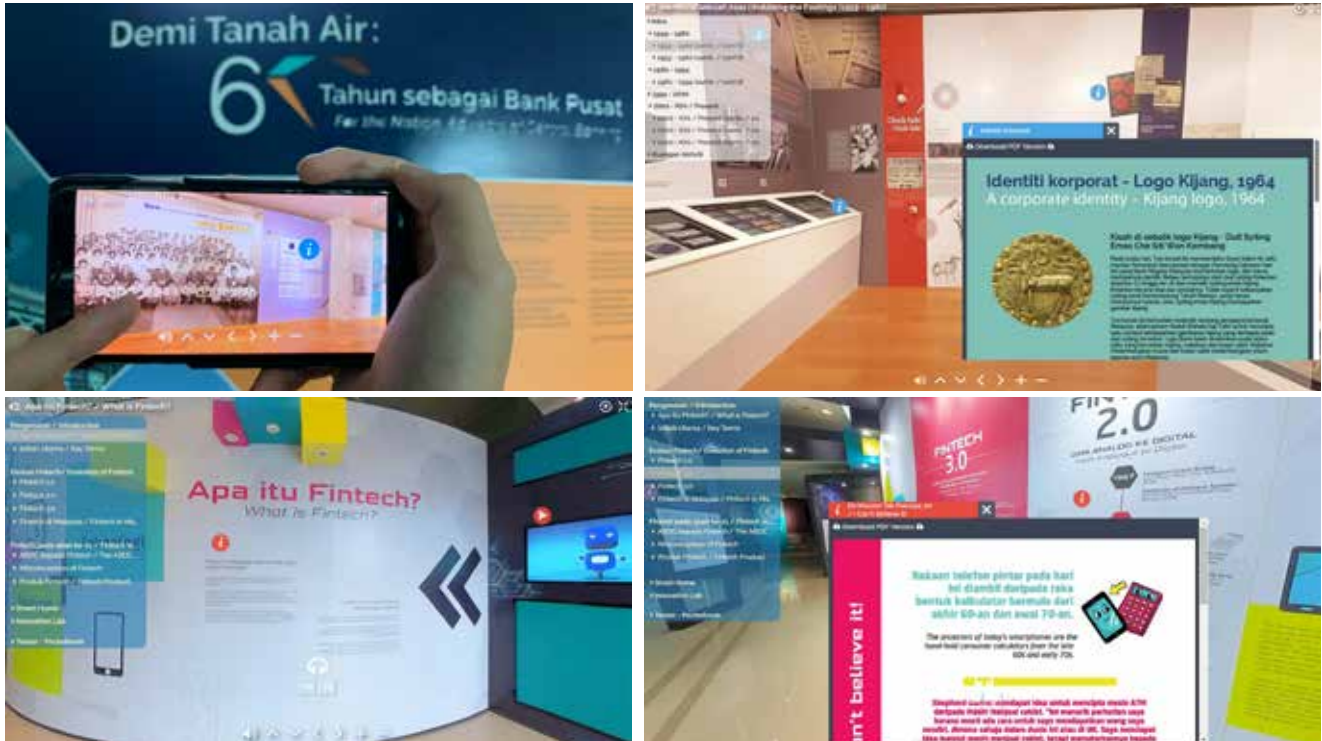
Our Museum and Art Gallery in Kuala Lumpur serves as an important informal learning platform for engaging the public. Through its exhibitions and education programmes, the Museum not only encourages an appreciation for numismatic and art heritage, but also promotes public awareness and understanding of the Bank's role in the economy and financial sector.

In 2020, MAG had to temporarily close its doors to the public due to the pandemic, but we transformed our contents virtually. These included a virtual tour of MAG and two virtual exhibitions on the Bank's 60th anniversary, 'For the Nation: 60 Years of Central Banking' (bnm.gov.my/bnm60th) and one on technology in finance (Fintech), 'Technology in Finance: Bricks to Clicks' (bnm.gov.my/fintech). Our virtual educational programmes are aimed at all levels of society and mainly revolved around financial education, national numismatics and socioeconomic-related art heritage and climate change. The programmes which are available across MAG's social media channels, included stories, short lessons, contest-based learning

Engaging Malaysians

and virtual talk series. These exhibitions and educational programmes reached over five million visitors virtually, including students, children and

young adults, and hopefully provided them with a meaningful learning experience to the world of finance and economics.



MAG transformed two of its exhibitions 'For the Nation: 60 Years of Central Banking' and 'Technology in Finance: Bricks to Clicks' virtually, enabling the public to access and interact with these exhibitions.