

Spriggy

Sprigonomics

The FY25 Spriggy Economy Report





INTRO

Inside the \$623M¹ Economy Run by Aussie Kids

Welcome to the Spriggy Economy Report FY25. A snapshot of how 790,000² Aussie kids are making smarter choices, generous gestures, and powerful progress; all before most of them are even old enough to vote.

Covering the period 1 July 2024 to 30 June 2025, this report draws on one of the largest data sets of its kind, revealing how Australian kids are earning, saving, and spending in the digital age.



Spriggy kids earned **\$286.3 million** in FY25

That's enough to:

 Buy 316 houses³

 Buy James Packer's \$283 million super-yacht⁴

 Adopt 572,633 pets⁵



Kids' earnings grew 3.3× more than the national wage growth rate

Spriggy kids earned \$50.97 per month on average, which is an 11% increase from last year. That's 5.4× more than inflation and 3.3× the average Aussie wage growth in 2025⁶.



11% MORE THAN LAST YEAR



\$45.76⁷

Average pocket money
per month FY24

\$50.97⁷

Average pocket money
per month FY25

Spriggy kids have flipped the gender pay gap...again

While adult women earn \$0.88 for every dollar earned by men⁹, girls earned \$1.03 for every dollar earned by boys. It's not a fluke: last year, girls also led the way, and this remains consistent with this year's data.



Spriggy Boys⁸

\$1.00

Spriggy Girls⁸

\$1.03

Men

\$1.00

Women

\$0.88

04

Jobs got creative (and hilarious!)

Parents used jobs to encourage kindness, learning, good behaviours and even a bit of quirky fun.



THE THREE
LITTLE
GUINEA PIGS?

- Technology free day (no tv or devices)
- Learn 50 country names
- Read to the Guinea Pigs
- Soccer with no fuss
- Dog poopie scoopie
- Foldathon
- Hug Peyton nicely
- Be helpful, particularly with Willsy
- Mum's personal support animal
- Wipe your butt after toilet business

**3,118 jobs were
poo-themed,
and 93% of those
were paid** ← *THAT'S GROSS PROFIT!*

Some jobs might just be too gross to go unpaid 💩

In FY25, parents weren't shy about paying for effort,
83% of all jobs set through Spriggy were paid.



Kids are dreaming bigger and bolder, 67% of all travel themed savings goals were for overseas trips¹⁰

Beyond international goals, kids also saved for local Aussie getaways and cruises, with Japan leading the pack for overseas travel.

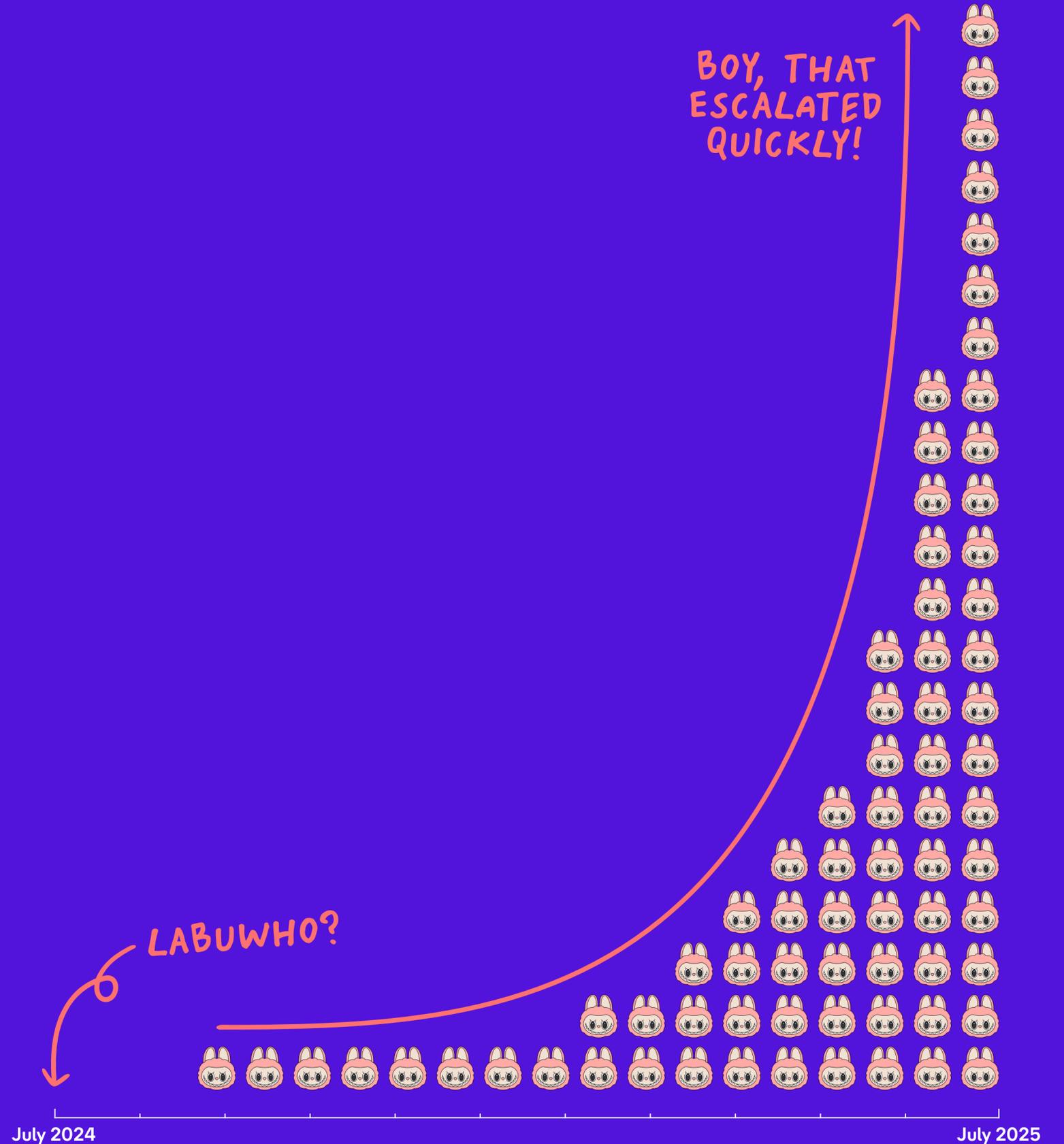


Top 20 International Destinations ↗

Time	To	Flight	Gate
0 1 : 0 0	J A P A N	A B 7 0 6	A 5
0 2 : 0 0	B A L I	L H 8 4 9	A 1 2
0 3 : 0 0	A M E R I C A	0 A 8 1 5	B 6
0 4 : 0 0	E U R O P E	J L 6 8 4 9	A 1
0 5 : 0 0	N E W Z E A L A N D	A Y 8 1 3	D 1 4
0 6 : 0 0	T H A I L A N D	J H 1 5 8 5	A 1 5
0 7 : 0 0	E N G L A N D	C I 2 0 8 4	A 8
0 8 : 0 0	F I J I	P R 3 6 7	B 1
0 9 : 0 0	S I N G A P O R E	W N 1 5 4 9	C 3
1 0 : 0 0	J O R D A N	T G 9 2 6	B 1
1 1 : 0 0	I T A L Y	J L 7 4 1	A 1 0
1 2 : 0 0	G R E E C E	N H 5 6 8 3	C 1 2
1 3 : 0 0	V I E T N A M	C X 1 9 2	D 4
1 4 : 0 0	P A R I S	A F 6 2 9 1	B 7
1 5 : 0 0	C A N A D A	L H 4 7 3	A 9
1 6 : 0 0	F R A N C E	U A 1 8 2 9	B 1 0
1 7 : 0 0	D U B A I	D L 6 3 5	D 1
1 8 : 0 0	I R E L A N D	A A 2 8 4 7	B 9
1 9 : 0 0	K O R E A	B A 9 1 5 6	C 1 1
2 0 : 0 0	G E R M A N Y	E K 4 1 2	A 3

Labubu Mania! Savings goals for Labubus surged 9,600% year-on-year

This chart is not broken. It tracks the rise of the number of savings goals Spriggy kids set for Labubus (a trending, collectible plush toy). A wild leap that suggests kids are quick to catch on to trends.



Spriggy kids set more savings goals for Gifting, Donations and Presents than for some trendy buys

While they're quick to hop on trends, this is a sign that today's kids are learning to use money to show kindness. They're saving to give back, not just purchase something for themselves.



Gifting, Donations and Presents

Temu

Robux

Virtual Reality

Mecca

Sol De
Janerio

Whitefox

Crocs

THAT'S A MASSIVE
28% INCREASE
SINCE LAST YEAR!

Spriggy kids spent \$1,066,393 on charity and fundraising

That's enough to provide 2,132,786 meals to Australians in need via Ozharvest¹¹. It's proof that kids aren't just saving for kindness; they're spending on it too.



\$1,066,393

+28%

References

1. Spriggy Internal Data

Total pocket money earned, spent and saved by Spriggy kids in FY25. Based on confirmed active users as at 31 July 2025.

2. Spriggy Internal Data

Number of Users by User Type. Based on confirmed active users under 'child' category as at 31 July 2025.

3. Median House Prices & Suburb & Dwelling Estimates

Based on a median Australian house price of \$905,076. National dwelling data indicates 11.3 million dwellings across approximately 15,353 suburbs.

Sources: <https://www.yourmortgage.com.au/compare-home-loans/median-house-prices-around-australia>

<https://www.abs.gov.au/statistics/economy/price-indexes-and-inflation/total-value-dwellings/latest-release>

<https://www.abs.gov.au/statistics/standards/australian-statistical-geography-standard-asgs-edition-3/jul2021-jun2026/non-abs-structures/suburbs-and-localities>

4. James Packer's Superyacht "IJE"

Valued at \$283 million AUD.

Source: <https://www.realestate.com.au/news/james-packer-lists-283m-super-yacht-as-his-mexican-prisonlike-mansion-nears-completion/>

5. Pet Adoption Statistics

Based on an average adoption fee of \$500 (median of \$200 and \$800) and 94,828 animals received annually by the RSPCA.

Sources: <https://www.petrescue.com.au/library/articles/where-do-adoption-fees-for-rescue-pets-go>

<https://articles.hepper.com/australian-pet-adoption-statistics/>

6. Inflation Rate (CPI) & Wage Growth (WPI)

Australia's Consumer Price Index (CPI) in June 2025 was 2.1%. Wage Price Index growth for March 2025 was 3.4%.

Sources: <https://www.abs.gov.au/statistics/economy/price-indexes-and-inflation/consumer-price-index-australia/latest-release>

<https://www.abs.gov.au/statistics/economy/price-indexes-and-inflation/wage-price-index-australia/latest-release>

7. Age Distribution Disclaimer

This analysis compares average monthly pocket money earnings between FY24 and FY25 without adjusting for changes in the age distribution of Spriggy kids. Older children typically earn more than younger children, so an increase in the proportion of older kids in FY25 may contribute to some of the observed growth in average earnings.

8. Gender Estimation Disclaimer

Spriggy does not collect or store gender information directly. For the purposes of this analysis, gender was estimated based on common first names typically associated with boys or girls. We recognise that this approach does not account for non-binary or gender-diverse individuals, and the findings should be viewed within this context.

9. National Gender Pay Gap

As of February 2024, women earn 88 cents for every \$1 men earn on average which is a 12% gender pay gap.

Source: <https://www.wgea.gov.au/pay-and-gender/gender-pay-gap-data>

10. Travel Insight Disclaimer

The pie chart calculation excludes savings goals with generic names such as "holiday" or "vacation" from the percentage calculation.

11. OzHarvest Meal Conversion Impact

Every dollar donated goes towards supporting our pillars to Rescue and Educate and can help provide two meals to people in need.

Source: <https://www.ozharvest.org/donor-promise/>

This report has been prepared and provided by Rivva Pty Ltd (Spriggy) in its own right, and not by Indue Ltd (the issuer of the Spriggy Prepaid Card and Parent Wallet).

Visa and the Visa brand mark are registered trademarks of Visa Worldwide Pte Limited. Rivva Pty Ltd (ABN 86 603 542 918, AFSL 513762) (Spriggy) has been appointed as a third party agent of Indue Ltd (ABN 97 087 822 464, AFSL 320204) based in Brisbane, Australia, the issuer of the Spriggy Prepaid Card and Parent Wallet. See Spriggy's FSG. Consider the Product Disclosure Statement, Product Terms and Conditions and the Target Market Determination to ensure the product is right for you. Spriggy Terms and Conditions also apply. You agree to be provided the PDS, FSG and other terms documents by accessing the links. Fees & charges apply. Any advice provided is general in nature and does not take into consideration your objectives, needs or financial situation. Before acting on any advice consider its appropriateness. See full terms.