



### NSA campaign proves cash still counts

11 March 2026

National Seniors Australia (NSA) has welcomed the Reserve Bank of Australia's (RBA's) Payment System Board's recognition that cash remains vital for many Australians and the importance of long-term sustainability of the cash distribution system.

The peak consumer advocacy body has long maintained the need to consider those who rely on cash, and is encouraged by the RBA's recognition of the importance of cash.

NSA Chief Executive Officer Mr Chris Grice said as NSA's [Keep Cash](#) campaign continues to prove, despite the move towards a mostly digital society, cash is still essential, cost-effective, and inclusive, especially for older Australians and for those who live in regional and remote communities.

"We are pleased to see the RBA acknowledge the importance of cash and the long-term sustainability of the cash distribution system. Add to this the Cash Mandate introduced in January this year and cash is certainly kicking some goals!" Mr Grice said.

#### Choose a day to support cash flow

According to the RBA, around 1.5 million Australians use cash for 80% or more daily transactions.

Mr Grice said when retailers refuse cash, it not only inconveniences customers but can also lead to hardship for those who rely on cash. As part of the [Keep Cash](#) campaign to keep cash circulating and accepted, NSA is calling on Australians to pick one day in March to use cash as much as possible.

"As part of our [Keep Cash](#) campaign, we are encouraging Australians to choose one cash-day in March to use cash as much as possible, to take note of retailers and venues that did and didn't except cash, and to share with us their experiences."

Brisbane-based couple, Graeme and Corrinne Hayes, proudly support cash and are participating in Cash Month.

"As people who have always used cash, we are big supporters of the campaign to keep this legal and reliable form of currency," Mr Hayes said.

"With cash, you're not charged a fee when you use it, and you can still use it in times of outages. While it's disappointing to see not all retailers now accept cash, the tide hasn't turned completely. If customers show they want to use cash, the retailers must listen. After all, the customer is always right. Right?"

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These sentiments are shared by many cash supporters who have taken to social media to claim, “cash is king,” “cash is freedom,” and “cash is always option one.”

“By taking part in NSA’s Cash Month, Australians are showing how important cash still is for choice and accessibility, and why it must continue as a viable payment option. It isn’t only older Australians who believe this. The Reserve Bank of Australia agrees,” Mr Grice said.

### How to participate in Cash Month

- 1) Choose your own cash-only day – this will allow more flexibility than a given day.
- 2) Use cash as much as possible when you shop, fill the car, or pay for a service.
- 3) Share your experience with NSA [here](#) so we can share the collective impact.

*Australians who bank with one of the 25 financial institutions partnered with the atm network can access cash without additional cost. There are ~2100 atm machines across the country, including in metropolitan and regional Australia, and areas affected by bank closures.*

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