



CANNA CAMPBELL

SUGARMAMMATV, AUTHOR AND MONEY EXPERT

Canna Campbell, is a Financial Planner who established her boutique practice, SASS Financial in 2007 after a prosperous career with a major bank. Then in 2014, Canna launched her YouTube channel, SugarMammaTV, after realising there was a need to provide accessible financial education to everyday people who felt intimidated & confused by personal finance.

SugarMammaTV has blossomed from its original incarnation back in 2014 from YouTube to now include Instagram and TikTok and her wildly successful podcast, SugarMamma's Fireplay. She's also the author of bestselling book, The \$1000 Project and her follow-up title Mindful Money. With the plan to commence work on her next book in 2023.

Canna says, "Through having conversations with people about money, I realised there was a massive gap in financial literacy & that people were holding themselves back from creating a more financially stress-free life for themselves & their families. So many people assume a Financial Planner wears a suit & tie, sits behind a desk & will tell them to stop spending. This is not the case at all, it is all about balance & baby steps which are aligned to powerful & meaningful goals".

Canna's warmth & friendly content resonates as she transparently & passionately shares her savvy financial solutions in her bite size videos that get watched around the world. Canna creates her inspiring content to motivate everyday people through financial freedom in all areas of their lives. She comes from a place of empowerment and maintains a philosophy that embraces not only financial but also mental wellbeing and holistic health through her videos & social channels. Canna consistently presents the most authentic version of herself by inviting her viewers & followers into her home & get to be a part of her & her family's journey.

Canna was also a regular Financial Expert & commentator on Channel Nines' Today Extra & Channel Sevens' the Morning Show. Her content is also covered by the Daily Mail & News Corp on regular basis. Canna has also developed an app, 'Sugar Budget', when launched it was #2 on the Apple App Store for most popular financial budgeting apps.

Canna lives in Bondi with her partner Tom, her three kids Rocco, Apple and Tiger and her two Labradors Giuseppe and Peppi.

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