



Australian  
Shareholders'  
Association  
the trusted voice of shareholders

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your interests and investments through our united voice

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**THE STRATEGIC VISION FOR ASA 2011 AND BEYOND**

# VISION



The Australian Shareholders' Association (ASA) started in 1960 with a handful of visionary and determined investors wanting to protect and further small shareholder and other investor interests. In the 50 years to 2010, ASA grew 1,000-fold to over 7,000 members nationwide to become the major independent body representing smaller Australian shareholders.

ASA does not come under a department of any state or federal government, nor is it a government agency. ASA remains an independent not-for-profit organisation funded by membership fees and sponsorship. It operates to provide a united voice in representing the interests of the many small investors and shareholders who comprise its membership.

Historically, ASA's activities have been predominantly funded through membership related fees from the tiny proportion of the shareholder community who have elected to join – some 7,000 out of 6.5 million adult Australians who, according to the ASX, now own shares directly.

While ASA benefits are enjoyed by all shareholders and investors, it is ASA's members who provide the financial resource. ASA has sought to fund improved and expanded services through a growing membership base. However, promotion of ASA's services, goals and objectives has proven challenging within the limited budget, which has constrained membership growth. To resolve this impasse, ASA will seek to engage more broadly with the entire community and diversify its contributors and funding sources.

ASA will significantly expand its sponsoring, partnering and subscription arrangements with the corporate, professional and government sectors. ASA will therefore be able to provide the necessary services sought by small shareholders and investors, as well as all other stakeholders. This approach acknowledges the unremunerated services ASA provides not just to its members but to the broader shareholding and investing community as well as to corporate, institutional and government stakeholders.

ASA plans to build on its position to become the "one stop shop" for individual investors and shareholders. ASA will represent and advocate their interests, and also meet their diverse needs for information, education and training, research, analysis and advice.

Increasing its effectiveness and capacity, whilst maintaining its independence and integrity is ASA's highest priority. These will remain the fundamentals underpinning ASA's uniquely unconflicted and uncompromised position as a provider of investor-focused benefits, products and services.

The strategic objective for the ASA in fulfilling small investor needs is to transform itself to become:

- 1. The leader for united small investor representation and advocacy, in dealing with companies, government and the financial community.**
- 2. The independent and authoritative assessor and provider of information on both corporate financial performance and governance covering Australian listed companies, fund managers and other investing entities.**
- 3. The leader in the provision of education and training and delivering access to structured nationwide courses in finance and investment.**
- 4. A uniquely independent Australian adviser to the smaller investor on investment and financial matters.**
- 5. Financially strong with diversified sources of funding across members, sponsors, partners and subscribers, enabling ASA to produce saleable products, services and benefits, the proceeds of which will be re-invested into increased and refined offerings for members and all stakeholders.**

ASA will work towards achieving these goals using a systematic approach which starts with assessment of feasibility and continues through detailed planning, implementation and review, over the short, medium and long term.

Through sharing this vision, we hope to work collectively across all areas of the community to achieve greater engagement and meet all our common goals.

# MILESTONES

	Short Term 1-2 years	Medium Term 2-5 years	Long Term 5+ years
<b>Investor Representation</b>			
<b>1</b>	Proxy aggregating service	[Bar]	
	Enhanced company and funds monitoring service	[Bar]	
	Media Engagement	[Bar]	
	Corporate/Industry Communication	[Bar]	
<b>Independent Research &amp; Analysis</b>			
<b>2</b>	Research/information function	[Bar]	
	Performance analysis	[Bar]	
	Financial reporting service	[Bar]	
	Governance reporting service	[Bar]	
	Ratings	[Bar]	
<b>Education &amp; Training</b>			
<b>3</b>	Education market survey	[Bar]	
	Investor training identification	[Bar]	
	Education webcast introduction	[Bar]	
	Education program expansion	[Bar]	
	Comprehensive education program	[Bar]	
<b>Independent Advice</b>			
<b>4</b>	Australian Financial Services Lic.	[Bar]	
	Advice feasibility study	[Bar]	
	Independent advisory function	[Bar]	
<b>Financial Resources</b>			
<b>5</b>	Cost efficiency program	[Bar]	
	Corporate sponsor & partnership program	[Bar]	
	Membership changes	[Bar]	
	Membership product expansion	[Bar]	
	Product and services development	[Bar]	
	Government partnership program	[Bar]	
	Membership growth	[Bar]	

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This strategy provides an overview of the direction of the Australian Shareholders' Association over the next five years, including some important milestones the association will be aiming to achieve in that period and beyond. We welcome feedback on our vision and plans from members and the broader community. We invite your participation by email [share@asa.asn.au](mailto:share@asa.asn.au), via our website [www.asa.asn.au](http://www.asa.asn.au), by phone 1300 368 448 or through our social media facebook, linkedin & twitter.