

VISION

To be the leading independent voice and community for all Australian shareholders and investors

PURPOSE

To advocate for shareholders and create a better investment environment through investor engagement and education

Who

Shareholder advocate and investor educator

When

Founded in 1960, Australia's largest, independent, individual shareholder association

What

Serving all Australian shareholders

Where

A community of engaged shareholder groups and members around Australia

How

Advocating for shareholders through:

Engagement

- Fostering a community of shareholders with membership and investing groups
- Undertaking ASX listed company monitoring from a retail shareholders perspective
- Engaging with relevant authorities, to ensure a fit for purpose regulatory landscape for retail shareholders
- Hosting unique online and physical shareholder events, partnering with ASX listed companies and other experts

Education

- Providing investor education through insights, analysis, courses, webinars, podcasts, and conferences
- Providing ASX listed companies with insights on the needs of retail shareholders

Key stakeholders

- ASA community of members and volunteers
- Australian investment community – Australian shareholders, ASX listed companies, strategic partners, regulators and government

Key membership groups

- Individual membership – with a focus on retirees and pre-retirees
- Corporate partnership – All Ords companies and small cap companies, strategic partners

FOUNDATION VALUES

