

# STRATEGY

## VISION

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.

## How

Advocating for shareholders through:

### Engagement

- Fostering a community of shareholders with membership and investing groups.
- Monitoring ASX listed companies from the perspective of retail shareholders.
- Engaging with relevant authorities to ensure a fit for purpose regulatory landscape for retail shareholders.
- Hosting unique online and in-person shareholder events in partnership with ASX listed companies and other experts.

### Education

- Providing investor education through insights, analysis, courses, webinars 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.

## Members, Corporate & Strategic Partners

- Individual membership for retail investors at all life stages, including many self-managed super fund trustees.
- Corporate partners – ASX-listed All Ordinaries companies and strategic partners.

## FOUNDATION VALUES

