



Media Policy

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Owner: Laura Davoren

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Media and Public Statements Policy

Approved by the Board 3 December 2024

Objective

The Australian Shareholders' Association (ASA) aims to be a leading media source for corporate governance perspectives and information pertinent to retail shareholders. This involves timely and accurate responses to media inquiries within our areas of expertise. Additionally, ASA is committed to mitigating reputational risks and fostering a safe, welcoming environment for all members, directors, staff, company monitors, convenors, volunteers, and stakeholders.

This policy:

- Defines who has the authority to speak to the media or make public statements on behalf of ASA
- Provides guidelines on the scope of the topics on which ASA will offer comment, including reaffirming our commitment to enhance the standing of retail shareholders by encouraging comment on governance issues in listed entities from the retail shareholder perspective as they arise
- Outlines the process for ensuring all media relations activities are in the best interests of retail shareholders, ASA members and the association generally, and
- Provides practical guidelines on how ASA engages with the media and makes public statements through various spokespersons.

Media definitions

Traditional media

- **Print media**
 - Newspapers
 - Magazines
 - Books
 - Brochures
 - Flyers
 - Pamphlets
 - Billboards
 - Posters
- **Broadcast media**
 - Television
 - Radio
 - Cable TV
 - Satellite TV

Digital Media

- **Internet media**
 - Websites
 - Blogs
 - Social media (Facebook, LinkedIn, X, Instagram, etc.)
 - Email
 - Online Advertising (display ads, search engine marketing, social media advertising)
 - E-commerce
 - E-books

- Streaming Services (Netflix, Spotify, etc.)
- Podcasts
- Webinars
- **Mobile media**
 - Mobile Apps
 - SMS Marketing
 - Mobile Advertising
 - Mobile Games

Other Types of Media

- **Out-of-Home media:**
 - Billboards
 - Transit Advertising (bus stops, trains, etc.)
 - Digital Signage
- **Experiential media:**
 - Events
 - Trade Shows
 - Pop-up Shops
 - Product Demonstrations
- **Social media marketing:**
 - Influencer Marketing
 - User-Generated Content
 - Social Media Listening
- **Video marketing:**
 - Explainer Videos
 - Product Demos
 - Brand Videos
 - Live Streaming

Key ASA media channels

- Voting Intentions reports on the ASA website
- Comments at public company AGMs
- ASA materials and responses to media and other organisations
- Proactive social media, including Twitter, Facebook and LinkedIn
- Presentations or panel discussions at conferences
- Appearances before parliamentary inquiries
- Submissions to external bodies

Media policy overview

Rationale

The way that the Australian Shareholders' Association (ASA) communicates externally, particularly through the media, has a direct bearing on the reputation of the ASA and the way in which our association and members are perceived by important stakeholders, including governments, the regulators, potential members and the business community.

In keeping with ASA's reputation and mission, ASA proactively identifies and pursues opportunities for profile-building media coverage. This is intended to support our advocacy

and company monitoring program, which in turn enhances the standing of our association. It also heightens awareness of ASA as a resource for education and information on retail shareholder rights and issues as well as investing perspectives.

Goals

ASA also aspires to respond to all enquiries from the media in a professional manner with information that is accurate, timely and consistent with our 'standing up for shareholders' mission. Our active involvement with the news media requires candour, knowledge, and, of course, common sense.

All public statements must be consistent with established or generally accepted ASA policy and practice, or positions which have been agreed for specific issues by those with the relevant delegated responsibility.

Guidelines

There are a number of channels through which ASA directs its public comments. To ensure that public statements are accurate, relevant to our target audiences and in keeping with ASA's mission, all statements and information provided to the media, including the publication of articles, must only be delivered by authorised spokespersons.

The ASA Board is responsible for this policy and oversight of its implementation.

Responsibilities

The ASA CEO has day-to-day responsibility for media and public statements, supported by the broader ASA team.