

ASX also conducts a share market game open to all Australians over the age of 18. The game follows a similar format, providing a virtual portfolio initially valued at \$50,000, and awarding prizes for the highest valued portfolio at the end of the two-month game.

Both share market games are conducted through the ASX website. The website also acts as the primary source of information for game players, providing share prices and company announcements for all listed companies. Game participants or syndicates conduct their virtual trades using the ASX website.

Better exposure

ASX has formed a new partnership with Exhibitions and Trade Fairs who conduct the Channel 9 Money Expos; ASX now provides a core of investor education content within the broader expo format. The 'Channel 9 Money Expo in association with ASX' replaces the previous format of ASX share days or ASX investor days. Using the exposure and reach of Channel 9 allows ASX to focus on a core provision of education services, without needing to organise and co-ordinate a full day of activities and events.

The Expo format also positions ASX alongside property and other assets classes, reinforcing the importance of diversification of investments. This format emphasises the different characteristics of direct listed investments from property and managed funds, including the liquidity and visibility of market valuation through continuous market pricing and disclosure.

ASX has undertaken a similar initiative with Exhibitions Plus that conducts the Traders and Investors Expos. These events are geared towards more experienced traders and investors and provide ASX with the opportunity to educate attendees about our more sophisticated products such as options, warrants and futures.

Regional road shows with Telstra Countrywide

ASX has extended the reach of its education services to regional Australians, with the support of sponsorship from Telstra Countrywide. ASX lecturers have been on the road across rural and regional centres in Queensland during July and August 2003, visiting the Gold Coast, Toowoomba, Caloundra, Bundaberg, Townsville, Mackay and Rockhampton.

Regional NSW and ACT were visited in earlier months, with trips planned to centres in Tasmania, South Australia, Western Australia, Northern Territory and Victoria.



Wealth begins with greater knowledge

You may have noticed ASX's striking advertising campaign during the past few months. These print advertisements use artwork commissioned specifically for the campaign by ASX, targeting the need for education and knowledge amongst retail investors.

Education is at the heart of ASX's efforts to expand the market. It is ASX's principal direct involvement with the retail investor and builds a diverse interest in listed investment from school children to retirees.

The campaign, produced in conjunction with Sydney agency Osborn Southgate, confronts the emotional inhibitions, concerns and impediments that investors face when approaching investment decisions. The advertisements all end with a simple answer – knowledge through education.

ASX believes it is a natural source of education for listed investment as an independent, neutral and unbiased provider of information.



March 1995
Nerve gas attack in Tokyo subway kills eight and injures thousands. The Aum Shinrikyo (Supreme Truth) cult is to blame.

April 1995
UN Council votes easier sanctions for Iraq.

Scores killed as terrorist's car bomb blows up block-long Oklahoma City federal building. Timothy McVeigh, 27, Army veteran, arrested as suspect.

Death toll 2,000 in Rwanda massacre.

May 1995
Fighting escalates in Bosnia and Croatia.

Corporate Law Reform
Act mandates continuous disclosure of material information by listed companies.

ASX Share Ownership Study results show that 16% of Australian adults own shares directly, or 20.9% when indirect investments through managed funds are included. This equates to almost 2 million direct share owners and 2.6 million when indirect investments are included.

LEPOs introduced following ASX's successful court defence of their right to issue these products. The products compete with the Sydney Futures Exchange's individual share futures.

Equities trades
12,000 daily average

Options contracts
35,000 daily average

30 June 1995
All Ords 2,012.75