



Australasian Investor Relations Association



## **MEDIA RELEASE**

18 April 2011

### **ASX and AIRA to host free investor relations forum**

The Australian Securities Exchange (ASX) and the Australasian Investor Relations Association (AIRA) are hosting a national investor relations education forum in 2011 entitled 'Critical issues in investor relations: a forum for companies outside the S&P/ASX 200'.

The forum is designed to improve understanding of some of the critical investor relations issues facing companies regardless of their size, sector or resources.

The forum will be a half-day session run by AIRA and co-hosted and sponsored by ASX. It will be held throughout Australia and address the particular needs of listed companies outside the S&P/ASX 200.

It will principally target senior executives who assume the responsibility for, and/or require a practical understanding of, investor relations principles and programs.

All ASX-listed companies outside the S&P/ASX 200 will have the opportunity to send one representative to one of these forums for free. Numbers are restricted to 50 people per event and are being offered on a first-come, first-serve basis.

The forum will be interactive and will feature presentations, case studies and panel discussions from some of Australia's most experienced investor relations and capital market professionals.

Richard Murphy, ASX General Manager, Equity Markets said: "ASX is committed to building its investor relations services for ASX-listed companies. We believe helping improve the awareness among companies of the importance of investor relations will assist them in attracting and retaining institutional and retail investors, thereby improving liquidity, capital raising and price discovery.

"We have specifically tailored the forum to meet the needs of busy executives who want to learn about the practical investor relations tools and techniques they can employ on a day-to-day basis."

Ian Matheson, Chief Executive Officer, AIRA said: "AIRA is delighted to be partnering with ASX again to deliver these forums. There is a growing awareness of the value that effective investor relations by listed companies can generate. These forums should assist companies to better understand some of the current issues."

The locations and dates for 'Critical issues in investor relations: a forum for companies outside the S&P/ASX 200' are:

- Sydney – 9 May 2011
- Melbourne – 11 May 2011
- Perth – 13 May 2011
- Brisbane – 11 July 2011
- Sydney – 12 July 2011
- Melbourne – 13 July 2011
- Perth – 15 July 2011

Listed companies wishing to register for one of these forums can visit the AIRA website: [www.aira.org.au](http://www.aira.org.au)

Registration and forum enquiries can be made to AIRA directly on:

- Telephone: +61 2 9872 9100
- Email: [administration@aira.org.au](mailto:administration@aira.org.au)

Further details about the forum can be found at: [www.aira.org.au](http://www.aira.org.au) and [www.asx.com.au/aira](http://www.asx.com.au/aira).

#### **For further information:**

##### **Registration and Forum Enquiries:**

AIRA Secretariat

(BH) + 61 2 9872 9100

Email: [administration@aira.org.au](mailto:administration@aira.org.au)

##### **Company Enquiries:**

Brooke Penfold

Manager, ECM Development

ASX Group

(BH) +61 2 9227 0478

Email: [brooke.penfold@asx.com.au](mailto:brooke.penfold@asx.com.au)

##### **Media Enquiries:**

Leeanne Bland

Corporate Relations Executive

ASX Group

(BH) +61 2 9227 0410

(M) 0467 642 066

Email: [leeanne.bland@asx.com.au](mailto:leeanne.bland@asx.com.au)

#### **About AIRA**

The Australasian Investor Relations Association (AIRA) was established in 2001 to advance the awareness of and best practice in investor relations in Australia and New Zealand, and thereby improve the relationship between listed entities and the investment community.

The Association's 140 corporate members now represent over A\$692 billion of market capitalisation, over two thirds of the total market capitalisation of companies listed on ASX.

More information on AIRA can be found on [www.aira.org.au](http://www.aira.org.au)