

AUSTRALIAN SECURITIES AND INVESTMENT COMMISSION
DRAFT STRATEGIC FRAMEWORK

- Continued focus on current business priorities. 3 key priorities:
 - Confident and informed investors and financial consumers
 - Education: MoneySmart website and Helping Kids Understand Finances. Using new media. Investor responsibility for their investment decisions remains core to our system. Understanding risk / reward and diversification is paramount.
 - Gatekeepers being held to account, including product manufacturers and distributors. Self-regulation has an important role to play, with the support of ASIC where needed.
 - Consumer behaviour. Recognising how investors and consumers make decisions using new media as an alternative channel.
 - Fair and efficient financial markets
 - Market supervision and competition
 - Efficient registration and licensing
 - Particular focus on small business.
- Main factors guiding our approach to setting priorities
 - Legislative responsibilities;
 - Systemic or regulatory risk;
 - Stakeholder expectations; and
 - Government policy.
- Key drivers we use to achieve our priorities:
 - Engagement with industry and stakeholders;
 - Surveillance
 - Guidance;
 - Education;
 - Deterrence - we will continue to focus on taking on the big cases and pursue wrong-doers; and
 - Policy advice.