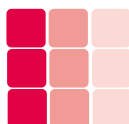




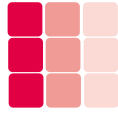
Investor Attitudes to Corporate Social Responsibility

An Opinion Leaders Report

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INVESTOR ATTITUDES TO CORPORATE SOCIAL RESPONSIBILITY

An Opinion Leaders Report

PURPOSE OF THE REPORT

The latest Opinion Leaders report provides guidance to ASX companies and retail fund managers on how they should approach corporate social responsibility (CSR) issues in order to attract and retain investors.

It surveys the beliefs and attitudes of investors themselves, both institutional representatives and individuals, and those who have the power to exert influence over investors, the media.

For those organisations that have already taken a position on CSR, this report provides the opportunity to review and/or validate that strategy. For those who are yet to engage on the topic, it will provide a useful starting point.

Its findings will also be useful to non-ASX companies operating in Australia that want to understand how to approach CSR in relation to their employees and their customers.

SOME OF THE FINDINGS

- Individual investors and institutional investors have a completely different take on what CSR actually is.
- There are things going wrong outside the strictly financial sphere which corporations need to take notice of and fix.
- All investor types share a common view on the biggest single risk to the continuity of their investment returns.
- CSR issues feature – to varying extents – in all investment decisions.
- Most of the current communications about CSR are a waste of time and money.
- Change the language - and the audience.

ABOUT OPINION LEADERS

Opinion Leaders established itself in Australia in 2004, in order to research the views of key influencers of opinions in various markets. Its methodology combines quantitative and qualitative elements, and most surveys are conducted annually to track major trends and changes.

The founding principals have over 40 years experience between them in marketing and market research in Australia and the UK: John Reid as Director of Mori FS in the UK, and Alison Teale in senior marketing roles at Citibank UK, and at MLC and ANZ in Australia.

For more information:

Visit www.opinionleaders.com.au

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