



AIRA

AUSTRALASIAN
INVESTOR RELATIONS
ASSOCIATION

AIRA SNAP POLL

AUSTRALASIAN LISTED ENTITIES SITE TOUR PRACTICES

9 August 2022

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Executive Summary

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In July 2022, AIRA undertook a snap poll to look at how Australasian listed entities plan and organise site tours. The results review current practices for these important events in the investor relations calendar. 48 listed entities participated.

Key Highlights

- 73% of respondents have held or will be holding a site tour in calendar 2022.
- 74% of site tours will be domestic.
- An in-person event was overwhelmingly the most popular type of site tour with 84% of respondents saying that they offer “in-person only” .



Executive Summary

- The majority of respondents reported that they don't hold their site tours in conjunction with an investor day (49%), an industry conference (63%) or a competitor (60%) event. Some indicated that they were open to the option.
- There is a slight preference for companies to host tours in the second half of the calendar year with the exception of the REITs sector who typically hold their tours in the first half of the calendar year.
- September was reported as the preferred month to host offshore site tours.
- 72% of all respondents invite both buy and sell-side to attend the site tour. One respondent reported that they invite media too.
- 84% of respondents use internal resources only to organise their site tours – noting that it was quite a resource intensive exercise.
- Ground transport, catering and entertainment for domestic and international site tours were mostly organised and paid for by companies.
- Where applicable, flights to the start point and accommodation were more likely paid for by analysts / investors. Across multi-day tours, companies on occasions pick up the tab for flights between locations – 12% for domestic half-day or less /single day tours; 29% domestic multi-day tours; 12% international half-day or less / single day tours; and 22% international multi-day day tours.



Executive Summary

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- 42% of all respondents seek reimbursement for expenses related to logistics for site tours. This increased to 73% for international tours versus 33% for domestic tours.
- The amount that they seek reimbursement for is not known.
- When it comes to procedures and processes, 95% of respondents brief site managers about their interactions with investors and analysts whilst only 20% allow business cards to be handed out.
- 71% of respondents **lodge** any formal presentation given as part of the site tour with the ASX / NZX.



Disclaimer

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These results are based on data and verbatim feedback from listed entities who completed the survey. Whilst it is believed that the data is correct at the time of publishing, AIRA accepts no responsibility for any inaccuracies.

