Mission: The Responsible Investment Association Australasia (RIAA) works to promote, advocate for, and support approaches to responsible investment that align capital with achieving a healthy and sustainable society, environment and economy.
RIAA’s 2020-2022 Strategy takes us into a critical decade for action on many important and urgent social, environmental and economic challenges, including addressing climate change consistent with the Paris Agreement and the advancement of the Sustainable Development Goals.

Addressing these challenges is a pre-requisite for a healthy and prosperous economy upon which the financial system relies.

The role of finance in achieving these goals is essential.

RIAA’s Strategy provides the plan to underpin RIAA as the organisation that provides the platform that helps the finance sector lead on this effort to achieve these critical goals.
Background

Championing Responsible Investing and a Sustainable Financial System aligned with a healthy and sustainable society, environment and economy.

**RIAA's last Three-Year Plan (FY2016-2019) focused on the growth of responsible investment assets under management. This target was met, with significant growth across our region, and continuing momentum.**

RIAA’s FY2020-2022 Strategy takes us into a critical decade for action on many important and urgent social, environmental and economic challenges, including addressing climate change consistent with the Paris Agreement and the advancement of the Sustainable Development Goals.

Addressing these challenges is a pre-requisite for a healthy and prosperous economy upon which the financial system relies. The role of finance in achieving these goals is essential. Responsible investment and sustainable finance must lead that effort.

As RIAA’s first Three-Year Plan in this critical decade, RIAA’s focus is rallying the Australasian financial services sector around the goal of a healthy and sustainable society, environment and economy, in accordance with the mission approved by its members in December 2018.

**RIAA's shift in emphasis from growth of the sector to its quality and its impact will ensure that the momentum of our growing responsible investment community is directed to fulfilling its promise in creating positive environmental, social and economic impacts.**

This Strategy document sets out the focus areas of RIAA’s work over the coming three years to deliver progress towards our mission. This Strategy will be the first of a series of strategies which reach to 2030.
Areas of focus

**Building awareness**
by the investing public of the benefits of responsible investment and confidence that RI products and services support their needs and expectations

- Providing tools to connect investors based on RIAA being a trusted source of information
- Defining responsible investment standards in a globally robust Certification Program that sets the gold standard for impactful finance
- Supporting the community to engage with and align their own investments towards more sustainable outcomes

**Differentiating investment practices and products**
that deliver a healthy and sustainable society, environment and economy

- Articulating and embedding high standards of responsible investment practices that deliver real impacts
- Benchmarking leading practices through our research program

**Encouraging a policy and regulatory environment**
that drives the financial system to deliver solutions for our environmental, social and economic challenges

- Leading important work on the policy frameworks needed to unlock finance for this goal
- Building coalitions of support to drive this agenda

**Providing a connected and valuable hub**
for engaged and active responsible investment and sustainable finance organisations and practitioners

- Remaining the most active, engaged and valued network of organisations and professionals
- Building the capacity of the industry to deliver strong impact, including through peer learning
- Driving industry standards that streamline measurement and tracking of our industry’s contribution.
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<th>RIAA’s Objects</th>
<th>Areas RIAA will focus on:</th>
<th>What RIAA will deliver:</th>
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<th>RIAA will measure and report on our impact:</th>
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<td>Providing a strong voice for responsible investors, including influencing policy</td>
<td>Building awareness by the investing public of the benefits of RI and confidence that products and services support their demands for sustainable finance</td>
<td>Promotion and awareness: Grow awareness and demand for RI, and connect the major issues of our times with investment practice, financial markets and impact</td>
<td>Connecting citizens to the real world impacts of their financial decisions will get them more engaged and increase demand for RI, driving the finance sector to respond to their clients</td>
<td>The strength and reach of our voice: via media mentions (incl. connected to real world issues), consumer research that tests awareness, report downloads, &amp; users of our online tools</td>
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<td>Delivering tools for investors and the broader community</td>
<td>Differentiating investment practices and products that deliver a healthy and sustainable society, environment and economy</td>
<td>Providing tools to connect investors: The trusted source of information about quality RI products and advice via a globally leading Certification Program with tools to connect investors, including intermediaries</td>
<td>Citizens need to have confidence in the bona fides of RI, that it is delivering on sustainability outcomes</td>
<td>The success of our Certification Program and tools: through online tool users, AUM flows into certified products, and evidence of our Certification Program being used as the objective standard of quality in RI in our region</td>
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<td>Supporting continuous improvement in responsible investment practice</td>
<td>Encouraging a policy and regulatory environment that enables the above</td>
<td>Standards and Benchmarking: Improve quality and impact of RI by developing guidance for providers on leading approaches, and benchmarking best practices</td>
<td>Defining and benchmarking leading practices lifts standards of practice to be better aligned with sustainable outcomes, and supports continual improvement</td>
<td>Reach and use of our research and standards: through downloads and media mentions of our reports</td>
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<td>Acting as a hub for our members to build collective impact</td>
<td>Providing a connected and valuable hub of engaged and active organisations and professionals</td>
<td>Policy and advocacy: Steer development of Australian and NZ Sustainable Finance Roadmaps</td>
<td>A more supportive regulatory environment would enable greater alignment of capital with public interest objectives (social, environmental and economic). Building a coalition of support will help in the successful advocacy of this agenda</td>
<td>The impact of our political advocacy: delivery of ambitious Sustainable Finance Roadmaps in Australia &amp; NZ, and evidence of subsequent advocacy of these</td>
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<td>Being a trusted source of information based on accuracy and integrity</td>
<td>A connected and valuable Hub: The most engaged, active and valued network of RI and sustainable finance organisations and professionals, strengthening the ability of the investment industry to deliver on this mission</td>
<td>A strong, connected &amp; informed network of RI professionals is required to most rapidly align behind this mission and our committed members have the potential to be the most effective advocates for our mission</td>
<td>Our success at being a connected &amp; valued hub by member satisfaction, member growth, incl. financial advisers, and member engagement</td>
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Built on trust, accuracy and integrity and a connected and valued hub of RIAA members and collaborators
At the end of 2018, RIAA members voted to amend RIAA’s Constitution, with changes to RIAA’s Mission, Beliefs and Objects. Building off this, RIAA’s 2020-2022 Strategy shifts RIAA’s objective from merely growing responsible investing AUM, to promoting, advocating for and supporting those approaches to responsible investment that achieve positive social, environmental and economic impact.

RIAA’s Mission
To promote, advocate for, and support approaches to responsible investment that align capital with achieving a healthy and sustainable society, environment and economy.

RIAA’s Statement of Beliefs:
- Investment and ownership practices affect the health and well-being of the environment, society and the economy.
- Regardless of whether they are intended or not, these positive and negative effects confer on investors significant stewardship responsibilities.
- Investment and ownership practices can and should align with society’s needs and objectives, such as those set out in the UN’s Sustainable Development Goals.
- Demonstrating effective stewardship is necessary for earning and protecting the trust that is the foundation of the investment industry.

RIAA’s Objects focus on the following key areas:
- Providing a strong voice for responsible investors in the region, including by influencing policy and regulation to support long-term responsible investment and sustainable capital markets;
- Delivering tools for investors and the broader community to better understand and navigate towards responsible investment products and advice;
- Supporting continuous improvement in responsible investment practice among members and the broader industry through education, benchmarking and promotion of best practice and innovation;
- Acting as a hub for our members, the broader industry and stakeholders to build capacity, knowledge and collective impact;
- Being a trusted source of information about responsible investment with a strong reputation for accuracy and integrity.