

about ASG

We help families and individuals fulfil their education aspirations with savings plans that help cover the rising cost of education, and a range of resources to support learning.

We support children's education from early childhood, primary to secondary, and from post-secondary to professional development for upskilling or retraining for a new career.

We also advocate on the importance of education and lifelong learning to drive positive outcomes.

Since our inception in 1974, we have supported the education journey of more than 540,000 children, and have returned more than \$2.8 billion in education benefits and scholarship payments to members and their children.

We are a member owned organisation, which means profits are invested into the business to benefit our members and their children.

We operate in a well regulated environment that is overseen by the Australian Prudential Regulation Authority and the Australian Securities and Investment Commission, and the Financial Markets Authority in New Zealand.

Our mission and long-term strategic goals

ASG's mission is to support families and individuals to fulfil their education and lifelong learning aspirations.

We will achieve this mission by:

- » providing financial products that offset the cost of education and lifelong learning
- » providing individuals with a range of educational resources that support education and lifelong learning
- » advocating for the importance of education and lifelong learning in nation building.

Our long-term strategy is based on three pillars—financial products, educational resources and advocacy.

Over the past three years, we have grown in our enrolments and membership numbers through a combination of new products; new distribution channels; rebranding; and advocating on our members' behalf to deliver a more compelling membership value proposition.

This has positioned ASG well for the next stage of our development. This will entail growth in the Australian and New Zealand markets, diversification of our revenue base through new product and service development, expansion of our educational resources proposition, and strengthening our voice as an advocate on education related matters.



Advocacy

MISSION

ASG supports individuals to fulfil their **education** and **lifelong learning**

ASG



Educational
resources



Financial products

- » Pathway Education Fund (PEF) assists families with the cost of education during all learning stages—offering flexibility around contributions and access to funds. This product was launched in New Zealand in August 2017.
- » Lifelong Education Fund (LEF) helps individuals save for their professional and personal development. This product was launched in New Zealand in August 2017.
- » The Education Fund (TEF) assists with basic secondary and post-secondary education costs.
- » The Supplementary Education Program (SEP) assists those who have specific education goals in mind—such as private schooling or those who want to plan comprehensively for their child's future education.

Educational resources



- » My ASG, our member portal, provides parents with an expanding range of education, parenting and career content, tools and resources, as well as member discounts and special offers to support their children's education.
- » ASG Books: A range of educational books, which encourage the growth and use of the mind and have been written by specialists in their field.
- » Learning Games®: 200 individualised experiences or educational games developed by world leading early childhood development expert Professor Joseph Sparling.
- » Webinars: Presentations on topical issues that are relevant for parents.
- » Exclusive member discounts on educational resources.



Advocacy

ASG has been a leading advocate on the importance of education and learning for more than four decades. Our goal is to help achieve the best possible outcomes for education in the countries in which we operate.

We achieve this goal by speaking out and advocating on education issues on behalf of and with individuals, communities and policy makers.

We focus on creating awareness and stimulating national debates on issues such as equitable access to education; the cost of education; and the provision of a high quality education.

In order to achieve this goal we publish a wide range of evidence based research findings such as:

- » the ASG Planning for Education Index
- » the ASG Planning for University Index
- » The ASG Parents Report Card
- » White papers and policy submissions.

We also contribute to education through our support of the annual ASG National Excellence in Teaching Awards (ASG NEiTA) program, which gives the community an opportunity to recognise teachers who have made an impact on children's education in New Zealand.



Financial products