COMPANY AND SECURITIES LAW JOURNAL

Volume 33, Number 6

September 2015

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This article explores the issues surrounding the regulation of equity crowdfunding in Australia and particularly the ways in which policymakers may seek to strike a balance between facilitating the growth of this new form of finance and ensuring adequate investor protections are in place. It is argued that, in the light of debate about the feasibility and desirability of equity crowdfunding, an "experimental" approach to regulating this phenomenon is justified in the early stages of its development. This approach would be the best way of achieving an appropriate balance between facilitation and investor protection, and would provide policymakers with an opportunity of ascertaining the true costs, benefits and ultimate potential of equity crowdfunding, in order to develop more appropriate regulation in the longer term. A number of reform proposals are ultimately considered and evaluated in the framework of an experimental approach to regulation	352
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