



A Fresh Approach to Financial
Planning for Women

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FREE Workshop

You are invited to attend our **FREE Finances and Legal Workshop** on **Wednesday the 10th of February at 6.00pm** at **The Convention Centre, Christchurch.**

For more information call free-phone **0800 64MONEY** or **03 379-7035.**

Register by 5th of February and go in the draw to win a copy of *Girls Just Want to Have Fund\$*. **Call us now to register on 0800 64MONEY or 03 379-7035.**

Limited capacity so book now!

SMART MONEY - THE THIRD INSTALMENT

We are proud to present "Smart Money" to you. The release date of this book will be March of this year so keep an eye out on bookshelves. We will keep you informed of book launch details.

Smart Money - How to structure your New Zealand business or investments and pay less tax.

According to media reports, New Zealanders are financially illiterate and poor savers. Financial experts Sheryl Sutherland and Martz Witty don't agree. They believe it's simply a matter of learning the ropes, and in *Smart Money* they provide the basic knowledge that you will need in order to get ahead financially.

Smart Money demystifies three seemingly complex areas:

TAX PLANNING • deductions for business owners and investors; what you need to know; what to do if you get it wrong; how to survive an audit; why family and trading trusts are useful, and how not to misuse them.

INVESTMENT PLANNING • using effective investment strategies; decoding investment tax jargon; aiming for financial security in retirement.

BUSINESS PLANNING • Protecting your business investment and your number-one asset (you!); seeking professional advice and knowing what to ask your advisor.

The result is a straight-talking and practical book that will assist you, the taxpayer, to minimise tax and maximise revenues legally, ethically and easily. When it comes to making and saving money, you can't be too smart.

Sheryl Sutherland, a financial planner for over two decades, is an independent advisor with her own business, Women's Financial Strategies.

Sheryl Sutherland - Financial Adviser and Author. Women's Financial Strategies
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She frequently features in broadcast and print media in matters related to investment, and has been a guest speaker for major corporations. Sheryl is the author of *Girls just want to have Fund\$* (2005), and *Money, Money, Money, Ain't it Funny* (2007).

Martz Witty is a qualified chartered accountant and speaks professionally on tax issues. He is the author of *Hit the Road Running! Gain more customers of the kind you want, and Gathering Pace! Getting the customer back more often*. Martz is a regular contributor to magazines and major newspapers and has served as a phone-in expert on TVNZ's *Breakfast*.



ECONOMIES AND OUTLOOK

10 fastest growing economies in 2010

An analysis of the latest IMF World Economic Outlook report shows which countries are expected to grow strongly this year, and there are a few surprises.

According to the IMF the fastest growing economy in 2010 will be Qatar with an amazing 18.5% forecast GDP growth. Tiny Qatar is oil and gas rich and has the second-highest GDP per capita (apparently the first is Lichtenstein). Another surprise to make the top 10 is war-torn Afghanistan, which is expected to grow at a rate of 8.6% in 2010. That growth rivals China (9.0%), the only G20 country to make it into the top 10 according to the IMF forecasts.

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Top 10 countries by real GDP (2010 IMF forecasts)

Qatar	18.5%
Turkmenistan	15.3%
Dem. Republic of Congo	12.2%
Angola	9.3%
China	9.0%
Afghanistan	8.6%
Timor Leste	7.9%
Republic of Yemen	7.3%
Uzbekistan	7.0%
Ethiopia	7.0%

While these growth rates are impressive, most are not attractive investment destinations (yet) as ongoing social and political issues and poor market regulation do not make for good capital markets.

However, what's really interesting are the regional growth breakdowns for this year. This shows that growth is expected to be strongest in 'Developing Asia' (7.3%), while 'Advanced Economies', which include the likes of the US (1.5%), Western Europe (0.3%), Australia (2.0%) and NZ (2.2%), is expected to experience average growth of just 1.3% in 2010. Looking even further out, the 2014 forecast for Developing Asia is for an average of 8.5% GDP growth. It seems clear that it will be the smaller, more dynamic economies of the world that will be leading us out of the global recession.

Emerging markets have significantly outperformed developed markets over the last 1, 3 and 5 year periods – during one of the worst financial crises the world has ever seen.

While developed markets have staged impressive recoveries last year, they are still eclipsed by emerging markets, which have improved by 47.9%. The Australian sharemarket returned 26.9%, the UK's FTSE 100 was up 23.1%, the S&P 500 up 21.3% and New Zealand's NZX 50 bounced back by 17.0% over the last 12 months. The MSCI World Index, by comparison, is up just 8.9% over the last 12 months.

US Stocks had an undoubtedly good year, but lagged the rest of the world by a wide margin.

Excluding the United States, global stocks rose nearly 40% in 2009, and some markets did even better than that. According to data from Dow Jones, China was up more than 116%, Indonesia 87%, Brazil 82%, and India 81%.

The good news is that 2010 is shaping up to be another good year for emerging markets investors. Goldman Sachs recently released data, reported in *The Economist*, that showed that "the biggest emerging markets—Brazil, Russia, India and China—have accounted for 45% of global growth" since 2007. This is an incredible trend, and one that Goldman and *The Economist*, expect to continue in 2010 and beyond. **See 'A Good Time to Invest' on page 4 for more information or register for our FREE workshop at 6.00pm on Wednesday the 10th of February at the Christchurch Convention Centre. Call 379-7035 to register now.**

WOMEN IN THE FINANCIAL SECTOR

When world leaders gathered at the G20 Summit in Pittsburgh to discuss the state of the global economy, there was one very large omission: women.

Among the 20 heads of state and government, there were only two women (Angela Merkel of Germany and Cristina Fernandez de Kirchner of Argentina), and among the senior officials from European and international financial institutions, including the World Bank, the World Trade Organization and the Financial Stability Forum, there were none.

The National Council for Research on Women recently launched a report: *Women in Fund Management: A Road Map for Achieving Critical Mass – and Why it Matters* – which addresses two questions: why are there so few women in charge of investment funds, and what can we do to change it?

The report, unsurprisingly, confirms what many experts have long suspected namely, that women and men have different investment approaches and styles – and that they both bring something valuable and vital to the table. Read *Money, Money, Money Ain't it Funny* for more information.

Research demonstrates that women tend to be more patient and consistent, and more measured risk takers. Read *Girl's Just Want to Have Funds* for more information. Some would even say more “risk intelligent.” For example, a report by the International Journal of Bank Marketing found that women considered a wider range of information, including contradictory factors, before making decisions. They also tend to hold funds longer, invest in less volatile holdings, and look at the long term rather than just the short term.

And the data confirm that this more consistent approach translates into strong performance over time. According to Hedge Fund Research Inc., the premier source of data in the sector, from 2000 to 2009, women-managed funds earned on average 9 percent, while a composite of multiple indexes averaged only 6 percent.

And during last year's unravelling, while funds dropped 19 percent, funds run by women declined only 10 percent.

FAMOUSLY FRUGAL ECONOMISTS

Some of the world's most famous economists were famously frugal.

After a dinner thrown by the British economic giant John Maynard Keynes, writer Virginia Woolf commented that the guests had to pick “the bones of Maynard's grouse of which there were three to 11 people.” Milton Friedman, the late Nobel laureate, routinely returned reporters' calls collect.

Children of the economists recall how tight-fisted their parents were. Lauren Weber, author of a recent book titled, *In Cheap We Trust*, says her economist father kept the thermostat so low that her mother threatened at one point to take the family to a motel. “My father gave in because it would have been more expensive,” she says.

“Where do I begin?” says Marisa Kasriel when asked about the lengths to which her father, Northern Trust economist Paul Kasriel, will go to save a buck: private-label groceries, off-brand tennis shoes and his 1995 Subaru, with a piece of electrical tape covering the “check engine” light.

In recent research, University of Washington economists Yoram Bauman and Elaina Rose found that economics majors were less likely to donate money to charity than students who majored in other fields. After majors in other fields took an introductory economics course, their propensity to give also fell. “The economics students seem to be born guilty, and the other students seem to lose their innocence when they take an economics class.” Bauman says.

Economist have long studied “free riders”, the sort of people who take more than their fair share of something when circumstances permit. University of Wisconsin sociologists Gerald Marwell and Ruth Ames, in a 1981 paper, found that in experiments, economics students showed a much higher propensity to free ride than other students.

In questioning after the experiment, the sociologists found that for many of the economics students, the concept of investing fairly “was somewhat alien.” Some dispute the notion that economists tend to be skinflints. “They aren't cheap” but they are concerned with a loss of economic efficiency. Given their understanding of the odds of gambling, economists seldom frequent casinos, which is one reason the meeting isn't held in Las Vegas. One year, Yale University economist Robert Shiller, who never gambled found himself at a casino there. He says that was because Wharton economist Jeremy Siegel realised that by using coupons offered to conventioners, they could take opposing bets at craps table with 35-out-of-36 chances of winning \$US12.50 each. Over two nights Shiller netted \$US87.50. He hasn't gambled since.

SOURCE: JUSTIN LAHART, WALL STREET JOURNAL

MONEY SPELL

To Obtain Money...from Celtic Magic by D. J. Conway

Done During the Full

Moon... Fill your cauldron half full of water and drop a silver coin into it. Position the cauldron so that the light from the moon shines into the water.

Gently sweep your hands just above the surface, symbolically gathering the Moon's silver.

While doing this say...

"Lovely Lady of the Moon, bring to me your wealth right soon. Fill my hands with silver and gold. All you give, my purse can hold."

Repeat this three times.

When finished, pour the water upon the earth.

FREE DISCLOSURE STATEMENT ON REQUEST

A Disclosure Statement in

accordance with the provi-

sions of the Securities

Markets Act 1988 and the

Securities Markets

(Investment Advisers and

Brokers) Regulations 2007

is available free of charge

by calling on 03 379-7035

or email Tamyra Kourey at

tamyra@strategies.co.nz.

Visit our website
<http://www.strategies.co.nz>



BRAND NEW!



**Smart Money -
release date March**

**RECOMMENDED
READING...**



**Girls Just Want to Have
Fund\$ - Every Women's
Guide to Financial
Independence**



**Money, Money,
Money Ain't it
Funny...How to Wire
Your Brain for Wealth**

A GOOD TIME TO INVEST?

Traditionally the New Year is a good time to consider the past and make resolutions on how to improve your life. For most of us the resolutions quickly fade from memory; it is doubly unfortunate as for the majority of resolutions related to taking control of our finances.

Financial planning is not something you have to do on your own—there is plenty of help available, but you need to know what to look for. For a checklist of questions to ask any potential advisor contact our office by emailing tamyra@strategies.co.nz.

Despite the recent spate of gloomy headlines there has never been a time where it is easier to invest. Consider the investment horizon twenty years ago; if you wanted equity exposure you had to buy shares directly, the same applies to investing in commercial property and bonds. This meant that these types of investments were beyond the reach of most of us, requiring large sums of capital. Now investors can access a fully diversified portfolio from as little as \$5,000, or \$500 per month.

It's self evident you need to be careful about selecting your financial professional, you need to be wary of those few rotten apples who have given advisors a bad name. Most however, like Women's Financial Strategies, value their integrity as a crucial and integral part of the service they provide.

SUPER WOMEN WEALTH WORKSHOP

Listen to Sheryl Sutherland and Ferne Bradley discuss financial and legal issues that may affect you in 2010. Clients, first and second time attendees welcome. Light refreshments will be served.

WHAT YOU WILL LEARN at this FREE workshop:

Sheryl Sutherland of Women's Financial Strategies will cover:

1. How to **choose a financial planner** in an age of bad behaviour.
2. **Managing risk**—personal, trauma and income protection.
3. The **worst investment in 50 years**. Green shoots and deep roots – **have you missed the recovery?**

Ferne Bradley of Mackintosh Bradley Price will cover:

1. The legal toolkit available for **asset protection**.
2. The key elements for your **pre or post-nuptial agreement**.
3. Some **business specific asset protection tips**.

Time and Date: 6.00pm Wednesday the 10th of February 2010.

Cost: FREE! Register Now! Call **0800 64 MONEY** (0800 646 6639), (03) 379-7035 or email tamyra@strategies.co.nz.

Venue: The Convention Centre, 95 Kilmore Street, Christchurch.

Registration is essential as we have limited capacity.

Sheryl Sutherland

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