



“Commonsense,
down to earth,
honest & professional
financial advice...!”



Dear clients and friends of Southern Financial Strategies,

Welcome to the latest in our series of **SFS Money Matters newsletter**. Our emails are intended to inform, not to offend!

Happy New Financial Year...! As you can imagine, it's been an absolutely hectic time getting our end of financial year tax minimisation strategies completed ready for the tax office. Congratulations to those of you who took advantage of our '**Business Health Check Diagnostic**' and '**End of Financial Year Checklist**'! Some of the strategies that we have implemented were fantastic and we have a really good plan of action to minimize your tax over the coming twelve months. If you didn't get a chance to take advantage of this opportunity, please feel free to give us a call and come in soon so we can start planning now (rather than rushing around at the end of the financial year....) As always, we love to hear your feedback and if there is anything that you would like us to add to this newsletter or a specific topic you would like us to discuss, please let us know by return email. Of course, we would also love any positive encouragement as well...!

Words from the Director

Well... the journey on the financial rollercoaster continues with financial sentiment to unsettling news continues to affect investors' decisions. As an update, at the end of trade on the 13th July 2011, the **ASX 200** was at 4,515 points, so it has risen 44.7% since its low of 3,120 on the 10th of March 2009.

Interestingly, the **Dow Jones** index peaked on 9 October 2007 at 14,164.53 points and fell until 9 March 2009 to 6,507.04 (a correction of -54%). Since then, it has rebounded back to 12,446.88 which means it has risen by a whopping **91%** since it's low in March 2009!! Even better, the **Nasdaq** index peaked on 9 Oct 2007 at 2803.91 and fell until 9 March 2009 to 1268.64. It is now at 2,781.91 at 13 July 2011 – a rise of **119%** from the March 2009 low!

This quarter I would like to focus on **staying the course!** Despite all the negative headlines, investment markets in many regions are having a remarkable and strong run. For example, this week in the US, markets have fluctuated daily by hundreds of points or more, simply because we are in continually volatile times. It is my absolute belief that solid investments will most likely remain solid investments – especially if you 'stay the course'. Don't allow a temporary dip or distractions from the media (remember the only bad news sells newspapers or television headlines....) influence you to stop doing the things that have worked over time. Further, when we are building investment portfolios it's '**companies**' that we focus on – not countries. I've dealt with hundreds of clients over time who simply needed a reminder and the courage and reassurance that the right actions will see them through over time. No one wins all the time, but you'll tend to win less if you panic and irrationally change the strategies that you have implemented simply to try and pick the highs and the lows (because let's be honest, that's impossible). "**Financial success is for those who win most of the time, because no one wins all of the time**".

Australia's Latest Mining Boom

This quarter, economist **Shane Oliver** from **AMP Capital Investors** analyses the latest local mining boom. Consumer caution, poor housing affordability, high and rising interest rates and the high

Australian dollar are making the latest leg of the mining boom very different for the Australian economy than the first leg last decade. This is evident in the Federal Government's budget and the struggle to get back to surplus. This should help avoid excesses in the economy. However it makes for a tough time for sectors outside mining and could see Australian shares continue to lag global shares. Please [click on the link](#) provided to read the full article on our website.

Conflicting Signs on the Road to Recovery

We are about half way through 2011, and already there has been several confusing signs & developments that could lead us astray! In this [online webcast](#), Chief Investment Officer **Mark Dutton** from **AXA Australia** will spend *9:07 mins* to look at some of these signs and try to help you make sense of this conflicting information, to better navigate our way into an uncertain future. To view the webcast, please [click on the link](#) provided. We hope you are getting some benefit & value out of our expert commentators opinions and if you would like us to answer something specific for you, please don't hesitate to contact us and we will try our best to accommodate.

Will Your Retirement Income Be Enough?

How much money will you need to retire? Probably more than you think. Extended life spans, lower market returns and increased costs of living have forced us to have to save more. Unfortunately, most Australians are doing a poor job of securing their future. If you want to avoid having to 'flip burgers' at age 75, one of the best things you can do for yourself is to calculate now how much you'll need in the future. You will also need to think about how long you will need this money to last you. We are always available to start to do some forward planning and projections, and in fact we are doing more and more of this type of work (pre-funding for a future obligation....) to ensure that our clients are retiring comfortably. Please [click on this link](#) provided to read the full article on our website.

Steve Salvia in the Media

Did you hear that Steve was recently crowned **Association of Financial Advisers (AFA) Adviser of the Year...**? In case you missed it, please click on the link to read more about the award [AFA Adviser of the Year](#)

Spark Magazine – June/July Issue: Are you earning but just not saving...?

Have you ever tried saving before but it never amounted to much? Just when you started to get ahead you would be side tracked and spend the lot on clothes, a weekend away or something else inconsequential? If this sounds like you, you must read the article for tips on how to break this cycle today. Please [click on the link](#) provided to have a sneak peek at the full article written by **Steve Salvia** in the latest, 'soon to be released' Spark Magazine.

Australia's Biggest Morning Tea – raising vital funds for the Cancer Council!

We wanted to take this opportunity to say a big "thank you" to all who were involved in our Australia's Biggest Morning Tea event that took place on the 31st of May. The support was truly overwhelming and it was wonderful to have everyone share their experiences in a friendly, open environment. Please [click on the link](#) provided to read the full wrap up and see photos from this event.

SFS Official Staff Announcements

Introducing our new Paraplanner **Jess Lewis**... Jess joined SFS in July 2010 for one day a week as part of the Southern Financial Strategies' Graduate Program. However Jess has now started working 4

days a week as she is heading into her final 6 months of her University degree. Jess is currently completing her studies of a Bachelor of Commerce with a double major in Accounting and Financial Planning at Curtin University. Jess' role at SFS involves preparing Statements of Advice and preparing strategies, and whilst she is still in training, Jess also assists other staff members in their different roles, to gain a greater understanding of the way SFS operates at all levels of the business. When Jess is not working or studying, she enjoys travelling, camping, dancing, playing social netball with her friends and catching up with family and friends on the weekend.

Introducing our newest member to the Accounting Focus team, **Tommi Fester**... Tommi made the transition to Accounting Focus because she was looking for a team environment within a dynamic firm that will see her grow & develop both professionally and personally. Tommi has successfully completed a Bachelor of Commerce with a double major in Accounting and Human Resource Management. She has also applied to commence her CPA studies this semester. Tommi went to Frederick Irwin High School where she was House Captain in Year 12. She has studied calisthenics (a mixture of ballet and gymnastics) for 10 years and has coached it for the last 3 years. When Tommi is not working or studying, she enjoys playing volleyball, travelling, spending time with friends, shopping, cooking, going on trips down south, and going to the beach.

Leila joined SFS in March 2011 as a strategist on a part-time basis. She has been working in the financial planning industry for the last 12 years, working for 2 of the big 4 banks as a Para planner. Leila's role at SFS involves helping clients to achieve their financial goals by using her technical knowledge in preparing strategies and Statements of Advice. Leila has a Bachelor's degree in Commerce from Curtin University majoring in Finance, as well as a Diploma of Financial Planning. She is currently completing her Advanced Diploma of Financial Planning. When not working, Leila spends her time with her 2 small children and partner. She enjoys going to the gym, reading, music and catching up with family and friends when possible!

That's it for now... Until next time, all the best!

Regards,

Steve Salvia Adv Dip FS (FP)
Authorised Representative
Charter Financial Planning



2010 AFA Adviser of the Year – WINNER!



CHARTER FINANCIAL PLANNING
STATE ADVISER OF THE YEAR
2010

2010 AXA / Charter FP Adviser of the Year – WINNER!



2009 AFA Adviser of the Year – Finalist!

Website Links: [Home](#) | [Wealth Creation FAQ's](#) | [What We Do](#) | [What You Can Expect](#) | [Who We Are](#) | [Our 5 Step Process](#) | [Surveys & Calculators](#) | [Testimonials](#) | [Newsletters & Events](#) | [Contact](#)



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