



INVESTMENT FUNDAMENTALS

WHAT YOU NEED TO KNOW

If you're just starting out as an investor, there's a lot of information to absorb. This fact file defines and explores the pros and cons of each asset class, why certain asset classes are more appropriate for different types of investors and why no asset class consistently outperforms the others.

Snapshot

- Cash, fixed interest, property and shares are the four main asset classes.
- Defensive investments include cash and fixed interest.
- Growth investments include property, shares and alternatives.
- Generally the higher the return, the higher the risk.
- Diversifying your portfolio and investing over the long term can help reduce this risk.

Understanding asset classes

Most investments fit into one of four main categories or asset classes:

Cash

Cash includes money in bank accounts, as well as investments in bank bills and similar securities and some short term (up to 12 months) term deposits. Cash investments provide stable, low-risk income in the form of regular interest payments.

Time horizon: short term

Fixed interest

Fixed interest investments include term deposits, debentures, mortgages, and government and corporate bonds. The income return is usually in the form of regular interest payments for an agreed period of time. For fixed interest investments that are tradable (eg bonds), there is the potential for capital growth or decline depending on interest rate movements.

Time horizon: one to three years

Property

You can invest in property directly (eg when you buy a house or commercial premises such as a shop or office) or indirectly (eg by purchasing units in a property trust that is listed on a stock exchange). This asset class includes residential, commercial, retail, hotel and industrial property.

Time horizon: three to five years (medium term)

Shares

A share represents part ownership of a company. Shares are generally bought and sold on a stock exchange. Returns usually include capital growth as well as income from dividends. You can choose to invest in Australian shares, global shares or a mix of both.

Time horizon: five to seven years (long term)

Defensive vs growth investments

The main asset classes can be separated into two broad groups - defensive and growth investments.

Cash and fixed interest

Defensive investments, such as cash and fixed interest aim to provide investors with regular income at relatively low risk. They generally experience only slight fluctuations in investment returns and values over short periods. The downside of this security is that defensive investments do not usually grow in capital value and returns are generally lower than those of growth investments over the medium to long term.

Property and shares

Property and shares are usually classified as growth investments. As well as income, growth investments aim to increase the value of the capital invested. While investment returns are expected to fluctuate over the short term with market movements and economic changes, growth investments have the potential to produce higher returns than defensive investments over the long term.

Alternatives

Alternatives assets fall outside the four traditional asset classes and include commodities (eg precious metals), currency, private equity and some forms of infrastructure (eg public utility assets). Alternatives are included in the growth allocation as they can have very high levels of capital volatility in the short term and generally do not provide high or consistent levels of income. Alternative investments can produce different returns to both defensive and growth assets at different points in the market cycle.

Risk vs return

All investments provide a certain level of return and are subject to a certain level of risk. This means that as well as making money on your investments, there's also the chance you could lose money or not make as much as you expected. All investments carry some risk – due to factors such as inflation, taxation, economic downturns or a drop in a particular market.

As a general rule, the larger the potential investment return, the higher the investment risk and the longer you need to remain invested to reduce that risk. The amount of risk involved with an investment can be managed by matching it appropriately with the length of time you have available to invest and your tolerance towards volatility or fluctuations in returns.

Diversification

Another way of managing or reducing investment risk is through diversification. This is the strategy of investing your money across a range of different investments. The exact mix of investments you choose will depend on:

- your financial objectives
- the amount of time you have available to invest
- your personal tolerance for risk.

Diversification is important because every type of investment has its ups and downs. Owning a diverse range of investments can help you achieve smoother, more consistent investment returns. The more ways you diversify, the more you can reduce your risk. For example, you can invest:

- across different investment types or asset classes (cash, fixed interest, property, shares)
- in more than one investment within each type (eg invest in several different industries and companies when investing in shares)
- in more than one type of fund, and more than one fund manager, when investing in managed funds
- inside and outside of super.

Dollar cost averaging

By implementing a regular investment plan you will be able to take advantage of 'dollar cost averaging'. When you invest a set amount at regular intervals, sometimes you will purchase units or shares at a higher price, and sometimes at a lower price. Over time, this spreads out your costs and insulates you against changes in the value of the assets you are purchasing.

The power of compounding

Compounding is often described as 'earning interest on your interest'. Each time you earn a dividend, distribution or income payment from your investment, you reinvest it to buy more units or shares. In turn, these reinvested earnings generate additional earnings. Compounding can make a huge difference to the value of your investment over time. To take full advantage of the effect of compounding, think about starting early and leaving your money invested for as long as possible.

Which asset classes are best for you?

When a financial adviser creates a financial plan, they use a number of factors to determine which combination of asset classes will work best for you. These factors include your attitude to risk, your investment time frame and your financial and lifestyle goals. The end result or how your money is invested across the different asset classes, is known as your 'asset allocation'.

For example, if you are a risk-averse investor looking for stable returns or wanting a low-risk, short-term investment option for a sum of money (eg a home deposit) – your adviser would probably weight your asset allocation more heavily towards defensive investments such as cash and fixed interest.

On the other hand, if you are comfortable with short-term fluctuations in the value of your investments and want to invest for more than five years, growth investments such as Australian and international shares may be the best option for you.

If you are concerned that your asset allocation does not match your investment goals or attitude to risk, it's important to review your financial plan with your financial adviser. They can adjust your asset allocation as required to help you achieve the best possible results.

Key takeaways

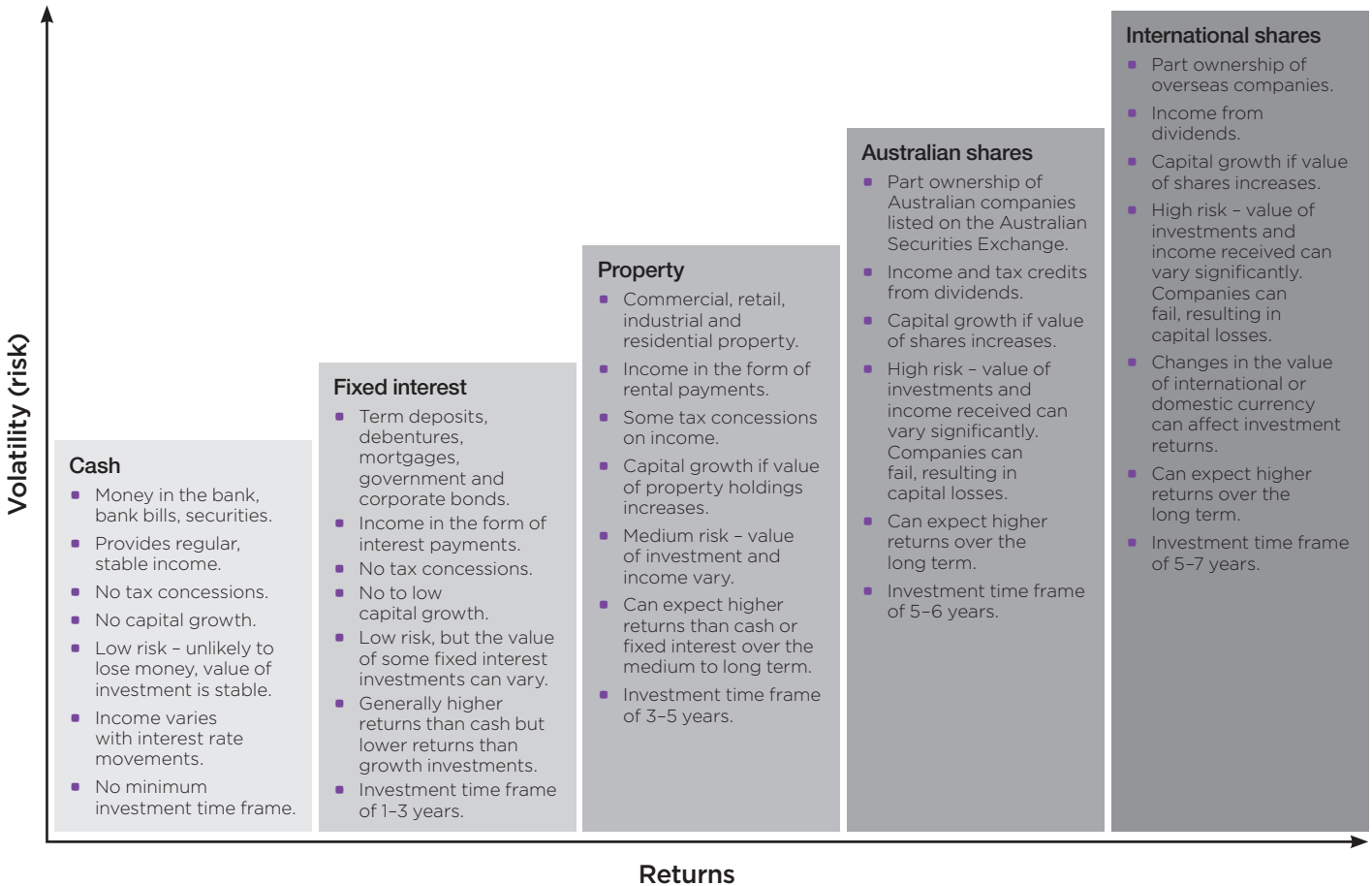
- Understand your risk profile and consult with your financial adviser to select investments that match it.
- Diversify across asset classes, industries and funds to minimise the impact of unexpected market shocks.
- If you take a long term view, you can enjoy the advantages of dollar cost averaging and compounding.

Understanding risk and return

The level of risk an investor takes relative to the investment return they expect to receive is sometimes known as the 'risk to return ratio'.

As a general rule, the larger the potential investment return, the higher the investment risk and the longer you need to remain invested to reduce that risk. See the chart below for more detailed information on each asset class.

The attributes of each asset class



Source: Colonial First State. Return forecasts above inflation are based on the long-term historical characteristics of each asset class. Past performance is no guarantee of future performance.

Managing investment risk

If you invest in just one asset class and its value falls, the value of your investment will drop with it. However, by investing in several asset classes, you spread your risk and can offset underperformance in one asset class with positive performance in another. This could help you achieve smoother, more consistent returns over time. Each asset class has its good and bad times, so while a diversified portfolio will never achieve the top return in any given year, it will never receive the lowest either.

The table below shows annual returns for the different asset classes from 1993 to 2012. As you can see, the top performing asset class one year may deliver the poorest results the next. This highlights the importance of diversification as a method of managing risk.

Asset class returns

	Australian shares	Global shares	Australian property securities	Australian fixed interest	Cash	Diversified*
Annualised last 20 years	8.9%	5.5%	10.0%	6.6%	5.5%	8.1%
Dec 1994	-8.7	-8.1	-10.8	-4.7	5.4	-7.0
Dec 1995	20.2	26.0	14.7	18.6	8.0	20.1
Dec 1996	14.6	6.2	26.4	11.9	7.6	12.7
Dec 1997	12.2	41.6	14.1	12.2	5.6	19.4
Dec 1998	11.6	32.3	-6.6	9.5	5.1	14.1
Dec 1999	16.1	17.2	1.4	-1.2	5.0	10.0
Dec 2000	4.8	2.2	30.9	12.1	6.3	8.7
Dec 2001	10.5	-10.0	9.1	5.4	5.2	3.7
Dec 2002	-8.6	-27.4	6.2	8.8	4.8	-6.8
Dec 2003	15.0	-0.8	30.9	3.0	4.9	9.1
Dec 2004	27.9	9.9	34.5	7.0	5.6	17.7
Dec 2005	22.5	16.8	22.8	5.8	5.7	16.1
Dec 2006	24.5	11.5	40.0	3.1	6.0	16.5
Dec 2007	16.2	-2.6	-9.2	3.5	6.7	5.3
Dec 2008	-38.9	-24.9	-48.1	14.9	7.6	-20.5
Dec 2009	37.6	-0.3	33.0	1.7	3.5	17.0
Dec 2010	1.9	-2.0	19.6	6.0	4.7	3.9
Dec 2011	-11.0	-5.3	-3.5	11.4	5.0	-2.4
Dec 2012	19.7	14.1	32.0	4.4	4.0	14.9
Dec 2013	19.7	48.0	9.9	2.0	2.9	20.5

Source: IRESS, GS&PA Research. Data to 31 December 2013. Past performance is no indication of future performance.

Actual indices returns: This table is based on the standard indices used by investment professionals to measure performance of asset classes. Percentage return over rolling 1 year. UBS Australia Bank Bill Index, UBS Australian Composite Bond Index, FTSE EPRA/NAREIT Global Index (hdg), S&P/ASX 200 Property Accumulation Index (ASX Property Accumulation Index pre April 2000), S&P/ASX 300 Accumulation Index (ASX All Ordinaries Accumulation Index pre April 2000), MSCI World Net Index (A\$). All dividends reinvested excluding fees and charges.

* Non Actual Returns. The Diversified Portfolio is a portfolio constructed from the returns of these market indices with the asset allocation of: 35% in Australian shares, 25% in international shares, 25% in fixed interest, 10% in global property securities, 5% in cash. The Diversified does not represent any Colonial First State portfolio nor the actual returns that this portfolio achieved because it does not exist. The constructed Diversified Portfolio illustrates how such a portfolio may have performed based on the new market indices. Each Colonial First State portfolio has a different asset allocation from the illustrated diversified portfolio used above. Past performance is not an indicator of future performance. The above actual index returns and non actual returns for the Diversified portfolio also cannot be directly compared to an individual Colonial First State fund's return for many reasons such as they do not include allowances for fees or taxation and do not reflect the asset allocation or stocks held now or over time.

SPEAK TO US FOR MORE INFORMATION

If you would like to know more about asset classes and the fundamentals of investing, talk to a financial adviser. They can give you more detailed information on the best approach for your situation.

IMPORTANT INFORMATION

This document has been prepared by Financial Wisdom Limited ABN 70 006 646 108, AFSL 231138, (Financial Wisdom) a wholly-owned, non-guaranteed subsidiary of Commonwealth Bank of Australia ABN 48 123 123 124. Financial Wisdom advisers are authorised representatives of Financial Wisdom. Information in this document is based on regulatory requirements and laws, as at 3 September 2013, which may be subject to change. While care has been taken in the preparation of this document, no liability is accepted by Financial Wisdom, its related entities, agents and employees for any loss arising from reliance on this document. This document contains general advice. It does not take account of your individual objectives, financial situation or needs. You should consider talking to a financial adviser before making a financial decision. Taxation considerations are general and based on present taxation laws, rulings and their interpretation and may be subject to change. You should seek independent, professional tax advice before making any decision based on this information. Should you wish to opt out of receiving direct marketing material from your adviser, please notify your adviser by email, phone or by writing to us.

20115/1214