

Herald Sun

Australia's richest people watch their assets

- Alison Bell
- From: Herald Sun
- March 24, 2011 12:00AM

[Recommend](#)

Be the first of your friends to recommend this.

[Share](#)

0 tweet



Australia's richest people aim to have 40% of their assets in direct shares, and are shunning high-risk investment strategies.

Source: Herald Sun

AUSTRALIA'S richest people aim to have 40 per cent of their assets in direct shares and expect the market to rise by 8 per cent this year.

But high net worth investors and the ultra rich are setting more conservative investment goals and turning their backs on risky strategies such as gearing, according to research from Investment Trends and Centric Wealth.

HNW investors have more than \$1 million each in investable assets. In the year to December, they shifted their money away from investments in residential properties in favour of direct shares and term deposits.

The online survey of 7811 investors, conducted in November and December, produced a snapshot of 1967 high net

24/03/2011

Australia's richest people watch their a...

worth investors, 88 of whom qualified as Ultra High Net Worth investors -- \$10 million -- \$60 million to invest.

As a combined investor class, 32 per cent of their total assets were invested in direct shares by December last year.

That's up 4 per cent on a year earlier.

In December 2009, high net worth investors expected the All Ordinaries to surge 12 per cent in 2010.

But 12 months later, having seen the market, expectations remained positive, but more modest, with the group tipping an 8 per cent index rise this year.

They have also become more interested in investing in offshore markets, particularly China, India and emerging markets.

Recommend

Be the first of your friends to recommend this.

Share

0 tweet

© Herald and Weekly Times. All times AEDT (GMT +11)