

Local is best for Cooroy's customers



After Cooroy's massive storm in February, real estate agency Hinternoosa has re-opened its doors at 30 Maple St, Cooroy.

Hinternoosa principal Murray Brown said they employed local builders to repair the 1930s-built, storm-damaged building, which housed Cooroy Chinese and Hinternoosa.

"We are pleased with the assistance provided by team Hinternoosa, our insurance company Guardian, the trades and Ritek Building Solutions," Murray said.

"Now the top is back on, and we've returned to 30 Maple Street, why not come and enjoy a meal at the new Cooroy Chinese and see for yourself?"

Murray said February's events were like *Groundhog Day*, as he heard the same "gloom" stories that

were being told in February 2011. "Many Australians live in fear of crises, such as Europe's problems, affordability, cost of living, the Australian dollar and they were left asking if home values would collapse as they did in the US," he said.

"The what-if-the-worst-happens psyche galvanised consumers into inaction in 2011.

"But we believe the dark economic clouds are now beginning to part. It's all blue sky with both the state and Council elections behind us, and I suggest Cooroy is well positioned to prosper in the current economic climate.

"Largely our family-based businesses have been established over a number of years on low debt or debt-free models and local business principles observe conservative business practices."

Murray said Cooroy

consumers avoided mall-based retail and seemed to choose depth and service, over the widest range, which favoured the town's village-based specialty retailers.

"Our full service stores do not suffer much from people buying online, because our consumers want to see it and feel it and they put trust in the person who is standing behind the product," he said.

"Cooroy's beautiful streetscape, easy parking, great cafes and restaurants, together with country smiles rather than city frowns complete the package."

It pays to play a good defence

TAKING STOCK WITH NICK RADGE



to switch to defensive stocks or those that go up a little in good times yet don't decline so much in bad times.

Common defensive stocks might include Woolworths, Coca-Cola Amatil and CSL Limited. However, when we get a significant price shock event, such as the GFC, then there is really nowhere to hide in the market - even if invested in defensive stocks.

The safest place is in cash. But, as we already know, a fund manager does not have a mandate to invest in cash. However you, as an individual willing to take responsibility for your own capital, can invest in cash during uncertain times. You can play a good defence.

How? By recognising and riding trends. In the next article we'll discuss how you can apply some basic rules to your own investment portfolio to successfully navigate away from dramatic events that can make stock market investing painful.

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Every great sporting team has two core strategies to compete and secure victory - a great offense and a solid defence. Without one the chances of success are limited. The same factors are required for successful stock market investing.

Consider, though, the average fund manager lost between 40 to 50 per cent during 2008. A 50 per cent decline in capital requires a 100 per cent gain just to recover.

Over the (very) long term the stock market has an annual return of about 8.5 per cent which means it will take 3100 days, or over eight years, to get back to where you started. This is a long time in anyone's investing life, but it's also a lot of angst and pressure for those nearing retirement.

What this shows is that fund managers lack a good defence. But here's the rub; we as individuals are actually in a much better position to outperform the very fund managers we trust our hard-earned money with.

Many investors are unaware that a fund manager's mandate is to invest in stocks at all times rather than just during the good times. When a downturn occurs their strategy is

Businesses branch out

Network Noosa Networking Group has invited small business owners to join them for coffee and/or breakfast every Tuesday, at 7am

at Gibson's Homewares and Deli Café, near Harvey Norman.

The group meets to discuss issues related to owning a small

business in the Noosa area and to swap business leads in a relaxed friendly environment. Phone 1300 893 896 to find out more.

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