

Billionaire to share wealth of knowledge

By MIKE DERRY

ONE of Australia's richest men will be in Bundaberg on Thursday to share some of his wealth secrets at a special seminar.

Kerr Neilson, whose personal fortune has been estimated at \$3.5 billion, founded the Platinum Asset Management Fund in 1994 and is today its portfolio manager and chief investment officer.

Platinum Asset Management specialises in international equities and manages about \$22 billion.

Mr Neilson will join the team from the Bull Financial Group in Bundaberg to speak at its annual client information seminar.

Bull Financial Group director Leanne Bull said she had dreamed of bringing Mr Neilson to Bundaberg since she first heard him speak 15 years ago.

"Kerr is well travelled, passionate, committed, articulate and one of the most interesting people I have ever had the opportunity to meet," Ms Bull said.

She said these were just a few of the reasons she could



Kerr Neilson will speak in Bundaberg on Thursday.

Photo: Submitted

not wait to introduce him to her clients and prospective clients.

Mr Neilson was born in South Africa, but began his stockbroking career in London.

Working for Banker's Trust, he moved back to South Africa and then emigrated to Australia in 1984.

Ms Bull said in Australia Mr Neilson had been instrumental in taking Banker's Trust products to the top of

many financial planners' recommended lists.

The company Mr Neilson founded in 1994, Platinum Asset Management, specialises in international equity.

The company floated on the Australian Stock Exchange in 2007.

Mr Neilson is often referred to as Australia's answer to high profile American investor Warren Buffett for his ability to consistently select high-performing stocks for his funds management business.

He has said he avoids "fashionable stocks", and has been quoted as saying he instead invests in "good companies, relatively cheaply, over the long term".

In his company's most recent quarterly investment report, Mr Neilson said he felt the company should continue to make further gains in 2010.

For a man whose fortune is in the billions, Mr Neilson leads a relatively simple life.

He walks to work across the Sydney Harbour Bridge every morning to his office in Macquarie Place, runs up stairs and uses a boogie board in the surf.