



# Trade secrets

A little education goes a long way when you're new to the sharemarket, writes **Valerie Khoo**.

Investors interested in dipping their toes into the sharemarket will learn from experienced traders at the newly formed Traders Academy, an education institution designed to teach people about the market.

Traders Academy lecturer David Land - a former lecturer at the Australian Stock Exchange - says its courses are suited to relatively new traders as well as those who have extensive experience.

"The material we have crosses a spectrum from a mechanical level appropriate for people who

before her results took a downturn. She then stopped trading but hopes this course will help her get back into the market.

"I find the stock market interesting and challenging," she says. "I have a mathematical mind and it's like an equation to work out where things are going. Hopefully, it will also be a way of making a living."

Land emphasises that the knowledge gained is interchangeable across a lot of markets.

"You can have very minimal knowledge and apply it to invest-

enough to start trading again for real. I've learnt a lot of things and have realised that I didn't approach it the right way when I've traded in the past. I was making money, but we've learnt it's also important to treat it like a business. I wasn't doing that. Instead, I was trading haphazardly and when it suited me."

James also likes the freedom of operating on her own. "I have a daughter in Brisbane and a son in Melbourne. I can take my laptop with me and trade from their houses as easily as I can from my home."

Ben Calladine, 22, is also undertaking the course. He finished studying property economics at university at the end of last year and has been concentrating his efforts on trading.

"I've always been interested in economics and the way the market works," he says. "It was something I found very intriguing and I felt attracted to it. As soon as I could, I wanted to apply the principles I learnt at school to the broader world. I like the constant challenge and the never-ending learning. I decided to take the course to further my knowledge of trading both shares and foreign exchange currencies."

Calladine has been so inspired he has decided to commit the next

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David Land, Traders Academy

already have quite a good knowledge to those who are reasonably new to trading," he says.

"It will give them the grounding they need to start out in a sensible fashion and, hopefully, avoid a number of mistakes that new traders commonly make."

In Sydney, the academy has just run its first six-week trading course, which costs between \$4000 and \$5000.

Robyn James is a retiree who is completing the course. James, 62, traded on and off for five years

ments you already have," he says. "The course is very effective because there are benefits for those with knowledge, but someone with basic knowledge can pick it up fast. The applications apply to any audience."

To gain practical experience in their decisions, students are given the opportunity to trade small amounts with no brokerage fee. James says this has been valuable to build confidence in her trading abilities. "I'm up for the first time in a long while. I'm confident



**Market forces ... David Land says share trading takes hard work and good understanding.**

Photo: Tanya Lake

six months to trading. "After the six months, I'll consider my position and then decide if I want to continue doing it full-time."

Land works full-time, but also trades regularly. "I take a very active trading role and trade over a number of different markets," he says. "It wouldn't be appropriate for me to teach if I didn't have practical experience myself. I trade as often as I see opportunities available to me - some days I make three or four trades, other days I make none."

Land emphasises that people

sometimes have misconceptions about trading.

"Some people come into trading with the perception that they are going to be rich and they put too much pressure on themselves to perform," he says.

"When you start out, you should be looking to make something reasonably easy to achieve. For example, if you can make \$100 a month consistently, then increase that goal to \$100 a week. When you keep your position sizes small, keep your losses small, you'll have greater chance

of surviving in the long term. It's time-worn advice but so infrequently heeded by people.

"When you apply the right principles, I see people who live very comfortably on a trading income of \$50,000 to \$60,000. Better known traders can make millions. But it comes from nothing but hard work and a good understanding of the market. It's a business where you will reap what you put into it."

*For more information about the Traders Academy courses, see [www.tradersacademy.com.au](http://www.tradersacademy.com.au)*