

# Financial Services Guide

The purpose of this Financial Services Guide (FSG) is to assist you in deciding whether to use any of the financial services we offer. This guide contains the following:

- Who we are;
- What financial services and products we provide;
- Details on how to get advice and give instructions;
- How we (and any relevant persons) may be remunerated;
- Whether any relevant associates or relationships exist that may influence our advice;
- How we protect your personal information; and
- How to access our internal and external compliant handling arrangements.

## About us

Thank you for seeking advice from FinAdvice Financial Planning Pty Ltd (ABN 83 152 404 365). FinAdvice Financial Planning is a Corporate Authorised Representative (CAR) of SIRA Group Pty Ltd, which is an Australian Financial Services Licensee, (Licensee No: 278423) and in this document, is referred to as “we”, “us” or “our.”

Our contact details are:

FinAdvice Financial Planning  
119 William Street, Bathurst, NSW, 2795  
Phone: 02 6300 0600  
Email: queries@finadvice.com.au

SIRA Group, under its AFSL, authorises representatives (known as ARs) to carry on their business within the provisions of authorised financial services.

SIRA Group’s contact details are:

SIRA Group  
Level 5, 447 Collins Street  
Melbourne Vic 3000  
info@siragroup.com.au

SIRA Group have authorised the distribution of this FSG by FinAdvice Financial Planning Pty Ltd.

More detailed information on our Authorised Representatives may be found in our Adviser Profile.

When meeting us you may receive two types of advice, general advice and/or personal advice.

When you receive personal advice, you will receive a Statement of Advice (SoA). The SoA will:

- Explain the advice and the basis of the advice provided;

- Provide information about remuneration (including commissions); and
- Disclose any associations or relationships that could potentially influence us or your financial adviser, in providing that advice.

If you received further advice, you may also receive a Record of Advice (RoA). Copies of all advice documents will be kept on record, and you may request a copy of these records at any time during the seven-year period after the date the SoA or further advice was provided by contacting your adviser.

General advice is based on the consideration of the investment merits of a product without taking into consideration whether the product is suitable for you personally. Such advice will be accompanied by a general advice warning referring to this.

## Statement of Lack of Independence

SIRA Group Pty Ltd is not an independent financial planning firm, as defined in the Corporations Act 2001, as:

- We may receive commissions from insurance providers when writing business with them.
- Our financial planning fees may be calculated based on a percentage of the funds we manage for you.
- Other Corporate Authorised Representatives of SIRA Group receive either commissions from insurance providers or charge fees based on a percentage of the funds under their management.

## Financial Services and Products that we offer

FinAdvice Financial Planning Pty Ltd is authorised to provide advice on and deal in the following financial products:

- Deposit and payment products limited to:
  - Basic deposit products
  - Deposit products other than basic deposit products
- Securities
- Interest in managed investment schemes including IDPS
- Interest in managed investment schemes limited to MDA services
- Miscellaneous financial investment products limited to MDA services
- Retirement savings account
- Government bonds and debentures
- Life products including investment, life insurance products and life risk insurance products
- Superannuation
- Standard margin lending facility

We can only provide advice on financial products that are on our approved product lists which includes a large range of investments and insurance products for which appropriate research and analysis has been carried out.

We cannot advise you on, or influence you in favour of, a financial product which:

- Is not on the approved product list, or
- Allows your financial adviser to make changes to your portfolio before obtaining your consent, unless they are specifically authorised to do so, or
- Is a product on which they are not authorised to provide advice.

You can find further details on the Australian Securities and Investment Commissions website at [www.asic.gov.au](http://www.asic.gov.au).

We are only responsible for the financial products and services described in this FSG and included on our approved product list.

Should you have a need for products or services which are not listed above or require further specialist advice which we cannot, or are not authorised to provide, we will refer you to another qualified provider.

In the case of where you do not wish to receive our advice, we may deal on your behalf by carrying out your instructions.

Where you do not obtain advice, you may face the risk that the financial product/s and/or service you select may not fully take into account your objectives, financial situation and/or needs. In such instances, we may require you to sign a document that records your intention not to seek advice from us for the particular financial product/s.

## Submitting instructions to your financial adviser

You will be permitted to exercise rights in relation to the assets in the client portfolio.

Instructions may be provided to your financial adviser by letter, email, telephone or other means as mutually agreed.

## Outsourcing Arrangements

Where we outsource tasks associated with the implementation or management of your MDA services such as to Executing Brokers, we will ensure that due skill and care is taken in choosing a suitable service, monitor the service levels and review the ongoing performance of these outsourced functions.

## Investment Program

You must enter into an MDA Contract before we can act for you by providing MDA Services. Provided as part of the MDA Contract is the Investment Program. This document must comply with Division 2 and Division 3 of Part 7.7 of the Corporations Act and will contain:

- A statement about the nature and scope of the discretions we will be authorised to, and those that we are required to exercise under the MDA Contract and the Investment Strategy that is to be applied in exercising those discretions;
- Information about any significant risks associated with the MDA Contract;
- The basis on which we consider that the MDA Contract will be suitable for you; and
- The warnings that paragraph 912AEB(5)(C) of the Corporations Act (Cth) requires.

We will be responsible for reviewing the Investment Program.

You will be holding all portfolio assets under the MDA. Our services do not include custodial or depository services.

## Non-Limited Recourse Products

FinAdvice Financial Planning Pty Ltd is authorised to provide financial services in relation to standard margin lending facilities.

### Products

We will provide details regarding the margin lending product/s, including the maximum value of the ratio between the maximum potential liability and the amount payable to acquire the product, in our Statement of Advice and prior to implementing any investments.

## Remuneration

### DID YOU KNOW?

Small differences in both investment performance and fees and costs can have a substantial impact on your long-term returns?

For example, total annual fees and costs of 2.0% of your account balances rather than 1.0% could reduce your final return by up to 20% over a 30-year period (for example, reduce it from \$100,000 to \$80,000).

You should consider whether features such as superior investment performance or the provision of better member services justify higher fees and costs. Your employer may be able to negotiate to pay lower administrative fees. Ask the fund or your financial adviser.

### TO FIND OUT MORE

If you would like to find out more, or see the impact of fees based on your own circumstances, see the ASIC Moneysmart website ([www.moneysmart.gov.au](http://www.moneysmart.gov.au)) which has a Managed Investment fee calculator to help you check out the different fee options.

## Fees and other costs

This document shows fees and other costs that you may be charged. These fees and costs may be deducted from your money, from the returns on your investment or from the assets of the Managed Investment Scheme as a whole.

Your advice documents will contain full details of any fees and charges that are payable. Some of the fees charged may include:

- Plan Preparation Fee & Implementation Fee – the fee to prepare and implement our Advice
- Establishment fee\* – the fee to open your investment
- Contribution fee\* – you may pay contribution fees upfront (at the time you make each investment into the Managed Investment Scheme)
- Ongoing FinAdvisory Service Fee – working with you on an ongoing basis and regularly reviewing your portfolio
- Withdrawal fee – the fee on each amount you take out of your investment
- Exit fee – the fee to close your investment
- Management costs – the fees and costs for managing your investment
- Service fees\*
- Switching fee – the fee for changing investment options

\* These fees may include an amount payable to your adviser.

Any of these payments listed above will be charged by us as agreed with you or as permitted by law.

If the remuneration (including commissions) or other benefits can be calculated at the time we give you the personal advice, it will be disclosed to you at the time it is given or as soon as practicable after that time. If the remuneration (including commissions) or other benefit cannot be calculated at the time we provide you with personal advice, it will be disclosed to you as soon as practicable.

You should read all the information about fees and costs.

## **Additional Explanation of Fees and Costs**

### Plan Preparation and Implementation Fee

You may be charged an upfront financial planning service fee based on either:

- A flat fee;
- Time spent preparing your SoA (or other advice document); or
- The value of the funds you choose to invest.

You may have the option to choose how this fee can be paid. You may be invoiced when we provide you with your SoA (or another advice document), or you may have the option of paying via your investment product.

Should you agree to pay this fee then choose not to proceed with the implementation of our advice, the fee shall still be payable.

### Ongoing FinAdvisory Service Fee

You may be charged an ongoing fee for us to manage your investment. This fee will be between 0.41% and 2.75% per annum of total funds under management.

You may enter into an Ongoing Service Agreement with us that may include services such as ongoing advice, newsletters, regular reviews and portfolio valuation reports. You and your financial adviser shall discuss the services to be included, and the fee that you will pay, either before, or at the time, you are presented with your SoA.

### Brokerage

You may be charged a fee for trading in a financial product. You may also be charged clearing interest, interest and administrative or related transaction costs such as off market transfer fees. This will be an additional cost to you.

### Commissions

We may also receive commission payments from insurance providers for life risk insurance products (other than for members of a group superannuation fund or entity). In some cases, your financial adviser may be entitled to a portion of these payments.

If these products are recommended to you, more detail will be provided in the SoA.

There may be either or both, an initial and/or ongoing commission payable to us. Please note that while the

commissions are payable based on the premium you pay, the commissions do not form part of your premium and are not an additional fee to you. The contribution (entry) fees and management costs are normally calculated as a percentage of the relevant amount you have invested in the product. All fees are paid directly to SIRA Group and then paid to FinAdvice Financial Planning Pty Ltd. SIRA Group and FinAdvice Financial Planning Pty Ltd reserve the right to change the fees charged without your consent by giving 30 days' notice.

You may pay for the services by a combination of the options listed above.

SIRA Group may be eligible to receive sponsorship in the form of cash payments from product providers listed on the approved product list. Amounts may vary per product provider.

Your financial adviser does not share directly in the sponsorship payments, but may benefit indirectly through the provision of subsidised conference and professional development training costs.

If you purchase or sell direct securities through us, we may receive a fee for these transactions. Details of which will be disclosed in either an SoA or an RoA.

Your financial adviser may be invited to attend social or sporting events and may receive an occasional gift such as a hamper on special occasions. These benefits will be less than \$300. Your financial adviser keeps a register of other benefits received with a value between \$100 & \$300.

These registers are available with seven days written notice

Any of the payments listed above will be made to the extent permitted by law.

## Who we act for

We provide financial services on behalf of SIRA Group to you and will act in your best interests.

## Relationships or Associations which may influence the financial advice provided

FinAdvice Financial Planning Pty Ltd, including its shareholders, have no financial interest in any financial product providers with whom it deals. No directors or executive officers of FinAdvice Financial Planning Pty Ltd, act in a similar capacity within the business of another financial product provider. In the event that we develop any relationship with financial product providers and receives any monetary or other benefits, our usual disclosure principles will apply.

## SIRA Group's Professional Indemnity Insurance Arrangements

SIRA Group has Professional Indemnity Insurance arrangements in place as required under section 912B of the Corporations Act (Cth). The professional indemnity insurance takes into account the volume and nature of its business, the number and nature of its representatives and clients, and the potential extent of its liability.

SIRA Group's professional indemnity insurance also covers potential claims in relation to the conduct of representatives who no longer work for them (but who did so at the time of the relevant conduct).

## Information provided to receive Personal Advice

In order to meet our obligation to act in your best interests (i.e. under the Best Interests Duty) we will request that you provide us with details of your personal objectives, current financial situation and needs and any other relevant information, so that we can offer you appropriate advice.

You have the right not to tell us information about yourself, however if you do not provide us with accurate and complete information relating to your personal circumstances, the advice you receive may not meet your intended objectives and you should make your own determination as to whether the advice is appropriate, before proceeding.

## Protecting your personal information

Information provided by you in the course of receiving financial planning services will only be used to:

- Provide you with information, products or services that you might reasonably expect or request;
- Fully understand or anticipate your needs during our relationship or;
- Manage rights and obligations under any laws applying to the services provided.

We are committed to implementing and promoting a Privacy Policy which will ensure the protection and security of your personal information.

Our Privacy Policy is available at [www.finadvice.com.au](http://www.finadvice.com.au)

If you wish to access your personal information, please contact our office and we will make arrangements for you to do so. Please notify us of any changes or discrepancies with your personal information.

Should you have any complaints regarding the collection, use or management of your personal information, you may write to:

The Privacy Commissioner  
GPO Box 5218  
Sydney NSW 1042

Your financial adviser has an obligation under the Anti-Money Laundering and Counter-Terrorism Finance Act 2006 to verify your identity and the source of any funds.

If your financial adviser leaves SIRA Group and starts to provide financial services under another licensee, your information may be transferred to the new licensee. You will be advised of any transfers before it takes place.

## How to lodge a complaint

If you have a complaint about a financial service provided to you, you should follow the steps outlined below:

1. Contact your financial adviser to discuss your complaint
2. If your complaint is not satisfactorily resolved within seven days of raising it, you may contact SIRA Group on (03) 9909 7018 or put your complaint in writing and send it to:  
SIRA Group Pty Ltd  
Level 5, 447 Collins Street  
Melbourne Vic 3000

If, after speaking with SIRA Group and your financial adviser, your complaint is still not resolved to your satisfaction, you can lodge your complaint with the Australian Financial Complaints Authority (AFCA). AFCA provides fair and independent financial services complaint resolution that is free to consumers.

Website: [www.afca.org.au](http://www.afca.org.au)

Email: [info@afca.org.au](mailto:info@afca.org.au)

Telephone: 1800 931 678 (free call)

In writing: Australian Financial Complaints Authority, GPO Box 3, Melbourne VIC 3001.

SIRA Group is a member of this complaints resolution service.

The Australian Securities and Investments Commission (ASIC) also has a toll-free information line on 1300 300 630 which you may wish to use to make a complaint and obtain information about your rights.

## Adviser Profile



**Benjamin Whitwell**  
GradDipFinPlan  
**CERTIFIED FINANCIAL  
PLANNER®**  
*Accredited ASX Listed  
Investment Product Adviser*

### Who is your Financial Adviser?

FinAdvice Financial Planning is a Corporate Authorised Representative (CAR) of SIRA Group. (Level 5, 447 Collins Street, MELBOURNE, VICTORIA, 3000. ABN 15 106 922 641 AFSL 278423).

FinAdvice Financial Planning's Corporate Authorised Representative (CAR) number is 466029.

Ben Whitwell is authorised by SIRA Group to provide the financial services described in the Financial Services Guide (FSG). Ben's ASIC Authorised Representative number is 264734.

### Experience

Ben Whitwell has extensive experience in the financial planning industry and;

- Has been a professional Financial Planner since 2000
- Has been the owner/director of FinAdvice Financial Planning since 2004
- Specialises in offering advice to individuals, families, Self-Managed Super Funds and small businesses

### Qualifications and professional memberships

Ben Whitwell;

- Holds a Graduate Diploma of Financial Planning
- Has completed the CFP® Education Program through Deakin University
- Is an ASX Listed Product Accredited Adviser
- Is a Certified Financial Planner®
- Is an active member of the Financial Planning Association (FPA) of Australia

### Associations and relationships

Ben Whitwell has an association with FinAdvice Financial Planning as an employee and as a Director. Fees and commissions may be paid to FinAdvice Financial Planning by SIRA Group. FinAdvice Financial Planning is not a related company of SIRA Group.

### What areas is your financial adviser authorised to provide advice on?

Ben Whitwell is authorised by SIRA Group to provide financial services, including advice or services, in the following areas to wholesale and retail clients.

### Financial product advice for the following classes of financial products;

- Deposit and payment products – basic and non-basic
- Government debentures, stocks or bonds
- Life products including;
  - Investment life insurance products
  - Life risk insurance products
- Interests in managed investment schemes including investor directed portfolio services
- Interests in managed investment schemes limited to MDA services
- Financial products limited to miscellaneous financial investment products limited to MDA services
- Retirement savings accounts
- Securities
- Superannuation
- Standard margin lending facilities

### Deal in a financial product by issuing, applying for, acquiring, varying or disposing of a financial product for the following classes of financial products;

- Interests in managed investment schemes limited to MDA services
- Financial products limited to miscellaneous financial investment products limited to MDA services

### Deal in a financial product by applying for, acquiring, varying or disposing of a financial product on behalf of another person in respect of the following classes of products;

- Deposit and payment products – basic and non-basic
- Government debentures, stocks or bonds
- Life products including;
  - Investment life insurance products
  - Life risk insurance products
- Interests in managed investment schemes including investor directed portfolio services
- Interests in managed investment schemes limited to MDA services
- Financial products limited to miscellaneous financial investment products limited to MDA services
- Retirement savings accounts
- Securities
- Superannuation
- Standard margin lending facilities

### Are there any services your financial adviser is not authorised to provide?

Ben Whitwell is not authorised by SIRA Group to provide advice or services in the following areas:

- Derivatives
- Instalment warrants
- Finance broking and other credit activities

