

# Financial Services Guide



## Purpose of this Financial Services Guide (FSG)

The purpose of this FSG is to assist you in deciding whether to use any of the financial services we offer. After reading this FSG, you will know:

- Who we are and how to contact us
- What financial services and products we can provide you
- How we (and any other relevant persons) may be remunerated
- Whether any relevant associations or relationships exist that may influence our advice
- Details on how to get advice and give instructions
- How we maintain your personal information
- How to access our internal and external complaints handling arrangements
- What we can do and what we expect from you

## About Moneyplan Australia (MP) and your Adviser

Moneyplan Australia (MP) Pty Ltd (ABN 34 006 385 137) ("Moneyplan") is an Australian Financial Services Licensee, Licence No 229455 and in this document is referred to as 'we', 'us' or 'our'.

Moneyplan is an Accredited Professional Practice member of the Financial Planning Association of Australia (FPA) and is bound by its Professional Code of Conduct and Ethics.

Moneyplan's Head Office is located at:

Level 2, Suite 22B, 80 Keilor Road, Essendon North VIC 3041  
Postal Address: PO Box 164, Essendon North VIC 3041  
Telephone: 03 9374 1133  
Facsimile: 03 9374 1165  
Email: [finance@moneyplan.com.au](mailto:finance@moneyplan.com.au)

On the first occasion that we provide you with personal financial advice, you will receive a statement of advice (SoA) (commonly referred to as a financial plan. If the advice relates to amounts under certain thresholds, then you will receive a record of advice (RoA). These documents will:

- explain the advice and the basis of the advice
- provide information about our remuneration (including commissions), and
- disclose any associations or relationships that could potentially influence us in providing the advice.

Once you have your SoA, any further ongoing personal advice that we may provide will be documented in either a further SoA or an RoA depending on the nature of the advice. Copies of all advice documents will be retained on your client file and, if you have not already been provided with one, you may ask for a copy of these documents at any time. We will also provide you with, or explain how to access, a product disclosure statement (PDS) issued by the product issuer for any financial product we recommend.

The PDS contains information about the costs, benefits, risks and other features of the recommended financial product. To help you make an informed decision, you should read this information before purchasing any recommended financial products.

## The financial services and products we offer

Moneyplan can offer financial services and advice that covers the following areas:

- Budgeting and cash flow strategies
- Debt management strategies (including borrowing for investment purposes)
- Strategies to grow wealth
- Investment advice and portfolio management
- Retirement planning including superannuation and strategies for transitioning to retirement
- Tax effective strategies
- Risk management & protection of assets
- Ongoing goal setting, lifestyle planning, tracking and accountability to meet your desired outcomes
- Estate planning and succession planning advice
- Retrenchment & redundancy advice
- Social Security / Centrelink entitlements
- Aged care strategic advice

From these financial services, certain kinds of financial products may be recommended to you. Moneyplan can provide advice and arrange transactions on the following class of financial products:

- Superannuation and retirement savings account products (including Self Managed Super Funds)
- Securities (investments listed on the Australian Stock Exchange)
- Managed investments (including an Investor Directed Portfolio Service (IDPS))
- Government debentures, stocks or bonds
- Deposit products
- Life insurance products including investment life and life risk
- Margin lending

Our Authorised Representatives can only provide advice on financial products within these classes where they appear on the Moneyplan "Approved Product List." The Approved Product List includes a large range of investment and insurance products for which the appropriate research and analysis has been undertaken.

An Authorised Representative of Moneyplan cannot advise you on, or influence you in favour of, a financial product which:

- is not on the approved product list; or
- is a managed discretionary account, or any arrangement where your Adviser can make changes to your portfolio before obtaining your consent; or
- is a product they are not authorised to provide advice on. Your Adviser's Adviser Profile will tell you the class of financial products your Adviser can advise on. Alternatively, you can find these authorisations in the Australian Securities and Investment Commissions (ASIC) website at [www.asic.gov.au](http://www.asic.gov.au)

Please be aware that Moneyplan shall not be responsible where an Adviser provides any services to you which are outside of their authorisation limits. You should therefore refer to the Adviser Profile and ask your Adviser to specifically confirm that the service or product does not fall within one of the above exclusions, prior to acting on any advice.

Your financial planner is a registered tax (financial) adviser. They are authorised to provide a tax (financial) service, where the advice is:

- provided in the context of the personal advice authorised by the licensee, and
- part of the financial advice which interprets and applies the tax laws (including tax, superannuation and SMSF laws) to your personal circumstances.

As a registered tax (financial) adviser, they are not authorised to provide tax agent services (i.e. those services in relation to the preparation and filing of tax returns and liaison with the ATO, etc).

### **Can I provide my Adviser with instructions?**

You may provide your Adviser with specific instructions by letter, email, telephone, fax or other means (as agreed with your Adviser).

### **How are we paid and how will you pay for the service?**

Unless otherwise indicated in the individual Adviser Profile all of Moneyplan's Representatives are a salaried employee, which effectively means that you are engaging Moneyplan to provide your advice. Moneyplan is primarily a fee for service practice which simply means that the fees charged by us and agreed by you are a direct cost to you. In the case of risk or life insurance, commission is still the major form of payment to all advisers.

Generally, there are four ways that you may elect to pay for the services we provide you. You can discuss these options with your Adviser to determine an option that suits you. The fees and services that you will pay will be set out in a client service agreement or Statement of Advice. The options available are as follows:

#### **1. You may be charged a Financial Planning Advice Fee based on either the time that was spent preparing your Statement of Advice (or other advice document) or on the value of the funds you choose to invest.**

If you agree to this option, you will be invoiced for the agreed fee when you are provided with your Statement of Advice or other advice document. Your Adviser sets this fee and it is detailed in the Adviser Profile.

#### **2. You may agree to pay our fees by entering into a service agreement with your Adviser.**

The service agreement is an arrangement that may cover items such as ongoing advice, newsletter updates, annual reviews and portfolio valuation reports. You and your Adviser should discuss the services to be included in your service agreement and the fee that you will pay for these services. Your decision about these services will then be set out in the service agreement your Adviser will provide you at or before the time that you are presented with your Statement of Advice.

#### **3. You may have an arrangement entered into prior to 1 July 2013, to pay our fees out of the product in which you invest.**

The product provider may pay Moneyplan out of:

- a) A contribution (entry) Fee which will be deducted by the product provider from your initial investment amount when you proceed with a transaction and also usually any subsequent amount you invest in the product; and/or
- b) Management costs which will be deducted by the product provider from your account on an ongoing basis (e.g. monthly, quarterly or annually); and/or
- c) Adviser Service Fee that you agree to with your Adviser for ongoing advice and service in relation to your investment in certain products; and/or
- d) In relation to risk products (e.g. risk insurance), the product provider may pay commissions to Moneyplan based on the premium payable for that product. There may be either or both an initial and 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. Most of these fees are paid direct to Moneyplan.

#### **4. You may pay for the services by a combination of the above options.**

For information about the fees applicable to financial products recommended, please ask your Adviser, refer to the Adviser Profile in this FSG, and the relevant PDS. Also, your advice documents and Fee

Disclosure Statement will contain full details of any fees and charges you pay. Any of the above payments will be charged by us as agreed with you or as permitted by law.

From 1 July 2014, new regulation requires your financial planner to declare whether they are a registered (tax) adviser and the tax (financial) advice service they are authorised to provide.

#### **Other (additional) commission payments**

Moneyplan may also receive additional scale payments (sometimes known as Volume Bonus) from investment platform providers. These payments are usually based on the amount invested with the product provider. More detail will be provided in a SoA if the relevant products are recommended to you.

#### **Other Benefits**

Moneyplan Australia (MP) Pty Ltd is one of 18 shareholders and Principal Members of the Alpha Group Pty Ltd (Alpha Group). The Alpha Group receives sponsorship from various product providers and uses this sponsorship to provide Education and Training relevant to the carrying on of a Financial Services business, to Principal Members and their authorised representatives and employees.

This sponsorship may also provide the indirect benefit of subsidised conference attendance.

Moneyplan Australia (MP) discloses these sponsors and the amounts received from the sponsors in an Alternative Remuneration Register. Moneyplan Australia (MP) authorised representatives also maintain an Alternative Remuneration Registers and record any benefit they or their employees obtain by way of Education and Training provided by Alpha Group. You may request a copy of the Alternative Remuneration Register of Moneyplan Australia (MP) or your advisers by placing such a request in writing to your adviser.

If you purchase direct shares through us, we may receive a portion of the brokerage you pay. Your Adviser may also receive a range of other benefits from product providers such as marketing support or sponsorship, entertainment, conferences, accommodation and travel. Any material benefits will be disclosed in your SoA.

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

### **Advice that suits your personal situation, needs, goals and objectives**

We are under an obligation to act in your best interests in relation to the personal financial advice and product advice provided to you (i.e. the best interests duty). Generally, we must ensure, within the subject matter of the advice provided to you that:

- the scope of the advice includes all the issues for the advice to meet your objectives, financial situation and needs (including your tolerance for financial risk)
- if the scope of the advice changes, the change is consistent with your objectives, financial situation and needs
- we consider whether or not to provide advice that recommends a specific product or whether you should dispose of a product or do nothing.

The advice that your Adviser provides will always be provided to you in writing in the SoA, unless it is further ongoing advice as outlined earlier. You have the right not to tell us information about yourself if you do not wish, but still require your Adviser to provide you with financial product advice.

In these cases, the SoA will contain a specific warning that draws your attention to the risks of not providing full information about yourself. The warning will state that if you do not provide your Adviser with accurate and complete information relating to your personal circumstances, the advice you receive may not meet your intended objectives and that your Adviser has not been able to determine whether the advice is appropriate.

Therefore, before acting on any advice you receive, you should consider the appropriateness of the advice and read carefully the warnings contained in the SoA before making any decision relating to the advice.

In all cases where your Adviser provides a SoA to you and a recommendation is included in the SoA for you to acquire a financial product, an investment report or PDS for that financial product will be provided to you. It is important that you read and understand this document before implementing any recommendation made in the SoA. Your Adviser will readily explain any part of this document that you do not understand.

If you don't wish to receive our advice, we may still act on your instructions to deal in financial products. However:

- you face the risk that the financial product you select may not be appropriate for you, and
- we may require you to sign a document that records your intention not to seek advice from us for the particular financial product(s).

## **Do any relationships or associations exist which may influence the financial advice we provide?**

As well as the payment arrangements detailed above, you should know about the following arrangements:

- A third party referral source (e.g. an accountant) may receive a payment for referring you to the Adviser. Specific details of any such associations or payments will be detailed in your SoA.

## **How we protect your personal information**

Australian Privacy Principles apply to the collection of personal or sensitive information. This means that information provided by you in the course of receiving financial planning services must only be used:

- to provide you with information, products or services that you might reasonably expect or request
- to fully understand or anticipate your needs during our relationship
- to manage rights and obligations under any laws applying to the services provided, or
- to conduct research, or planning and marketing, which includes direct marketing, although you do have the right to specifically instruct that your details aren't used for these purposes.

The type of information which will usually be requested will include details about your financial, taxation, health, employment and estate planning matters. This may include details relating to your partner or family members.

As a financial service provider, we have an obligation under the Anti-Money Laundering and Counter-Terrorism Finance Act 2006 to verify your identity and the source of any funds.

This means that we will ask you to present identification documents such as passports and driver's licence and we will retain copies of this information.

You are entitled to request access to your file for the purpose of reviewing and correcting the information held. However, you cannot access information where it would have an unreasonable impact on the privacy of another person or if the information is relevant to legal obligations or legal proceedings.

In providing services to you, from time-to-time we will disclose information about you to our Authorised Representatives and other professionals, including insurance providers, superannuation trustees, product

issuers as well as our service providers. It is generally unlikely that we will disclose your personal information to overseas recipients.

However, any overseas disclosure does not affect our commitment to safeguarding your personal information and we will take reasonable steps to ensure any overseas recipient of your personal information complies with Australian privacy law.

If your financial planner leaves our Moneyplan licence and starts to provide financial services under another licensee, your information may be transferred to the new licensee. You will be advised of any such transfer before it takes place.

You are entitled to obtain access to the information which we hold about you by contacting the Privacy Officer on (03) 9374 1133 or by writing to:

Privacy Officer  
Moneyplan (MP) Australia Pty Ltd  
PO Box 164  
ESSENDON NORTH VIC. 3041

For more information regarding our collection, use, storage and disclosure of your personal information, our Privacy Policy can be sent to you on request.

## **How can you access Moneyplan's complaints handling arrangements?**

Moneyplan is a member of the Australian Financial Complaints Authority (AFCA).

If you have a complaint regarding the provision of financial services to you, you should take the following action:

- Speak to your Adviser about your concerns, or
- Contact us on (03) 9374 1133 and ask to speak to our Managing Director.

If after speaking to your Adviser or our Managing Director, your complaint is not resolved within three (3) days, please put your complaint in writing and send it to us, at the following address:

Moneyplan (MP) Australia Pty Ltd  
PO Box 164  
ESSENDON NORTH VIC. 3041

Whilst every endeavour will be made to resolve the matter promptly and impartially, if you are not satisfied with how your complaint is dealt with, you can elect to refer the matter, free of charge, to Australian Financial Complaints Authority, or AFCA. AFCA provides fair and independent financial services complaint resolution that is free to consumers. AFCA can be contacted on 1800 931 678. You can also write to them at:

Australian Financial Complaints Authority  
GPO Box 3  
Melbourne VIC 3001

If your concerns involve your Adviser's conduct, you may wish to raise this with the Financial Planning Association of Australia (FPA). You can write to them at:

Financial Planning Association  
PO Box 109 Collins Street West  
Melbourne VIC 8007

Alternatively, other matters can be referred to the industry regulator, the Australian Securities and Investments Commission (ASIC) on free-call 1300 300 630 or visit the website [www.asic.gov.au](http://www.asic.gov.au).

## **Professional Indemnity Insurance**

Moneyplan has Professional Indemnity Insurance in place to cover us and our representatives for liability arising from the financial services we provide. This includes claims relating to the conduct of representatives who no longer work for Moneyplan, but did so at the time of the relevant conduct. We understand it is adequate to meet our requirements as a financial services licensee.



# Adviser Profile

This Adviser Profile is part of the Moneyplan Australia (MP) Pty Ltd (Moneyplan) Financial Services Guide (FSG) and should be read in conjunction with this document.

## Introducing your financial planner

Your adviser is Jayden Lenon, Authorised Representative number 465571 and he is a member of the Financial Planning Association of Australia (FPA).

Jayden has completed the study to obtain the CERTIFIED FINANCIAL PLANNER™ designation, which is the highest financial planning designation worldwide. In addition he has completed a Bachelor of Business (International Business) Degree majoring in finance at RMIT University, as well as completed a Diploma in Financial Services (Financial Planning).

## Products and services

Your Adviser is authorised by Moneyplan to provide general and personal financial product advice to wholesale and retail clients on the following class and types of products. Your Adviser can also arrange for you to buy and sell such financial products.

### Deposit Products

#### Life Products including:

- Investment life insurance products
- Life risk insurance products

#### Superannuation products, including

- Public Offer Superannuation Funds
- Allocated Pensions and Complying Annuities
- Corporate Superannuation Funds
- Self Managed Superannuation Funds

### Retirement Savings Accounts

#### Managed Investment Products including IDPS

- Managed Trusts
- Master Trusts, Wrap Facilities
- Property Syndicates
- Margin Lending Products
- Tax Effective investments

#### Government Bonds, Stocks or Debentures Securities

- ASX listed shares, warrants and fixed interest

## How will you pay for the financial services?

Your initial appointment is free unless otherwise indicated. At this meeting, your Adviser will explain to you the services available to you, what you can expect and the options available to pay for the services. Remuneration and payment will be agreed before you become a client of Moneyplan.

The particulars of the fees, commissions and any other relevant remuneration and benefits will be disclosed to you in a Statement of Advice (SOA) should we proceed to provide you with personal advice. Also, the Product Disclosure Statement (PDS) of any financial product recommended will detail the fees payable to the product provider for that particular product. Any of the below payments will be made as agreed with you or to the extent permitted by the law. You will have the ability to “select” your preferred payment option prior to the provision of personal advice.



Below is a summary of our payment options, which are inclusive of GST:

## **Advice Fees**

### **Financial Planning Advice Fee**

You may be charged a fee based on the complexity of the advice and the time spent on developing a financial plan. Advice fees typically range from \$2,200 to \$8,800 depending on complexity; however the fee may exceed this range depending on your circumstances.

During your initial discussion with your financial planner, they should be in a position to provide you with a reasonable estimate of the financial planning advice fee and you are encouraged to discuss this during the meeting.

We will set out the actual fee in our engagement letter before we proceed with the advice, with the average plan costing approximately \$3,300.

### **Implementation Fee**

You may be charged a fee based on the time spent implementing the recommendations and strategies. The time spent will vary depending on the complexity of advice and facilitation required, as well as the process to check and confirm that the correct action has been undertaken on your behalf.

You have a choice of how you can pay the implementation fee – it can either be invoiced directly or debited directly from funds invested. Please note, should you choose not to proceed with the advice provided to you in your SoA, you will be invoiced for the cost of preparing your SoA.

Where a Statement of Advice has been provided and you proceed with that advice, we may charge a fee between 0.55% and 2.20% of the amount being invested. Alternatively we may charge a fixed fee based on the complexity of the strategies being implemented. We will set out the actual fee, if any, in the Statement of Advice provided to you.

### **Adviser Ongoing Service Fee**

This fee may be charged depending on the type of ongoing review service provided to you. This will be agreed in advance with your financial planner and may be paid annually, monthly or as per your agreement. This fee is a fixed dollar amount that is based on a combination of factors such as the amount you elect to invest, the complexity of the structure involved, the number and types of investments and the level of ongoing service that is required.

To ensure that your situation is reviewed on an ongoing basis, clients are encouraged to take up an ongoing review service. A regular review will compare the performance of your strategy to the performance of local and international markets, provide an overview of the current superannuation and taxation laws, as well as the impact that any changes to your own personal and financial circumstances may have on your overall plan. Generally, if you agree to an ongoing financial planner service fee, you will sign a client service agreement which sets out the services that will be provided together with the cost. At all times, Moneyplan reserves the right to adjust the ongoing financial planner service fee depending on the services used. You have a choice of how you can pay the financial planning service fee – it can either be invoiced directly or debited directly from funds invested. The amount paid will depend on the complexity of your situation or the investment value and will continue for the duration of your account.

This fee may be a set dollar fee as negotiated and agreed or may be up to 1.1% pa of the account balance.

## **Project Based Fees**

In certain circumstances where applicable we may charge for project based services such as:

### **Estate Management**

This fee is for the project management and assistance to wind up an estate. The typical fee for this service is 0.50% of the estate value being managed with a minimum fee of \$2,000. We may also charge an additional hourly rate of \$110 if the amount of work exceeds an agreed limit, however we will set out the actual fee in our engagement letter before we proceed with the service.

### **Self Managed Superannuation Fund (SMSF) Wind Up**

This fee is for the project management and assistance to wind up an SMSF. The minimum fee for this service is \$2,000. We may also charge an additional hourly rate of \$110 if the amount of work exceeds an agreed limit, however we will set out the actual fee in our engagement letter before we proceed with the service.

## **Initial & Ongoing Commissions for Personal Risk Insurance**

### **Initial Commission**

Where insurance products are recommended, the insurance provider may pay Moneyplan an initial commission based on the value of your premium. This may be up to 125% of the value of the premium.

### **Ongoing Commission**

Where a life insurance policy is renewed, the insurance provider may also pay a renewal commission. Where this happens the commission may range from 5% up to 35% of the value of the renewal premium amount. For this ongoing fee, we will write to you on the anniversary of taking out the insurance cover and we will also assist you if you need to make a claim on your policy.

## **Initial & Ongoing Commissions for Investments entered into prior to 1 July 2013**

The product provider pays the initial commission and ongoing commissions to Moneyplan. This amount is not an additional cost to your entry fee. This commission may be up to 4.2% (for initial commissions) and 1.1% (for ongoing commission) dependent on the product provider and the specific product recommended. For any investments entered into after 1 July 2013 initial and ongoing commissions from the product provider are not paid to your adviser.

Through discussion, any combination of the above options may be negotiated.

## **Listed Security Fees**

Should you wish establish a share portfolio, a flat fee up to \$25 - \$100 or a brokerage of up to 1.1% may be applied to each trade, in addition to the standard fee payable to the share broker.

## **Are there any existing relationships that may influence the recommendations?**

Please note that referring parties may be paid a referral fee of up to 20% to 30% of any commission received as a consequence of their referral to Moneyplan Australia (MP) Pty Ltd.

Full details of the referral fee will be disclosed to you in a Statement of Advice.