



ADVISORS IN WEALTH MANAGEMENT

Financial Services Guide



BANKSIA PARTNERS PTY LTD ***Advisors in Wealth Management***

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The purpose of this **Financial Services Guide** is to provide you with information about Banksia Partners Pty Ltd, your Banksia Partners Authorised Representative, and the financial services that Banksia Partners offer.

It contains information about the range of services provided by Banksia Partners, the differing forms of remuneration we receive for the provision of those services and who to contact if you have a complaint.

Prior to you obtaining personal financial advice from us we will agree on the scope of the advice, our terms and conditions, and the cost of providing the financial services in a formal **Letter of Engagement** signed by both parties.

Your adviser will then prepare a **Statement of Advice** that sets out the basis for our advice, what we are recommending, and how our recommendations will assist you in achieving your goals. Your Statement of Advice will also contain information about our fees, how Banksia Partners and your adviser are paid, and disclose any interests or associations that might influence our recommendations. If you receive further financial advice from us because your personal situation has changed or we recommend a new financial product, we will present either a new **Statement of Advice** or a **Record of Further Advice**.

Where we recommend financial products we will also provide **Product Disclosure Statements** detailing information about each financial product.

In combination, this information will help you make an informed decision about the recommendations being made.

Introducing Banksia Partners

Q. Who provides the financial services to me?

A. The financial services are provided by Banksia Partners Pty Ltd (Banksia Partners) and Banksia Partners is responsible for the advice provided by your adviser. Banksia Partners holds an Australian Financial Services Licence No.287080. ***This Financial Services Guide must be read in conjunction with your advisers 'Adviser Profile'.***

Q. What relationships or associations do we have?

A. Banksia Partners is majority owned by the director(s) of the company, with a minority balance owned by the Directors of Progression Group, a firm of Certified Practising Accountants (CPA's). As a privately owned firm, Banksia Partners has no ownership links, relationships with, or associations with any Financial Product Issuer.

However, Banksia Partners is **Not Independent** and cannot call itself 'independent', 'impartial', or 'unbiased' under Section 923A of the Corporations Act as we continue to receive commissions from life insurance product providers for advice provided in relation to life insurance products. We believe the payment of a commission (where the cost of advice is amortised over the extended life of the financial product) continues to be a very cost effective way for clients to pay for our life insurance services.

Q. How does Banksia Partners manage conflicts of interest?

A. Banksia Partners has policy guidelines to ensure that potential conflicts of interest are identified, and advisers disclose any holdings or interests that may influence their decisions.

The services Banksia Partners offer

Q. What financial services does Banksia Partners offer?

A. Our objective is to assist you to manage and integrate the many complex elements of financial planning and guide you towards achieving your personal financial goals and objectives.

Banksia Partners financial planning advice and services include specialist planning in the following areas:

- Wealth Accumulation
- Superannuation (including Self Managed Superannuation funds)
- Retirement Planning & Social Security benefits advice
- Wealth Protection (life insurance)
- Tax effective Investments
- Gearing & Financing strategies
- Estate Planning
- Aged Care advice & services

Pursuant to its **Australian Financial Services Licence**, Banksia Partners is authorised to provide financial product advice and deal in the following classes of products:

- Deposit and payment products
- Debentures, stocks or bonds issued by a government
- Life products, including both life risk insurance and investment life insurance products issued by registered Life Insurance companies
- Superannuation and Retirement Savings Accounts
- ASX listed shares, Managed Funds, & other Securities

- Interests in managed investment schemes, including investor directed portfolio services, and
- Margin Lending

Your adviser may only be authorised to provide advice on and deal in a limited range of these classes of products. This will be noted in their individual **Adviser Profile**.

All Banksia Partners advisors are registered Tax (financial) Advisors under the Tax Agent Services Act 2009.

When you get our advice

Q. Will Banksia Partners give me advice that is suitable to my investment needs and financial circumstances?

A. Yes. To do so we need to find out your current financial situation, your needs, and your financial objectives before we make any recommendations to you.

You have the right not to divulge this information to us if you do not wish to do so. We will warn you about the possible consequences of us not having your full personal information and the impact on our recommendations. You should read the warnings in the Statement of Advice carefully.

Q. What should I know about the risks of investments or strategies that Banksia Partners recommends to me?

A. We will explain the risks of investments and strategies recommended to you in the Statement of Advice provided. If you are unclear of the risks, you should ask us to describe them to you.

Q. What options are available for me to obtain future ongoing service and advice?

A. Banksia Partners provides a range of ongoing client care services. Our different levels of service are tailored to your requirements and are provided at your choosing.

Q. What information does Banksia Partners maintain on my file?

A. We maintain a record of your personal questionnaire which includes details of your financial situation, needs, and your financial objectives. We also maintain records of any recommendations we have made to you together with your Client Identification documentation required for Anti Money Laundering & Counter Terrorism Financing (AML/CTF) purposes.

Q. Who may access my information?

A. Banksia Partners is committed to ensuring the confidentiality and security of your personal information. Any access to your personal information is governed by our Privacy Policy and the confidentiality obligations within the Privacy Act of 1988.

Personal information will only be released to third parties (fund managers, insurance companies, etc) required to implement financial recommendations you have authorised, or to other service providers (i.e. accountants, lawyers, etc.) authorised by you. A copy of our Privacy Policy is included with the attached Adviser Profile.

Q. Can I see what information Banksia Partners has about me?

A. Generally you may access any personal information that Banksia Partners holds about you by contacting us.

Q. In what form can I give Banksia Partners directions about my investments?

A. You may specify how you would like to give us instructions, but generally we prefer written confirmation either by signing an **Authority to Proceed**, or by faxing or emailing your instructions to us.

Fees and Charges

Q. How will I pay for the services provided?

A. There are various modes of payment for different financial services or financial products provided. Banksia Partners may (i) charge you a 'fee for advice' based on an hourly rate, (ii) receive recurring fee payments from financial product issuers for ongoing advice, investment management & client service, (iii) charge fees for portfolio administration services. The payment of upfront commissions for investment related activities is now banned.

If you receive personal advice from a Banksia Partners adviser we must inform you of any fees, charges or other benefits that Banksia Partners receives in actual dollar terms within your **Statement of Advice**.

Details of payments Banksia Partners might receive will also be disclosed in the **Product Disclosure Statements** issued by the various financial product providers.

Q. How do I ensure there is clear agreement on the services being supplied and how much I pay for them?

A. After an initial free consultation to determine if Banksia Partners can assist you, you will receive a **Letter of Engagement** from your adviser outlining the scope of the services you have requested or agreed. Details of any fees, charges, commissions or other benefits Banksia Partners will receive for supplying those specified services, any other terms or conditions applicable, and any other requirements required to complete the engagement will be set out within the Letter of Engagement. **All fees quoted are inclusive of GST**

Your adviser will commence provision of the services when you have signed and returned the Letter of Engagement.

Q. How are Banksia Partners fees, commissions, or other benefits calculated for the services provided?

A. Generally, the payments that Banksia Partners receives will be based on the complexity of the advice required, the amount you invest, the level of insurance cover recommended, or be otherwise specific to a financial services product itself.

Preparation of Your Financial Plan

Fees are based on fixed hourly rates (refer to your Adviser's Profile) and the total cost to you is quoted in the **Letter of Engagement**. The fee quoted may offset in full or in part our Implementation Fees.

Your Banksia Partners adviser is paid for the specialist advice provided - not for selling investments!

Your adviser's professional skill is in understanding your financial situation and

preparing a financial plan (Statement of Advice) that is personalised and tailored to your individual circumstances.

Most of your adviser's time is spent in gathering data, researching and modelling different income, taxation, social security, and investment strategies - and then documenting this information into a concise **Statement of Advice**.

Implementation Fee

Once you are satisfied that our recommendations meet your requirements and we have received your signed **Authority to Proceed** attached to the **Statement of Advice**, time is then spent in preparing and implementing the recommendations, including preparation and lodgement of applications, as well as ensuring investment instructions are executed.

Implementation fees can either be invoiced directly to you or deducted by product provider(s) from the value of your investments and paid to us.

Ongoing Portfolio Service & Advice

Services for ongoing portfolio advice, monitoring, reporting, reviews, and general client care differ depending on the complexity of the portfolio and whether funds are invested in 'retail' or 'wholesale' financial services products.

Adviser Service Fees can be paid by fund managers & portfolio service administrators to Banksia Partners or can be invoiced to you directly by Banksia Partners. Proposed ongoing Adviser Service fees will be detailed in the body of the **Statement of Advice**.

A Review Service fee is also available based on an hourly rate or retainer.

Risk Insurance Advice

Banksia Partners will receive commissions and other benefits upon the placing of insurance business. Commissions vary between the following ranges:

Initial commission – up to 66% of the annual premium paid.

Renewal commission – up to 22% of the annual premium paid.

Q. Will anyone be paid for referring me to Banksia Partners?

A. Yes, where we have agreements with other specific organisations or third parties to do so. When a third party refers you to Banksia Partners and we pay them a fee, we will disclose the fees in your Statement of Advice. It is not our normal practice however to pay such referral fees.

Q. How is my adviser paid?

A. Your adviser is a salaried employee of Banksia Partners who may also receive bonuses based on a range of performance criteria.

Q. Will Banksia Partners receive any other forms of remuneration for the services it provides?

A. No, while some legacy arrangements remain, it is now illegal for a service provider such as an administration platforms (wrap or master trust), fund manager, insurance company, etc. to pay 'conflicted' remuneration based on volume of invested funds or any other criteria that would provide an incentive to the adviser or Licensee to preferentially direct business to that specific service provider.

We will inform you of ALL remuneration received by Banksia Partners in your **Statement of Advice**.

Banksia Partners and its employed advisers may also receive alternative remuneration in the form of benefits such as lunches, business support, travel & conferences, etc.

In respect to benefits greater in value than \$300, Banksia Partners abides by the **FSA & FPA Code of Practice on Alternative forms of Remuneration in the Wealth Management Industry** and either bans the receipt of specified benefits or lists them in the Banksia Partners **Alternative Benefits Register**.

A copy of the Code & the Alternative Benefits Register is available to members of the public on request.

If you have a complaint

Q. Who can I complain to if I have a complaint about Banksia Partners advice or service?

A. Banksia Partners is committed to providing quality advice and service to our clients. However, if you have a complaint about the service provided to you, you should take the following steps:

1. In the first instance, contact your adviser and discuss your complaint
2. If your complaint is not satisfactorily resolved within 3 days, please contact our Compliance Manager on (03) 9458 4588 or put your complaint in writing and send it to:

**The Compliance Manager
Banksia Partners Pty Ltd
P.O. Box 595
Heidelberg, Vic. 3084**

We will try and resolve your complaint quickly and fairly.

3. Finally, if we cannot come to a satisfactory resolution within 30 days, you can raise your concerns with the Australian Financial Complaints Authority (AFCA).

AFCA is an independent dispute resolution service of which Banksia Partners is a member. You can contact AFCA by telephoning 1800 931 678, emailing info@afca.org.au, or writing to:

**Australian Financial
Complaints Authority
C/- G.P.O. Box 3
Melbourne, Vic. 3001**

The Australian Securities and Investment Commission (ASIC) also has a freecall infoline on 1300 300 630 which you may use to make a complaint or obtain information about your rights.

Q. What compensation arrangements are in place in the event I suffer a loss from Banksia Partners breaching the terms of its Australian Financial Service Licence obligations?

A. As a provider of financial services to retail clients we must have arrangements for compensating clients for losses incurred for any breach of Chapter 7 of the Corporations Act. More specifically we must satisfy the requirements of Corporations Regulations 2001 by maintaining Professional Indemnity ("PI") insurance cover that is adequate having regard to the nature of our business and the potential for compensating any claims.

To achieve ASIC guidelines, we maintain a minimum of \$2,500,000 of PI insurance cover. The fact that we maintain PI Insurance is not a guarantee that compensation will be paid in the event of a claim.