



## **Financial Services Guide**

### **Strategic Advice Pty Ltd**

Is a Corporate Authorised Representative No. 289018 of

### **Integrity Financial Planners Pty Ltd**

Australian Financial Services Licence No. 225051

Integrity Financial Planners Pty Ltd

ABN: 71 069 537 855

Head Office:

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PO Box 1140

CROYDON VICTORIA 3136

TEL (03) 9723 0522 FAX (03) 9724 9518

Strategic Advice Pty Ltd

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Broadbeach Waters QLD 4218

PO Box 774

Pacific Fair QLD 4218

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## About Integrity Financial Planners Pty Ltd

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Integrity Financial Planners Pty Ltd (IFP) is a privately owned financial planning business that is a holder of an Australian Financial Services Licence No. 225 051.

IFP has a network of qualified and experienced authorised representatives (advisers) working in established financial planning practices throughout Australia.

We provide financial advice to help you improve your lifestyle by building wealth and/or producing income, depending on your particular needs.

It is important that you have confidence in your financial well-being and in your financial arrangements. IFP seeks to give you that confidence, drawing on the expertise of professional advisers.

Your adviser is a representative of IFP, and IFP is responsible for the financial services that they provide to you. All IFP representatives have been individually assessed as having the competencies, knowledge, skills, and integrity necessary to deliver quality financial advice to you.

Head office for Integrity Financial Planners is located at:

Suite 2, 1 Railway Crescent  
PO Box 1140  
CROYDON VICTORIA 3136  
TEL (03) 9723 0522 FAX (03) 9724 9518

### **NOT INDEPENDENT**

*While we will always seek to meet our legal obligations to act in our clients' best interests within the meaning of section 961B of the Corporations Act 2001, we do not fall within the definition of "independent" under section 923A. The reason we do not fall within this definition is that we give our clients the option to allow life insurance companies to pay some of our advisers' commissions for the services that we provide to our clients, rather than for us to be required to directly invoice our clients and for our clients to be required to pay us directly. We remain committed to continuing to give our clients this important choice.*

## The Purpose of our Financial Services Guide

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The purpose of this Financial Services Guide (FSG) is to explain to you the financial services that IFP can provide, along with a broad general disclosure of any remuneration or benefits that IFP and its representatives would be entitled to receive, as well as any interests, relationships, or associations that IFP and its representatives have that may be capable of influencing the services you receive.

You may receive other disclosure documents from us, which may include;

1. Statement of Advice – This document sets out our understanding of your current circumstances, needs and objectives that are relevant to the financial advice you are seeking from us. It also includes specific disclosure of any remuneration or benefits that IFP and its representatives are entitled to receive, as well as any interests, relationships or associations that IFP and its representatives have that may be capable of influencing the services you receive.

2. Record of Advice – Where we have previously provided to you a Statement of Advice, and where we are providing you with further or subsequent advice: and
- a. your personal circumstances, needs or objectives are not 'significantly different' compared with when we provided you the Statement of Advice; and
  - b. the basis of our advice is not 'significantly different' to when we provided you with the Statement of Advice;

then we may create a Record of Advice. If the advice recommends a change or replacement of the financial products you currently hold, we will provide you with a copy of that advice. If the advice does not recommend a change or replacement of the financial products you currently hold, we may simply create a Record of Advice, which we will retain on your client file. You may request (in writing or verbally) a copy of that Record of Advice at any time up to 7 years after the date that the advice is provided, and we will provide you with a copy of that advice without further fees or costs.

3. Product Disclosure Statements - These are documents created by the product issuers (not IFP) and provide details regarding the financial products that have been recommended to you. The details include, but are not limited to, any fees and charges associated with particular products.

### **The various services we can provide you**

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Integrity Financial Planners Pty Ltd and its representatives can help you by providing:

|                                                                                                                        |                                                                                                                                                                   |                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Financial Product Advice</b><br>Recommendations and professional opinions about a broad range of financial products | <b>Implementation</b><br>Assistance - putting in place financial strategies and acquiring, holding, or disposing of financial products consistent with our advice | <b>Ongoing Services</b><br>Ongoing financial services including ongoing advice and implementation services. |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|

IFP is licensed to provide advice and to deal and arrange in relation to the acquisition, holding or disposal of financial products on your behalf in the following areas:

- deposit and payment products such as term deposits and bank accounts
- government debentures, stocks, or bonds
- sharemarket investments and securities
- investments in managed funds and managed investment schemes
- superannuation, retirement income stream (annuities and allocated pension), self-managed superannuation funds and rollover funds
- life insurance products
- margin lending products

### **Who is responsible for the financial services we provide**

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Integrity Financial Planners Pty Ltd (IFP) is responsible for the distribution of this FSG and for the financial services provided by Strategic Advice Pty Ltd (Strategic Advice) and any of the advisers authorised by IFP and detailed in this FSG.

## **What kind of financial services is your adviser authorised to provide to you and what kinds of financial products do these services relate to?**

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Strategic Advice is authorised by IFP to provide financial product advice and to deal and arrange in relation to the acquisition, holding or disposal of financial products in the following classes, subject to the products being on the IFP Approved Product List:

- deposit and payment products such as term deposits and bank accounts
- government debentures, stocks, or bonds.
- share market investments and securities.
- investments in managed funds and managed investment schemes.
- superannuation, retirement income stream (annuities and allocated pension), self-managed superannuation funds and rollover funds.
- life insurance products.
- margin lending products

Your adviser can also provide incidental advice related to the tax implications of the recommended strategy and/or products that are the subject of their advice. Your adviser may also provide an ongoing review service. As part of this service, your adviser can conduct a review of your personal situation and the previous advice provided to you and recommend changes if appropriate. Please note that Strategic Advice is not authorised to provide any services on behalf of IFP other than the types or classes of financial products listed above, and then typically only to the extent that the products are on the IFP Approved Product List.

### **WARNING ABOUT CRYPTOCURRENCY**

Your financial adviser is not authorised to, and will not, provide advice in relation to Cryptocurrency. This means they cannot provide you with advice on whether to buy, sell or hold Cryptocurrency investments. Further, due to the volatility associated with Cryptocurrency, any advice provided by your financial adviser cannot consider your Cryptocurrency assets as part of your future planning.

You should seek advice from a qualified professional before taking any action regarding your Cryptocurrency assets.

## **How can you provide your adviser with instructions?**

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There are various ways in which you can provide instructions to your adviser, including face-to-face, in writing, by telephone, or other agreed means such as e-mail. We will advise you if any instructions need to be provided in writing.

## **What else can you expect to receive?**

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### ***Personalised advice to suit your needs.***

Our advice is tailored to meet your individual situation. We do not use a “one size fits all” formula for our clients.

We will strive to provide the advice that we believe is in your best interest and most appropriate to assist you in achieving your aims and objectives. And as a smaller group, we can adapt our services to meet your requirements.

IFP is privately owned, with no ownership ties to any fund manager or financial institution. We are not required or influenced through ownership ties or associations to recommend or direct you towards any financial products.

To ensure advice is appropriate for your needs, we will ask you for personal information.

Of course, you have the right not to divulge personal information, but you should carefully consider any warnings we give you regarding possible consequences of us not having complete and accurate knowledge of your circumstances, needs and objectives.

### ***Referral arrangements***

Should we identify that you require specialist advice such as accounting, legal, insurance, etc. we may refer you to a professional known to us. You have complete choice in who you see for this specialist advice, and we only make a referral to assist you in complex areas we have identified that go beyond the scope of our expertise. You are under no obligation to seek advice from the person/company we recommend or refer you to.

We currently hold a referral arrangement with National Financial Services Pty Ltd (NFS). If you were referred to us through NFS, then Strategic Advice may pay NFS a referral fee to compensate for any discussions and clerical work they contributed towards the development of our advice to you. This fee is up to 20% of the upfront fees and 0% recurring fees (trail commissions and other recurring fees). This is paid by Strategic Advice and is NOT an additional cost to you.

For example, If \$1,000 upfront commission is received by Strategic Advice, \$200 is paid to NFS.

If \$200 recurring fees received by Strategic Advice, \$0 is paid to NFS.

### ***Clear and documented advice***

Where you request personal advice that addresses your specific circumstances, needs or objectives, and it is our initial advice to you, it will be provided in a written Statement of Advice.

IFP takes your financial security seriously. Consequently, IFP requires that all instructions provided by you need to be confirmed by you in writing. IFP will not normally act on telephone instructions unless such circumstances are supported by your written instructions. If you have any queries or uncertainty about this matter, contact us immediately.

### ***About your Adviser***

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Strategic Advice Pty Ltd (Strategic Advice) is a Corporate Authorised Representative number 289018 of Integrity Financial Planners Pty Ltd (IFP).

Any advice given to you by Strategic Advice will be provided by a qualified person who is also an authorised representative of Strategic Advice. The following people are currently authorised by Strategic Advice to assist you with financial planning advice:

#### ***John O'Dor***

Authorised Rep No. 285083

John joined the Financial Services Industry in 1999, writing technically proficient financial plans tailored to meet a client's particular needs and objectives. He takes great pride in developing strategic 'whole of life' strategies covering the areas of investment and wealth creation, superannuation and retirement planning, risk insurance, taxation planning, legal structures and estate planning.

John holds a Bachelor of Business Degree (Financial Planning), and has completed post-graduate studies include CFP (Certified Financial Planner), which is the Financial Planning industry's highest designation.

John is authorised to provide financial services in all the areas that Strategic Advice is authorised in.

In his spare time, John enjoys boating, water skiing, snowboarding, camping and holiday trips with his wife and 3 daughters.

No other person is authorised to provide financial services on behalf of Strategic Advice.

## **How you pay for the financial services you obtain from us, and how we disclose IFP's remuneration and benefits**

IFP may obtain the following remuneration and benefits for the services we provide to you. Please note that all amounts include GST.

|                                   | <i>Service provided</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <i>Cost</i>                                                 |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| Initial Consultation              | There will be no cost for your initial consultation. The initial consultation will include a discussion of your financial circumstances, needs and objectives and a brief discussion about possible solutions. During this discussion, you may consider and agree on the nature and scope/scale of the financial services you wish for us to provide to you.                                                                                                                                                                              | Complimentary                                               |
| Written Recommendations           | If it is agreed that we will prepare a written Strategy Document and/or Statement of Advice, an appropriate fee will apply. Typically, you would expect to pay between \$2,750 and \$4,750 for the analysis of strategies and preparation of this document/Statement of Advice, depending on its complexity. We would agree on the scope of the advice and the fee with you prior to us undertaking the work.                                                                                                                             | From \$2,750                                                |
| Implementation of Recommendations | The implementation of recommendations is included in our Statement of Advice fee, unless you agree to a separate fee beforehand. This fee may be up to \$2,200. You may choose to pay this account personally or have the amount deducted from your investment.                                                                                                                                                                                                                                                                           | Up to \$2,200                                               |
| Ongoing Advice and Review         | Once your financial products have been acquired, you may instruct us to provide you with ongoing services or periodic reviews of the advice and portfolio. We can charge a fee for ongoing advice and reviews or both. The fees can be up to 1.1% p.a. of the value of funds invested (excluding the value of any funds invested to the extent that those funds are financed by borrowings) and/or a fixed dollar fee. You may choose to pay this fee personally, or it may be deducted on an ongoing basis from your financial products. | Up to 1.1% per annum and/or a fixed dollar fee per annum    |
| Life Insurance Commissions        | Initial and ongoing commissions are payable by life insurance companies when we recommend life insurance risk products. The commission that is payable to us by the life insurance company is factored into the annual premium and, as such, does not represent an additional cost to you. Initial commissions are paid by life insurance companies to IFP in the first year and ongoing commissions are paid from year two onwards.                                                                                                      | Please refer to the Life Insurance Framework Reforms below. |

|                     |                                                                                                                                                                                                                                                                    |                |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Additional Services | From time to time, we may be able to assist you with other services. Any service that falls outside of our ongoing service agreement may be charged at an hourly rate of \$385. This fee would only be charged if agreed to by you before any work was undertaken. | \$385 per hour |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|

### ***Conflicted remuneration and non-conflicted remuneration***

From 1 July 2013 the new “Future of Financial Advice” legislation (FOFA) came into effect, which prohibits IFP and its representatives from accepting “conflicted remuneration”, subject to certain exceptions. “Conflicted remuneration” is any benefit, monetary or non-monetary, that could reasonably be expected to influence the choice of a financial product recommended or the financial product advice. This includes commissions, bonuses, and rebates, as well as most volume-based benefits. However, there are exceptions, such as certain levels of remuneration related to life insurance risk products.

### ***Life Insurance Framework Reforms***

Under the Life Insurance Framework Reforms (effective 1<sup>st</sup> January 2018), grandfathering arrangements may apply in certain circumstances. This means for all policies that were in place prior to 1<sup>st</sup> January 2018, the rate of ongoing commission that was applicable at the time that the policy was issued, will continue to apply for the life of the policy. The grandfathering arrangement may also apply to policies issued after 1<sup>st</sup> January 2018, where you (as the client) exercise an option to establish new or additional cover under your pre-LIF policy or to fix an administrative error on your pre-LIF policy.

The relevant commissions applicable to your insurance policies will be disclosed to you in your advice document and can range as follows:

| Policy Issue Date   | Initial Commission<br>(based on annual policy cost less policy fees and stamp duty)<br>Worked example based on \$1,000 initial premium | Ongoing Commission<br>(based on annual policy cost less policy fees and stamp duty)<br>Worked example based on \$1,000 annual premium |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| From 1 January 2020 | 0 – 66% or up to \$660                                                                                                                 | 0 – 22% or up to \$220 per annum                                                                                                      |

*All stated commissions are inclusive of GST.*

### **Who has an interest in these services?**

Product providers or managers may deduct management and administration fees from the products recommended by IFP. Such fees must be disclosed by the product providers in their Product Disclosure Statement.

Fees paid by you for our services and commissions and brokerage paid by product providers or intermediaries, shall be paid to IFP. These amounts shall be paid by IFP to Strategic Advice.

Strategic Advice pays a fee to IFP for the provision of services in its capacity as an Australian Financial Services Licensee.

Strategic Advice is a privately owned company. John O’Dor is the director of Strategic Advice. John O’Dor and or associated persons or entities may participate in the profits earned by Strategic Advice.

John O’Dor is an employee of Strategic Advice and receives a salary and may also receive a share of insurance commissions. Neither you nor IFP pays your adviser directly.

IFP also maintain a register of any potential Conflicts of Interest that we may have. A copy of the IFP Conflicts of Interest register can be made available to you, upon your request.

### **Other benefits we may receive**

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IFP 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 representatives and employees. IFP discloses sponsors and amounts received from sponsors in an Alternative Remuneration Register. IFP's representatives also maintain 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 IFP or your adviser by placing such a request in writing to your adviser.

IFP and its representatives may receive other benefits from product suppliers. These may include attendance at functions, conferences and training sessions provided by product suppliers. If applicable, such benefits shall be disclosed in the Statement of Advice and recorded in IFP's register of Alternative Benefits, outlining any such benefits that may be received.

### **Resolving a complaint or concern**

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If you have a concern about services provided by Integrity Financial Planners or any of our representatives, we will try to resolve your issues quickly and fairly. To allow us to do so, you will need to take the following steps.

1. Contact IFP's Compliance Manager and provide them with details of your concerns and complaint. IFP is required to reply to any complaints, concerns, allegations, or queries that you have within 30 days of the receipt of your correspondence.

The Compliance Manager  
Integrity Financial Planners  
PO Box 1140, CROYDON, VIC 3136  
Phone: (03) 9723 0522  
compliance@iplan.com.au

2. If the outcome of your correspondence with the Compliance Manager is not to your satisfaction, you may lodge a complaint in writing with the Australian Financial Complaints Authority (AFCA).

AFCA is a new external dispute resolution (EDR) scheme (operational from 1<sup>st</sup> November 2018) to deal with complaints from consumers in the financial system. It is operated by a not-for-profit company limited by guarantee, authorised by the responsible minister. AFCA will undertake an independent review of your concerns.

Australian Financial Complaints Authority  
GPO Box 3, Melbourne Vic 3001  
Phone: 1800 931 678

Further information regarding the Australian Financial Complaints Authority is available from [www.afca.org.au](http://www.afca.org.au)



## Professional Indemnity Insurance

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IFP currently holds professional indemnity insurance for activities conducted in accordance with our AFS Licence. The insurance policy terms are generally consistent with section 912B of the *Corporations Act 2001*. Subject to the terms and conditions of the policy, the professional indemnity insurance extends to cover claims made in relation to the conduct of representatives and employees of the Licensee including those who may no longer work for the Licensee (but who did at the time of the relevant conduct).

## Your Privacy

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IFP respects your privacy. A copy of our Privacy Statement is available from our website [www.iplan.com.au](http://www.iplan.com.au) or alternatively you can obtain a copy by calling us or asking for a copy from a staff member in our office.