

# Your Financial Services Guide

# The documents you will receive from us

**This Financial Services Guide (FSG), which includes the Representative Profile presented with it, is designed to clarify who we are and what we do, and help you decide whether to use our services.**

**It also contains information on how you can pay for our services and how we ensure your satisfaction with the quality of our advice.**

In addition to this Financial Services Guide, when we provide you financial advice we will also present you with a written Statement of Advice (SOA). This will describe the strategies, products and services we recommend and outline any fees or commissions we will receive and any associations we have with financial product providers or other parties that have not already been disclosed in this FSG.

If you receive further financial advice from us, we will present you with either another Statement of Advice or keep our own written Record of Advice (ROA). You can request a copy of this by contacting your adviser any time up to seven years from the date of the advice provided.

We will also provide you with a Product Disclosure Statement (PDS) or offer document for all financial products we recommend, where applicable, to help you make informed decisions.

## **Giving us instructions**

If you want to make changes to your financial plan or provide other instructions, you can contact us using the details in the Representative Profile. Generally, you will need to give us instructions in writing (eg fax, email or letter) or another method as agreed with your adviser.

# About us

**GWM Adviser Services Limited is recognised as one of Australia's leading financial advice networks, with over 450 experienced advisers across Australia managing over \$10 billion of investments.**

Our advisers work with a range of clients – from individuals starting out their careers and families seeking to build and protect wealth for today and for the future, to business owners, companies and superannuation trustees.

Our network was awarded Core Data's Major Financial Advice Group of the Year by researcher Core Data in 2007 and again in 2008. This award recognises the quality of customers' experiences when seeking financial advice.

GWM Adviser Services Limited is a principal member of the Financial Planning Association, the professional body representing qualified financial planners in Australia, and therefore adheres to set standards in terms of ethics, conduct and continuing professional development.

## **Our associations and relationships**

Our advisers are authorised representatives of GWM Adviser Services Limited ABN 96 002 071 749, Australian Financial Services Licensee Number 230692.

As a member of the National Australia Group of companies, GWM Adviser Services Limited is responsible for the advice and financial services your adviser provides. We support your adviser with essential services and resources to ensure you receive sound financial advice.

A number of companies within the National Australia Group – including MLC Investments Ltd, MLC Ltd, NAB OnLine Trading Ltd, Jana Investment Advisers Pty Ltd, Plum Financial Services Ltd and National Australia Bank Ltd – are financial product providers whose products we may recommend.

Because helping you realise your goals and objectives is of paramount importance to us, our advisers can also recommend appropriate products from a broad range of financial product providers outside of the National Australia Group.

# How we manage your personal information

**To give you appropriate advice, our advisers will need to ask you about your current financial situation, what you are looking to achieve and other personal information.**

**Without this information, your adviser may not be able to provide you with advice relevant to your circumstances.**

## **Collecting your personal information**

We need to collect your personal information for a variety of purposes, including to provide you with the financial services you have requested and to contact you about other products and services that may be relevant to you.

## **Protecting your privacy**

Protecting your privacy is essential to our business. Your file, containing your profile, personal objectives, financial circumstances and our recommendations, is kept securely by your adviser.

You can access your file by contacting your adviser. In some circumstances, permitted by law, we may deny you access and in that event we will explain the reason why.

## **Disclosing your personal information**

We may provide your personal information to the following types of service providers:

- other advisers, paraplanners and organisations who work with us to provide the financial services you have requested;
- insurance providers, superannuation trustees and product providers related to the financial services you have requested;

- organisations that help us operate our business, such as those that provide administrative, financial, accounting, insurance, research, legal, strategic advice, auditing, computer or other business services;
- your representatives, service providers, or other organisations, such as your accountant, solicitor, tax agent, stockbroker or bank;
- organisations involved in a business restructure or a transfer of all or part of the assets of our business; and
- government authorities and other organisations when required by law.

## **Consent to marketing activity**

We presume you consent to being contacted by us about suitable products and services via the contact details you have provided. We may continue to contact you for these reasons until you withdraw your consent. You can do this at any time by contacting your adviser.

If you would like to know more about our privacy policy, please contact your adviser. For more information about your privacy, you can visit the Federal Privacy Commissioner's website at

**[www.privacy.gov.au](http://www.privacy.gov.au)**

# How you can pay for our services

## **At GWM Adviser Services Limited we provide various payment options for the financial advice you receive.**

You can pay in the following ways:

- as a fee for service that will be deducted from your investments as a one-off payment or in instalments;
- by direct invoice from us for initial and ongoing advice;
- via commission we may receive from a financial product provider when you commence an insurance contract, cash management trust, annuity, cash or loan product; or
- a combination of the above.

### **Other payments we may receive**

We will provide you with details of all fees, commissions or other benefits we may receive when we provide advice to you and, where possible, will give actual dollar amounts. If we cannot provide this accurately, we will provide worked-dollar examples.

Even if you don't receive personal financial advice from us, you can still request the details of any fees, commissions or other benefits we receive in relation to any other financial service we provide you.

### **Benefits we may receive**

Sometimes in the process of providing advice, our advisers may receive benefits from product providers.

### **Conferences**

Our advisers may attend conferences subsidised in whole or part by product providers. Eligibility to attend may be based on business revenue targets as well as achieving our internal quality standards and accreditations. GWM Adviser Services Limited may also receive sponsorship payments from product providers to subsidise our own conferences and professional development events.

The Representative Profile provides details of other benefits your adviser may receive.

### **Non-monetary benefits**

GWM Adviser Services Limited and your adviser keep a register detailing any non-monetary benefit (greater than \$300 value) that may be received from a product provider. You can view this register by contacting your adviser.

### **Referrals**

If you have been referred to us by someone else, we may pay them a fee, commission, or benefit for that referral. This is generally:

- a fixed fee payable if we provide you with paid personal advice;
- a proportion of the initial and/or ongoing fees or commissions we disclose to you; or
- a combination of both.

Details of any arrangement will be provided in our advice to you.

# Your confidence in our advice

**Your satisfaction is very important to us and we have procedures in place to resolve any concerns promptly and fairly.**

**If you are unhappy with the advice you receive or other aspects of our service, please let your adviser know so we can act on it immediately.**

## **Our complaints procedure**

If your adviser has not satisfactorily resolved your complaint within three days, please contact our Complaints Resolution Team on 1800 611 950 or put your complaint in writing.

Please mark the envelope 'Notice of Complaint' and send it to:

**Complaints Resolution Team  
GWM Adviser Services Limited  
PO Box 1086  
North Sydney NSW 2059**

If your complaint isn't resolved to your satisfaction within 45 days, you may refer the matter to an independent complaints handling body. We are a member of the Financial Ombudsman Service (FOS), which provides accessible, fair and independent resolution services that are free to consumers.

You can contact FOS on **1300 78 08 08**, at **[www.fos.org.au](http://www.fos.org.au)**, by email to **[info@fos.org.au](mailto:info@fos.org.au)** or in writing to:

**The Manager  
Financial Ombudsman Service  
GPO Box 3  
Melbourne VIC 3001**

GWM Adviser Services Limited holds professional indemnity insurance that satisfies the requirements (Section 912B) of the Corporations Act. This insurance also covers the conduct of advisers who were authorised by us at the time of your complaint, but are no longer representatives of GWM Adviser Services Limited

**GWM Adviser Services Limited  
ABN 96 002 071 749  
Australian Financial Services**

**Licensee No: 230692  
Registered Office  
105–153 Miller St  
North Sydney NSW 2060**

# Representative Profile

**This document forms part of the Financial Services Guide and is designed to clarify who we are, what we do, and aims to help you decide whether to use our services.**



## Who we are

Your advisers are:

### Darryl R Seccombe

CFP CIP Dip.FP FAFA ANZIIF (Snr Assoc)  
Authorised Representative No. 242563

They offer their services on behalf of GWM Adviser Services Limited.

The Financial Services that the above advisers offer are provided by **DSA Financial Pty Ltd** ACN 009 963 197 ABN 83 009 963 197  
Authorised Representative (AR) No. 242976

DSA Financial Pty Ltd was originally established by Darryl R Seccombe in May 1973 as Darryl R. Seccombe and Associates. In May 1976 it was incorporated as Darryl R. Seccombe and Associates Pty Ltd and changed its name to DSA Financial Pty Ltd in September 2003.

Since 1973 the practice has provided high quality advice and service to individuals, families, businesses and organisations in the areas of Risk Management, Superannuation, Financial Planning, Estate Planning, Charitable Planning and Body Corporate Investment.

DSA Financial Pty Ltd is a growing practice, however still maintains the loyalty of its earliest clients, many of which have had an association for over 30 years.

Darryl has been an active and well respected member of the Financial Services Industry.

Darryl is a Certified Financial Planner, a Certified Insurance Professional, he holds a Diploma of Financial Planning from Deakin University, he is a Fellow of the Association of Financial Advisers and is a Senior Associate of the Australian and New Zealand Institute of Insurance and Finance.

During this time, Darryl has been well known in this industry and is a Past Chairman of Directors and Past President of the Association of Financial Advisers in Queensland. He has been a life member of the International Million Dollar Round Table (USA) and achieved 28 years of membership and has been recognised on its World Honor Roll. Currently he is the Queensland Trustee for the Association of Financial Advisers Investment Trust.

On a personal note, in 1985 Darryl together with another Australian introduced the Make

A Wish Foundation to Australia. In 1986, Darryl introduced the newly established national charity Make A Wish Foundation of Australia Limited to Queensland and was an integral part of its early years of development. He is past President of the Valley Business Club, and a former Director and Vice President of the Valley Chamber of Commerce Inc.

Darryl is currently Chairman of the Lady Bowen Trust Board of Advice to The Public Trustee of Queensland, a new Charitable Trust for "the homeless" established by the Queensland Government.

Darryl has had vast experience in Estate Planning, including Charitable Estate Planning and has been a past quest speaker on deferred bequests at the Queensland University of Technology as well as writing various articles for the "Fundraising Australasia Journal".

**For his outstanding achievements and contributions to Australia, Darryl has been recognised in "Who's Who In Australia" since 1988.**

**Darryl has also been recognised in "Who's Who" in Queensland since 2007 and "Who's Who in Business in Australia" since 2007 with other notable Australian business people who have helped shape and develop Australia's corporate sector.**

GWM Adviser Services Limited has authorised them to provide you with this FSG.

# Representative Profile

## What we do

We are authorised by GWM Adviser Services Limited to provide financial advice in relation to:

- Wealth Accumulation
- Income & Asset Protection ( Personal & Business)
- Tax Strategies
- Superannuation
- Retirement & Redundancy Planning
- Estate Planning
- Social Security
- Debt Management

and to provide advice and deal in the following financial products:

- Basic Deposit Products
- Non-basic Deposit Products
- Non-cash Payment Products
- Government Debentures, Stocks or Bonds
- Life Products – Investment Life Insurance
- Life Products – Life Risk Insurance Products
- Managed Investment Schemes, including Investor Directed Portfolio Services(IDPS)
- Retirement Savings Account Products
- Securities and Superannuation

Your adviser is limited to the product range of six risk insurance providers for Life Risk Insurance Product recommendations.

Darryl R. Seccombe is not authorised by GWM Adviser Services Limited to provide financial product advice in the following financial products:

- General Insurance Products

## Contact us

For more information on anything you have read in the Financial Services Guide or Representative Profile, or if there is anything else we can help you with, please contact us at:

Office 4 Bell's Square 50 Anderson Street  
Fortitude Valley, Qld 4006  
PO Box 284, Fortitude Valley, Qld 4006  
Phone: (07) 3252 2433  
Fax: (07) 3252 2179  
Email: [darryl@dsafinancial.com.au](mailto:darryl@dsafinancial.com.au)  
Web: [www.dsafinancial.com.au](http://www.dsafinancial.com.au)

# Representative Profile

## How we charge for our services

<b>Initial consultation</b>	Free of charge						
<b>Advice preparation</b>	\$550.00 - \$2,200.00 depending on level of complexity of your situation and advice provided						
<b>Implementation &amp; ongoing services</b> (commission on <b>investments</b> )	<p>Unless you have agreed to a fee for service arrangement we will receive commission for our initial and ongoing services to you. Where we arrange an investment product for you, the relevant product issuer will pay an initial commission to us. The rate of initial upfront commission is between 0% and 5.365% and ongoing commission is between 0% and 0.66% of the value of your investments for as long as you hold the product.</p> <p>Commissions are collected through the product provider and are <u>not</u> a direct or additional cost to you.</p>						
<b>Implementation &amp; ongoing services</b> (commission on <b>life insurance</b> products)	<p>Unless you have agreed to a fee for service arrangement for insurance-related advice we will receive commission for our initial and ongoing services to you. Where we arrange a life insurance product for you, the relevant insurer will pay us an initial commission. The rate of commission is between 0% and 130% and is calculated as a percentage of the annual premium you pay.</p> <p>Annual commission will also be paid when you renew your policy each year. The rate of ongoing commission is between 0% and 33% of the annual premium.</p> <p>Commissions are collected through the product provider and are <u>not</u> a direct or additional cost to you.</p>						
<b>Implementation</b> (fee for service)	<p>If you elect to pay us a fee for service the following fees will apply. The fees will depend on the size of the investment portfolio and the complexity of the advice:</p> <table><tr><td>Portfolios less than \$100,000:</td><td>Implementation fee of between \$330 and \$3,300</td></tr><tr><td>Portfolios \$100,000 - \$300,000:</td><td>Implementation fee of between \$2,200 and \$7,700</td></tr><tr><td>Portfolios in excess of \$300,000:</td><td>Implementation fee of between \$5,500 and \$20,000</td></tr></table> <p>Fees may be paid directly by you via credit card, direct debit, cheque or collected through the product issuer.</p>	Portfolios less than \$100,000:	Implementation fee of between \$330 and \$3,300	Portfolios \$100,000 - \$300,000:	Implementation fee of between \$2,200 and \$7,700	Portfolios in excess of \$300,000:	Implementation fee of between \$5,500 and \$20,000
Portfolios less than \$100,000:	Implementation fee of between \$330 and \$3,300						
Portfolios \$100,000 - \$300,000:	Implementation fee of between \$2,200 and \$7,700						
Portfolios in excess of \$300,000:	Implementation fee of between \$5,500 and \$20,000						
<b>Ongoing fee for service</b>	<p>If you elect to pay a fee for the ongoing review of your financial planning strategy, the ongoing service fee is based on the complexity of ongoing advice. The minimum fee is \$330 while the maximum is 1.54% of the value of your portfolio each year. We will receive ongoing commission (as detailed above) for any life insurance products you have in addition to this fee.</p> <p>The ongoing service fee may be collected monthly through the product issuer or paid directly by you via credit card, direct debit or cheque.</p>						
<b>Ad hoc advice</b>	Where you do not wish to participate in an ongoing service fee arrangement but require ongoing advice on an ad hoc basis, an hourly fee of \$275.00 may apply.						

**All commissions and fees are inclusive of GST.** Fees could be greater than those disclosed above in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing.

# Representative Profile

## Benefits we may receive

To be truly open and honest with our clients, we have detailed below how certain product purchases may benefit our business.

### **Business Equity Valuation (BEV)**

In the event of our death or permanent disablement, or if we were to leave the financial planning industry, GWM Adviser Services Limited provides a buyer of last resort option called BEV. This helps manage the transition of ownership to ensure you continue to receive advice.

The value of a sale under BEV is based on a multiple of ongoing revenue received by the business on an annual basis. The multiple can range from 2.5 to 4 depending on the proportion of the ongoing revenue that comes from clients who hold MLC group financial products.

Here are some examples to help you understand the potential benefit to us of our clients holding MLC group product:

- If the ongoing revenue of the business was \$100,000 and 50% of our clients held MLC group products, the sale value for the financial planning business would be between \$250,000 and \$350,000;
- If the ongoing revenue of the business was \$100,000 and 85% of our clients held MLC group products, the sale value for the financial planning business would be up to \$400,000;

Importantly, BEV is subject to us meeting certain compliance requirements and standards.