



# **Business Initiatives**

## **FINANCIAL SERVICES GUIDE**

WEALTH INITIATIVES PTY LTD

A.C.N. 612 640 641

Dated: 28<sup>th</sup> Day of September 2021

This Financial Services Guide (FSG) is provided by: Wealth Initiatives ACN 612 640 641 AFSL No. 509563 (Licensee, we or us).

Wealth Initiatives and its advisers are authorised to provide the financial services outlined in this FSG.

## FINANCIAL SERVICES GUIDE

The purpose of this Financial Services Guide is to help you make an informed decision about the services we offer. This Financial Services Guide is an important document that explains how we provide financial services to you. It is intended to give you sufficient information to decide whether to obtain financial services from us.

## WHO WE ARE AND WHAT WE STAND FOR

At Wealth Initiatives, we believe in providing advice that will put you in a better financial position.

It is our aim for you to accumulate sufficient income producing assets to ensure all lifestyle costs can be met from investment income alone so that you can have the life you want.

We focus on your lifestyle and your family's life cycle stage and then apply financial strategies to help meet current and future lifestyle costs. Our strategies are based around not paying unnecessary tax, structuring your affairs efficiently and gaining an adequate return on capital invested while personally being protected against the unexpected.

We believe that investors should have control over their investments. We have experience and expertise in the management of direct equity portfolios. Our experience can help you to make wise investment choices that suit your personal goals and values. We can help you maintain an investment portfolio and build your wealth; we can advise you on the most effective ways of doing so.

At Wealth initiatives, we look to build long term relationships with our clients, providing continuity right through their working life and retirement.

## OUR RESPONSIBILITY

Your Adviser provides financial advice and services on behalf of Wealth Initiatives and accordingly we are responsible for the financial advice and services they provide.

Our Advisers are committed to providing quality financial advice and a wide choice of products and/or services to suit individual client circumstances.

Your Adviser is obligated by law to act in your best interests and provide appropriate advice, when providing financial advice to you.

As part of our commitment to you, Wealth Initiatives advisers adhere to the FASEA Code of Ethics.

### NOT INDEPENDENT

The Licensee is not "independent, "impartial" or "unbiased in relation to the personal advice it provides. The Licensee is not permitted to use those or similar terms in accordance with section 923A of the Corporations Act. The Licensee is not independent because it is paid commission by life insurers for life insurance policies arranged by the Licensee. Please refer to the sections on Fees in this FSG for further information on the commissions the Licensee may receive.

Due to Wealth Initiatives taking a commission payment for insurance sales, we cannot call ourselves an independent licensee. Wealth Initiatives does decide on which personal life insurers we deal with and we make sure the products we recommend suit our clients' best interests and needs. We do not have a third party, telling us what products we can or cannot use.

## THE ADVISER PROFILE

Prior to providing any personalised financial advice products and/or services, our Advisers are required to provide you with a copy of this FSG along with an Adviser Profile.

The Adviser Profile contains important information about your Adviser. This includes their Authorised Representative number and/or Corporate Authorised Representative number (if applicable), accreditations, qualifications and experience, areas of advice and types of financial services they can provide, details of how they get paid and fees that you may be charged.

## FINANCIAL SERVICES WE PROVIDE

Wealth Initiatives is licensed to provide financial product advice on the following services:

- Wealth creation strategies
- Life insurance advice
- Superannuation strategies
- Debt reduction strategies
- Cash flow management
- Retirement planning
- Aged care strategies
- Estate planning strategies
- Tax (financial) advice

We can advise on and are authorised to deal in the following products:

- Basic deposit products
- Debentures, stocks and bonds
- Life insurance (personal and business)
- Managed investments
- Investor Directed Portfolio Services (IDPS)
- Retirement Savings Accounts (RSA)
- Securities
- Superannuation

In addition, we provide a suite of professional services to help structure such matters as Self-Managed Super Funds (**SMSF**), Trusts and Wills.

### Approved Product List (APL)

Our advisers can only provide advice on financial products that are on our APL, a copy of which is available upon request. The APL includes a range of investment, insurance and superannuation products for our advisers to choose from. The products we provide on the APL have been selected by our own committees based on extensive research on a range of factors including performance, costs and risks.

### Documents you may receive

If you decide to obtain personal financial advice, your Adviser will need to determine your needs, objectives and relevant financial circumstances.

At the initial advice appointment, your Adviser will typically gather the relevant information by using a client data collection form. You will be asked to provide accurate information about your personal and financial situation and keep your Adviser informed of any changes to your relevant circumstances.

Your Adviser will also need to verify your identity.

When your Adviser provides personal financial advice to you, you may receive one or more of the following documents:

<b>Statement of Advice (SOA)</b>	<p>If you request that we provide you with personal financial advice, we will provide you with a SOA. We must give the SOA to you the first time we provide you with personal advice about each type of financial product or where there has been a significant change in your circumstances.</p> <p>We must give you the SOA before we provide any services recommended in the SOA. We are under a legal obligation to ensure that the advice and recommendations we provide to you are in your best interests.</p> <p>The SOA will include the following information:</p> <ul style="list-style-type: none"><li>the nature of the advice given and the grounds for our recommendations;</li><li>information about fees and commissions that may be received for the advice; and</li><li>any associations, relationships or interests that may influence the advice we provide</li></ul> <p>Where the personal financial product advice relates to a basic deposit product, non-cash payment facility or travellers' cheques, a SOA will not be provided.</p>
<b>Record of Advice (ROA)</b>	<p>We may also record our advice through preparing a record of advice in some circumstances instead of providing you with a SOA. If you have not been provided with the ROA, you may request a copy of it free of charge at any time within seven years after the advice was provided to you, by contacting us.</p>
<b>Client Service Agreement</b>	<p>The Client Service Agreement will be tailored to your specific requirements and outlines the benefits, services and support provided by Wealth Initiatives for you. It will provide an indication of our fees and costs associated with providing and implementing our advice. We will ask you to renew your ongoing service agreement annually.</p>
<b>Annual Fee Disclosure Statement (FDS)</b>	<p>If we enter into an ongoing fee arrangement with you, we will provide you with an annual Fee Disclosure Statement. The FDS contains information about the services you were entitled to receive, the services we provided and the fees you paid in the previous 12 months. The FDS also contains information about the services you will receive and the fees payable in the 12 months from the FDS.</p>
<b>Product Disclosure Statement (PDS)</b>	<p>The PDS outlines the key features, significant benefits, risks and fees associated with the financial product. If we make a recommendation on certain financial products (other than securities) or arrange the issue of a financial product, you will receive a PDS.</p>

#### How can you provide us with instructions?

You can give us instructions in writing, by phone, email or any other means that we agree with you from time to time.

#### Who do we act for?

As an AFSL holder, we act on our own behalf when providing you with financial services.

# FEES AND CHARGES

## GENERAL ADVICE

We will charge you a fee for any general advice we provide to you. That fee may either be a fixed fee or based on the amount of hours it takes us to prepare and provide you with the general advice.

General advice does not take into account your financial objectives, situation and needs.

Details of these fees will be provided to you in an engagement letter or fee disclosure statement.

You may request particulars of these fees within a reasonable time after receiving this FSG, but before you are provided with any general advice.

## PERSONAL ADVICE

We will charge you a fee for any personal advice we provide to you. That fee may either be a fixed fee or based on the amount of hours it takes us to prepare and provide you with the personal advice. These fees will be included in the SOA or ROA which will be provided to you.

Personal advice is based on your personal circumstances and can be given on your complete financial situation or on limited areas you require advice on.

The fees for general and personal advice may range from \$1 to \$25,000.

## ONGOING

If you enter into an ongoing service arrangement with us, we will charge you a yearly fee. This will be disclosed in the SOA or ROA, engagement letter or Fee Disclosure Statement.

The fees for general and personal advice may range from \$1 to \$25,000 per annum.

You will be formally quoted upfront and ongoing fees before you authorise us to provide you with advice.

Please contact us if you require any further information about how we or our advisers are remunerated.

## REMUNERATION, COMMISSIONS AND OTHER BENEFITS

We do not receive any commissions from investment or superannuation product issuers or re-sellers.

We do receive commissions from insurance product issuers or re-sellers.

We may receive commissions from life insurance companies.

### *Initial commission*

We may receive commission of:

- up to 66% of the first year's premium for new policies implemented from 1 January 2020
- up to 77% of the first year's premium for policies implemented between 1 January 2019 and 31 December 2019
- up to 88% of the first year's premium for policies implemented between 1 January 2018 and 31 December 2018

Where you change the level of cover on a policy and your premium increases as a result, we may receive commission on the increase in the premium (e.g. if your premium was \$1,000 and it is now \$1,200, we would receive "initial" commission on the additional \$200). This commission is capped at the percentage applicable in the year that you implemented the policy – e.g. if you commenced a policy in June 2018 and increase the cover now, we may receive up to 88% of the increase in premium.

We may also receive "initial" commission on the increase to the premium of existing policies that were implemented prior to 1 January 2018 (where that increase is a result of action by you).

### *Ongoing commission*

We receive ongoing commission calculated as a percentage of the premium paid to the insurer. Ongoing commission on policies entered into after 1 January 2018 is capped at a maximum of 22% of the premium.

Our advisers do not receive any commission payments. They are paid a salary and bonus scheme which does change depending on the number of financial services they have provided.

## REFERRALS

Should you be referred to your adviser by a third party, such as an Accountant or Mortgage Broker, the third party may receive a fee for the referral. You will receive more detailed information concerning any referral fees in your SoA or other relevant document.

## OTHER FORMS OF REMUNERATION OR BENEFITS

Wealth Initiatives and/or its Advisers may receive non-monetary benefits where:

- The amount is less than \$300 and identical or similar benefits are not given on a frequent basis;
- The benefit has a genuine education or training purpose (including attendance to conferences) and is relevant to providing financial product advice; and/or
- The benefit consists of the provision of information technology software or support and is related to the provision of financial product advice in relation to the financial products issued or sold by the benefit provider.

Payments or benefits received are disclosed in a register. A copy of the register is available upon request.

## ASSOCIATIONS

We are required to disclose any associations or relationships between us, our related entities and product issuers that could reasonably be capable of influencing the financial services we provide to you. No such associations or relationships exist. If such associations or relationships do come into existence, we will disclose to you in writing.

## SPONSORSHIP

Wealth Initiatives and its related companies may receive payments or benefits from product providers in return for granting rights such as being recognised as a sponsor and the right to promote their product and give presentations at conferences and/or professional development training days.

Wealth Initiatives may use these payments to pay for costs associated with such conferences, training or professional development days.

## PROVISIONAL FINANCIAL ADVISERS

Our advisers may supervise a provisional financial adviser completing his or her professional year. If a provisional financial adviser works on your advice, his or her supervisor will inform you of matters relating to the provisional financial adviser in accordance with the *Corporations Act 2001* (Cth).

A provisional financial adviser's supervisor is responsible for any personal advice provided by the provisional financial adviser to you.

# COMPLAINTS

We are fully committed to providing quality financial services.

If you have a complaint about the services we provide to you, please follow the steps outlined below. Our dispute resolution system is free of charge. We are a member of the Australian Financial Complaints Authority (AFCA) complaints resolution scheme.

**STEP 1**      Contact the Complaint Officer and provide the details of your complaint. Our contact details are:

Phone   08 8431 744  
Online   [www.businessi.com.au](http://www.businessi.com.au)  
Email   [answers@businessi.com.au](mailto:answers@businessi.com.au)  
Mail      Complaint Manager Wealth Initiatives  
            PO Box 4118  
            Norwood SA 5067

We will endeavour to acknowledge receipt of your complaint within one business day (or as soon as practicable).

We will endeavour to resolve your complaint quickly and fairly, within 30 days of receipt of your initial complaint. In some circumstances, for example where the complaint involves particularly complex issues, it may take longer than 30 days to resolve a complaint. If we determine that it will take us longer than 30 days to resolve a complaint, we will write to you to explaining the delay.

We will provide a written response informing you of the final outcome of your complaint and your rights to escalate the complaint if you are not satisfied with our final decision.

**STEP 2**      If you are not satisfied with our final response to your complaint, or we have not resolved your complaint within 30 days, you may lodge your complaint with AFCA (provided that the complaint is within AFCA's terms of reference). AFCA is an independent complaints resolution body which is available to you free of charge.

Please note that AFCA will not initiate its process until we have had prior opportunity to respond to your complaint.

Online:      [www.afca.org.au](http://www.afca.org.au)  
Email:      [info@afca.org.au](mailto:info@afca.org.au)  
Phone:      1800 931 678  
Fax:          (03) 9613 6399  
Mail:          Australian Financial Complaints Authority  
                GPO Box 3  
                Melbourne VIC 3001

Furthermore, the Australian Securities and Investments Commission (ASIC) provides a free of charge infoline, which you may use to obtain information about your rights and to make a complaint. This number is 1300 300 630.



## COMPENSATION ARRANGEMENTS

We hold professional indemnity insurance in respect of our financial services which complies with the *Corporations Act 2001* (Cth). The professional indemnity insurance covers all of the financial services you are provided, even if they were provided by a person who is no longer our adviser.

## YOUR PRIVACY

Your Adviser is required to maintain physical or electronic records of documentation for any financial advice given to you, including information that personally identifies you and/or contains information about you.

These records are required to be retained for at least seven (7) years. If you want to access your personal information at any time, please let us know.

You have the right to not to provide personal information to your Adviser. However, in this case, your Adviser will warn you about the possible consequences and how this may impact on the quality of the advice provided. Additionally, your Adviser may also decline to provide advice if they feel they have insufficient information to proceed.

Wealth Initiatives respects your privacy and is committed to protecting and maintaining the security of the personal and financial information you provide us. For detailed information on how we handle your personal information, please read our Privacy Policy.

This Policy is located at:

[www.businessi.com.au](http://www.businessi.com.au)

## DISCLOSURE OF INFORMATION

Throughout the advice process, your personal information may be disclosed to other service providers. These may include:

- Financial product providers
- Financial planning software providers
- Administration and paraplanning service providers
- IT service providers

Wealth Initiatives may engage third party service providers to assist in the provision of products or services.

Some services may require disclosure of personal information to service providers outside Australia. The purpose of such disclosure is to facilitate the provision of financial services including the preparation of financial advice documents for Wealth Initiatives Advisers.

All reasonable steps will be taken to ensure that offshore service providers comply with the Privacy Act 1988.

## FURTHER INFORMATION

If you have any further queries about our financial services, please do not hesitate to contact us.

Wealth Initiatives Pty Ltd

Phone 08 8431 744

Fax 08 8431 7344

Online [www.businessi.com.au](http://www.businessi.com.au)

Email [answers@businessi.com.au](mailto:answers@businessi.com.au)

Mail PO Box 4118

Norwood SA 5067

## ADVISER PROFILES

### Michael Farmer

ASIC 328367

This adviser profile forms part of the FSG dated 28 September 2021.

#### ABOUT MICHAEL FARMER

I am a representative and employee of Wealth Initiatives Pty Ltd.

I joined Wealth Initiatives in August 2016. I am a Certified Financial Planner and have been helping my clients improve their financial position since 2003.

I am the Responsible Manager of Wealth Initiatives.

I have experience in all areas of financial planning and has specialised in pre-retirement planning, minimising tax and growing his client's wealth. I have extensive knowledge in the areas of superannuation including SMSF's, investments, personal insurances and business succession planning.

I have been involved with the Financial Planning Association having served as chairperson of the SA Chapter, promoting the Financial Planning profession and the value of obtaining financial advice. In April 2014 the FPA bestowed upon me a Distinguished Service Award for my services to the Financial Planning profession.

#### YOUR BEST INTERESTS

I will act in your best interests at all times and I am bound by the law and the FASEA Code of Ethics. I am committed to providing you with quality financial advice and a wide choice of products and/or services to suit your individual circumstances.

#### QUALIFICATIONS

I hold the following qualifications:

- Diploma of Financial Planning
- Advanced Diploma of Financial Planning
- CERTIFIED FINANCIAL PLANNER®

#### FINANCIAL SERVICES MICHAEL FARMER IS AUTHORISED TO PROVIDE

I can provide financial advice in relation to the following areas:

- Generic Financial Planning
- Risk Insurance
- Managed Investments
- Superannuation and Retirement Planning
- Estate Planning
- Tax (Financial) Advice

I am authorised to provide financial services including financial product advice (general and personal advice) and deal in financial products including:

- basic deposit products;
- non-basic deposit products;
- managed investment schemes, including an Investor Directed Portfolio Service (IDPS);
- securities;
- superannuation;
- investment life insurance products, including funeral bonds, endowment policies, allocated pensions and annuities;
- life risk insurance products, including term life, total and permanent disability, trauma and income protection.

## REMUNERATION

The cost of providing a financial advice service to you including initial consultation, strategy development, product considerations and a Statement of Advice including implementation of that advice will depend upon the nature and complexity of the advice and or service provided. Fees for my advice and services may be based on either a fee for service arrangement, commission or a combination of both. I am paid a salary by the Practice.

## REFERRAL ARRANGEMENTS

If a third party refers you, the referrer may receive a fee or a percentage of my fees and commission. I may also receive a referral fee should I refer you to a third party for ancillary advice.

This is not an additional cost to you. Any referral payments made or received will be disclosed in the advice document that is provided to you.

## CONTACT

Wealth Initiatives Pty Ltd

Phone 08 8431 744

Fax 08 8431 7344

Online [www.businessi.com.au](http://www.businessi.com.au)

Email [michael.farmer@businessi.com.au](mailto:michael.farmer@businessi.com.au)

Mail ATT: Michael Farmer

PO Box 4118

Norwood SA 5067

## SIGNING PAGE

I have received the Financial Services Guide and Adviser Profiles.

I confirm that my adviser from Wealth Initiatives has given me a copy of the Wealth Initiatives Financial Services Guide and Adviser Profiles dated 28 September 2021.

### EXECUTED BY THE CLIENT/S

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*Print Name*

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*Signature*

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*Print Name*

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*Signature*

.....  
Date

### EXECUTED BY THE ADVISER

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*Print Name*

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*Signature*

.....  
Date