



# **FINANCIAL SERVICES GUIDE**

Version 5 - PART 1

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This Financial Services Guide ('FSG' or the 'Guide') provides you with important information about Key Financial Planners Pty Ltd ('Key Financial Planners' or 'Licensee'), and its Authorised Representatives, who will provide you with the financial services described in this Guide. It is designed to help you evaluate and make an informed decision about whether to use the financial services described in this Guide. We suggest you retain this Guide for your future reference. If any part of this Guide is not clear, please speak to your financial adviser.

This Guide consists of two parts. Part 1 of this Guide contains important information about:

- the financial services we offer as Authorised Representatives of Key Financial Planners;
- Key Financial Planners as the holder of an AFSL;
- the financial services that Key Financial Planners offer;
- the process we follow to provide financial services;
- how we, our associates, and Key Financial Planners are paid;
- any arrangements which may influence our advice to you;
- how we and Key Financial Planners protect your privacy; and
- who to contact if you have a complaint or if you are not satisfied with the services provided.

Part 2 of this Guide is an Adviser Profile and includes information on the services we are authorised to provide on behalf of Key Financial Planners.

References in this Guide to 'me', 'I', 'us', 'we' and/or 'our' should be read as either Key Financial Planners or your 'Authorised Representatives' of Key Financial Planners, as the context requires.

# PART 1

Part 1 contains the following sections:

- Financial Services Guide (Section 1);
- Privacy Statement (Section 2); and
- Are you satisfied? (Section 3).
- Contact and Acknowledgement (Section 5).

You must read each of these sections in conjunction with Part 2, which provides more detail to allow you to make an informed decision about whether to use the financial services we offer.

Together, these documents form the complete FSG which we, as Authorised Representatives, are required to provide.

## **Lack of independence at this stage**

Key Financial Planners Pty Ltd cannot call itself 'independent', 'impartial' or 'unbiased' under section 923A Corporations Act as we have received commissions from life insurance product providers for advice provided in relation to life insurance products as payment for our services.

## **ABOUT KEY FINANCIAL PLANNERS**

Key Financial Planners holds an AFSL issued by the Australian Securities and Investments Commission.

As an Authorised Representative, we act on behalf of Key Financial Planners when providing the financial services we are authorised to provide under Key Financial Planners AFSL.

Further information on these services is set out in the FSG Part 2 Adviser Profile.

As the holder of an AFSL, Key Financial Planners is responsible for the financial services we provide to you. Key Financial Planners acts on its own behalf when these financial services are provided to you.

## **SECTION 1**

### **FINANCIAL SERVICES GUIDE**

#### **WHAT OTHER INFORMATION SHOULD YOU CONSIDER BEFORE DECIDING WHETHER TO PROCEED WITH OUR RECOMMENDATIONS?**

If you receive personal financial advice this will be documented in a Statement of Advice (SoA), or in specific circumstances a Record of Advice (RoA), that confirms the discussions you have had with us, the recommendations we are making and the basis for those recommendations. These documents will also explain how those recommendations will work towards achieving your goals, any relevant fees received by us, and any associations with financial product providers.



When a financial product is recommended to you, you will be provided with a Product Disclosure Statement (PDS) or other disclosure document issued by the product provider. Among other things, the PDS contains information about the risks, benefits, features and fees payable in respect of the product.

In combination, these documents will help you make an informed decision about whether to proceed with our recommendations.

#### **WHO PROVIDES THE FINANCIAL SERVICES DESCRIBED IN THIS FSG?**

The financial services described in this FSG are provided by us as Authorised Representatives of Key Financial Planners.

Part 2 of this Guide contains further details about your financial adviser, and our experience, qualifications and professional memberships.

#### **WHO IS RESPONSIBLE FOR THOSE FINANCIAL SERVICES?**

As the holder of an AFSL, Key Financial Planners is responsible for the financial services provided to you. Key Financial Planners acts on its own behalf when these financial services are provided to you. In relation to the financial services offered in this FSG, Key Financial Planners, as the holder of an AFSL, does not act on behalf of any other person or licensee. Key Financial Planners is only responsible for the services offered in the FSG.

The law requires Key Financial Planners to have arrangements in place to compensate certain persons for loss or damage they suffer from certain breaches of the Corporations Act by Key Financial Planners and/or its Authorised Representatives. Key Financial Planners has internal compensation arrangements as well as professional indemnity insurance that satisfy these requirements.

#### **WHAT FINANCIAL SERVICES DO WE OFFER?**

Key Financial Planners is able to provide financial product advice and to deal in a wide range of products (unless otherwise stated in Part 2 of this Guide) including:

- deposit products;
- Government debentures, stocks or bonds;
- life investment and life risk products;
- managed investment schemes including investor directed portfolio services;
- standard margin lending facilities;
- retirement savings account products;
- securities (e.g. shares); and
- superannuation products.

Some of the services you are able to access through Key Financial Planners (unless otherwise stated in Part 2 of this Guide) include:

- financial planning advice;
- wealth accumulation advice;
- superannuation advice, including self-managed superannuation funds;
- redundancy advice;
- retirement advice;
- gearing strategies;
- cash flow advice;
- social security benefits advice;
- life and disability insurance advice;
- estate planning services (financial planning).

## **WHAT PRODUCTS ARE AVAILABLE?**

A range of financial products offered by many leading financial product providers are available for recommendation by us. Details of the available products we can recommend are contained in the Approved Product List (APL).

Internal and external experts provide financial product research, which is used to carefully select and maintain an extensive list of Approved Products for us to select from. We conduct due diligence on external research report providers that provide us with research.

We will only recommend a product to you after considering its appropriateness to your individual objectives, financial situation and needs. The recommendations will be made after conducting an investigation into the financial products and may require us to investigate and consider a financial product which is not on the APL.

## **HOW DO WE ENSURE THAT THE ADVICE WE GIVE YOU SUITS YOUR NEEDS AND OBJECTIVES?**

To ensure we provide advice suitable for your needs and financial circumstances, we firstly need to understand your financial situation, personal financial objectives and needs. We will follow a step-by-step process as outlined below:

- 1.) We will meet with you for an initial consultation. During this meeting we will discuss your expectations and provide you with details of the services we can offer.
- 2.) We will collect all the information we need from you, including your personal financial situation, financial objectives and needs. If you do not wish to provide the information we require, we will advise you of the possible consequences of not disclosing your full personal information and the impact on the recommendations given. This may include not being able to provide advice on the subject matter you request.
- 3.) We will help you identify your goals and may discuss your attitude towards investment risk.
- 4.) We may consider strategies and areas such as income, social security, insurance, cash and estate planning requirements. Where required we will also



conduct a reasonable investigation of the financial products that may be suitable to implement the strategies as part of the recommendations. Based on these and other considerations, we will prepare and present you with a written SoA, or in some cases depending on the circumstances, a RoA. We will explain in the SoA (or RoA) the basis for the advice, and any remuneration, benefits or associations which could have influenced the advice.

Where we recommend financial products, we will provide you with a PDS or other disclosure document containing information about each product recommended, to help you make an informed decision about whether to purchase that product.

- 5.) We will discuss our recommendations with you, make any changes you require and gain your agreement to implement those recommendations.
- 6.) We will then implement those recommendations.
- 7.) We will meet with you periodically to review your financial circumstances if we agree to an ongoing advice service arrangement which includes a regular review component. If an ongoing advice service arrangement is entered into, this will be documented in your Ongoing Advice Service Arrangement Letter and/or SoA. Where you have entered into an ongoing fee arrangement after 1 July 2013, we will renew your arrangement with you at a minimum of every two years.

We will also explain to you any significant risks of the financial products and strategies which we recommend to you. If you are unclear of the risks, do not hesitate to question us further.

In certain circumstances, we may not provide you with personal advice via a SoA or RoA, as outlined above. These circumstances may include:

- 1.) Where we provide you with only general advice, such as through seminars and newsletters;
- 2.) Further advice or verbal advice – if you previously received advice recorded in a SoA, any further personal advice provided by us may be recorded in a RoA. We will not necessarily provide you with a copy of the RoA unless you request it (see below).

## **WHAT DOCUMENTS DO YOU GET IF WE PROVIDE FURTHER ADVICE?**

Where a further review is conducted and personal advice is provided, in some circumstances we are not required to provide you with a SoA for this further advice. Where this is the case, if you have not already been provided with a RoA, you may request a copy of the RoA from us by contacting us (on any of the contact

details set out in Part 2 of this Guide) for a period of seven years from when the further advice was first provided to you.

## HOW CAN YOU INSTRUCT US?

You may specify how you would like to give us instructions, for example, by phone, fax or email using any of the contact details set out in Part 2 of this Guide. Alternatively, you may provide instructions to us in person. Where instructions are provided by telephone, these must be confirmed in writing.

## OTHER SERVICES

You should understand that other services are not provided under Key Financial Planner's AFSL and Key Financial Planners does not train, support or supervise the provision of these other services and has no responsibility in relation to these services.

Examples of the services which Key Financial Planners is not responsible for include:

- general insurance services (e.g. car insurance);
- real estate and direct property advice;
- taxation services, such as completion of tax returns;
- accounting and audit services;
- legal services;
- credit activities
- consulting services; and
- administration and compliance of Self-Managed Superannuation Funds.

## HOW ARE WE PAID FOR OUR SERVICES?

We and Key Financial Planners may receive:

- fees paid by clients;

Fees are payable (as directed by your Authorised Representative) to Key Financial Planners, your Authorised Representative, or to any other approved party. We may receive up to 100% of any fees received.

Details of any fees or other benefits that we, Key Financial Planners or other associated persons are entitled to receive if you implement our recommendations in relation to a specific financial product, will be disclosed to you in your SoA or RoA when personal advice is given.



## WHAT TYPE OF FEES AND OTHER BENEFITS DO WE RECEIVE FOR OUR SERVICES?

The types of fees that may be received by us and by Key Financial Planners include the following:

### Service fees

We will discuss and agree our fee structure with you before we provide you with services. The types of fees you can be charged are listed below. You may be charged a combination, or part of, any of these fees.

### Fees for advice

We may charge fees for the preparation, presentation and implementation of our advice. These fees will be based on your individual circumstances, the complexity involved in your situation and the time it takes to prepare personal financial advice for you. We will discuss these fees with you and gain your agreement to the fees before we provide you with advice.

### Ongoing advice fees

We may charge a fee to provide ongoing portfolio reviews and/or for the provision of ongoing services.

This fee will be agreed with you and is either a set amount, or an amount based on the amount of funds under our advice, and/or the time involved in reviewing your portfolio and circumstances.

### Referral fees

If we refer you to another business to provide you with services, we may receive referral fees. Those fees may vary according to the party to whom we are referring, and the products involved.

We will provide written notification to you if we are likely to receive referral fees for referring you to another service provider.

### Payment methods

Our fees are either invoiced to you directly, or deducted from your investments, or a combination of these methods. Where it is debited from your investments it is normally referred to as the Adviser Service Fee.

In most instances you will be able to select the method of payment that suits you best. We will discuss and agree the method of payment with you before we provide you with services.

## Life Insurance Products

Ongoing commissions from insurance providers may be received by Key Financial Planners. These commissions are paid to Key Financial Planners by the company that issues the product that Key Financial Planner's Advisers recommend to you and they are included in what you pay for the product. The commissions vary and are based on the policy cost, which is the sum of the premiums you pay and may include other fees related to the product.

Ongoing commissions are payments paid by product issuers to Key Financial Planners in the years after the first year. These commissions may be passed onto the adviser.

### **DOES KEY FINANCIAL PLANNERS CHARGE ANY FEES?**

Key Financial Planners will not charge you any additional fees. However, it may retain up to 100% of all fees and commissions generated by its Authorised Representatives.

### **OTHER BENEFITS**

From time to time we may accept alternative forms of remuneration from product providers or other parties, such as hospitality or support connected with our professional development (e.g. training or sponsorship to attend conferences). We maintain a register detailing any benefit we receive which is valued at between \$100 and \$300 and other benefits that relate to information technology software or support provided by a product issuer or that relate to technology or training purposes.

A copy of the register is available on request for a small charge.



### **WHAT FEES DO WE PAY TO SOMEONE WHO REFERS YOU TO US?**

If you are referred to us we may pay the referrer a fee. We may also provide the referrer with gifts such as branded promotional items, hampers or gift vouchers.

The fee varies according to the referrer and financial products involved.

The fee may be a percentage of our fees, a percentage of the total amount invested paid through the referral, or a flat fee. We may pay these fees upfront when the financial service is provided, or the financial product is provided, or periodically as ongoing fees.

Key Financial Planners Pty Ltd has a referral agreement with Monger Accounting and Tax Solutions, Humane, Milanese and Co. Accountants, CPH Accounting, Riverland Lending Services, CS Accounting, Eclipse Accounting Group & Unlock Your Financial Future. The referral arrangement is such that if a client is referred by either entity, Key Financial Planners Pty Ltd will make a payment of 15% of both initial and ongoing fees paid by the client. This is known as a referral payment and is not an additional cost to the client.

#### Example

If you were referred to Key Financial Planners from either of the entities named above and paid \$1,100 as an initial fee and \$1,100 as an annual ongoing fee for services provided, we would pay \$165 of the initial fee and \$165 p.a. of the ongoing fee.

## SECTION 2

### PRIVACY STATEMENT

#### WHY WE COLLECT YOUR PERSONAL INFORMATION

We collect personal information, including sensitive information (e.g. health information), from you to provide you with services including financial advice.

We may also use your information to comply with legislative or regulatory requirements in any jurisdiction, to prevent fraud, crime or other activity that may cause harm in relation to the particular products or services provided, and to help us run our business.

If you do not provide all the information we request, we may no longer be able to provide a product or service, including financial advice, to you.

#### COLLECTING AND DISCLOSING YOUR PERSONAL INFORMATION

We may disclose your personal information to other members of Key Financial Planners, anyone we engage to do something on our behalf such as a service provider, and other organisations that assist us with our business. We may also disclose your personal information to third parties such as a complaints body to whom a complaint relating to a product or service is referred, your past and present employers, any party acquiring an interest in our business and anyone acting on your behalf.

We may also collect from the parties listed above any personal information they may hold about you which relates to our provision of financial advice.

As a provider of financial services, we have obligations to disclose some personal information to government agencies and regulators in Australia, and in some cases offshore. We are not able to ensure that foreign government agencies or regulators will comply with Australian privacy laws, although they may have their own privacy laws. By using our products or services, you consent to these disclosures.

Key Financial Planners is also required, pursuant to the Anti-Money Laundering and Counter-Terrorism Financing Act (AML/CTF Act) and its corresponding rules and regulations to implement certain client identification processes. We may be required to obtain information about you at the time of providing financial services to you, and from time to time in order to meet our legal obligations.



We have certain reporting obligations pursuant to the AML/CTF Act and information obtained from or about you may be provided to external third parties and regulators in accordance with the requirements imposed on us.

#### OTHER IMPORTANT INFORMATION

We are required or authorised to collect personal information from you by certain laws. Details of these laws are in our privacy policy.

Our privacy policy is available upon request. It covers:

- how you can access the personal information we hold about you and ask for it to be corrected;
- how you may complain about a breach of the Privacy Act 1988 (Cth), or a registered privacy code and how we will deal with your complaint; and;
- how we collect, hold, use and disclose your personal information in more detail.

We will update our privacy policy from time to time.

Where you have provided information about another individual, you must make them aware of that fact and the contents of this privacy statement.

We will use your personal information to contact you or send you information about other products and services offered by us or our preferred suppliers. If you do not wish to receive marketing communications from us, please contact us.

#### DEFINITIONS

"We", "our", "us" means Key Financial Planners Pty Ltd and its Authorised Representatives.

## SECTION 3

### ARE YOU SATISFIED?

#### WHAT TO DO IF YOU HAVE ANY CONCERNS ABOUT OUR SERVICES

Both we and Key Financial Planners endeavour to provide you with quality financial advice. If you have a complaint or concern about the service provided to you, we encourage you to take the following steps:

- 1.) Contact us first about your concern.
- 2.) If your concern is not resolved to your satisfaction, you may contact Key Financial Planners by:

**Writing:**

Advice Complaints  
Key Financial Planners  
17 Murray Street  
Nuriootpa SA 5355

**Email:**

admin@keyfinancial.net.au

- 3.) If an issue has not been resolved to your satisfaction, you can lodge a complaint with the Australian Financial Complaints Authority, or AFCA. AFCA provides fair and independent financial services complaint resolution that is free to consumers.

**Writing to:**

Australian Financial Complaints Authority  
GPO Box 3  
Melbourne VIC 3001

**Email:**

info@afca.org.au

**Website:**

www.afca.org.au

**Phone:**

1800 931 678 (free call)

- 4.) The Australian Securities & Investments Commission (ASIC) is Australia's corporate, markets and financial services regulator. ASIC contributes to maintaining Australia's economic reputation by ensuring that Australia's financial markets are fair and transparent, and is supported by informed investors and consumers alike. ASIC seeks to protect consumers against misleading or deceptive and unconscionable conduct affecting all financial products and services. You may contact ASIC by:



**Writing:**

Australian Securities & Investments Commission  
GPO Box 9827  
Your Capital City

Or

PO Box 4000  
Gippsland Mail Centre  
Victoria 3841

**Website:**

www.asic.gov.au

**Phone:**

1300 300 630

- 5.) The Financial Planning Association of Australia Limited (FPA), is the peak professional body for financial planning in Australia. The FPA provides the leadership and professional framework that enables members to deliver quality financial advice to their clients. All FPA members are bound by professional, technical and ethical standards as provided in the FPA Code of Professional Practice. The FPA has effective and appropriate policies and procedures in place to assist you with your complaint and ultimately help protect consumers and those planners doing the right thing. You may contact the FPA by:

**Writing to:**

The Investigations Manager  
Financial Planning Association of Australia Ltd  
GPO Box 4285  
Sydney NSW 2001

**Website:**

www.fpa.asn.au

**Phone:**

1300 626 393

Before you send your concern to any of these respective bodies, please contact them first to understand the process of lodging your concern with them.



## SECTION 4



## CONTACT & ACKNOWLEDGMENT

### HOW YOU CAN CONTACT KEY FINANCIAL PLANNERS

Key Financial  
Planners

Address: 17 Murray Street  
Nuriootpa SA 5355  
Phone: (08) 8561 2400  
Fax: (08) 8561 2499  
Email: [admin@keyfinancial.net.au](mailto:admin@keyfinancial.net.au)  
Website: [www.keyfinancial.net.au](http://www.keyfinancial.net.au)