Financial Services Guide

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WARD
FINANCIAL
GROUP

Ward Financial Group Pty Ltd

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Important

Before we provide you with financial advice, you should read this Financial Services Guide (FSG) because it contains important information designed to help you decide whether to use our services. It contains information about:

- The initial and ongoing advice we provide;
- Our service offer and advice fees;
- Who to contact should you have a complaint.

About Us

Ward Financial Group Pty Ltd, corporate authorised representative (CAR), number 235514, is authorised to provide financial services on behalf of Charter Financial Planning.

Ward Financial Group Pty Ltd is a specialist Self Managed Superannuation Fund (SMSF) Advisor firm. We specialise in all aspects of Superannuation, enabling us to offer our clients the best available advice in both accumulation and pension phases of their life, as well as advice on their estate planning needs.

At Ward Financial Group Pty Ltd our focus is on the highest quality investment advice, built on over 30 years experience in quality assured financial analysis, investment and SMSF advice and client service. We have firm succession planning and it is our aim to have long term relationships with our clients, ensuring that we will still be here to provide advice long after you have retired.

Our managing partner, Barry Ward, is highly recognised as a specialist in the field of SMSF, previously being invited to present at the Australian Investors Association on "The Establishment and compliance of an SMSF" (March 2003).

Our financial planning process

Everyone is different, with different circumstances, needs and goals. We treat every client as an individual, but follow a defined financial planning process, to make sure you know what to expect from us.

The initial advice process covers our first appointment through to the implementation of your financial plan. We do this by:

(1) Identifying where you want to be

We help you identify your financial and lifestyle goals. This makes sure we understand your needs and you can understand what to expect from us.

(2) Considering the opportunities and risks

We assess your current situation and investigate the options available for you to reach your goals.

(3) Bridging the gap

Based on discussions with you and research we conduct, we will devise a strategy to bridge the gap between where you are now and where you want to be.

(4) Bringing your plan to life

We work closely with you to implement your financial plan. We help you to complete any necessary paperwork and are available to attend meetings with your accountant, solicitor and general insurer so that your strategy is implemented efficiently.

As time goes on, circumstances and needs change. The final step in our advice process ensures your financial plan remains on track, by providing you with regular ongoing advice.

(5) Staying on track with regular ongoing advice

We design an ongoing service programme to ensure your plan remains up to date as your life changes and so you can obtain the benefits of ongoing reliable advice.

Sometimes, life takes us in unplanned directions. When you need a little extra help on top of our initial or ongoing advice, just ask us to provide you with some additional advice. We are there to help you – whatever the occasion.

About our Advisers:

Barry Ward

Barry Ward (ASIC number 235848), is an authorised representative of Charter Financial Planning.

Education and Qualifications

Certified Financial Planner

Diploma of Financial Services (Financial Planning)

Experience

A founder of Ward Financial Group Pty Ltd, Barry Ward has over two decades of experience advising individuals and large corporations on financial planning strategy. He is a widely recognised authority in the complex area of self managed superannuation strategy and regularly works with Accounting practices and their SMSF clients developing strategic tax and retirement planning outcomes.

Barry is a specialist SMSF Adviser with the leading industry SMSF body ""Self Managed Superannuation Fund Professionals Association of Australia"" (SPAA). His enthusiasm, insight and high professional standards have steered Ward Financial Group Pty Ltd into the position as one of the leading advisers to high net worth individuals and corporations.

Memberships

SPAA

email barry@wardfg.com.au

Cameron O'Sullivan

Cameron O'Sullivan (ASIC number 240508), is an authorised representative of Charter Financial Planning.

Education and Qualifications

Diploma of Financial Services (Financial Planning)

Bachelor of Business (Accounting)

Bachelor of Computing (Information Systems)

Experience

Following 3 successful years in financial and information risk management with Deloitte Touche Tohmatsu, Cameron O'Sullivan is a director and principal of Ward Financial Group Pty Ltd.

Cameron O'Sullivan is an award winning Financial Adviser with a focus on financial strategy and risk management for Ward Financial Group affiliates and clients. Cameron's skill-set compliments Ward Financial Group Pty Ltd's measured approach to developing tailored investment and superannuation strategies, particularly for SMSF trustees.

He has been recognised nationally as a leading practitioner in providing valued advice to clients on technical strategy, winning several Value of Advice awards and the recipient of a Rising Star Award in his first year of advising.

Memberships

SPAA

email camosullivan@wardfg.com.au

David Blackborrow

David Blackborrow (ASIC number 283513), is an authorised representative of Charter Financial Planning.

Education and Qualifications

Diploma of Financial Services (Financial Planning)

Experience

Following several years in Revenue Management and Marketing with Starwood Hotels & Resorts Worldwide, David is now a partner of Ward Financial Group Pty Ltd and has become one of the primary Financial Advisers of the practice, and specialises in SMSF. He is a specialist with income analysis, cash-flow projections and has also completed specialist accreditation in SMSF's. Further, he is highly skilled in the areas of Marketing and the implementation of Customer Relationship (CRM) Programs. It is in the capacity that David helps Ward Financial Group Pty Ltd ensure its focus on customer service is maintained at the highest level.

email david@wardfg.com.au

Jeffrey Smith

Jeff Smith (ASIC number 261357), is an authorised representative of Charter Financial Planning.

Education and Qualifications

Diploma of Financial Services (Financial Planning)

Experience

Joining the firm in 2007, Jeff brings with him over 20 years of experience in the field of risk and insurance. Previously, Jeff worked for the ANZ Private Bank before joining Ward Financial Group Pty Ltd, where he continues to provide expertise in the field of Life Insurance, TPD, Income Protection, Trauma and Buy/Sell Agreements for small businesses, SMSF trustees and High Net Worth individuals.

email jeff@wardfg.com.au

Maureen Hawkins

Maureen Hawkins (ASIC number 283514), is an authorised representative of Charter Financial Planning.

Education and Qualifications

Advanced Diploma of Financial Planning

Senior Associate Diploma of Business (AdvDipBus(Acc))

Associate Member of the Financial Planning Association (FPA)

Experience

Maureen has over 30 years' experience in the Mortgage and Finance Industry and has worked for many years in ANZ's Corporate, Business and Consumer Lending divisions. Maureen also has accreditations with over 35 different Mortgage Providers and excels at assisting our clients in tailoring the best Financing solution for their situation.

email maureen@wardfg.com.au

Rachel Woodlock

Rachel Woodlock (ASIC number 335786), is an authorised representative of Charter Financial Planning.

Education and Qualifications

Diploma of Financial Services (Financial Planning)

Experience

Joining the firm in 2004 providing administration assistance, Rachel quickly developed to become the Office Manager, ensuring all activities of the practice ran efficiently and to the satisfaction of our clients. Rachel has developed through the role of Paraplanner and near completion of her Advanced Diploma of Financial Planning, to being appointed to a financial advising role. Rachel became a partner in the practice in 2008.

email rachel@wardfg.com.au

Advice we can provide

Ward Financial Group Pty Ltd's advisers can provide you with advice on the following:

Strategies	Barry	Cameron	David	Maureen	Jeff	Rachel
Guidance on budgeting and goal setting	✓	✓	✓	✓	✓	✓
Savings and wealth creation strategies	✓	✓	✓	✓	×	✓
Investment planning	✓	✓	✓	✓	×	✓
Superannuation planning	✓	✓	✓	✓	✓	✓
Pre-retirement planning	✓	✓	✓	✓	×	✓
Retirement planning	✓	✓	✓	✓	×	✓
Estate planning considerations	✓	✓	✓	✓	✓	✓
Centrelink planning	✓	✓	✓	✓	×	✓
Risk and insurance analysis	✓	✓	✓	✓	✓	✓
Business succession planning	✓	✓	✓	✓	✓	✓
Salary packaging advice	✓	✓	✓	✓	×	✓
Gearing strategies	✓	✓	✓	✓	×	✓

Products	Barry	Cameron	David	Maureen	Jeff	Rachel
Cash management trusts	✓	✓	✓	✓	✗	✓
Retirement income streams	✓	✓	✓	✓	✗	✓
Direct fixed interest	✓	✓	✓	✓	✗	✓
Retail & wholesale managed investment schemes	✓	✓	✓	✓	✗	✓
Socially responsible investments	✓	✓	✓	✓	✗	✓
Hedge funds	✓	✓	✓	✓	✗	✓
Master trust products	✓	✓	✓	✓	✗	✓
Superannuation products	✓	✓	✓	✓	✓	✓
Personal and group insurance	✓	✓	✓	✓	✓	✓
Business succession insurance	✓	✓	✓	✓	✓	✓
Self Managed Superannuation Funds	✓	✓	✓	✗	✗	✗
Direct Shares	✗	✗	✗	✗	✗	✗
Margin Lending	✗	✗	✗	✗	✗	✗

We offer a range of insurance, investment, superannuation and retirement strategies and products and AXA owned platforms (Summit, Generations, AXcess and North).

Charter Financial Planning maintains an approved product list, containing financial products that have been researched by a number of external research houses. A copy of the approved product list can be supplied to you upon request.

Documents you may receive

Our initial advice will be provided to you in a financial plan, known as a Statement of Advice (SOA). The financial plan contains a summary of your goals and our advice to help you achieve them.

We will keep a record of any further advice we provide you. You may request a copy by contacting our office.

You will also receive a Product Disclosure Statement (PDS) if we have recommended you invest in or purchase a financial product. The PDS contains key features of the recommended product, significant benefits, risks and the fees you pay the product provider to professionally manage your investment or insurance.

You should read any warnings contained in your financial plan or the PDS carefully before making any decision relating to a financial strategy or product.

You can contact Ward Financial Group Pty Ltd directly with any instructions relating to your financial products.

Advice fees

The fees charged for the advice services of Ward Financial Group Pty Ltd may be based on a combination of:

- A set dollar amount that is agreed between you and your financial adviser; or
- A percentage based fee based on the amount you invest that is agreed between you and your financial adviser.

The advice fees of Ward Financial Group Pty Ltd may include charges for the following advice services:

Initial advice - The initial advice fee covers the cost of researching and preparing your financial plan and is based on a set dollar amount.

Before providing you with initial advice we will prepare an Initial Advice Agreement. The Initial Advice Agreement sets out what our initial advice will cover and how much it will cost you.

In addition, the initial advice fee will be disclosed in your SOA.

Advice implementation – The advice implementation fee covers the administrative time spent implementing the recommended strategies and products and is based on a set dollar amount.

The advice implementation fee will be disclosed in your Initial Advice Agreement and / or your SOA.

Ongoing advice – The ongoing advice fee covers the cost to review the strategies and the products recommended in your SOA. An ongoing review helps you take advantage of opportunities as they become available. The fee for the ongoing advice fee service is calculated as either a set dollar amount or a percentage of your investments.

Ongoing advice fees may increase each year in line with the Consumer Price Index (CPI) or by a fixed amount or fixed percentage each year. We will advise you if this fee will increase as a result of CPI.

Before providing you with ongoing advice Ward Financial Group Pty Ltd will prepare an Ongoing Advice Agreement. This agreement will set out what our ongoing advice will cover, how much it will cost and your payment method.

In addition, the ongoing advice fee will be disclosed in your SOA.

Additional advice – For all other advice, an additional advice fee may be charged based on a set dollar amount. Any additional advice fee will be disclosed in your SOA.

Please note that for services in relation to insurance, and business/corporate superannuation, commissions may be paid as follows:

Initial commission – deducted from your investment contributions or paid from insurance product providers, and

Ongoing commission - a percentage of the value of your investment balance, outstanding loan amount or premiums, usually calculated at the end of each month in which you hold the investment or loan, or on renewal of insurance products.

Your advice fees will be calculated at the time Ward Financial Group Pty Ltd provides you with personal advice. Your SOA will outline the advice fees and any commission inclusive of GST.

Payment Method & Frequency

We offer you the following payment terms:

- Bpay, direct debit (credit card or savings), cheque
- Deduction from your investment
- Ongoing advice fees may be deducted as an annual instalment or in monthly or quarterly instalments.
- Ongoing advice fees may increase each year in line with the Consumer Price Index (CPI) or by a fixed amount or percentage each year. The specific amount will be agreed to by you and outlined in our ongoing advice agreement.

How the advice fees are distributed

Charter Financial Planning will retain 0% to 3% of the gross revenue received for the recommended financial services and/or products. Charter Financial Planning will pay Ward Financial Group Pty Ltd 97% to 100% of the gross revenue received.

- Barry Ward is paid a salary and bonuses. Barry Ward also has equity in the business which may result in additional capital and profit related benefits.
- Cameron O’Sullivan is paid a salary and bonuses. Cameron O’Sullivan also has equity in the business which may result in additional capital and profit related benefits.
- David Blackborrow is paid a salary and bonuses. David Blackborrow also has equity in the business which may result in additional capital and profit related benefits.
- Jeffrey Smith may receive bonuses and other benefits.
- Maureen Hawkins may receive bonuses and other benefits.
- Rachel Woodlock is paid a salary and bonuses. David Blackborrow also has equity in the business which may result in additional capital and profit related benefits.

Other benefits Ward Financial Group Pty Ltd may receive

We may be offered or receive non-commission benefits such as entertainment or sponsorship from some product providers at no extra cost to you. Both Charter Financial Planning and Ward Financial Group Pty Ltd maintain a register to document benefits received. A copy of this register will be made available within seven days of a request.

- **Value Participation Scheme:** AXA may provide us with a cash payment based on total AXA and AMP product funds under management.
- **Technology and Education:** Charter Financial Planning provides us with ‘points’ when our business revenue exceeds $50,000. One point is received per $1.23 (inc GST) over $50,000.

Points are only redeemed for office equipment and staff training to ensure you receive up to date information and advice.

- **Product Competitions:** We may participate in short term incentive programmes such as a product provider paying additional commissions during a specified period.
- Due to the temporary nature of these arrangements they have not been included in this document. Details of any short term incentives will be outlined in your financial plan.
- You may be referred to an external specialist to receive further advice. We may receive a referral fee or commission for introducing you to the specialist. This will be disclosed in your financial plan if applicable.

Payments to other professionals

- We may pay a referral fee when clients are referred to us from other professionals. This will be disclosed in your financial plan if applicable.

About Charter Financial Planning

charter financial planning

Charter Financial Planning Limited ABN 35 002 976 294

Australian Financial Services Licensee 234665

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www.axa.com.au

Charter Financial Planning is a member of the AMP Group. The AMP Group includes companies formerly part of the Australian And New Zealand operations of AXA Asia Pacific Holdings Limited.

Charter Financial Planning has approved the distribution of this FSG.

Relationships and associates

Ward Financial Group Pty Ltd can provide advice on products from a wide range of financial product providers, some of which are part of the AMP Group and as such are affiliated with Charter Financial Planning, including:

Product Issuer	Product brands used by issuer
• The National Mutual Life Association of Australasia Ltd	• AXA • AC&L
• National Mutual Funds Management Limited	• AXA
• NMMT Ltd	• Summit • Generations • AXcess SMSF
• N.M. Superannuation Pty Limited	• Summit • Generations • North
• Multiport Pty Ltd	• multiport
• Alliance Capital Management Australia Limited	• Alliance
• ipac asset management limited	• iAccess
• AllianceBernstein Australia Limited	• AllianceBernstein
• AXA Rosenberg Investment Management Asia Pacific Limited	• AXA Rosenberg
• AMP Bank Limited	• AMP
• AMP Capital Investors Limited	• AMP
• AMP superannuation Limited	• AMP
• AMP Life Limited	• AMP

Privacy

Ward Financial Group Pty Ltd maintains a record of your personal information. You have the right to withhold personal information, but this may compromise the effectiveness of the advice you receive.

A copy of any recommendations made to you will be retained by Ward Financial Group Pty Ltd for seven years. Please contact your adviser to review your file.

Charter Financial Planning and Ward Financial Group Pty Ltd implement a privacy policy, which ensures the privacy and security of your personal information. You can request a copy of the policy from Ward Financial Group Pty Ltd.

Another financial adviser may be appointed to you if your adviser leaves Charter Financial Planning or is unable to attend to your needs due to an extended absence from the business. In these circumstances, Charter Financial Planning will write to you advising you of the change. Your personal information will be passed on to the new adviser.

If you choose to appoint a new financial adviser, your new adviser will be provided access to your policy information. They will be responsible for providing you with ongoing advice relating to those policies and all future advice fees deducted from the policy/(ies) will be paid to your new adviser.

Professional indemnity insurance

Professional indemnity insurance is maintained by Charter Financial Planning and Ward Financial Group Pty Ltd to cover advice, actions and recommendations which have been authorised by Charter Financial Planning and provided by Ward Financial Group Pty Ltd. The insurance satisfies the requirements imposed by the Corporations Act 2001 and financial services regulations.

What should you do if you have a complaint?

If you have any complaints about the services provided to you, you should take the following steps:

- Contact your financial adviser and tell them about your complaint.
- If your complaint is not satisfactorily resolved within three days, please contact Charter Financial Planning on 137 292 or put your complaint in writing and send it to:

  Charter Financial Planning
  Attention: Complaints Case Manager
  Advice and Licensing
  Level 9, 750 Collins Street
  DOCKLANDS VIC 3008

Charter Financial Planning will try to resolve your complaint quickly and fairly.

If your complaint has not been resolved satisfactorily, you may escalate your complaint to one of the following External Dispute Resolution Schemes listed in the following table.

Type of complaint	External complaints service
Financial advice, investments, superannuation or insurance matters	Financial Ombudsman Service (FOS) on 1800 780 808
Personal information held	The Privacy Commissioner on 1300 363 992

The Australian Securities and Investments Commission (ASIC) may be contacted on 1300 300 630 to find out which body may be best to assist you in settling your complaint.