



Australian Financial Directions Pty Ltd  
AUSTRALIAN SERVICES LICENCE No 344971

# FINANCIAL SERVICES GUIDE

**1<sup>st</sup> July 2010**

Before seeking our advice, you probably have a number of questions you would like to ask about us. You have the right to ask about our charges, the type of advice we will give and what you can do if you have a complaint about our services.

Key information is set out in answer to the questions below. If you need more information or clarification, please ask us. This Financial Services Guide is issued by your Adviser with the authority of Australian Financial Directions.

You should also be aware that you are entitled to receive a Statement of Advice (SOA) whenever we provide you with any advice which takes into account your objectives, financial situations and or needs.

The SOA will contain the advice, the basis on which it is given and information about fees, commissions and associations which may have influenced the provision of the advice.

If further advice is furnished, or when no financial product is recommended, a Record of Advice (ROA) may be provided to you instead of a SOA. You have the right to request a copy of the ROA (if you have not previously received a copy) within 7 years of that further advice being given.

In the event we make a recommendation to acquire a particular financial product or offer to issue or arrange the issue of a financial product, we must also provide you with a Product Disclosure Statement containing information about the particular product which will enable you to make an informed decision in relation to the acquisition of that product.

## **BEFORE YOU GET OUR ADVICE**

### **QUESTIONS YOU SHOULD ASK**

#### **Who is my adviser?**

Adviser:	Laurence (Martin) Cunningham
Authorised Representative No:	238590
Corporate / Trading Name:	Avoca Consultants Pty Ltd
Corporate Authorised Representative No:	240809
Address:	PO Box 343, Leederville WA 6007
Phone Number:	(08) 9227 1558
Fax Number:	(08) 9227 8571
Mobile:	0412 119 194
Email:	martin@avocaconsultants.com.au

#### **Qualifications**

I have obtained the following qualifications in financial services:

- Introduction To Financial Planning
- Risk Management
- Investment Planning
- Wealth Creation and Retirement Planning

#### **Who does the adviser act for when providing financial services to me?**

Laurence (Martin) Cunningham is authorised to provide financial product advice on behalf of Australian Financial Directions Pty Ltd.

#### **What advisory services are available to me?**

- Retirement planning strategies
- Superannuation strategies
- Life Insurance services

In addition, your Adviser is able to offer you an on-going monitoring and review service for your investment portfolio or life insurance program.

We provide financial product advice for the following financial products:

Deposit and payment products, including basic deposit products, deposit products other than basic deposit products and non-cash payment products

- Risk insurance products, including life, trauma, income protection and total and permanent disability insurance
- Retirement savings accounts
- Superannuation

We will only recommend a financial product to you after considering its suitability for your individual needs, objectives and financial situation. The products we recommend are selected from our approved list of products and they have been researched by product review panel

## HOW WILL I PAY FOR THE SERVICE

### Initial & On-going Commissions and Fees

The initial commission for investment type financial products can range between 0% and up to 5% while on-going commissions may range between .25% and up to 1%. For example, for an investment of \$10,000 in a managed superannuation investment paying 4% initial commission and 1% on-going commission, the upfront commission would be \$400 and the on-going commission \$100 per year.

The upfront commission for risk insurance financial products can range between 0 % and 121 % depending on the product provider, while on-going commission may range between 0 % and 33 %. For example, on an insurance premium of \$1,000 paying 50% initial commission and 20% on-going commission, the upfront commission would be \$500 and the on-going commission \$200 per year.

### Do Any Relationships Exist With Product Providers Which May Influence The Advice Being Given?

#### NO

Neither your Adviser nor the Licensee has any association or relationship with the issuers of financial products that might reasonably be expected to be capable of influencing them in the provision of financial services.

## WHEN YOU GET OUR ADVICE

### QUESTIONS YOU SHOULD ASK

#### Do I get detailed information about actual commissions and other benefits my adviser gets from making the recommendations?

Yes. You have the right to know about details of commissions and or other benefits your Adviser receives for recommending investments. We will provide this information to you when we make specific recommendations in the Statement of Advice or Record of Advice.

#### Will you give me advice that is suitable to my needs objectives and financial circumstances?

Yes. However, to do so we need to find out your individual objectives, financial situation and needs before we recommend any financial product to you. You have the right not to divulge this information to us, if you do not wish to do so. In that case, we are required to warn you about the possible consequences of us not having your full personal information. You should read the warnings carefully.

#### What should I know about any risks of the investments or investment strategies recommended to me?

We will explain to you any significant risks of investments and strategies that we recommend to you. If we do not do so, you should ask us for further clarification.

### **What information do you maintain in my file and can I examine my file?**

We maintain a record of your personal profile that includes details of your objectives, financial situation and needs. We also maintain records of any recommendations made to you. If you wish to examine your file, you should ask us and we will make arrangements for you to do so.

We are committed to implementing and promoting a Privacy Policy which will ensure the privacy and security of your personal information. A copy of our Privacy Policy is enclosed for your information.

## **IF YOU HAVE ANY COMPLAINTS**

### **Who can I speak to if I have a complaint about the advisory service?**

We are committed to providing quality advice to our clients. This commitment extends to providing accessible complaint resolution mechanisms for our clients. If you have any complaint about the service provided to you, you should take the following steps:

Contact Richard Dougherty, Complaints Officer at Australian Financial Directions on 0412919947 about your complaint. We will try and resolve your complaint quickly and fairly.

If we cannot reach a satisfactory resolution, you can raise your concerns with the Financial Ombudsman Service (FOS) on 1300 780 808 or by post at GPO Box 3, Melbourne, Vic. 3001. We are a member of FOS' complaints resolution service. The Australian Securities & Investments Commission (ASIC) also has a free call Info line on 1300 300 630 which you may use to make a complaint or obtain information about your rights.

## **PROFESSIONAL INDEMNITY INSURANCE**

We hold Professional Indemnity Insurance cover for the activities conducted under our AFS licence. The limit of the indemnity is \$ 2,500,000 for any one claim and \$5,000,000 in the aggregate for all claims arising out of our AFS licence activities. The insurance may not cover claims made in relation to the conduct of authorised representatives, representatives and employees of the Licensee who no longer work for the Licensee (but who did at the time of the relevant conduct). We believe that our Professional Indemnity Insurance cover satisfies the requirements of s. 912B of the Corporations Act.

**AUSTRALIAN FINANCIAL DIRECTIONS PTY LTD**

**ABN 14 135 004 947**

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