



SOUTHERN CROSS
FINANCIAL PTY LTD

FINANCIAL Services Guide

This Financial Services Guide (FSG) outlines the financial planning services provided by your Financial Adviser through Southern Cross Financial.

Southern Cross Financial authorised the distribution of this FSG. It is an important document, which will help you decide if you want to use the services being offered. It contains information about Southern Cross Financial Pty Ltd, the services your financial adviser provides, how your financial adviser is paid and how complaints are dealt with if you are not satisfied with the services provided.

You should read and understand this document before accepting any of the services offered. This document includes a copy of your Adviser Profile. This document is the full FSG. When your financial adviser provides you with financial planning services, you may also receive:

- A Statement of Advice, which contains information about advice provided to you;
- On an ongoing basis, a Record of Advice may be provided to you; and
- A Product Disclosure Statement, which provides information about products recommended to you.

Who is Southern Cross Financial Pty Ltd?

Southern Cross Financial Pty Ltd is the holder of an Australian Financial Services Licence 311127 issued by the Australian Securities and Investment Commission (ASIC). Your Financial Adviser will provide financial planning services to you as an authorised representative of Southern Cross Financial Pty Ltd. Your Southern Cross Financial Planners Pty Ltd will ultimately be responsible for the advice provided to you by its representatives.

Southern Cross Financial Pty Ltd was established in 2007 and has grown steadily over this time, building a practice whose focus is on holistic financial planning services.

Southern Cross Financial advisers are authorised to provide advice and deal in:

- Deposit and payment products limited to basic and non basic deposit products;
- Debentures, stocks or bonds issued or proposed to be issued by a government;
- Life products including investment life products and life risk insurance products;
- Interests in managed investment schemes including IDPS;
- Retirement savings accounts;
- Securities; and
- Superannuation.

Protecting you and your assets

Southern Cross Financial Pty Ltd and your Financial Adviser promote long-term investment strategies which do not take unnecessary risks with your investments. They are restricted to the Approved Product List.

To further protect your interests, Southern Cross Financial Pty Ltd does not allow your Financial Adviser to:

- Act as a trustee for you or operate as a trust account on your behalf
- Hold a Power of Attorney
- Hold your funds or have access to withdraw funds on your behalf
- Act as an authorised representative of any other Australian Financial Services License holder
- Ask you to sign documents, which have not been fully addressed or completed

What you will receive when provided with a financial service

Your adviser will provide you with a recommendation to meet your needs and/or objectives. To achieve this, your Financial Adviser needs to consider and discuss your investment goals and your personal and financial circumstances.

Your Financial Adviser will:

- Have access to a wide range of investment strategies and products which have been researched and approved by Southern Cross Financial Pty Ltd
- Only recommend products which meet your needs objectives and circumstances
- Provide you with a Statement of Advice to explain the basis for the advice, and information about fees and commissions and any associations which could have influenced the advice
- On an ongoing basis, a Record of Advice (ROA) will be provided instead of an SOA if there have been no significant changes in your personal circumstances or the basis of the advice has not significantly changed since your last SOA was provided. You have a right to request a copy of the ROA at any time.
- Provide you with a Product Disclosure Statement, containing information about each product
- Explain any risks in relation to the recommendation/s made

You may decide to limit the scope of the advice provided by your Financial Adviser if you only want advice on specific areas or because you want to reduce the cost of receiving advice. If you do this, you should understand that your Financial Adviser will not consider your full needs, objectives and circumstances when making recommendations. Your Financial Adviser should also provide you with relevant warnings when providing you with limited advice. Please read these warnings carefully.

You should always receive a Statement of Advice or Record of Advice when your Financial Adviser makes a recommendation.

Your Financial Adviser may meet with you several times to discuss possible investment options before finalising their recommendations. Any general discussion should not be considered as advice and you should not rely solely on information given to you in discussions.

You should only rely in advice documented to you in a Statement of Advice or Record of Advice and explained to you by your Financial Adviser. You should take the time to read and understand the Statement of Advice or Record of Advice given to you, before signing or acting on them.

You could provide us with instructions via telephone, fax, email and letter. However, we must have any instruction/s from you, confirmed in writing to us before we can act on that instruction.

As a financial service provider, we have an obligation under the Anti Money Laundering and Counter Terrorism Finance Act to verify your identity and the source of any funds. This means that we will ask you to present identification documents such as passports and driver's license. We will also retain copies of this information. We assure you that this information will be held securely.

Southern Cross Financial Pty Ltd and your financial adviser endeavour to provide the best financial service to you.

We are also committed to considering your complaints and resolving them as quickly as possible. If you have a complaint about the service provided to you, take the following steps:

1. First, contact your Financial Adviser about the complaint
2. If your complaint is not resolved to your satisfaction within 5 business days please contact Southern Cross Financial Pty Ltd on 08 6267 2233 or put the complaint in writing and send to:

Att:
Southern Cross Financial Pty Ltd
Locked Bag 5000
Osborne Park WA 6917

If the complaint cannot be resolved to your satisfaction and it meets FOS jurisdiction rules, you can take your complaint to the Financial Ombudsmen Service (FOS). They can be contacted on 1300 780 808. This service is provided to you free of charge. Southern Cross Financial Pty Ltd is a member of the FOS.

The Australian Securities and Investment Commission (ASIC) also has an information line on 1300 300 630 which you may use to make a complaint and obtain information about your rights. Alternatively, you can detail our complaint in an email to infoline@asic.gov.au.

Southern Cross Financial Pty Ltd Compensation Arrangements

Southern Cross Financial Pty Ltd confirms that it has arrangements in place to ensure it continues to maintain Professional Indemnity insurance in accordance with s.912B of the Corporations Act 2001 (as amended). In particular, our Professional Indemnity insurance, subject to its terms and conditions, provided indemnity up to the Sum Insured for Southern Cross Financial Services Pty Ltd and our authorised representatives in respect of our authorisations and obligations under our Australian Financial Services Licence. This insurance will continue to provide such coverage for any authorised representative who has ceased work with Southern Cross Financial Pty Ltd for work done whilst engaged with us.

Southern Cross Financial Pty Ltd Services Fees

The Consultation Process

Initial Information Exchange

During your initial consultation we will explain our services and fee structure and discuss your current financial situation and identify your financial goals. At this meeting we will determine if we are able to assist you in achieving your goals and if you would like to proceed. A second meeting will then be scheduled if you wish to commence the financial planning process.

This initial meeting normally takes approximately one hour.

Fee: Complimentary

At the second meeting, full personal financial details will be recorded, your financial goals and risk profile will be clearly established; any financial deficiencies will be identified and some broad suggested strategies will be discussed. At the conclusion of this meeting, we will seek authorisation to commence the preparation of a "Statement of Advice" (Financial Plan) tailored to your goals and needs. This meeting may take up to one or two hours. Our standard hourly rate will apply – the fee is incorporated into the "Plan Fee" if authorisation to prepare a Financial Plan is provided to us.

Statement of Advice/Financial Plan (SOA)

Your tailored financial plan is documented in a Statement of Advice (SOA), detailing the strategy, investment and protection recommendations we propose. There are three types of plans that we may prepare.

Single Strategy Including: Savings Plans, Superannuation Consolidation, Insurance Review & Recommendation	\$1,000
Dual Strategy Including: Superannuation, Retirement Planning, Gearing, Centrelink, Estate Planning, Salary Packaging	\$1,000 - \$3,500
Comprehensive Plan	From \$3,500
Our minimum Advice Preparation fee	\$1,100* (incl. GST).

*Additional fees will apply if specialist advice is necessary.

During your initial consultation we will advise which plan we recommend for you.

Advice Implementation fee

Investment	If you wish to proceed with the implementation of your financial plan, we will charge an implementation of up to 2% of the amount invested which will be fully disclosed within the Statement of Advice (SOA)	
Insurances	Dollar Range* All	Fee* 20-140% (paid by provider)
Self Managed Superannuation (SMSF)	\$3,500	
Standard Fees per hour	Financial Planner	\$250 per hour
	Senior Planning Assistant	\$120 per hour
	Para Planners	\$90 per hour
	Administration	\$80 per hour

Ongoing financial plan management

Southern Cross Financial Pty Ltd offers a selection of options for the ongoing management of your wealth creation and protection. We will recommend the options we feel is appropriate for you.

Our ongoing "Review Service" rates are based on our standard fees charged per hour as above

The Review Service

To ensure that your financial plan remains relevant to your private client's core essential changing circumstances, it is imperative that your plan is reviewed on a regular basis. We have a 3 tiered review service. In some cases our ongoing review fees may be a tax deductible expense, however, we recommend that you seek professional taxation advice regarding this matter.

Review Fees are normally deducted from invested funds under management by way of a percentage or a fixed dollar rate adviser fee (excluding the Essentials Review Service).

Alternatively, you may opt to pre-pay your Review Fee separately.

All fees are subject to an increase in line with the CPI and may be adjusted annually at review.

Clients may opt for a different level of service than that provided under the above schedule which should be negotiated with the Financial Planner.

Commissions

In some instances commissions are paid by the financial product providers for the product, which Southern Cross Financial Pty Ltd recommends to you:

Upfront commissions can be in the range of 0% to 5%, are paid to Southern Cross Financial Pty Ltd and are not paid by you. For example, if you invest \$100,000 in a product where an upfront commission of 3% is payable, the product issuer will pay an amount of \$3,000 to Southern Cross Financial Pty Ltd.

Ongoing commissions may also be payable, these commissions are paid each month by the financial product providers, for the duration of your holding in that investment. These are in the range of 0.5% to 1.0% per annum of the funds you invest. For example, if you invest \$100,000 in a product, for which an ongoing commission of 0.5% is payable, the product provider will pay \$500 in ongoing commissions for that year. This commission will continue to be paid as long as you stay invested in that product and Southern Cross Financial Pty Ltd continues as your nominated adviser.

Personal Insurance Commissions

Upfront commissions are paid for personal insurance products Southern Cross Financial Pty Ltd recommends to you, ranging from 0% - 135% of the annual premium you pay. The actual amount is calculated on the amount of the premium you pay and varies depending on the product used. Ongoing commissions are also payable on the personal insurance products you hold. Ongoing commissions range from 0% – 35% of the annual insurance premium you pay for the duration of your holding in that product. These commissions are paid by the product issuer and are included in the premium you pay, unless otherwise disclosed in a Product Disclosure Statement.

Example:

Year 1: The premium for an insurance product is \$500 per year. An upfront commission of 35% (\$145) is paid to Southern Cross Financial Pty Ltd by the product provider when you purchase the product. In each following year, the product issuer pays an ongoing commission of 5% of the applicable annual premium each year i.e.:

Year 2: 5% of \$520 = \$26

Year 3: 5% of \$540 = \$27

Year 4: 5% of \$562 = \$28

NOTE: Full details of all fees and commission will be provided to you in a Statement of Advice and Product Disclosure Statements at the time of receiving any recommendation. You have a right to request for further information in relation to the remuneration, the range of amounts or rates of remuneration, and soft dollar benefits received by the licensee and/or representative.

Relationships and Incentives:

Southern Cross Financial Pty Ltd does have a number of referrals relationships in place. In the course of these relationships there may be benefits paid and received. We may from time to time receive a benefit from preferred product providers by way of sponsorship of educational seminars, conferences or training days. Details of benefits above \$300 will be maintained on a register.

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

We maintain a record of your personal profile that includes details of your investment 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. We will not use or disclose personal information collected unless where the National Privacy Principles authorise the use of disclosure where required under law such as relating to public health and safety, in connection with certain operations by or on behalf of an enforcement body, is required under the Corporation Act 2001, or the Anti-Money Laundering and Counter-Terrorism Financial Act 2006. A copy of our privacy policy is available to you upon request.

Adviser Profile – Robert Barkla

This Adviser Profile is part of the Southern Cross Financial Pty Ltd Financial Services Guide (FSG), and must be read in conjunction with the main document.

Are you authorised to provide financial services and products?

Yes. I am an authorised representative of Southern Cross Financial Pty Ltd. I am authorised to advise and to arrange to deal in financial services products, on behalf of Southern Cross Financial Pty Ltd. My ASIC authorised representative identification number is 255334

I am an employee and director of Southern Cross Financial Pty Ltd

What areas are you authorised to advise on?

I am authorised by Southern Cross Financial Pty Ltd to advise and to deal on their behalf on the following financial services and products:

- Financial planning advice
- Life Insurance advice
- Superannuation and Rollover advice and strategies
- Tax planning strategies
- Wealth accumulation advice
- Retirement & Retrenchment service
- Estate planning advice
- Self managed superannuation advice
- Share market investment advice
- Asset allocation advice
- Ongoing service
- Gearing strategies
- Asset management advice
- Social Security advice

What are your educational qualifications and experience?

Diploma of Financial Planning (DEAKIN)

Rob has been in the Financial Services Industry since 1999. His role is to provide highly specialised personal financial planning advice relevant to the needs of his clients both on an individual and corporate level. This includes the development of appropriate strategies and investment structure to provide tax efficient income and real capital growth over the long term.

How am I paid?

I am a salaried employee of Southern Cross Financial Pty Ltd. I am also a Director and Shareholder of Southern Cross Financial Pty Ltd as such am entitled to profits from the company and Director entitlement.

Soft Dollar Benefits:

From time to time Southern Cross Financial Pty Ltd and/or I may receive a benefit from product providers by way of sponsorship of education seminars, conferences or training days. Any benefits greater than the sum of \$300 received from any Fund Manager or Product Provider will be disclosed in a Soft Dollar Register that I maintain and is available for viewing at your written request.

Adviser Profile – Philip Nolis

This Adviser Profile is part of the Southern Cross Financial Pty Ltd Financial Services Guide (FSG), and must be read in conjunction with the main document.

Are you authorised to provide financial services and products?

Yes. I am an authorised representative of Southern Cross Financial Pty Ltd. I am authorised to advise and to arrange to deal in financial services products, on behalf of Southern Cross Financial Pty Ltd. My ASIC authorised representative identification number is 268894

I am an employee and director of Southern Cross Financial Pty Ltd

What areas are you authorised to advise on?

I am authorised by Southern Cross Financial Pty Ltd to advise and to deal on their behalf on the following financial services and products:

- Financial planning advice
- Life Insurance advice
- Superannuation and Rollover advice and strategies
- Tax planning strategies
- Wealth accumulation advice
- Retirement & Retrenchment service
- Estate planning advice
- Self managed superannuation advice
- Share market investment advice
- Asset allocation advice
- Ongoing service
- Gearing strategies
- Asset management advice
- Social Security advice

What are your educational qualifications and experience?

Bachelor of Business (Accounting)
Diploma of Financial Services (Financial Planning)

Phil is a Certified Practising Accountant and a qualified financial adviser with over 23 years experience. He provides specialised financial advice to both retail and business clients in the fields of portfolio management, investment, retirement planning and tax planning

How am I paid?

I am a salaried employee of Southern Cross Financial Pty Ltd. I am also a Director and Shareholder of Southern Cross Financial Pty Ltd as such am entitled to profits from the company and Director entitlement.

Soft Dollar Benefits:

From time to time Southern Cross Financial Pty Ltd and/or I may receive a benefit from product providers by way of sponsorship of education seminars, conferences or training days. Any benefits greater than the sum of \$300 received from any Fund Manager or Product Provider will be disclosed in a Soft Dollar Register that I maintain and is available for viewing at your written request.

Detach copy for File

Acknowledgements – Adviser Copy to be retained on client file

I/We acknowledge that I/We was/were provided with the Financial Services Guide V2 dated and Adviser Profile V2 dated..... If you would like to make an appointment to discuss your financial needs and objectives in more detail, please contact us on 08 6267 2233.

Client Name: _____

Client Signature: _____ Date Received: _____

Client Name: _____

Client Signature: _____ Date Received: _____

OR complete as follows if FSG is mailed to Client (s):

I confirm that I sent a copy of the Financial Services Guide V2 dated.....and Adviser Profile V2 dated.....as follows:

Sent to (Client Name (s): _____

Sent by (Name): _____