

FINANCIAL SERVICES AND CREDIT GUIDE



Certified Quality
Advice Practice 



FOR THE RIGHT FINANCIAL ADVICE

Version: 3.0

Date prepared: Monday, 17 July 2017

Authorised Representative of
Charter Financial Planning Limited

It is important that you read this Financial Services and Credit Guide (FSCG). It contains information that will help you decide whether to use any of the financial services offered by us, as described in this guide, including:

- who we are and how we can be contacted
- the advice and services we provide
- information about our licensee Charter Financial Planning Limited (Charter)
- our fees and how we, your adviser and Charter, are paid in connection with those services
- how we manage your private information
- how you can complain about a matter relating to us or Charter

Documents you may receive

We will provide you with a number of documents as you progress through our financial planning process to capture each stage of your advice journey. We may provide these documents to you electronically to your nominated email address, unless otherwise agreed.

When we provide personal advice it will normally be documented and provided to you in a Statement of Advice (SoA), known as a financial plan. The financial plan contains a summary of your goals and the strategies and any financial products we may recommend to achieve your goals. It also provides you with detailed information about product costs and the fees and other benefits we and others will receive, as a result of the advice we have provided.

If we provide further personal advice a financial plan may not be required. We will keep a record of any further personal advice we provide you for seven years. You may request a copy of such records by contacting our office during that period.

If we recommend or arrange a financial product for you we will provide a product disclosure statement (PDS) or investor directed portfolio service (IDPS) guide where relevant. These documents contain the key features of the recommended product, such as its benefits and risks as well as the costs you will pay the product provider to professionally manage that product.

You should read any warnings contained in your advice document, the PDS or IDPS guide carefully before making any decision relating to a financial strategy or product.

About our practice

Summary of the business

| | |
|----------------------------------|--|
| Name | Bull Group Pty Ltd trading as Bull Financial Group |
| Australian Business Number | 91 010 652 883 |
| Authorised representative number | 250265 |

Our office contact details

| | |
|-----------------|--|
| Address | 2B Powers Street, BUNDABERG, QLD 4670 |
| Mailing Address | PO Box 4320, BUNDABERG SOUTH, QLD 4670 |
| Phone | 07 4153 5388 |
| Fax | 07 4153 6788 |
| Email | bfg@bullfinancial.com.au |
| Website | www.bullfinancial.com.au |

This guide provides information about our advisers including their contact details, qualifications, experience, the services they may offer and financial products they can provide advice on.

Certified Quality Advice Practice



We are one of a select number of businesses that has been awarded Certified Quality Advice Practice status by Charter. This program sets an industry benchmark for providing high-quality financial advice. The certification is awarded based on industry qualifications, demonstrated best practice business operations and proven success in meeting the financial needs of our clients.

Our team

We have a dedicated team of Advisers, Paraplanners and support staff to help deliver quality financial planning services to you.

Attached to this document is your adviser's profile. The profile contains information about your adviser; their contact details, qualifications, experience and any memberships they may hold. It also outlines the types of advice, strategies and products about which your adviser can provide advice.

Our financial planning process

We treat each client as an individual and our advice process allows us to tailor a plan that best meets your goals.

Identify your goals

We help you identify your financial and lifestyle goals. The type of advice you need could depend on your life stage, the amount of money you want to invest and the complexity of your affairs.

We help you to identify the range of issues that need to be addressed to meet your goals. You may choose to address some or all goals and issues.

Consider the opportunities and risks

We assess your current situation and investigate a range of strategies and financial product options for you to reach your goals.

Bridging the gap

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

Bring your plan to life

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

Staying on track

With time, your circumstances will change and your financial plan will need to be adjusted. We design an ongoing service program to ensure your plan stays on track to meet your goals.

Sometimes life takes us in unplanned directions. When you need a little extra help, just ask us for additional advice. We are there to help you – whatever the occasion.

Our advice and services

We can provide you with personal and general advice about specific services and financial products listed below. We can also arrange for financial products to be issued without advice from us.

Individual advisers within our practice may not be qualified to provide advice in all of the services and products noted below. Their individual profile guides will note any limitations to the advice they are qualified to provide. At all times we will ensure the appropriate adviser is available to you to provide advice consistent with your goals.

The following table sets out the areas of advice we can help you with as well as the products and services we can arrange.

Any additional advice or services we can offer you, or limitations to the list below, will be outlined in **Our Financial Advisers and Credit Advisers** on page 12.

| We can provide advice on | We can arrange the following products and services |
|---|--|
| — Investments strategies (strategic asset allocation and goals based investing) | — Superannuation, including retirement savings accounts |
| — Budget and cash flow management | — Self-managed superannuation funds (SMSF) |
| — Debt management (including borrowing for personal and investment purposes) | — Managed investments |
| — Salary packaging | — Investor directed portfolio services (for example, administration platforms) |
| — Superannuation strategies and retirement planning | — Deposit and payment products (for example term deposits, cash management accounts and non-cash payment products) |
| — Personal insurance | — Standard margin loans |
| — Estate planning | — Retirement income streams, including pensions and annuities |
| — Centrelink and other government benefits | — Personal and group Insurance (life cover, disability, income protection and trauma) |
| — Ongoing advice and services, including regular portfolio reviews | — Life investment products including whole of life, endowment and bonds |
| — Aged care | — Securities (including listed securities) |
| | — Exchange traded funds and Listed investment companies |
| | — Arranging for listed securities, shares and debentures to be bought and sold via a platform and broker. |
| | — Limited selection of investment guarantees |

Charter maintains an approved products and services list, which includes products issued by AMP companies and a diversified selection of approved Australian and International fund managers. These have been researched by external research houses as well as our in-house research team.

Charter periodically reviews these products to ensure that they remain competitive with similar products that address similar client needs and objectives. Generally, we recommend products that are on the approved products and services list. However, if appropriate for your needs, we may, subject to Charter's approval, recommend other products.

A copy of the approved products and services list can be supplied to you upon request.

If we recommend a new platform or portfolio administration service, we use those issued or promoted by the AMP Group or as otherwise approved by Charter and where appropriate to your circumstances.

As at March 2017, the lenders whose products are most commonly recommended by Accredited Mortgage Consultants authorised by Charter are:

- | | |
|---------------------|----------------------------|
| — AMP Bank | — Members Equity (ME) Bank |
| — ANZ | — Bankwest |
| — NAB | — Westpac |
| — Commonwealth Bank | — ING Direct |
| — AFG Home Loans | — Bank of Melbourne |

Tax implications of our advice

Under the Tax Agent Services Act 2009, Bull Financial Group is authorised by the Tax Practitioners Board to provide tax (financial) advice services on matters that are directly related to the nature of the financial planning advice provided to you. We will not consider any other tax matters in our advice to you. Where tax implications are discussed they are incidental to our recommendations and only included as an illustration to help you decide whether to implement our advice.

Transaction services

If you do not require advice, we can also arrange for you to apply for limited types of financial products where we can take your instructions and arrange for the transaction to be completed, without providing personal advice. If you wish to proceed without our advice, we will ask you to confirm your instructions, which we will document in writing. You can ask us for a copy of this documentation at any time.

Your relationship with us and using our services

You can contact us directly with any instructions relating to your financial products. This includes giving us instructions by telephone, mail or email. We can only accept your instructions via email once you have signed an authority form.

We will work with you to agree what advice and services we will provide and when and how often we will provide them.

Where you agree to ongoing advice and services, the details will be documented and provided to you in a service agreement. This includes the frequency of contact between us, service standards that may apply, any ongoing fee arrangements and how the service can be terminated.

If at any time you wish to terminate your relationship with us, please contact us using the details shown in this guide.

Providing information to us

It is important that we understand your circumstances and goals, so that we can provide you with appropriate advice and services. You have the right not to provide us with any personal information. Should you choose to withhold information, or if information you provide is inaccurate the advice or services we provide you may not be appropriate for you.

It is also important that you keep us up to date by informing us of any changes to your circumstances so we are able to determine if our advice continues to be appropriate.

Our fees

The fees charged for our advice and services may be based on a combination of:

- A set dollar amount; or
- A percentage based fee.

Our agreed advice and service fees may include charges for:

- Initial advice; and
- Ongoing advice.

Please note that for services in relation to insurance, banking deposit products, some loan products and older investment products, commissions may be paid by the product provider as follows:

- Initial commission - a percentage of the value of your investment contributions; and
- Ongoing commission - a percentage of the value of your investment balance, usually calculated at the end of each month in which you hold the investment.

Payment methods

We offer you the following payment options for payment of our advice fees:

- BPAY, direct debit (savings), credit card or cheque; and
- Deduction from your investment.

All fees and commissions will be paid directly to Charter as the licensee. They retain an amount (a licensee fee) to cover their licensee costs and the balance is passed on to us. The amount is determined annually, based on a number of factors, including our business revenue and the number of advisers in the practice.

For details of our service fees, please refer to **Schedule of fees** on page 14.

Other costs

Where other costs are incurred in the process of providing our advice and services to you, you will be liable for these costs. However, we will agree all additional costs with you prior to incurring them.

Other benefits we may receive

The following is a list of benefits we may receive other than those explained above. These are not additional costs to you. These benefits may be monetary or things like training, events or incentives we are eligible for.

In addition to the payments we may receive for our advice and services, we may receive other support services. These can include financial and training assistance, prizes and awards or events in recognition of financial planning excellence and innovation, and business performance.

We may also participate in business lunches or receive corporate promotional merchandise tickets to sporting or cultural events and other similar items.

Development, management and advice recognition

We may qualify to receive a DMA payment to recognise our growth and professionalism. The DMA is based on a rate, calculated once per year, and determined by our ranking relative to other Charter Financial Planning practices. Up to 50% of all Charter Financial Planning practices may qualify for DMA payments. The relevant rate may range from 0% to 3.25%, depending on our ranking. It is then applied to our practice revenue of the prior year and paid to us in two instalments a year.

For example, if our DMA is set at 1% and our revenue for the prior year was \$200,000, we would receive a total of \$2,000 for that year, paid over two instalments.

How our performance is ranked

Ranking of practices is determined yearly by a points system which is a broad measure of the growth and professionalism of our practice as compared to other practices in the Charter Financial Planning network. The points system is based on a combination of factors within a balanced scorecard such as the quality of our services, compliance, our business goals and our engagement with our clients through a measure called Advice Growth Index (AGI). AGI measures the value of our fee for service revenue and the change in our clients' product holdings over the prior measurement period (usually a period of approximately 12 months).

Value participation scheme

AMP will provide us a payment based on the total in force annual premiums on some AMP insurance products and funds under management in some AMP wealth management products. The amount paid is based on the following:

- A tiered rate of up to 3% is applied incrementally to total premiums on some AMP insurance products. For example, if a client takes out a qualifying AMP insurance policy with an annual premium of \$3,000, we may receive an annual payment of up to \$90 in respect of that policy, with the rate applied dependent on the total combined premiums from all qualifying AMP insurance products.
- A tiered rate of up to 0.25% is applied incrementally to the total funds under management in qualifying AMP wealth management products. For example, if an existing client with a qualifying AMP wealth product invests a further \$40,000 into that product, we may receive up to \$100 in respect of that specific investment, with the rate applied dependent on the total qualifying funds under management.

From 1 July 2014, all investments in AMP wealth management products by new clients have been excluded from the scheme.

Certified quality advice program

On meeting eligibility criteria and gaining access into the program, we may be eligible for discounts on practice fees, as well as an increased purchase price under the buyout option. Eligibility is assessed on professional operations and processes, high quality advice standards and education.

Buyout option

If we leave the financial services industry, we are eligible to sell the register rights of our client base to Charter Financial Planning Limited. The valuation of these rights is based on a multiple of the annual financial planning revenue generated by our practice.

Personal and professional development

Charter provides personal and professional development opportunities in the form of a multi-tiered development program, offered annually to qualifying practices.

Summit

The Summit is a national convention available to advisers from all Charter practices. Charter subsidises the expenses of those who attend the convention up to a maximum value of \$1,200 per annum per practice.

Charter Leaders program

Certain practices that meet the qualification criteria on an annual basis will be eligible to participate in the Charter Leaders program, a set of personal and professional development programs organised by Charter. The qualification criteria is based on a combination of factors including the quality of our services, our business goals and our ranking against other practices in Charter. If a practice qualifies for the Charter Leaders program, Charter will subsidise the cost of their participation up to a maximum value of \$10,000 per annum per practice.

Business support

We might receive financial assistance including subsidies or reimbursements for accounting, legal and bank fees; marketing or other once-off transitional support costs, to help us grow our business or implement appropriate succession planning options.

Placement fees

From time to time Charter will receive fees from brokers or product issuers (including AMP group companies) for arranging client participation in Initial Public Offerings (IPOs) of securities (such as shares and rights issues). The fee, which is generally a percentage of the fee paid to the broker, varies from offer to offer and by the level of participation by Charter. We may share in this fee based on the level of participation by our clients.

Relationships and associations

It is important that you are aware of the relationships that Charter has with providers of financial services and products as they could be seen to influence the advice you receive.

About our licensee

Charter Financial Planning Limited

ABN 35 002 976 294

Australian Financial Services Licensee and Australian Credit Licensee No: 234665

Charter is a member of the AMP Group and has:

- Approved the distribution of this guide
- Authorised us to provide advice and other services as described in this guide
- Authorised us to provide credit assistance services to you

Charter's registered office is located at 33 Alfred Street, Sydney, NSW 2000.

About the AMP Group

Charter is a member of the AMP group of companies. We 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 Charter is affiliated with:

- | | |
|--|---|
| — National Mutual Funds Management Limited | — AMP Capital Funds Management Limited |
| — NMMT Limited | — AMP Capital Investors Limited |
| — N.M. Superannuation Pty Limited | — AMP Superannuation Limited |
| — Multiport Pty Limited | — AMP Life Limited |
| — ipac asset management limited | — Cavendish Superannuation Pty Ltd |
| — AMP Bank Limited | — Australian Securities Administration Limited (ASAL) |
| — SMSF Administration Solutions Pty Ltd | — Super IQ Pty Ltd |

If we recommend a product issued by the AMP Group or a third party product issuer, they will benefit from our recommendation by receiving product, administration and investment fees, as well as fees paid by fund managers to distribute their product. These fees are all disclosed in the relevant PDS or IDPS guide.

Authorised representatives and/or staff employed in our business may hold shares in AMP Limited, whose share price may be favourably affected by the sale of products issued by AMP Group companies.

Charter's relationships with other companies

Issuers of products do not pay to be included on the approved products and services list.

Product issuers or service providers that have been selected for inclusion may pay AMP Services Limited the following benefits up to the following amounts (these are all inclusive of GST):

- A fixed payment of up to \$495,000 for risk insurance products.
- A fixed payment of up to \$195,000 for investment products.

Our practice does not receive any part of these payments. From time to time, product issuers have access to Charter and its authorised representatives to provide education as well as give training on their products.

Confidence in the quality of our advice

If at any time you feel like you are not satisfied with our services, the following will help you understand your options and find a resolution.

- Contact your adviser and tell them about your complaint.
- If your complaint is not satisfactorily resolved within three days, please contact AMP Advice Complaints on advicecomplaints@amp.com.au, or put your complaint in writing and send it to:

Attention: National Manager, Advice Complaints

Level 12, 33 Alfred Street
Sydney NSW 2000

- AMP Advice Complaints 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 below.

| | |
|--|--|
| <p>Any issues relating to financial advice, investments, superannuation or insurance matters</p> | <p>Financial Ombudsman Service (FOS) GPO Box 3 Collins Street West Melbourne VIC 3001 1300 780 808 www.fos.org.au info@fos.org.au</p> |
| <p>Any issue relating to your personal information</p> | <p>The Privacy Commissioner GPO Box 5218 Sydney NSW 2001 1300 363 992 privacy@privacy.gov.au</p> |

You may also contact the **Australian Securities & Investments Commission (ASIC)** on 1300 300 630 (free call info line) to make a complaint and obtain information about your rights. You can also contact the **Financial Planning Association (FPA)** at <http://www.fpa.asn.au> to make a complaint (please note that the FPA cannot award compensation).

Professional indemnity insurance

We maintain professional indemnity insurance to cover our advice and the recommendations provided by your adviser. Charter is also covered by professional indemnity insurance and this satisfies the requirements imposed by the Corporations Act 2001 and National Consumer Credit Protection Act. The insurance covers claims arising from the actions of former employees or representatives of Charter, even where subsequent to these actions they have ceased to be employed by or act for Charter.

Your privacy

We are committed to protecting your privacy. Below we outline how we maintain the privacy of the information we collect about you.

Privacy Collection Statement

As part of the financial planning process, we need to collect information about you. Where possible we will obtain that information directly from you, but if authorised by you we may also obtain it from other sources such as your employer or accountant. If that information is incomplete or inaccurate, this could affect our ability to fully or properly analyse your needs, objectives and financial situation, so our recommendations may not be completely appropriate or suitable for you.

We are also required under the Anti-Money-Laundering and Counter-Terrorism Financing Act (AML/CTF) 2006 to implement client identification processes. We will need you to present identification documents such as passports and driver's licences in order to meet our obligations.

We keep your personal information confidential, and only use it in accordance with our Privacy Policy. Some of the ways we may use this information are set out below:

- Your adviser and Charter may have access to this information when providing financial advice or services to you;
- Your adviser may, in the future, disclose information to other financial advisers, brokers and those who are authorised by Charter to review customers' needs and circumstances from time to time, including other companies within the AMP group;
- Your information may be disclosed to external service suppliers both here and overseas who supply administrative, financial or other services to assist your adviser and the AMP group in providing financial advice and services to you. A list of countries where these service providers are located can be found in the AMP Privacy Policy;
- Your information may be used to provide ongoing information about opportunities that may be useful or relevant to your financial needs through direct marketing (subject to your ability to opt-out as set out in the AMP Privacy Policy); and
- Your information may be disclosed as required or authorised by law and to anyone authorised by you.

Your adviser and Charter will continue to take reasonable steps to protect your information from misuse, loss, unauthorised access, modification or improper disclosure. You can request access to the information your adviser or Charter holds about you at any time to correct or update it as set out in the AMP Privacy Policy. The AMP Privacy Policy also contains information about how to make a complaint about a breach of the Australian Privacy Principles.

For a copy of AMP's Privacy Policy visit <http://www.amp.com.au/privacy> or you can contact us.

Our Financial Advisers and Credit Advisers

About Leanne Bull CFP®



| | |
|----------------------------------|--|
| Experience | Financial planning experience since September 1985 and now I have a number of clients who I have guided through life, legislative and economic changes for over 30 years. Winning a National FPA Value of Advice Award in 2008 and a State FPA Value of Advice Award for QLD in 2008 and again in 2010 has highlighted the quality of advice provided over the years. |
| Qualifications | Diploma of Financial Planning, ALA Financial Planning Course, IPAC Advance Financial Planning Course, SMSF Specialist Advisor™ |
| Memberships | Member of the Financial Planning Association - CFP® Professional, SMSF Association - SMSF Specialist Advisor™, Commissioner for Declarations, Australian Securities and Investments Commission Qualifying Member – Million Dollar Round Table (MDRT) and Top of the Table (TOT) |
| Phone | 07 4153 5388 |
| Email | bfg@bullfinancial.com.au |
| Authorised representative number | 250728 |
| Credit representative number | 406650 |

The advice and services I can provide

I am authorised to provide all the services listed in the **Our advice and services** section.

I am also a Credit Representative of Charter and am authorised to provide credit advice regarding how to structure debt, suitability of existing loan structures and repayment options. If you require advice involving mortgages or other lending products, I can refer you to an Accredited Mortgage Consultant.

How I am paid

I receive the following from our practice:

- salary
- dividends
- bonus
- equity in the practice

I am a director and shareholder of Bull Group Pty Ltd and receive salary, bonuses and dividends from the practice.

About Rod Lord



| | |
|----------------------------------|--|
| Experience | I have been working in the financial planning field since 2011 with previous experience in agricultural markets and being a small business operator. I can relate to challenges that many clients face in the financial world. |
| Qualifications | Bachelor of Business, Diploma of Financial Planning, Advanced Diploma of Financial Planning |
| Memberships | FPA - Financial Planner AFP® |
| Phone | 07 4153 5388 |
| Email | bfg@bullfinancial.com.au |
| Authorised representative number | 1008121 |
| Credit representative number | |

The advice and services I can provide

I am authorised to provide the services listed in the Our advice and services section of this guide, except for the following: Aged care, Exchange traded funds (ETF) and Listed investment companies (LIC), Gearing and margin lending, Securities (including listed securities, Self-managed super funds (SMSF)

Should you require advice and services that extend beyond my authority I can refer you to a suitably qualified adviser.

I am also a Credit Representative of Charter and am authorised to provide credit advice regarding how to structure debt, suitability of existing loan structures and repayment options. If you require advice involving mortgages or other lending products, I can refer you to an Accredited Mortgage Consultant.

How I am paid

I receive the following from our practice:

- salary
- bonus

I am an employee of Bull Group Pty Ltd and receive salary plus bonus from the practice.

Schedule of fees

These prices should be used as a guide only. We will discuss your individual needs and agree our fees with you. The actual agreed fees will depend on factors such as the complexity of your circumstances and goals and the scope of the advice.

Initial service fees

Introductory Meeting

This is an opportunity to view our service offer and meet with our financial planner in order for you to make a decision as to whether you would like to initiate the financial planning process with our company. This meeting generally takes 20 minutes and there is no charge.

You can choose to either commence the development meeting immediately after your introductory meeting or make another appointment at a mutually convenient time, whichever suits you best.

These are fees paid when you have agreed to receive our advice:

| Initial service | Fee amount |
|--|-----------------------|
| Development Meeting | |
| — Full appointment with a qualified Financial Planner so we can 'Get to know You' and your goals and objectives | \$660 |
| — A discussion on what we can do to add value to your financial position | |
| <hr/> | |
| Initial advice | |
| — This 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 agreement sets out what our initial advice covers and how much it costs. | Starting from \$1,100 |
| — The initial advice fee will also be disclosed in your SoA. | |
| <hr/> | |
| Advice implementation | |
| — This is the cost to implement the recommended strategies and products and is based on a set dollar amount. | Starting from \$1,100 |
| — It is usually disclosed in your initial advice agreement and it will also be disclosed in your SoA. | |

Ongoing service fees

We provide ongoing services to help you stay on track to meet your goals. The cost of these services are as follows:

| Ongoing service | Fee amount |
|-----------------|------------------------|
| Gold | Starting from \$11,000 |
| Silver | Starting from \$6,600 |
| Bronze | Starting from \$3,300 |
| Essentials | Starting from \$1,100 |

Commissions

I do not receive commissions on investments through new superannuation, managed funds or retirement products. However, some products, particularly older products, may attract commissions.

Any commission amounts will be disclosed to you when providing my advice. The following table is a guide of commissions I may receive.

| Product type | Initial commission | Ongoing commission | Example |
|--|---|---|---|
| Insurance (including those held within superannuation) | Up to 130% of the first year's premium. | Up to 33% of the premium each following year. | If your insurance premium was \$1,000, we would receive up to \$1,300.00 initially and \$330.00 pa. |
| Loans | Up to 1.65% of the initial loan balance, of which AFG retains between 0-3% and passes the remaining 97-100% on to Charter. Charter then retains 3% and we will receive the remaining 97%. | Up to 0.55% of the outstanding loan balance each year, of which AFG retains between 0-3% and passes the remaining 97-100% on to Charter. Charter then retains 3% and we will receive the remaining 97%. | If your loan balance was \$100,000, initial commission would be up to \$1,650, of which AFG retains up to \$49.50 and Charter receives \$1,600.50. Charter then passes (\$1,600.50 x 97%) \$1,552 on to us. On an annual basis, the commission on a \$100,000 loan balance would be up to \$550, of which AFG retains up to \$16.50 and Charter receives \$533.50. Charter then passes (\$533.50 x 97%) \$517 to us. |

All fees and charges include GST.

If an agreed advice fee is charged then we may rebate all or some of the commission.