



Integrity Financial Planners Pty Ltd
ABN 71 069 537 855

"financial confidence from professional advice"

Financial Services Guide

Issued 9 March 2010

Integrity Financial Planners Pty Ltd

Australian Financial Services Licence # 225051

Represented by:

Integrity Private Clients Pty Ltd

Authorised Representative No: 315000

Croydon Office

Suite 2, 1 Railway Crescent
PO Box 1140
CROYDON VICTORIA 3136
TEL (03) 9723 0522 FAX (03) 9724 9518

Cheltenham Office

Suite 3, 350 Charman Road
PO Box 2769
CHELTENHAM VICTORIA 3192
TEL (03) 9585 7009 FAX (03) 9585 7077

About Integrity Financial Planners Pty Ltd

Integrity Financial Planners Pty Ltd (IFP) is a privately owned financial planning business.

We provide financial advice to help you improve your lifestyle by building wealth and/or producing income, depending on your particular needs.

It is important that you have confidence in your financial wellbeing and in your financial arrangements. Integrity Financial Planners will give you that confidence, drawing on the expertise of professional advisers.

Integrity Financial Planners has a network of qualified and experienced advisers working in established

financial planning and accounting practices in Victoria and New South Wales.

Your adviser is an authorised representative of Integrity Financial Planners and IFP is responsible for their advice. All authorised representatives have been individually assessed as having the competencies, knowledge, skills and integrity necessary to deliver quality financial services and advice to our clients.

Head office for Integrity Financial Planners is located at
Suite 2, 1 Railway Crescent
PO Box 1140
CROYDON VICTORIA 3136
TEL (03) 9723 0522 FAX (03) 9724 9518

The Purpose of our Financial Services Guide

The purpose of this Financial Services Guide (FSG) is to explain to you the services Integrity Financial Planners Pty Ltd provides, along with any fees or commissions associated with our services.

You may receive other disclosure documents from us which may include;

- Statement Of Advice – This document sets out our understanding of your current circumstances, our financial advice and our recommendations. It includes disclosure of any commissions we may receive or fees that may be charged to you.
- Product Disclosure Statements - These documents provide details regarding the financial products that have been recommended to you. They include any fees and charges associated with particular products.

Services we provide

Integrity Financial Planners Pty Ltd can help you by providing:

Personal advice Recommendations about your investments, superannuation and insurances	Implementation Assistance with putting in place financial strategies and setting up financial products	Ongoing Review Ongoing financial advice and review of your financial strategies and products
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IFP is licensed to provide advice and to arrange the placement of regarding the following financial products, on your behalf:

- deposit and payment products such as term deposits and bank accounts
- government debentures, stocks or bonds
- sharemarket investments and securities
- investments in managed funds and managed investment schemes
- superannuation and rollover funds
- life insurance products

We also provide advice in other areas of investment and can assist you by facilitating other services including:

- taxation and accounting
- legal services including estate planning and business agreements
- finance including home loans and leasing
- management of Centrelink entitlements

We may charge fees for these additional services which will be agreed with you beforehand.

About your Adviser

Integrity Private Clients Pty Ltd acts as an authorised representative of the licensee and is one of a number of financial planning practices operating under this license.

Integrity Private Clients Pty Ltd employs a team of advisers with a range of experience and skills. This ensures we can provide you with ongoing quality advice and services and that we have access to knowledge and skills across a wide range of financial issues.

Any advice given to you by Integrity Private Clients Pty Ltd will be provided by a qualified person who is also an authorised representative of Integrity Financial Planners Pty Ltd.

The following people are currently employed by Integrity Private Clients Pty Ltd to assist you with financial planning advice.

Darryn Borg

Authorised Rep. No: 226532

Darryn is a Director and Principal of both Integrity Financial Planners Pty Ltd (the licensee) and Integrity Private Clients Pty Ltd. As well as acting as an adviser and authorised representative, he is responsible for the training and supervision of all the advisers covered by IFP's license.

Darryn has over 20 years experience in the financial services industry. Throughout this time he has been directly involved in advising clients. His experience has also included the management of financial planning businesses, training and supervision of advisers with major institutions and lecturing and course coordination for financial planning subjects with RMIT University.

Matt Getson

Authorised Rep. No: 226538

Matt is a Director and Principal of Integrity Private Clients Pty Ltd.

Matt has over 15 years experience providing financial planning advice to individuals. He is a Certified Financial Planner (CFP) and also has a Bachelor of Business degree from RMIT.

Catherine Winduss

Authorised Rep. No: 289749

Catherine has over 10 years experience in the financial services industry and holds a Graduate Diploma of Financial Planning, Bachelor of Arts and a Bachelor of Commerce.

Prior to joining IFP Catherine had been employed in financial planning, client services and marketing roles with major financial institutions.

Gayle Forster

Authorised Rep. No: 277291

Gayle has over 20 years experience in the financial services industry. She is a Certified Financial Planner (CFP) and holds a Diploma of Financial Planning.

Gayle has been employed in financial planning, compliance and technical support roles with a number of organisations, including major financial corporations.

Michael Coleman

Authorised Rep. No: 342452

Michael holds a Diploma of Financial Services (Financial Planning).

Michael has recently joined Integrity Private Clients after over 20 years in roles within the environmental and natural resources industry and related management roles in local government.

Jenny Sneesby

Authorised Rep. No: 271263

Jenny has over 5 years experience as a financial planner. She is a Certified Financial Planner (CFP) and holds a Diploma of Financial Planning. Jenny has worked within the financial planning industry for over 8 years.

Neil Rispin

Authorised Rep. No: 226550

Neil has over 12 years experience as a financial planner. He is a Certified Financial Planner (CFP).

Neil also provides accountancy and taxation advice in his capacity as a Certified Practising Accountant (CPA). Integrity Financial Planners has no involvement in Neil's accounting practice and takes no responsibility for advice given in this capacity.

No other person is authorised to provide you with financial advice on behalf of Integrity Private Clients Pty Ltd.

What else can you expect to receive?

Personalised advice to suit your needs

Our advice will be tailored to meet your individual situation. We do not use a "one size fits all" formula for our clients.

We will strive to provide the advice that we believe is most appropriate to assist you in achieving your aims and objectives. And as a smaller group we can adapt our services to meet your particular needs.

Integrity Financial Planners is privately owned, with no ownership ties to any fund manager or financial institution. We are not required or influenced through ownership to recommend or direct you toward any particular investments or financial products.

To ensure advice is appropriate to your needs, we will ask you for personal information.

Of course you have the right not to divulge personal information but you should carefully consider any warnings we give you regarding possible consequences of us not having complete knowledge of your circumstances.

Clear and documented advice

The initial advice provided by your adviser will be provided in a written Statement of Advice ("SoA").

Where we provide you with ongoing advice, if your circumstances and objectives have not changed substantially, we may not be required to provide you with a new SoA.

Where we do not provide you with a written SoA, we will keep a Record of Advice. This is our notes regarding the advice we have provided to you, available for you to read, upon your request.

Similarly all instructions from clients are to be confirmed in writing. Note Integrity Financial Planners will not

normally act on telephone instruction unless such circumstances are supported by written instructions.

Complete advice

We have access to accountants and taxation experts as well as associations with finance, legal and insurance professionals.

Whatever your need for financial related advice, your adviser will be able to assist, either directly or through referral to appropriate specialists.

Confidence in the advice of experienced and licensed professionals

Integrity Financial Planners is responsible for investment or insurance advice provided to you by our authorised representative.

All our advisers have considerable experience and training. They include people with diverse backgrounds and specialist expertise, including practicing accountants, university lecturers, insurance advisers and investment professionals.

The Corporations Act governs activities of investment advisers and only licencees or their representatives may provide financial product advice.

Integrity Financial Planners holds an Australian Financial Services Licence, issued by the Australian Securities and Investment Commission. Licensing ensures you are advised by an appropriately qualified person and that advice is properly researched. A copy of our AFS Licence is held in the offices of all representatives and may be inspected on request.

Integrity Financial Planners is a Principal Member of the Financial Planning Association of Australia Ltd (FPA). The FPA sets high professional standards that we must adhere to.

How will I pay for these services?

Integrity Financial Planners will charge you a fee for the services we provide to you.

Initial consultation Your initial consultation will be free. This will include discussion of your financial circumstances and objectives and possible solutions to your financial challenges. During this discussion we will agree whether or not to proceed with the development of comprehensive written recommendations.

Written recommendations If it is agreed that we will prepare a written Statement of Advice a fee will apply. Typically you will expect to pay between \$750 and \$1,500 (plus GST) for analysis of strategies and preparation of this report, depending on its complexity. We will agree this fee prior to us starting the report.

Implementation of recommendations When you decide to proceed with our recommendations, we will charge a fee for implementing the advice. This fee will normally be up to 1% of the value of funds invested. You may choose to pay this account personally, or have the amount deducted from your investment. For example on funds of \$200,000, the fee will be \$2,000 (plus \$200 GST).

Sometimes we recommend products that pay initial commissions to IFP, typically from 0 to 4% of amounts invested. Any commission we receive will be offset against your implementation fee. Where practical any commission in excess of our fee will be reduced to zero and establishment fees deducted by the product provider will be discounted accordingly. Sometimes the provider will not allow for discounting of fees in this manner, in which case IFP will receive the commission. Any such commissions will be set out in our Statement of Advice.

Ongoing advice and reviews Once your investments have been put in place we will charge a fee for ongoing advice and reviews. This will be up to 1% per year of your investment portfolio, subject to a minimum of \$1,500 per year. For example on funds of \$200,000 the fee will be \$2,000 per year (plus \$200 GST). You may choose to pay this fee personally or it may be deducted on an ongoing basis from your investment.

Some product providers will pay ongoing commissions to IFP. Where practical, any ongoing commissions will be reduced to zero and the ongoing management charges deducted from your investment by the manager will be reduced accordingly. This is not always practical, in which case IFP will receive the commission. Any such commissions will be set out in our Statement of Advice.

Sometimes we may agree with clients to work on the basis of commissions received from product suppliers instead of charging a fee. This would normally apply in relation to smaller investments, certain agricultural investments and life insurance. In this case we will receive commission from the product provider at rates set out in our Statement of Advice.

In this case, for investment products and managed funds typically there may be an initial commission from 0 to 4% which we would apply to cover implementation costs. For example on a managed fund investment of \$20,000 with a commission of 4% this would equate to \$800. Investment products may also pay ongoing commissions of between 0.10% and 1.00% per annum. Using 1.00% as an example, on an investment of \$20,000 this would equate to \$200 per year.

If we recommend certain agricultural investments we may receive an initial commission of up to 10% of amounts invested. For example, on an agricultural investment costing \$10,000 we may receive a commission of \$1,000 from the product provider. We would not apply our normal implementation and ongoing fees to investments in these products. There would not normally be any ongoing commission with these products.

For life insurance products initial commissions may be up to 110% of the first year's premium, though normally they will be around 80%. For example on a term life policy paying an initial commission of 80% with a premium of \$300 this would equate to \$240. Ongoing commissions may be up to 25% of the second and subsequent year's premium per year. On a premium of \$300 this would equate to \$75 per year.

Sometimes we may undertake work for clients on an "ad hoc" basis, outside of the above structures. If we are engaged on this basis, our hourly fee for written recommendations and administration work is \$250 per hour (plus GST).

Who has an interest in these services?

Product providers or managers may deduct management and administration fees from the products recommended by Integrity Financial Planners (IFP). Such fees must be disclosed by the product providers in their Product Disclosure Statement.

Fees paid by you for our services and commissions and brokerage paid by product providers or intermediaries, shall be paid to IFP. These amounts shall be paid by IFP to Integrity Private Clients Pty Ltd.

Integrity Private Clients Pty Ltd pays a fee to IFP for the provision of services in its capacity as an Australian Financial Services Licensee.

IFP is a privately owned company. Darryn Borg and Philip Coldwell and/or associated persons or entities are shareholders in IFP and related entities and participate in the profits earned by IFP.

Integrity Private Clients Pty Ltd acts as agent for the Integrity Private Clients Partnership.

Darryn Borg, Matt Getson and Philip Coldwell are associates of the entities that form the Integrity Private Clients Partnership. They may receive fees and/or salaries from the Partnership and participate in the profits earned by the Partnership.

Neil Rispin is an employee the accounting practice Rispin Financial. Neil does not receive remuneration from IFP or Integrity Private Clients. Neil and/or associated persons may benefit from accounting fees paid to Rispin Financial.

All other advisers listed in this FSG are employees of Integrity Private Clients Pty Ltd. They may on occasion receive bonuses based on their contribution to revenues earned by the business.

Integrity Financial Planners (or associated entities) may receive profit share or volume based remuneration from some product suppliers. This may result in payments to IFP based on the overall level of business or funds placed by IFP in particular products or with particular product providers. Any such interests in recommended products shall be disclosed in the Statement of Advice.

IFP and its representatives may receive other benefits from product suppliers. These may include attendance at functions, conferences and training sessions provided by product suppliers. If applicable such benefits shall be disclosed in the Statement of Advice.

Integrity Financial Planners maintains a register of Alternative Benefits outlining any such benefits that may be received. We also maintain a register of any potential Conflicts of Interest that we may have. These Registers may be viewed on request.

Resolving a complaint or concern

If you have a concern about services provided by Integrity Financial Planners or our representative we will try and resolve your issues quickly and fairly. To allow us to do so you will need to take the following steps.

1. Contact your adviser about your concerns.
2. If a complaint is not satisfactorily resolved in 3 days, contact :

The Compliance Manager
Integrity Financial Planners
PO Box 1140, CROYDON, VIC 3136
Phone: (03) 9723 0522

3. Integrity Financial Planners is a member of the Financial Ombudsman Service (FOS). If the outcome of the above steps is not satisfactory you may lodge a complaint in writing with FOS. FOS will undertake an independent review of your concerns and we are bound by their determination.

Financial Ombudsman Service
GPO Box 3, Melbourne Vic 3001
Phone: 1300 78 08 08

Further information regarding the Financial Ombudsman Service is available from www.fos.org.au

Integrity Financial Planners (IFP) currently holds professional indemnity insurance for activities conducted in accordance with our AFS License. Professional indemnity insurance helps reduce the risk that IFP might not have sufficient resources available to compensate clients for losses they incur as a result of certain breaches of the Corporations Act by IFP or its representative.

The limit of indemnity is as prescribed under ASIC Regulatory Guide 126. Subject to the terms and conditions of the policy, the professional indemnity insurance extends to cover claims made in relation to the conduct of Authorised Representatives and employees of the Licensee including cover for those Authorised Representatives and employees who no longer work for the Licensee (but who did at the time of the relevant conduct). This insurance does not cover any actions by the representative acting in any other capacity (eg. as your accountant) or acting beyond the scope of IFP's AFS License.

Integrity Financial Planners respects your privacy. A copy of our Privacy Statement is available from our website www.iplan.com.au . Alternatively you can obtain a copy by calling us or asking for a copy from a staff member in our office.