



# Your Financial Services Guide

# The documents you will receive from us

**This Financial Services Guide (FSG), which includes the Representative Profile presented with it, is designed to clarify who we are and what we do, and help you decide whether to use our services.**

**It also contains information on how you can pay for our services and how we ensure your satisfaction with the quality of our advice.**

In addition to this Financial Services Guide, when we provide you financial advice we will also present you with a written Statement of Advice (SOA). This will describe the strategies, products and services we recommend and outline any fees or commissions we will receive and any associations we have with financial product providers or other parties that have not already been disclosed in this FSG.

If you receive further financial advice from us, we will present you with either another Statement of Advice or keep our own written Record of Advice (ROA). You can request a copy of this by contacting your adviser any time up to seven years from the date of the advice provided.

We will also provide you with a Product Disclosure Statement (PDS) or offer document for all financial products we recommend, where applicable, to help you make informed decisions.

## **Giving us instructions**

If you want to make changes to your financial plan or provide other instructions, you can contact us using the details in the Representative Profile. Generally, you will need to give us instructions in writing (eg fax, email or letter) or another method as agreed with your adviser.

# About us

**Established in 1994, Apogee Financial Planning Limited (Apogee FP) is a leader in the Australian financial services marketplace, offering a range of financial products and services.**

As a member of the National Australia Group of companies and managing over \$3 billion, Apogee FP provides your adviser with essential services and resources to ensure you receive sound investment advice.

## **Our associations and relationships**

At Apogee FP we pride ourselves on providing a comprehensive range of financial planning services, underpinned by unparalleled customer service and personal attention to our clients' needs.

Apogee FP is responsible for the financial services and advice your adviser provides to you. Our advisers are authorised representatives of Apogee Financial Planning Limited ABN 28 056 426 932, Australian Financial Services Licensee Number 230689.

A number of companies within the National Australia Group, including MLC Investments Ltd, MLC Ltd, NAB OnLine Trading Ltd, Jana Investment Advisers Pty Ltd, Plum Financial Services Ltd and National Australia Bank Ltd, are financial product providers whose products we may recommend.

Because helping you realise your goals and objectives is of paramount importance to us, our consultants can also recommend appropriate products from a broad range of financial product providers outside of the National Australia Group.

# How we manage your personal information

**To give you appropriate advice, our advisers will need to ask you about your current financial situation, what you are looking to achieve and other personal information.**

**Without this information, your adviser may not be able to provide you with advice relevant to your circumstances.**

## **Collecting your personal information**

We need to collect your personal information for a variety of purposes, including to provide you with the financial services you have requested and to contact you about other products and services that may be relevant to you.

## **Protecting your privacy**

Protecting your privacy is essential to our business. Your file, containing your profile, personal objectives, financial circumstances and our recommendations, is kept securely by your adviser.

You can access your file by contacting your adviser. In some circumstances, permitted by law, we may deny you access and in that event we will explain the reason why.

## **Disclosing your personal information**

We may provide your personal information to the following types of service providers:

- other advisers, paraplanners and organisations who work with us to provide the financial services you have requested
- insurance providers, superannuation trustees and product providers related to the financial services you have requested;
- organisations that help us operate our business, such as those that provide administrative, financial, accounting, insurance, research, legal, strategic advice, auditing, computer or other business services;

- your representatives, service providers, or other organisations, such as your accountant, solicitor, tax agent, stockbroker or bank;
- organisations involved in a business restructure or a transfer of all or part of the assets of our business;
- government authorities and other organisations when required by law.

## **Consent to marketing activity**

We presume you consent to being contacted by us about suitable products and services via the contact details you have provided. We may continue to contact you for these reasons until you withdraw your consent. You can do this at any time by contacting your adviser.

If you would like to know more about our privacy policy, please contact your adviser. For more information about your privacy, you can visit the Federal Privacy Commissioner's website at [www.privacy.gov.au](http://www.privacy.gov.au)

# How you can pay for our services

**At Apogee FP we provide various payment options for the financial advice you receive.**

You can pay in the following ways:

- as a fee for service that will be deducted from your investment as a one-off payment or in instalments;
- by direct invoice from us for initial and ongoing advice;
- via commission we may receive from a financial product provider when you commence an insurance contract, cash management trust, annuity, cash or loan product; or
- a combination of the above.

## **Other payments we may receive**

We will provide you with details of all fees, commissions, or other benefits we may receive when we provide advice to you and, where possible, will give actual dollar amounts. If we cannot provide this accurately, we will provide worked-dollar examples.

Even if you don't receive personal financial advice from us, you can still request the details of any fees, commissions or other benefits we receive in relation to any other financial service we provide you.

## **Benefits we may receive**

Sometimes in the process of providing advice, our advisers may receive benefits from product providers.

## **Conferences**

Our advisers may attend conferences subsidised in whole or part by product providers. Eligibility to attend may be based on business revenue targets as well as achieving our internal quality standards and accreditations. Apogee FP may also receive sponsorship payments from product providers to subsidise our own conferences and professional development events.

The Representative Profile provides details of other benefits your adviser may receive.

## **Non-monetary benefits**

Apogee FP and your adviser keep a register detailing any non-monetary benefit (greater than \$300 value) that may be received from a product provider. You can view this register by contacting your adviser.

## **Referrals**

If you have been referred to us by someone else, we may pay them a fee, commission, or benefit for that referral. This is generally:

- a fixed fee payable if we provide you with paid personal advice;
- a proportion of the initial and/or ongoing fees or commissions we disclose to you; or
- a combination of both.

Details of any arrangement will be provided in our advice to you.

# Your confidence in our advice

**Your satisfaction is very important to us and we have procedures in place to resolve any concerns promptly and fairly.**

**If you are unhappy with the advice you receive or other aspects of our service, please let your adviser know so we can act on it immediately.**

## **Our complaints procedure**

If your adviser has not satisfactorily resolved your complaint within three days, please contact our Complaints Resolution Team on 1800 611 950 or put your complaint in writing.

Please mark the envelope 'Notice of Complaint' and send it to:

**Complaints Resolution Team  
Apogee Financial Planning Limited  
PO Box 1086  
North Sydney NSW 2059**

If your complaint isn't resolved to your satisfaction within 45 days, you may refer the matter to an independent complaints handling body. We are a member of the Financial Ombudsman Service (FOS), which provides accessible, fair and independent resolutions services that are free to consumers.

You can contact FOS on **1300 78 08 08**, at **[www.fos.org.au](http://www.fos.org.au)**, by email to **[info@fos.org.au](mailto:info@fos.org.au)** or in writing to:

**The Manager  
Financial Ombudsman Service  
GPO Box 3  
Melbourne VIC 3001**

Apogee FP holds professional indemnity insurance that satisfies the requirements (Section 912B) of the Corporations Act. This insurance also covers the conduct of advisers who were authorised by us at the time of your complaint, but are no longer representatives of Apogee FP.



**Apogee Financial Planning Limited**

**ABN 28 056 426 932**

**Australian Financial Services**

**Licensee No: 230689**

**Registered Office 105–153 Miller St**

**North Sydney NSW 2060**

# Representative Profile

**This document forms part of the Financial Services Guide and is designed to clarify who we are, what we do, and aims to help you decide whether to use our services.**

## Who we are

Your advisers are:

Wissam Abou-Eid  
Authorised Representative No. 300830

They offer their services on behalf of Apogee Financial Planning Limited.

The Financial Services that the above advisers offer are provided by Abou-Eid Enterprises No.2 Pty Ltd, ABN 31 250 995 960.

Apogee Financial Planning has authorised them to provide you with this FSG.

## Quality Advice Programme

Wissam Abou-Eid have been Quality Advice accredited by Apogee Financial Planning Ltd under our internal Quality Advice Programme.

The Programme involves a defined set of standards for measuring quality of advice. In order to receive Quality Advice Accreditation, they were required to meet a number of essential criteria in relation to financial planning principles and have a number of their financial plans assessed against the Quality Advice standards.

Ongoing and regular assessment of the quality of advice provided to their clients is also an important element of the Programme.

## What we do

We are authorised by Apogee Financial Planning to provide financial advice in relation to:

- Wealth Accumulation
- Income & Asset Protection
- Tax Strategies
- Superannuation
- Retirement & Redundancy Planning
- Estate Planning
- Social Security
- Debt Management

and to provide advice and deal in the following financial products:

- Basic Deposit Products
- Non-basic Deposit Products
- Non-cash Payment Products
- Derivatives
- Government Debentures, Stocks or Bonds
- Life Products – Investment Life Insurance

- Life Products – Life Risk Insurance Products
- Managed Investment Schemes, including Investor Directed
- Portfolio Services (IDPS)
- Retirement Savings Account Products Securities and Superannuation

Wissam Abou-Eid is not authorised by Apogee Financial Planning to provide financial product advice in the following financial products:

- General Insurance Products

## Contact us

For more information on anything you have read in the Financial Services Guide or Representative Profile, or if there is anything else we can help you with, please contact us at:

Address: 83 Sydney Road, Coburg VIC 3058  
Phone: 03 9384 8000  
Fax: 03 9384 8099  
Email: [wissam@afpcoburg.com.au](mailto:wissam@afpcoburg.com.au)

# Representative Profile

## How we charge for our services

<b>Initial consultation</b>	Free of charge.						
<b>Advice preparation</b>	Free of charge, unless you are advised otherwise.						
<b>Implementation &amp; ongoing services</b> (commission on <b>investments</b> )	Unless you have agreed to a fee for service arrangement we will receive commission for our initial and ongoing services to you. Where we arrange an investment product for you, the relevant product issuer will pay an initial commission to us. The rate of initial upfront commission is between 0% and 5.365% and ongoing commission is between 0% and 0.66% of the value of your investments for as long as you hold the product. Commissions are collected through the product provider and are not a direct cost to you.						
<b>Implementation &amp; ongoing services</b> (commission on <b>life insurance</b> products)	Unless you have agreed to a fee for service arrangement for insurance-related advice we will receive commission for our initial and ongoing services to you. Where we arrange a life insurance product for you, the relevant insurer will pay us an initial commission. The rate of commission is between 0% and 130% and is calculated as a percentage of the annual premium you pay. Annual commission will also be paid when you renew your policy each year. The rate of ongoing commission is between 0% and 33% of the annual premium.						
<b>Implementation</b> (fee for service)	If you elect to pay us a fee for service the following fees will apply. The fees will depend on the size of the investment portfolio and the complexity of the advice:  <table><tr><td>Portfolios less than \$100,000:</td><td>Implementation fee of between \$330 and \$3,300</td></tr><tr><td>Portfolios \$100,000 - \$300,000:</td><td>Implementation fee of between \$2,200 and \$7,700</td></tr><tr><td>Portfolios in excess of \$300,000:</td><td>Implementation fee of between \$5,500 and \$20,000</td></tr></table> Fees may be paid directly by you via credit card, direct debit, cheque or collected through the product issuer.	Portfolios less than \$100,000:	Implementation fee of between \$330 and \$3,300	Portfolios \$100,000 - \$300,000:	Implementation fee of between \$2,200 and \$7,700	Portfolios in excess of \$300,000:	Implementation fee of between \$5,500 and \$20,000
Portfolios less than \$100,000:	Implementation fee of between \$330 and \$3,300						
Portfolios \$100,000 - \$300,000:	Implementation fee of between \$2,200 and \$7,700						
Portfolios in excess of \$300,000:	Implementation fee of between \$5,500 and \$20,000						
<b>Ongoing fee for service</b>	If you elect to pay a fee for the ongoing review of your financial planning strategy, the ongoing service fee is based on the complexity of ongoing advice. The minimum fee is \$330 while the maximum is 1.173% of the value of your portfolio each year. We will receive ongoing commission (as detailed above) for any life insurance products you have in addition to this fee. The ongoing service fee may be collected monthly through the product issuer or paid directly by you via credit card, direct debit or cheque.						
<b>Ad hoc advice</b>	Where you do not wish to participate in an ongoing service fee arrangement but require ongoing advice on an ad hoc basis, an hourly fee of between \$165 and \$330 may apply.						

**All commissions and fees are inclusive of GST.** Fees could be greater than those disclosed above in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing.

# Representative Profile

## Benefits we may receive

To be truly open and honest with our clients, we have detailed below how certain product purchases may benefit our business.

### Business Equity Valuation (BEV)

In the event of our death or permanent disablement, or if we were to leave the financial planning industry, Apogee Financial Planning provides a buyer of last resort option called BEV. This helps manage the transition of ownership to ensure you continue to receive advice.

The value of a sale under BEV is based on a multiple of ongoing revenue received by the business on an annual basis. The multiple can range from 2.5 to 4 depending on the proportion of the ongoing revenue that comes from clients who hold MLC group financial products.

Here are some examples to help you understand the potential benefit to us of our clients holding MLC group product:

- If the ongoing revenue of the business was \$100,000 and 50% of our clients held MLC group products, the sale value for the financial planning business would be between \$250,000 and \$350,000;
- If the ongoing revenue of the business was \$100,000 and 85% of our clients held MLC group products, the sale value for the financial planning business would be up to \$400,000;

Importantly, BEV is subject to us meeting certain compliance requirements and standards.

### Transition Payment on MLC Insurance Premiums

By participating in the annual MLC Protection Transition Program (the 'MLC PTP'), your adviser's business may become eligible to receive an additional commission (called a 'Transition Payment') in respect of certain existing insurance business that has previously been placed by business advisers with MLC Limited.

The intention of the MLC PTP is to assist financial planning businesses transition from:

- a Standard commission model (where higher commissions are paid at the time new business is placed and lower commissions are paid when the business is renewed); to

- an Alternative or Extended commission model (where either lower commissions are paid upfront with higher commissions on renewal, or where a level commission percentage is paid upfront and on renewals).

The Program only applies in respect of the following MLC Protection products:

- MLC Personal Protection Portfolio;
- MLC Life Cover Super;

The 2008-2009 Offer has been launched and to receive a Transition Payment your adviser's business must:

- (i) have had a minimum threshold of MLC Product premiums in-force as at 30 September 2009;
- (ii) select the Alternative and/or Extended method of receiving commission for 75% of new business placed in MLC Products from 1 October 2008 to 30 September 2009;
- (iii) have a policy retention rate for MLC Products of at least 90% for the period of the Scheme; and
- (iv) have a premium in-force in MLC Products as at 30 September 2009 greater than or equal to what it had at 1 October 2008.

The Transition Payment is paid directly by MLC Limited and does not alter the insurance premium payable by clients.

The Transition Payment will be calculated by applying the rates detailed below to the annual premium of policies under your adviser's business that were sold on standard terms and that have been in-force for 5 years or more as at 30 September 2009.

\$1,050,000 – \$1,549,999	10%
\$1,550,000 – \$2,049,999	12%
\$2,050,000 +	13%

For example, if your adviser's business was eligible to receive a Transition Payment Rate of 6% and the total of its client annual premiums in-force was \$125,000 for MLC Product policies on standard rates (which are at least 5 years old as at 30 September 2009), your adviser's business would receive \$7,500 (\$125,000 x 6%).

Existing Annual Insurance Requirement – Premium at end of the Qualification Period	Transition Payment Rate p.a. (inclusive of GST)
\$250,000 – \$649,999	5%
\$650,000 – \$849,999	6%
\$850,000 – \$1,049,999	8%

## **Privacy Notification Statement**

Your financial adviser Wissam Abou-Eid and Apogee Financial Planning Limited trading as Apogee FP are committed to protecting the privacy of your personal information. Below is some information about how your personal information will be handled by them.

### **Your Financial Adviser and Abou-Eid Enterprises No.2 Pty Ltd Privacy Information**

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#### **Collecting your personal information**

Your financial adviser and Abou-Eid Enterprises No.2 Pty Ltd who are authorised representatives of Apogee Financial Planning Limited trading as Apogee FP, an Australian Financial Services Licensee, collects your personal information for a variety of purposes, including providing you with the financial services that you have requested (such as providing you with financial advice), managing your financial adviser's relationship with you and contacting you about products and services in which you may be interested. Your financial adviser and Abou-Eid Enterprises No.2 Pty Ltd may also be required to collect your personal information pursuant to legislation and regulatory requirements.

If the personal information requested by your financial adviser and Abou-Eid Enterprises No.2 Pty Ltd is not provided your financial adviser and Abou-Eid Enterprises No.2 Pty Ltd may not be able to provide you with financial services, including providing you with financial advice that is appropriate to your investment needs, objectives and financial circumstances.

#### **Using and disclosing your personal information**

Your personal information may be used and disclosed by your financial adviser and Abou-Eid Enterprises No.2 Pty Ltd for the purposes outlined above and for related purposes.

The types of service providers to whom your financial adviser and Abou-Eid Enterprises No.2 Pty Ltd may provide your personal information are:

- other financial advisers and organisations involved in providing the financial services you have requested (which may include ongoing services) such as fund managers who assist us in providing financial advice and paraplanners;
- insurance providers, superannuation trustees and product issuers in connection with the provision to you of the financial services you have requested;
- organisations that assist in operating a financial planning business such as those that provide administrative, financial, accounting, insurance, research, legal, computer or other business services;
- your representatives or service providers such as your accountant, solicitor, tax agent, stockbroker or bank;
- organisations involved in a business restructure or a transfer of all or part of the assets of the financial adviser's, their employer's (if any) or Abou-Eid Enterprises No.2 Pty Ltd business;
- government authorities and other organisations when required by law; and
- organisations that you have consented to your personal information being disclosed to.

#### **Gaining access to your personal information and contacting your financial adviser and Abou-Eid Enterprises No.2 Pty Ltd**

You can gain access to your personal information held by the financial adviser and Abou-Eid Enterprises No.2 Pty Ltd. In some circumstances allowed by law request for access can be denied. Your financial adviser and Abou-Eid Enterprises No.2 Pty Ltd can be contacted by calling 03 9384 8000.

## **Apogee Financial Planning Limited Privacy Information**

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### **Your personal information and privacy**

MLC Ltd and its subsidiaries are members of the National Australia Group (“**Group**”). The privacy of your personal information has always been important to us at the National Australia Group. The Group includes MLC Ltd and all our other banking, financing, funds management, financial planning, superannuation, insurance, broking and e-commerce organisations.

This statement is an outline of certain matters relating to the collection and handling of your personal information by the Group.

The statement is for you if you are:

- a customer of the Group (“**Customer**”); or
- a representative of a Customer (for example, a signatory), a beneficiary (which includes a potential beneficiary) or some other kind of third party relevant to a Customer (for example, a guarantor) (each a “**Third Party**”).

A further explanation of our privacy practices is set out in our Privacy Policy.

### **Collecting your personal information**

The purposes for which your personal information is collected will depend on the organisation with which you deal. Personal information is collected by Group organisations offering:

- financial planning or broking services or investment products** such as managed funds, investment services, superannuation funds, investment bonds, retirement savings accounts and related lifestyle products or services.
- life insurance products or general insurance products** which includes those offered in conjunction with other Group products or services.
- trustee or custodial services** such as safe deposit boxes or custody of assets for managed funds or superannuation funds.
- banking and finance products or services** such as personal accounts, loans, credit cards, term deposits, Internet banking, e-commerce, derivatives, leasing and related lifestyle products or services.

If you are, or may be, acquiring or have acquired a product or service from a Group organisation, it will collect your personal information for the purposes of:

- providing you with the relevant product or service (including assessing your application and identifying you);
- managing and administering the product or service;
- protecting against fraud where it is a banking and finance, or insurance, product or service.

Group organisations may also collect your personal information for the purpose of letting you know about products or services from across the Group that might better serve your financial, e-commerce and lifestyle needs or promotions or other opportunities in which you may be interested.

If you are a representative of a Customer then your personal information will be collected for the purpose of identifying you.

If you are a beneficiary your personal information will be collected for the purpose of determining whether you will be paid a benefit that has become payable upon another person’s death.

If you are any other type of Third Party your personal information will be collected for the purpose of providing the Customer with the relevant product or service (including assessing their application and identifying them), managing and administering the product or service or protecting against fraud where it is a banking and finance or insurance product or service.

If a Group organisation does not obtain the information it seeks it may not be able:

- to process your request
- to manage or administer your product or service
- to tell you about other products or services from across the Group that might better serve your financial, e-commerce and lifestyle needs
- if you are a representative, to verify your authority to act on behalf of a Customer
- if you are a beneficiary, to consider the information you have not provided in determining whether you will be paid a benefit
- if you are another type of a Third Party, to provide a Customer with the relevant product or service (including assessing their application and identifying them), manage and administer their product or service or protect against fraud.

### **Using and disclosing your personal information**

In line with modern business practices common to many financial institutions and to meet your specific needs (such as where you have a financial adviser) we may disclose your personal information to the organisations described below. Where your personal information is disclosed we will seek to ensure that the information is held, used or disclosed consistently with the National Privacy Principles in the Privacy Act 1988 (Cwlth), any relevant Health Privacy Principles under state legislation<sup>1</sup> and other applicable privacy laws and codes.

#### **The relevant organisations are those:**

- involved in providing, managing or administering your product or service such as third party suppliers, other Group organisations, loyalty and affinity program partners, printers, posting services, call centres, lenders mortgage insurers and our advisers;
- which are Group organisations who wish to tell you about their products or services that might better serve your financial, e-commerce and lifestyle needs or promotions or other opportunities, and their related service providers, except where you tell us not to;
- who are your financial adviser and their service providers including the mortgage broking aggregator involved with your adviser's mortgage broking business;
- involved in maintaining, reviewing and developing our business systems, procedures and infrastructure including testing or upgrading our computer systems;
- involved in a corporate re-organisation;
- involved in a transfer of all or part of the assets or business of a Group organisation;
- involved in the payments system including financial institutions, merchants and payment organisations;
- involved in product planning and development;
- which are your representatives including your legal advisers
- as required or authorised by law, for example, to government or regulatory bodies for purposes related to public health or safety, the prevention or detection of unlawful activities or to protect public revenue;
- where you have given your consent.

#### **In addition, for Group organisations offering:**

- financial planning or broking services or investment products** - other organisations to which personal information is usually disclosed are superannuation and managed funds organisations and their advisers, organisations in which you invest and other organisations involved in our normal business practices (such as securitisation)
- life insurance products or general insurance products** - other organisations to which personal information is usually disclosed are medical professionals, medical facilities, health authorities, assessors, underwriters, reinsurers and fraud detection agencies and other organisations involved in our normal business practices.

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<sup>1</sup> For example, those contained in the Health Records and Information Privacy Act 2002 (NSW), the Health Records Act 2001 (Vic) or the privacy provisions contained in Part 2 of the Health Records (Privacy and Access) Act 1997 (ACT)

- ❑ **trustee or custodial services** - other organisations to which personal information is usually disclosed are superannuation and managed funds organisations and their advisers and other organisations involved in our normal business practices
- ❑ **banking and finance products or services** - other organisations to which personal information is usually disclosed are card producers, card schemes, credit and fraud reporting agencies, debt collection agencies, mortgage insurance companies, your guarantors, organisations involved in valuing, surveying, or registering a security property or which otherwise have an interest in such property, purchasers of debt portfolios, underwriters, reinsurers and other organisations involved in our normal business practices (such as securitisation)

Your personal information may also be used in connection with such purposes.

Because we operate throughout Australia and overseas, some of these uses and disclosures may occur outside your State and Territory and/or outside of Australia.

### **Gaining access to your personal information**

You can gain access to your personal information. This is subject to some exceptions allowed by law. We will give you reasons if we deny access.

Contact us to get a form requesting access (see contact details on back page). In some cases, we may be able to deal with your request over the telephone or over a counter.

### **Consent to Marketing Activity**

Your consent to communications, including by telephone call to the numbers provided by you or numbers you may provide later and e-mail where you have provided us with an e-mail address, by your financial advisor and group organisations for the purpose of letting you know about products and services in which you may be interested is presumed. Your consent will continue until you withdraw it. You can withdraw your consent at any time by contacting your financial adviser.

For more information about our Privacy Policy, please call **13 22 65** and select the option to speak to a Customer Service Representative

Or visit us at **mlc.com.au**

For more information about privacy in general, you can visit the Federal Privacy Commissioner's website **privacy.gov.au**