



## Financial Services Guide

# DMGC Financial Planning Pty Ltd t/as Epona Financial Guidance

Is a Corporate Authorised Representative No. 1273810 of

## Integrity Financial Planners Pty Ltd

Australian Financial Services Licence No. 225051

### Integrity Financial Planners Pty Ltd

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

### DMGC Financial Planning Pty Ltd t/as Epona Financial Guidance

ABN: 52 628 559 222  
Suite 4, 2 Nelson St  
RINGWOOD VICTORIA 3134  
TEL 03 9847 0088

## About Integrity Financial Planners Pty Ltd

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Integrity Financial Planners Pty Ltd (IFP) is a privately owned financial planning business that is a holder of an Australian Financial Services Licence No. 225 051.

IFP has a network of qualified and experienced authorised representatives (advisers) working in established financial planning practices throughout Australia.

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. IFP seeks to give you that confidence, drawing on the expertise of professional advisers.

Your adviser is a representative of IFP, and IFP is responsible for the financial services that they provide you. All IFP representatives have been individually assessed as having the competencies, knowledge, skills and integrity necessary to deliver quality financial advice to you.

Head office for Integrity Financial Planners is located at:

Suite 2, 1 Railway Crescent  
PO Box 1140  
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### **NOT INDEPENDENT**

*While we will always seek to meet our legal obligations to act in our clients' best interests within the meaning of section 961B of the Corporations Act 2001, we do not fall within the definition of "independent" under section 923A. The reason we do not fall within this definition is because we give our clients the option to allow life insurance companies to pay some of our advisers' commissions for the services that we provide to our clients rather than for us to be required to directly invoice our clients and for our clients to be required to pay us directly. We remain committed to continue to give our clients this important choice.*

## The Purpose of our Financial Services Guide

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The purpose of this Financial Services Guide (FSG) is to explain to you the financial services that IFP can provide, along with a broad general disclosure of any remuneration or benefits that IFP and its representatives would be entitled to receive, as well as any interests, relationships or associations that IFP and its representatives have that may be capable of influencing the services you receive.

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

1. Statement of Advice – This document sets out our understanding of your current circumstances, needs and objectives that are relevant to the financial advice you are seeking from us. It also includes specific disclosure of any remuneration or benefits that IFP and its representatives are entitled to receive, as well as any interests, relationships or associations that IFP and its representatives have that may be capable of influencing the services you receive.

2. Record of Advice – Where we have previously provided to you a Statement of Advice, and where we are providing you with further or subsequent advice: and
  - a. your personal circumstances, needs or objectives are not 'significantly different' compared with when we provided you the Statement of Advice; and
  - b. the basis of our advice, is not 'significantly different' to when we provided you with the Statement of Advice;

then we may create a Record of Advice. If the advice recommends a change or replacement of the financial products you currently hold we will provide you with a copy of that advice. If the advice does not recommend a change or replacement of the financial products you currently hold we may simply create a Record of Advice which we will retain on your client file. You may request (in writing or verbally) a copy of that Record of Advice at any time up to 7 years after the date that the advice is provided and we will provide you a copy of that advice without further fees or costs.

3. Product Disclosure Statements - These are documents created by the product issuers (not IFP) and provide details regarding the financial products that have been recommended to you. The details include, but are not limited to, any fees and charges associated with particular products.

### **The various services we can provide you**

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Integrity Financial Planners Pty Ltd and its representatives can help you by providing:

<p><b>Financial Product Advice</b> Recommendations and professional opinions about a broad range of financial products</p>	<p><b>Implementation</b> Assistance - putting in place financial strategies and acquiring, holding or disposing of financial products consistent with our advice</p>	<p><b>Ongoing Services</b> Ongoing financial services including ongoing advice and implementation services.</p>
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IFP is licensed to provide advice and to deal and arrange in relation to the acquisition, holding or disposal of financial products on your behalf in the following areas:

- 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, retirement income stream (annuities and allocated pension), self-managed superannuation funds and rollover funds
- life insurance products
- margin lending products

### **Who is responsible for the financial services we provide**

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Integrity Financial Planners Pty Ltd (IFP) is responsible for the distribution of this FSG and for the financial services provided by DMGC Financial Planning Pty Ltd t/as Epona Financial Guidance (Epona Financial Guidance) and any of the advisers authorised by IFP and detailed in this FSG.

## **What kind of financial services is your adviser authorised to provide to you and what kinds of financial products do these services relate to?**

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Epona Financial Guidance, is authorised by IFP to provide financial product advice and to deal and arrange in relation to the acquisition, holding or disposal of financial products in the following classes, subject to the products being on the IFP Approved Product List:

- 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, retirement income stream (annuities and allocated pension), self-managed superannuation funds and rollover funds
- life insurance products
- margin lending products

Your adviser can also provide incidental advice related to the tax implications of the recommended strategy and/or product that are the subject of their advice. Your adviser may also provide an ongoing review service. As part of this service, your adviser can conduct a review of your personal situation and the previous advice provided to you and recommend changes if appropriate. Please note that Epona Financial Guidance is not authorised to provide any services on behalf of IFP other than the types or classes financial products listed above, and then typically only to the extent that the products are on the IFP Approved Product List.

## **How can you provide your adviser with instructions?**

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There are various ways in which you can provide instructions to your adviser, including face to face, in writing, by telephone, fax or other agreed means such as e-mail. We will advise you if any instructions need to be provided in writing.

## **What else can you expect to receive?**

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### ***Personalised advice to suit your needs***

Our advice is 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 in your best interest and most appropriate to assist you in achieving your goals and objectives. As a smaller group we can adapt our services to meet your particular needs.

IFP is privately owned, with no ownership ties to any fund manager or financial institution. We are not required or influenced through ownership ties or associations to recommend or direct you towards any particular financial products.

To ensure our advice is appropriate for 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 and accurate knowledge of your circumstances, needs and objectives.

### ***Referral arrangements***

Should we identify that you require specialist advice eg accounting, legal, insurance etc we may refer you to a professional known to us. You have complete choice in who you see for this specialist advice and we only make a referral to assist you in complex areas we have identified that go beyond the scope of our expertise. You are under no obligation to seek advice from the person/company we recommend or refer you to. Epona Financial Guidance and IFP do not receive any referral fees or other benefits for referrals made by Epona Financial Guidance.

### ***Clear and documented advice***

Where you request personal advice that addresses your specific circumstances, needs or objectives and it is our initial advice to you, it will be provided in a written Statement of Advice.

IFP takes your financial security seriously. As a consequence, IFP requires that all instructions provided by you need to be confirmed by you in writing. IFP will not normally act on telephone instruction unless such circumstances are supported by your written instructions. If you have any queries or uncertainty about this matter contact us immediately.

### **About your Adviser**

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DMGC Financial Planning Pty Ltd t/as Epona Financial Guidance (Epona Financial Guidance) is a Corporate Authorised Representative number 1273810 of Integrity Financial Planners Pty Ltd (IFP).

Epona Financial Guidance 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 Epona Financial Guidance will be provided by a qualified person who is also an authorised representative of Epona Financial Guidance. The following people are currently authorised by Epona Financial Guidance to assist you with financial planning advice:

#### ***David Phippard***

Authorised Rep No 264953

David is highly professional adviser who is committed to building a strong business with a social conscience.

David has worked in the financial services industry since 1996, having first commenced as a financial planner in 1999. He is a qualified financial adviser having successfully completed the Diploma of Financial Planning (DFP). He is a Principal Financial Adviser and Business Owner of Epona Financial Guidance.

He is passionate about working with his clients to achieve their lifestyle and family goals. He recognises that whilst many people might share the same goals and objectives, they each start from a different place. As a result, he personally tailors his strategies for each individual client that he feels are most appropriate to achieve their goals and objectives.

David Phippard is authorised to provide financial services in all the areas that Epona Financial Guidance is authorised in.

## **Michelle Hanger**

Authorised Rep No 226533

Michelle is an experienced Financial Services Professional having started her career in a financial planning practice in 1995 fresh out of finishing her VCE studies. She then went on to complete her Diploma of Financial Planning (DFP) and is also a Certified Financial Planner.

Michelle is passionate about her clients achieving not only their financial goals but also their personal goals and aspirations. She has a very hands on approach and helps guide her clients through making these important life plans.

Michelle is a CFP member of the Financial Planning Association (FPA) and abides by their code of professional conduct and ethics.

Michelle is authorised to provide financial services in all the areas that Epona Financial Guidance is authorised in except SMSF and Margin Lending.

No other person is authorised to provide financial services on behalf of Epona Financial Guidance.

## **How you pay for the financial services you obtain from us, and how we disclose IFP's remuneration and benefits**

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IFP may obtain the following remuneration and benefits for the services we provide to you. Please note that all amounts include GST.

	<b>Service provided</b>	<b>Worked example using \$100,000 investment</b>
Initial Consultation	<p>The cost of your initial consultation will be free of charge. The initial consultation will include a discussion of your financial circumstances, needs and objectives and a brief discussion about possible solutions. During this discussion, you may consider and agree to the nature and scope/scale of the financial services you wish to have provided to you by us.</p> <p>A fee of \$440 gst inclusive applies to initial consultations regarding a move to residential aged care. Should you wish to elect to engage our full financial planning services, the engagement fee will be reduced by the Initial Consultation Fee paid.</p>	<p>Free</p> <p>\$440</p>
Engagement Fee	<p>If it is agreed that we will prepare a written Strategy Document and/or Statement of Advice, an appropriate fee will apply up to a maximum of \$14,300. Typically, you would expect to pay \$440 per hour or part thereof for the analysis of strategies and preparation of this written Strategy Document and/or Statement of Advice, depending on its complexity. This fee includes up to 3 meetings in preparation for the design and presentation of your "Financial Road Map", including:</p> <ul style="list-style-type: none"><li>Your initial meeting where we will work with you to articulate your goals, aspirations and priorities as well as explore what is hindering you in the achievement of such.</li></ul>	<p>Up to \$14,300</p>

	<ul style="list-style-type: none"> <li>• A follow up meeting where we will present you with our initial thoughts and analysis and confirm our engagement fee.</li> <li>• A further meeting (if required) to gather additional financial detail.</li> <li>• The preparation and provision of your “Financial Road Map”. A meeting will be scheduled to present and explain in detail the strategies recommended.</li> <li>• The implementation of our recommendations.</li> </ul> <p>We would agree to the scope of the work and the fee prior to us starting your advice document.</p>	
Implementation of Recommendations	A fee of \$550 - \$3,300 applies where it is necessary for us to assist with obtaining or increasing personal risk insurance to meet your needs. This fee may also apply for Aged Care advice, depending upon the structuring option selected.	Up to \$3,300
Ongoing Advice and Review	As we partner with you over the longer term to assist you in planning and funding your lifestyle an annual Ongoing Service Fee is payable. This fee is set based upon the advice and services required to help you reach your desired destination. This fee will be confirmed in your Statement of Advice and currently ranges from \$3,300 - \$14,300. The fee may be reduced for specific Aged Care advice. There may be occasions, particularly where your needs relate solely to structuring for Aged Care, that no ongoing service will be recommended. All Ongoing Service Fees are indexed each year.	Up to \$14,300 pa
Life Insurance Commissions	Initial and ongoing commissions are payable by life insurance companies when we recommend life insurance risk products. The commission that is payable to us by the life insurance company is factored into the annual premium and as such does not represent an additional cost to you. Initial commissions are paid by life insurance companies to IFP in the first year and ongoing commissions are paid from year two onwards.	Please refer to the Life Insurance Framework Reforms below.
Additional Services	<p>Any additional ad hoc advice required outside of that included in your Ongoing Service Agreement, or in addition to our normal terms of engagement as detailed in the above “Engagement Fee” section, is charged out at an hourly rate. The current hourly rate for financial services is \$440 per hour or part thereof.</p> <p>We may also charge an hourly rate for financial services. Part or all of the initial commissions received from a product provider may be rebated to you if this charging option is used.</p> <p>Before going ahead, we will provide you with an estimate of the time that your adviser may need.</p>	\$440 per hour

### ***Conflicted remuneration and non-conflicted remuneration***

From 1 July 2013 the new “Future of Financial Advice” legislation (FOFA) came into effect, which prohibits IFP and its representatives from accepting “conflicted remuneration”, subject to certain exceptions. “Conflicted remuneration” is any benefit, monetary or non-monetary that could reasonably be expected to influence the choice of financial product recommended or the financial product advice. This includes commissions, bonuses and rebates, and most volume-based benefits, but there are some exceptions, such as certain levels of remuneration related to life insurance risk products.

### **Life Insurance Framework Reforms**

Under the Life Insurance Framework Reforms (effective as at 1<sup>st</sup> January 2018), grandfathering arrangements may apply in certain circumstances. This means for all policies that were in place prior to 1<sup>st</sup> January 2018, the rate of ongoing commission that was applicable at the time that the policy was issued, will continue to apply for the life of the policy. The grandfathering arrangement may also apply to policies issued after 1<sup>st</sup> January 2018, where you (as the client) exercise an option to establish new or additional cover under your pre-LIF policy or to fix an administrative error on your pre-LIF policy.

The relevant commissions applicable to your insurance policies will be disclosed to you in your advice document and can range as follows:

<b>Policy Issue Date</b>	<b>Initial Commission (based on annual policy cost less policy fees and stamp duty) Worked example based on \$1,000 initial premium</b>	<b>Ongoing Commission (based on annual policy cost less policy fees and stamp duty) Worked example based on \$1,000 annual premium</b>
From 1 January 2020	0 – 66% or up to \$660	0 – 22% or up to \$220 per annum

*All stated commissions are inclusive of GST.*

### **Who has an interest in these services?**

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Product providers or managers may deduct management and administration fees from the products recommended by 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 Epona Financial Guidance.

Epona Financial Guidance pays a fee to IFP for the provision of services in its capacity as an Australian Financial Services Licensee.

Epona Financial Guidance is a privately owned company. David Phippard, and or associated persons or entities may participate in the profits earned by Epona Financial Guidance.

David Phippard and Michelle Hanger are employees of Epona Financial Guidance and receive a salary and may also receive a share of insurance commissions. Neither you nor IFP pays your adviser directly.

IFP also maintain a register of any potential Conflicts of Interest that we may have. A copy of the IFP Conflicts of Interest register can be made available to you, upon your request.

### **Other benefits we may receive**

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IFP is one of 18 shareholders and Principal Members of the Alpha Group Pty Ltd (Alpha Group). The Alpha Group receives sponsorship from various product providers and uses this sponsorship to provide Education and Training relevant to the carrying on of a Financial Services business, to Principal Members and their representatives and employees. IFP discloses sponsors and amounts received from sponsors in an Alternative Remuneration Register. IFP's representatives also maintain Alternative Remuneration Registers and record any benefit they or their employees obtain by way of Education and Training provided by Alpha Group. You may request a copy of the Alternative Remuneration Register of IFP or your adviser by placing such requests in writing to your adviser.



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 and recorded in IFP's register of Alternative Benefits outlining any such benefits that may be received.

## **Resolving a complaint or concern**

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If you have a concern about services provided by Integrity Financial Planners or any of our representatives 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 IFP's Compliance Manager and provide them details of your concerns and complaint. IFP is required to reply to any complaints, concerns, allegations or queries that you have within 45 days of the receipt of your correspondence.

The Compliance Manager  
Integrity Financial Planners  
PO Box 1140, CROYDON, VIC 3136  
Phone: (03) 9723 0522  
compliance@iplan.com.au

2. If the outcome of your correspondence with the Compliance Manager is not to your satisfaction, you may lodge a complaint in writing with the Australian Financial Complaints Authority (AFCA).

AFCA is a new external dispute resolution (EDR) scheme (operational from 1<sup>st</sup> November 2018) to deal with complaints from consumers in the financial system. It is operated by a not-for-profit company limited by guarantee authorised by the responsible minister. AFCA will undertake an independent review of your concerns.

Australian Financial Complaints Authority  
GPO Box 3, Melbourne Vic 3001  
Phone: 1800 931 678

Further information regarding the Australian Financial Complaints Authority is available from [www.afca.org.au](http://www.afca.org.au)

## **Professional Indemnity Insurance**

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IFP currently holds professional indemnity insurance for activities conducted in accordance with our AFS Licence. The insurance policy terms are generally consistent with section 912B of the *Corporations Act 2001*. Subject to the terms and conditions of the policy, the professional indemnity insurance extends to cover claims made in relation to the conduct of representatives and employees of the Licensee including those who may no longer work for the Licensee (but who did at the time of the relevant conduct).

## **Your Privacy**

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IFP respects your privacy. A copy of our Privacy Statement is available from our website [www.iplan.com.au](http://www.iplan.com.au) or alternatively you can obtain a copy by calling us or asking for a copy from a staff member in our office.