



Financial Services Guide

The Peninsula Financial Group Pty Ltd

Is a Corporate Authorised Representative No. 253332 of

Integrity Financial Planners Pty Ltd

Australian Financial Services Licence No. 225051

Integrity Financial Planners Pty Ltd

ABN: 71 069 537 855

Head Office:

Suite 2, 1 Railway Crescent

PO Box 1140

CROYDON VICTORIA 3136

TEL (03) 9723 0522 FAX (03) 9724 9518

The Peninsula Financial Group Pty Ltd

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About Integrity Financial Planners Pty Ltd

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 to you.

Head office for Integrity Financial Planners is located at:

Suite 2, 1 Railway Crescent
PO Box 1140
CROYDON VICTORIA 3136
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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

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
- your personal circumstances, needs or objectives are not 'significantly different' compared with when we provided you the Statement of Advice; and
 - 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

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

Financial Product Advice Recommendations and professional opinions about a broad range of financial products	Implementation Assistance - putting in place financial strategies and acquiring, holding or disposing of financial products consistent with our advice	Ongoing Services Ongoing financial services including ongoing advice and implementation services.
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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

Integrity Financial Planners Pty Ltd (IFP) is responsible for the distribution of this FSG and for the financial services provided by The Peninsula Financial Group Pty Ltd (Peninsula Financial Group) 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?

Peninsula Financial Group, 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 recommend 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 Peninsula Financial Group 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.

WARNING ABOUT CRYPTOCURRENCY

Your financial adviser, is not authorised to, and will not, provide advice in relation to Cryptocurrency. This means they cannot provide you with advice on whether to buy, sell or hold Cryptocurrency investments. Further, due to the volatility associated with Cryptocurrency, any advice provided by your financial adviser cannot consider your Cryptocurrency assets as part of your future planning.

You should seek advice from a qualified professional before taking any action regarding your Cryptocurrency assets.

How can you provide your adviser with instructions?

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?

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 aims and objectives. And 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 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. Peninsula Financial and IFP do not receive any referral fees or other benefits for referrals made by Peninsula Financial Planners.

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

The Peninsula Financial Group Pty Ltd (Peninsula Financial Group) is a Corporate Authorised Representative (number 253332) of Integrity Financial Planners Pty Ltd (IFP).

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

Lyle Weir

Authorised Representative No. 287662

Lyle has the following qualifications, memberships and experience:

- Bachelor of Commerce
- Graduate Diploma in Financial Planning
- CERTIFIED FINANCIAL PLANNER® practitioner
- Member of the Financial Planning Association
- Self-Managed Superannuation Fund Accreditation
- Margin Lending Accreditation

Lyle has been a Director of Peninsula Financial Group for over 15 years and has worked in the finance industry for more than 20 years, largely with boutique financial planning practices in Melbourne. His areas of expertise include retirement planning, superannuation, investment planning and personal risk insurance.

Lyle is authorised to provide financial services in all the areas Peninsula Financial Group is licensed in.

No other person is authorised to provide financial services on behalf of Peninsula Financial Group.

How you pay for the financial services you obtain from us, and how we disclose our remuneration and benefits

At the initial meeting, your financial planner will explain the services that are available to you, what you can expect and the payment options that are available.

Before you become a client of Peninsula Financial Group, remuneration and payment will be agreed and the details of any fees and commissions payable, and any other relevant remuneration and benefits, will be disclosed to you in the Statement of Advice (SoA). Any of the payments listed below will be made as agreed with you.

A summary of the way Peninsula Financial Group is paid is outlined below and all fees quoted are inclusive of GST.

Financial planning advice fee

You may be charged a fee that is based on either the standard service fee that applies or the time spent developing the plan. The plan based fees (ie SoA) start from \$500 per hour for a limited advice plan and vary, depending on scope and complexity of the advice provided.

During your initial discussion with your financial planner, they should be in a position to provide you with a reasonable estimate of the financial planning advice fee and you are encouraged to discuss this during the meeting.

Financial planning ongoing service fee

To ensure that your situation is reviewed and managed on an ongoing basis, clients are encouraged to take up our ongoing review service. A regular review will compare the performance of your strategy to the performance of local and international markets, provide an overview of the current superannuation and taxation laws, as well as the impact that any changes to your own personal and financial circumstances may have on your overall plan. Generally, if you agree to an ongoing service fee, you will sign a Client Service Agreement which sets out the services that will be provided together with the cost. At all times, Peninsula Financial Group reserves the right to adjust the ongoing service fee depending on the services provided.

This fee is a fixed dollar amount that is based on a combination of factors such as the amount you elect to invest, the complexity of the structure involved, the number and types of investments and the level of ongoing service that is required.

This will be agreed in advance with your financial planner and may be paid annually, monthly or as per your agreement. You have a choice of how you can pay the ongoing service fee – it can either be invoiced directly or debited directly from funds invested.

Our ongoing service fee will be 0.88% or a fixed fee in the range of \$3,000.00 - \$30,000.00 per annum subject to your circumstances as outlined above.

Financial planning service fee once-off

If you are not on an ongoing review service but would like to engage Peninsula Financial Group to provide you with once-off strategic or placement advice only, you may be charged an hourly rate of \$500.

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 1st January 2018), grandfathering arrangements may apply in certain circumstances. This means for all policies that were in place prior to 1st 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 1st 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:

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

Who has an interest in these services?

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 Peninsula Financial Group.

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

Peninsula Financial Group is a privately owned company. The Directors of Shepard Webster & O’Neill Pty Ltd have a financial interest in The Peninsula Financial Group Pty Ltd and therefore may receive a benefit by referring clients to The Peninsula Financial Group Pty Ltd.

Lyle Weir, and or associated persons or entities may participate in the profits earned by Peninsula Financial Group.

Lyle Weir is an employee of Peninsula Financial Group and receives salaries 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

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 request 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

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 30 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 1st 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

Professional Indemnity Insurance

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

IFP respects your privacy. A copy of our Privacy Statement is available from our website 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.