

# Financial Services Guide Direction Advice Group Pty Ltd

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Australian Financial Services License Number: 492953



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Northern Rivers Financial Advice ASIC no 1254948 is a Corporate Authorised Representative  
Of Direction Advice Group Pty Ltd



## How can we help you?

Before seeking our advice, you probably have a number of questions you would like to ask and understand how we can help you. To help you get to know us and decide whether to use our services, we have prepared this Financial Services Guide (FSG) which is designed to explain:

1. Who we are
2. Matters we can help you with
3. How we are paid
4. Privacy
5. If you have a complaint
6. Other matters you might want to know
7. Our relationships

If you need more information or clarification, please contact us.

## 1. Who we are

**Northern Rivers Financial Advice** is a privately owned financial planning business. We are not owned or controlled by the major banking corporations. Northern Rivers Financial Advice was created to provide results driven, client centred advice of the highest standard.

Our core values are:

- Integrity – we respect the trust our clients place in us
- Relationship – we spend time with our clients, so we know what is important to them
- Professionalism – we are committed to the highest level of technical skills and ethical standards.

**Direction Advice Group** is a privately run financial planning business owned by the firm's advisers. We are an amalgamation of like-minded practices where you are central to every decision our advisors make. Our advisors are required to act in your best interest. Most advice firms today are owned by or connected to large product manufacturers like the big banks or AMP. These advice firms align with these product makers to get certain cost savings advantages. We feel there must be a better way. In the same way local farmers on the North Coast have come together and formed a co-operative for the benefit of locals, our advice firms have done a similar strategy of coming together to offer genuine advice for the benefit of people of the North Coast and all Australians.

We are not owned or controlled by the major banking corporations. We believe when you make smart choices with your money you enjoy more of the things we all want, financial security, peace of mind, a sense of control and a retirement with dignity. We believe that making better financial decisions is the key. However, US President Kennedy once said, "effort and courage is not enough, without Direction". Financial Success is more about Direction and having a Direction Advice Group adviser on your side will consistently provide you with sound financial direction.



Direction Advice Group Pty Ltd holds its own Australian Financial Services License (492953).

This FSG is given to you by your adviser with the authority of Direction Advice Group Pty Ltd. When a member of our team provides financial services to you, they will be acting for you on behalf of Direction Advice Group Pty Ltd

## 2. Matters we can help you with

We can help you with the following:

- Retirement planning strategies
- Wealth creation
- Superannuation strategies
- Self-managed superannuation fund advice
- Salary packaging
- Insurance services
- Gearing strategies
- Social security advice
- Estate planning
- Tax (financial) advice
- Aged Care Advice

In addition, we can offer you an on-going monitoring and review service for your investment portfolio or life insurance program.

We are licenced to provide financial product advice and deal in some or all of the following financial products:

- Deposit and payment products, including basic deposit products, deposit products other than basic deposit products and non-cash payment products
- Debentures, stocks or bonds issued or proposed to be issued by a government
- Life products, including life, trauma, income protection and total and permanent disability insurance
- Investment life products
- Retirement savings accounts
- Securities
- Superannuation
- Managed investments
- Margin Lending (standard margin lending facilities)
- Derivatives

If we provide personal advice to you, we are required under the law to act in your best interests and prioritise your interests ahead of our own.

You may specify how you would like to give us instructions. For example, by telephone, email, fax or other means. But in all cases, we must receive a written confirmation of these instructions.

### 3. How we are paid

#### Licensee Remuneration

Direction Advice Group Pty Ltd receives a monthly fee from the underlying practices within the license to meet its fixed and variable costs as well as meeting its fiduciary obligations as an Australian Financial Services Licensee. This includes Professional Indemnity insurances.

#### Adviser Remuneration

##### Fee for Service

Your adviser will discuss with you how they charge and their advice fees prior to proceeding.

Generally, our advisers charge a fee for our service and this is based on an hourly rate. This may also include a Statement of Advice (SoA) preparation fee. This can range between \$500 and \$5,500 (inclusive of GST) depending on the complexity and the time spent. Your adviser will discuss with you these fees and how they can be paid.

Ongoing Adviser Service Fees may be charged on investment and financial planning advice. This can range between \$2,200 to \$15,000. Many clients prefer to be charged a flat dollar fee for ongoing investment and financial planning advice. This can be a flat dollar amount in the above range but subject to a minimum of \$2,200. Depending on your circumstances you may be offered a combination of either percentage based fees and flat dollar fees or solely percentage based. If a percentage based fee of 0.8% of funds invested was applied, then on a \$100,000 investment, \$800 would be charged. Your adviser will discuss with you their ongoing fees prior to proceeding.

#### Initial & On-going Commissions and Fees

There are no initial or ongoing commission payments for new investment type financial products, including super and pension products. Ongoing commission for products placed prior to 30 June 2013 may be received and is up to 0.6% of funds invested. Meaning on \$100,000 invested an ongoing commission of \$600 would be received.

#### Personal Risk Insurance

Where applicable, we recommend insurance that provides the best value for our clients in terms of cost and the benefits of the policy. The majority of insurance companies will only pay a commission, for any personal insurance recommendations which we make. The level of commission payable will be fully disclosed to you prior to our recommendation and set out in writing for you.



The upfront commission for life insurance financial products can range between 60% and 88% of the initial annual premium depending on the product provider, while on-going commission may range between 10% to 22%. For example, on an insurance premium of \$1,000 paying 88% initial commission and 22% on-going commission, the upfront commission would be \$880 and the on-going commission \$220 per year.

Further details about fees, commissions and or other benefits your adviser receives for recommending investments will be available to you when specific recommendations are made in the SoA or Record of Advice (RoA).

## 4. Privacy

We will need to find out your individual objectives, financial situation and needs before we recommend any financial product to you. You have the right not to divulge this information to us, if you do not wish to do so. In that case, we are required to warn you about the possible consequences of us not having your full personal information. You should read the warnings carefully.

We keep a record of the personal information, which may include details of your investment objectives, financial situation and particular needs, you provide to us. On your request, we can provide you with a copy of your personal information and advice documents, which we keep on record for no less than 7 years. Please note that a fee for this service may apply.

We will also collect information from you to meet our obligations under the Anti-Money Laundering and Counter-Terrorism Financing Act.

We are committed to implementing and promoting a Privacy Policy which will ensure the privacy and security of your personal information. A copy of our Privacy Policy can be located at [www.directionadvice.com.au](http://www.directionadvice.com.au) and is also enclosed below.

## 5. If you have a complaint

We are committed to providing quality advice to you. This commitment extends to providing accessible complaint resolution mechanisms for you.

If you have any complaint about the service provided to you, you should contact the Director of Direction Advice Group Pty Ltd, on 02 66863579 or email [admin@directionadvice.com.au](mailto:admin@directionadvice.com.au) about your complaint and we will try and resolve your complaint within 45 days.

If an issue has not been resolved to your satisfaction, you can lodge a complaint with the Australian Financial Complaints Authority, or AFCA. AFCA provides fair and independent financial services complaint resolution that is free to consumers.

Australian Financial Complaints Authority (AFCA)

Website: [www.afca.org.au](http://www.afca.org.au)

Email: [info@afca.org.au](mailto:info@afca.org.au)

Telephone: 1800 931 678 (free call)<sup>1</sup>

In writing to: Australian Financial Complaints Authority, GPO Box 3, Melbourne VIC 3001

## 6. Other matters you might want to know

We will also provide you with a SoA whenever we provide you with any advice which takes into account your objectives, financial situations and or needs. The SoA will contain the advice, the basis on which it is given and information about fees, commissions and associations which may have influenced the provision of the advice.

If we give you further advice, or when no financial product is recommended, a RoA may be provided to you instead of a SoA. You can request a copy of the RoA by contacting us (if you have not previously received a copy) within 7 years of that further advice being given.

In the event we make a recommendation to acquire a particular financial product (other than securities) or offer to issue or arrange the issue of a financial product, we must also provide you with a Product Disclosure

Statement containing information about the particular product which will enable you to make an informed decision in relation to the acquisition of that product.

We hold professional indemnity insurance cover for the activities conducted under our AFS licence which we believe satisfies the requirements of s.912B of the *Corporations Act 2001* for compensation arrangements. The insurance will cover claims in relation to the conduct of authorised representatives, representatives and employees who no longer work for the Licensee (but who did at the time of the relevant conduct).

## 7. Our relationships

Neither your Adviser nor the Licensee have any association or relationship with the issuers of financial products that might reasonably be expected to be capable of influencing them in the provision of financial services.

It is a requirement that our advisers are members of a professional association. Our Member advisers are part of various professional associations. This means they voluntarily agree to be bound by various professional, technical and ethical standards. These standards are based around placing the interest of you above their own interest and of their employers' interest. Acting with integrity and competence. Your adviser will provide details of the professional association they belong to.

Nick Rose is a member of the **SMSF Association** and voluntarily agrees to be bound by various professional, technical and ethical standards.

The SMSF Association is committed to and requires its members to adhere to the following major principles:

1. Safeguard the Public Interest
2. Integrity
3. Objectivity and independence
4. Confidentiality
5. Competence
6. Knowledge
7. Ethical Behaviour



## Your Adviser

**Nick Rose** B,Bus, SSA, Adv Dip.FS  
SMSF Specialist Advisor  
Authorised Representative No. 304082



- Nick has over 14 years experience in the financial planning industry.
- Nick's skills are particularly appropriate for clients seeking professional advice in the areas of Tax Effective Investment Planning, Retirement Planning, Superannuation, including Self Managed Superannuation Funds, Wealth Creation and Estate Planning.
- Nick believes in investing directly without complex products which can give you greater control and ultimately better outcomes.

- Nick is a SMSF Specialist Advisor™ accredited through the Self Managed Superannuation Fund Association.  
Nick holds a business degree from Southern Cross University and an Advanced Diploma of Financial Services. He meets the competency requirements under ASIC's Regulatory Guide RG146.
- In providing Financial Services, Nick acts on behalf of Direction Advice Group Pty Ltd who is responsible for the services that he provides.
- Nick has extensive Financial Planning experience and remains at the pinnacle of his industry through his commitment to professional development and specialist training.
- Nick is supported by an experienced administrative team who shares Nick's commitment to professional service

## Direction Advice Group Pty Ltd Privacy Statement

The privacy of your personal information is very important to us at Direction Advice Group Pty Ltd and Northern Rivers Financial Advice. Privacy laws apply to how we collect, maintain, use and disclose your personal information and this Privacy Statement explains how these laws effect Direction Advice Group Pty Ltd, Northern Rivers Financial Advice and you, including:

- The types of information that we keep on record and how we may use that information
- Our policies in relation to how we collect, maintain, use and disclose your personal information
- Your privacy rights along with our general rights and obligations

### What information do we hold?

The types of information we collect is reasonably necessary for us to perform our functions. The kind of personal information we collect and hold will depend upon the type of products and services that you request from us and may include:

- Information that identifies you, such as your name and address and other identification information provided by you and people nominated by you
- Financial details including information about your financial needs and objectives, your current financial circumstances including your assets and liabilities, income, expenditure, insurance cover and superannuation
- Details of your investment preferences and risk tolerance
- Family circumstances and social security eligibility
- Information about your employment, beneficiaries, bank accounts for funds to be transferred to or from and, in some cases, health information about you

### What happens if you don't give us your personal information

Unless required by law (for example to comply with a legal duty of disclosure when applying for an insurance product) you need not give us any of the personal information about you or any other person which may be





requested in our communications with you. However, without that information, we may not be able to provide you with an appropriate level of service or advice and the advice given may not be appropriate. Where we collect information from you about another individual (for example you nominated beneficiaries) please make that individual aware of that fact and the contents of this Privacy Policy.

### How your personal information is collected

Generally, Direction Advice Group Pty Ltd and its authorised representatives only collect personal information about you from you, by phone, email or in an application form, unless it is not reasonable or practical for us to do so. For example, we may collect information from a third party, like your accountant or a product provider, or your employer for superannuation purposes, if you authorise us to do so.

### How your personal information is held

Your personal information is generally held on a computer database and or stored in locked filing cabinets. All paper copies that are not stored electronically are destroyed on a regular basis by a recognised security company that offers that service. We take all reasonable steps to protect your personal information from misuse, loss, unauthorized access, modification or disclosure. We have physical, electronic and procedural safeguards to protect your information held by us. For example, your personal information is stored in secured office premises, in encrypted electronic databases requiring logins and passwords for access. We require all staff to maintain the confidentiality of your personal information at all times.

### Using and disclosing your personal information

Your personal information may be disclosed for purposes related to the provision to you of the financial advice you have requested. The types of service providers that may be provided with your personal information are:

- Other financial planners and organisations involved in providing the financial advice you have requested (which may include ongoing service) such as fund managers who assist us in providing financial advice and para planners, Insurance providers, superannuation trustees and product issuers in connection with the provision to you of the financial advice 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
- Government authorities and other organisations when required by law
- Organisations that you have consented to your personal information being disclosed to

We will seek to ensure that your personal information is not used or disclosed for any purpose other than:

- The primary purpose for which it was collected or a purpose that is related to the primary purpose for which it was collected or a related secondary purpose
- Where you have consented to the use or disclosure
- In other circumstances where the Australian Privacy Principles authorise the use or disclosure such as when it is required by or authorised under law

## Correcting your personal information

We try to ensure that all information we collect, use or disclose is accurate, complete and up to date. However, you must promptly notify us if there are any changes to your personal information by contacting us on 02 66863579 or via email to [admin@directionadvice.com.au](mailto:admin@directionadvice.com.au)

If we agree that the personal information requires correcting, we will take reasonable steps to do so. If we disagree as to the accuracy of the information, we will provide you with the reasons for not correcting your personal information. You may request that we make an appropriate notation in relation to that information, noting you consider it is not accurate, complete or up to date.

## What are your rights

You can gain access to your personal information that we hold. This is subject to exceptions allowed by law such as where providing you with access, would have an unreasonable impact upon the privacy of others. If we deny a request for access we will provide you with the reasons for this decision. To request access please contact us on 02 66863579 or via email to [admin@directionadvice.com.au](mailto:admin@directionadvice.com.au)

## Changes to our privacy policies

We may amend this Privacy Policy from time to time. Not all changes to our privacy policies will require your consent (for example where office security procedures are changed). We will notify you of any change to our policies that require your consent before being implemented.

## Marketing practices

We may contact you via mail, email, SMS or telephone about news, products and services that you might be interested in. We may also use online targeted marketing, data and audience matching and market segmentation to improve advertising relevance to you. If you do not want the benefit of receiving information about products and services, then please tell us. You can do this at any time by either writing to us, emailing or phoning us or by contacting your Direction Advice Group Pty Ltd authorised representative.

## Overseas Disclosure

As at the date of this Privacy Statement, Direction Advice Group Pty Ltd does consent to storing client or adviser information overseas. Currently data may be stored in a secure server (Microsoft OneDrive, Google & DropBox) in the United States or Australia only. This will always be done in accordance with Australian privacy laws.

## Contacting Us or Complaints About Privacy Issues

You can obtain further information on request about the way in which we manage the personal information that we hold or you can raise any privacy issues with by contacting us on 02 66863579 or via email to [admin@directionadvice.com.au](mailto:admin@directionadvice.com.au).

We will attempt to resolve any issues you may have within 14 days but if you are not fully satisfied with our response, you may wish to register your complaint with the Office of the Australian Information Commissioner.

Please see below for contact details:

**Office of the Australian Information Commissioner**

Phone: 1300 363 992

Website: [www.oaic.gov.au](http://www.oaic.gov.au)

Email: [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au)

Mail: Office of the Australian Information Commissioner  
GPO Box 5218  
SYDNEY NSW 2001