



# Financial Services Guide

This Financial Services Guide (FSG) sets out the services that we can offer you. It is designed to assist you in deciding whether to use any of those services.

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FOR INVESTORS, SOCIETY AND THE ENVIRONMENT

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**LUKE PRICE**  
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# ABOUT THE FSG

You have the right to ask us about our charges, the type of advice we will provide you, and what you can do if you have a complaint about our services.

This Financial Services Guide (“FSG”) is intended to inform you of certain basic matters relating to our relationship, prior to us providing you with a financial service. The matters covered by the FSG include who we are, how we can be contacted, what services we are authorised to provide to you, how we (and any other relevant parties) are remunerated, details of any potential conflicts of interest, and details of our internal and external dispute resolution procedures, along with how you can access them.

It is intended that this FSG should assist you in determining whether to use any of the services described in this document.

When we provide you with initial advice regarding an issue, or *further* advice where your circumstances, objectives or needs or the basis of the advice we are providing you is significantly different to when we provided you with earlier advice, you may be entitled to receive a Statement of Advice. The Statement of Advice 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 provide you with further advice, where your circumstances, objectives or needs or the basis of the advice we are providing you is *not* significantly different to when we provided you with earlier advice and we do not provide the advice in writing at the time, you may request a copy of a record of that advice. A copy of the advice would be available to you at any time up to seven years from the date our representative gave the advice to you or the conclusion of the advice relationship, whichever is greater.

You can request the record of the advice by contacting the representative or us in writing or by telephone or by email.

In the event we make a recommendation to acquire a particular financial product (other than securities), or financial products that are listed on a financial market we may also provide you with a Product Disclosure Statement containing information about the particular product, which should help you to make an informed decision in relation to the acquisition of that product.



# BEFORE YOU RECEIVE OUR ADVICE

Before we provide any official advice to you, we would like to make sure that you're comfortable with the following details.

## **Lack of Independence**

While we always seek to meet our legal obligations of section 961B of Corporations Act 2001, we do not fall within the definition of independent, unbiased or impartial under Section 923A.

This is because we give our clients the option of allowing insurance companies to pay us a commission for services we provide rather than invoice our clients. We remain committed to continue to give our clients this important choice.

We have also created ethical investment products under a related entity, Ethical Advisers Funds Management Pty Ltd (EAFM). These funds were created to suit the needs and ethics of our clients.

Karen McLeod, Luke Price, Liohn Enterprises Pty Ltd and Ethical Investment Advisers Pty Ltd (EIA) have a relationship with Ethical Advisers Funds Management Pty Ltd, which is a Corporate Authorised Representative of EIA. Both Karen McLeod and Luke Price are also members of the Investment Committee for EAFM and are shareholders in EIA and EAFM and may receive dividends or distributions from these entities.

This association could be expected to influence us in the provision of financial services. However, there is no payment of monetary remuneration to Karen McLeod, Luke Price, Liohn Enterprises Pty Ltd or Ethical Investment Advisers Pty Ltd upon recommending EAFM investments to you.

## **Who will be providing the financial service to me?**

### **Ethical Investment Advisers Pty Ltd**

**ABN:** 26 108 175 819

**Australian Financial Services Licence Number:** 276544

Ethical Investment Advisers has been established by financial advisers who have been working in the financial services industry for more than 20 years, providing a range of wealth advice and assistance to help people grow, manage and protect their wealth.

Liohn Enterprises Pty Ltd is a Corporate Authorised Representative of Ethical Investment Advisers licensee. Liohn Enterprises' Corporate Authorised Representative number issued by the Australian Securities and Investments Commission (ASIC) is 334245.

**Location:** Level 1, 1 Enoggera Terrace, RED HILL QLD 4059

**Postal Address:** PO Box 824, BULIMBA QLD 4171

**Phone:** 07 3333 2187

**Email:** [info@ethicalinvestment.com.au](mailto:info@ethicalinvestment.com.au)

## Who is my adviser?

Your adviser will be **Karen McLeod** who is authorised by Ethical Investment Advisers to provide personal financial advice through Liohn Enterprises Pty Ltd.

Her Representative Number is 242000. Her qualifications are:

- Certified Financial Planner (Financial Planning Association, 2003)
- Bachelor of Business (Queensland University of Technology, 2000)
- Member of the Responsible Investment Association of Australasia
- Diploma of Financial Planning I to VIII (Financial Planning Association, 2002)



## Who else will provide me with advice?

**Luke Price** is authorised to act on behalf of the Licensee. His Representative Number is 410555. His qualifications are:

- Bachelor of Business (Finance) (Queensland University of Technology)
- Diploma in Financial Services (Financial Planning) (Kaplan)



## What kinds of financial services are you authorised to provide me, and what kinds of products do those services relate to?

Liohn Enterprises Pty Ltd, Karen McLeod and Luke Price are authorised by Ethical Investment Advisers to offer the following:

- Wealth Creation
- Investment Management
- Strategy Review
- Financial Planning Strategies
- Retirement Planning
- Self-Managed Superannuation Funds
- Superannuation Needs & Administration
- Debt Management\*
- Direct Shares
- Margin Lending
- Personal Insurances
- Estate Planning\*

*\*We can only provide General Advice on Debt Management and Estate Planning.  
Please be aware that we are not Licenced Mortgage Brokers or Solicitors.*

As an Authorised Representative of Ethical Investment Advisers Pty Ltd, **Karen McLeod** can provide advice on and deal in the following products:

- Provide financial product advice
- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Investment Life Insurance Products
- Life Risk Insurance Products
- Managed Investment Schemes, including IDPS
- Retirement Savings Account Products
- Securities
- Superannuation
- Standard Margin Lending Facility

As an Authorised Representative of Ethical Investment Advisers Pty Ltd, **Luke Price** can provide advice on and deal in the following products:

- Provide financial product advice
- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Investment Life Insurance Products
- Life Risk Insurance Products
- Managed Investment Schemes, including IDPS
- Retirement Savings Account Products
- Securities
- Superannuation

We can advise you in respect of Securities and provide a service to buy or sell Securities. The cost of the purchase or sale of direct investments such as shares in listed companies or units in listed property trusts will be passed on to you. Current fees range from 0.10% to 1.10% of the value of the trade (usually subject to a minimum fee) and are payable to the relevant stockbroker.

## How will I pay for the service?

At your first meeting you will meet one of our advisers to talk about your goals and how we can help. From our discussion, we will have a good understanding of your situation and needs. With this knowledge we will quote you a flat fee for the full advice process. All initial fees will be outlined to you in the “Letter of Engagement” document. No fees are payable unless you engage our services by signing the Letter of Engagement.

We operate largely on a fee-for-service basis with an hourly rate of \$330 per hour (incl GST) when it relates to investments, as well as a commission basis when it relates to life insurance services. We charge a minimum fee of \$2,640. The initial Statement of Advice fee ranges between \$2,640 and \$6,600 (depending on the complexity of your situation). This will be either invoiced to you on completion of the Statement of Advice, or withdrawn from your investment balance upon proceeding with the advice.

Should you choose to retain us for Ongoing Financial Advice, fees are payable based on the complexity of that advice and regularity of investment reviews, and charged as either a flat fee or percentage-based fee debited from your funds under management. Full details of the fees payable will be disclosed in your Statement of Advice. Ongoing Advice Fees are subject to a minimum fee of \$1,980 per annum. Our fees are generally charged on a monthly basis.

**For Example:** If we charged \$2,760 for the ongoing advice service, you would pay \$230 per month (Incl GST). Our fees are indexed in line with CPI per annum and vary depending on the complexity of the work involved. If a percentage-based fee is charged it will range from 0.33% to 1.10% per annum (incl GST). In some cases, this fee may be capped, depending on the value of funds under management and the complexity of the work involved.

**Investment Review:** Records are maintained detailing investments that were recommended by Ethical Investment Advisers Pty Ltd or one of its Authorised Representatives. Investments are reviewed on a quarterly, semi-annual or annual basis, subject to the client’s discretion.

## Do you receive remuneration, commission, fees or other benefits in relation to your provision of financial services and how is that commission calculated?

1. Ethical Investment Advisers receives 100% of the fees and pays Liohn Enterprises ATF The McLeod Family Trust approximately 95% of those fees. Karen McLeod receives an income distribution from the Trust. Luke Price is paid a wage and may be paid bonuses from time to time. Karen McLeod and Luke Price do not receive bonuses from the licensee based on income generated.
2. Commissions may be received on Life Insurance Products.
3. Ethical Investment Advisers Pty Ltd may receive initial and ongoing commissions for the insurance products we recommend, which may be up to 66% (inclusive of GST) of the initial annual premium and up to 22% (inclusive of GST) of the ongoing renewal premium. For example; If your first year’s premium was \$1,000 and the initial commission was 66% Ethical Investment Advisers Pty Ltd will receive \$660. If your premium for the second and subsequent years was \$1,000 and the ongoing commission was 22% Ethical Investment Advisers Pty Ltd will receive \$220 per annum.
4. The exact amounts of any fees, commissions and payments received by Liohn Enterprises Pty Ltd and Ethical Investment Advisers Pty Ltd will be disclosed to you at the time advice is provided to you.
5. If you have been referred to us by another party neither Ethical Investment Advisers, Liohn Enterprises Pty Ltd nor Karen McLeod pay a fee to that party.



# WHEN YOU RECEIVE OUR ADVICE

## **Will you provide me with advice that is suitable to my needs and financial circumstances?**

Yes, where you have requested such 'personal advice'. Where 'general advice' is provided it may not be suitable to your personal needs or financial circumstances. Where 'personal advice' is provided, we need to confirm your individual objectives, financial situation and needs before we recommend any financial products or services to you.

You have the right not to divulge this information to us if you do not wish to do so. This may impact the suitability of the advice to your needs and financial circumstances. 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.

## **What should I know about the risks of the financial products or strategies you recommend to me?**

We will explain to you any significant risks of financial products and strategies, which we recommend to you. If we do not do so, you should ask us to explain those risks to you.

## **What information do you maintain in my file and can I examine my file?**

We maintain a record of the information that you have provided us which may include your personal profile, which includes details of your objectives, financial situation and needs. We also maintain records of any recommendations made to you.

We are committed to implementing and promoting a privacy policy, which will seek to ensure the privacy and security of your personal information. A copy of our privacy policy is enclosed for your information.

If you wish to examine your file, we ask that you make a request in writing and allow up to 14 working days for the information to be forwarded.

We may charge a fee to cover the cost of verifying the application and locating, retrieving, reviewing and copying any material requested. If the information sought is extensive, we will advise of the likely cost in advance and can help to refine your request if required.

## **Can I provide you with instructions and tell you how I wish to instruct you to buy or sell my financial products?**

Yes. You may specify how you would like to give us instructions, however we may at our discretion require email or written confirmation of instruction.

## IF YOU HAVE ANY COMPLAINTS

Ethical Investment Advisers is a member of the Australian Financial Complaints Authority. If you have any complaint about the service provided to you, please take the following steps:

1. Contact our representative and tell her about your complaint.
2. If your complaint is not satisfactorily resolved within 3 days, please contact the Manager of Ethical Investment Advisers or put your complaint in writing and send it to PO Box 623 Paddington Qld 4064. We will seek to resolve your complaint quickly and fairly.
3. 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 Contact Details:**

**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) [1]

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

To Find out more about how the AFCA assists investors, you can view their information on the website above.

## OUR PROFESSIONAL INDEMNITY INSURANCE

Ethical Investment Advisers will take reasonable steps to ensure that we have Professional Indemnity Insurance cover that will meet the requirements of s912B Corporations Act to provide compensation to persons who successfully claim for losses suffered due to breaches of licensee obligations by representatives and staff who are or were a representative or employee of Ethical Investment Advisers at the time the advice was provided.





# ETHICAL INVESTMENT ADVISERS PTY LTD

## PRIVACY COLLECTION STATEMENT

**The privacy of your personal information is important to us.**

### **1. Your adviser will ask you many questions. Why is so much information required?**

We collect your personal information to enable us to provide you with the products and services that are appropriate to your needs. Under certain legislation including but not limited to the following (below), we may be authorised or required to collect your personal information:

- Corporations Act 2001,
- Australian Securities and Investment Commissions Act 2001,
- Anti-Money Laundering and Counter Terrorism Financing Act,
- Taxation Administration Act 1953,
- Superannuation Guarantee (Administration) Act 1992 and
- Superannuation (Unclaimed Money and lost members) Act 1999

We are required to collect sufficient information to identify a person's needs, objectives, and financial circumstances so that we can provide appropriate financial advice.

We will gather the information by asking you numerous questions about you and possibly your family. We will record this information. We endeavour to retain accurate, complete and up to date personal information about you so we will ask you to review the information from time to time.

At times, we may collect personal information from someone other than yourself and you may not be aware that we collect or have collected this information.

### **2. Access and correction**

You may (subject to permitted exceptions) access and update your information by contacting us. You may access the personal information we retain and request corrections. This right of access is subject to some exceptions allowed by law.

We will give you reasons if we deny access though will endeavour to ensure that at all times the personal information about you that we hold is up to date and accurate. The accuracy of the personal information is dependent to a large degree on the information you provide and you should advise us if there are any errors in your personal information.



### **3. Providing personal information**

We may provide personal information to:

- organisations (who are bound by strict confidentiality) to whom we outsource certain functions such as our auditors. In these circumstances, information will only be used for our purposes;
- other professionals such as solicitors, accountants and stockbrokers when a referral is required;
- entities based overseas (see below for details);
- third parties when required to do so by law, e.g. legislation or Court Order.

### **4. Overseas disclosure**

We may transfer information to our related or associated entities or external service providers in locations outside of Australia which may include, but not be limited to, India, United States, China, the European Union or the Philippines, in the course of storing that information and when using or disclosing it for one of the purposes referred to above. When transferring information to foreign jurisdictions, we will ensure that we satisfy the following:

- we will take reasonable steps to ensure the overseas recipient does not breach the APPs in relation to the information;
- we form a reasonable belief that the overseas recipient is subject to a law, or binding scheme, that has the effect of protecting the information in a way that, overall, is at least substantially similar to the way in which the APP protect the information and there are mechanisms that the individual can access to take action to enforce that protection of the law or binding scheme; or
- we will seek your informed consent prior to disclosing your information overseas. Most of the services that we provide are based on an integrated model of professional and reliable service providers that we have selected after thorough due diligence. If you do not agree to us disclosing your information outside Australia to our external service providers, we will not be able to provide services to you.

### **5. Identifiers**

Although in certain circumstances we are required to collect government identifiers such as tax file numbers, Medicare number or pension card number, we do not use or disclose this information other than when required or authorised by law or unless you have voluntarily consented to disclose this information to any third party.

### **6. Dealing with us anonymously or using a pseudonym**

The nature of the provision financial services does not lend itself to treating customers with anonymity. All transactions require personal information about the individual for whom the transaction is being completed. However, in some instances we may be able to provide information or a service anonymously or to you under a pseudonym, for example, enquiries about products from a potential client.

You can deal with us anonymously where it is lawful and practicable to do so.

## **7. Marketing Practices**

Every now and then we might let you know, via mail, SMS, telephone or online, about news, products and services that you might be interested in. We will engage in marketing unless you tell us otherwise. At any time, you can contact us to update your marketing preferences.

## **8. Sensitive Information**

We may also need to collect sensitive information if we organise insurance covers for you. Sensitive information includes health information, racial information and genetic information.

We will only collect sensitive information that is reasonably necessary for us to perform our functions or activities in advising you, acting for you and dealing with you.

## **9. Privacy Complaints**

If you believe your privacy has been breached or you have a privacy complaint, you should write to us by email at [compliance@ethicalinvestment.com.au](mailto:compliance@ethicalinvestment.com.au) or to the Privacy Officer at PO Box 623 Paddington QLD 4064.

If Ethical Investment Advisers Pty Ltd does not satisfactorily address your complaint you can escalate it to the Office of Australian Information Commissioner.

## **10. Our Privacy Policy**

We have a more detailed Privacy Policy if you require more information please ask.