

Financial Services Guide

Purpose of this Financial Services Guide (FSG)

The purpose of this FSG is to assist you in deciding whether to use any of the financial services we offer. After reading this FSG, you will know:

- Who we are and how to contact us
- What financial services can be provided to you and how these services will be provided to you
- How we (and any other relevant persons) may be remunerated
- Whether any relevant associations or relationships exist that may influence our advice
- How we maintain your personal information
- How to access our internal and external complaints handling arrangements

About Lonsdale and your Adviser

Lonsdale Financial Group Ltd (ABN 76 006 637 225) (“Lonsdale”) is an Australian Financial Services Licensee, Licence No 246934.

Lonsdale is a principal member of the Financial Planning Association of Australia (FPA) and is bound by its Professional Code of Conduct and Ethics.

Lonsdale’s Head Office is located at
Level 41, 120 Collins Street, Melbourne, VIC, 3000
Ph: (03) 9916 6300
Fax: (03) 9621 1205

Lonsdale appoints Authorised Representatives to act on its behalf for the provision of authorised financial services. Your Adviser is an Authorised Representative of Lonsdale. Lonsdale is therefore responsible for the financial services provided by it and its authorised representatives. Details of your Adviser are set out in the attached “Adviser Profile”. The Adviser Profile forms part of this FSG and they should be read together.

You are entitled to receive a ‘**Statement of Advice**’ on the first occasion that we provide you with personal advice, or a ‘Record of Small Investment Advice’ if the advice relates to amounts under certain thresholds. These documents will:

- Explain the advice and the basis of the advice,
- Provide information about our remuneration (including commissions), and
- Disclose any associations or relationships that could potentially influence us in providing the advice.

After providing you with our Statement of Advice, any ongoing personal advice that we may provide will be documented in a further ‘Statement of Advice’, a ‘**Statement of Additional Advice**’ or a ‘**Record of Advice**’ depending on the nature of the advice.

Copies of the Statement(s) of Advice, Statement(s) of Additional Advice, Records of Small Investment Advice, and/or Record(s) of Advice will be retained on your client file and if you have not already been provided with one you may ask for a copy of these documents at any time.

We will also provide you with, or explain how to access, a Product Disclosure Statement ('PDS') issued by the product issuer for any financial product we recommend. The PDS contains information about the costs, benefits, risks and other features of the recommended financial product. You should read this information to enable you to make an informed decision prior to purchasing the recommended financial product.

What financial services are we authorised to provide and how will these be provided to you?

Lonsdale can offer financial services and advice that covers the following areas:

- Wealth Creation including advice on securities
- Retirement Planning including superannuation and strategies for transitioning to retirement
- Risk management & Protection of Assets
- Retrenchment & Redundancy advice
- Social Security / Centrelink entitlements

From these financial services, certain kinds of financial products may be recommended to you.

Lonsdale can provide advice and arrange transactions on the following class of financial products:

- Superannuation and Retirement Savings Account products
- Securities
- Managed Investments (including an Investor Directed Portfolio Service (IDPS))
- Government Debentures, Stocks or Bonds
- Deposit Products
- Life Insurance products including investment life and life risk

Our Authorised Representatives can only provide advice on financial products within these classes where they appear on the Lonsdale "Approved Product List." The Approved Product List includes a large range of investment and insurance products for which the appropriate research and analysis has been undertaken.

An Authorised Representative of Lonsdale cannot advise you on, or influence you in favour of, a financial product which:

- is not on the approved product list; or
- is a managed discretionary account, or any arrangement where your Adviser can make changes to your portfolio before obtaining your consent; or
- is a product they are not authorised to provide advice on. Your Adviser's Adviser Profile will tell you the class of financial products your Adviser can advise on. Alternatively, you can find these authorisations in the Australian Securities and Investment Commissions (ASIC) website at www.asic.gov.au

Please be aware that Lonsdale shall not be responsible where an Adviser provides any services to you which are outside of their authorisation limits. You should therefore refer to the Adviser Profile and ask your Adviser to specifically confirm that the service or product does not fall within one of the above exclusions, prior to acting on any advice.



Can I provide my Adviser with instructions?

You may provide your Adviser with specific instructions by letter, email, telephone, fax or other means (as agreed with your Adviser).

How are we paid and how will you pay for the service?

Generally, there are three ways that you may elect to pay for the services we provide you. You can discuss these options with your Adviser to determine an option that suits you. The options available are as follows:

1. You may pay our fees out of the product in which you invest. The product provider may pay Lonsdale commission out of:

- a) a contribution (entry) fee which will be deducted by the product provider from your initial investment amount when you proceed with a transaction and also usually any subsequent amount you invest in the product; and/or
- b) management costs which will be deducted by the product provider from your account on an ongoing basis (e.g. monthly, quarterly or annually); and/or
- c) an Adviser Service Fee that you agree to with your Adviser for ongoing advice and service in relation to your investment in certain products.
- d) In relation to risk products (e.g. insurance), the product provider may pay commissions to Lonsdale based on the premium payable for that product. There may be either or both an initial and ongoing commission payable to us. Please note that while the commissions are payable based on the premium you pay, the commissions do not form part of your premium and are not an additional fee to you.

The contribution (entry) fees and management costs are normally calculated as a percentage of the relevant amount you have invested in the product. Most of these fees are paid direct to Lonsdale. Lonsdale then pays a portion to the relevant authorised representative and/or Adviser.

2. A Financial Planning Advice Fee based on either the time that was spent preparing your Statement of Advice (SOA) or on the value of the funds you choose to invest. If this option has been agreed to, you will be invoiced for the agreed fee at the time you are provided with your SOA. Your Adviser sets this fee and it is detailed in the Adviser Profile.

3. You may pay for the services by a combination of the above options.

For information about the fees applicable to financial products recommended, please ask your Adviser, refer to the Adviser Profile in this FSG and the relevant Product Disclosure Statement. Also, your SOA will contain full details of any fees and charges you pay.

Other (additional) commission payments

Lonsdale may also receive additional commission payments from investment platform providers. In some cases your Adviser may be entitled to a portion of these payments. These payments are usually based on the amount invested with the product provider. More detail will be provided in a SOA if the relevant products are recommended to you.

Other Benefits

Lonsdale receives 'sponsorship' in the form of cash payments from some of the product providers listed on the Approved Product List. Amounts may vary per product provider (incl. GST). Your Adviser does not share directly in the sponsorship payments, but may benefit indirectly through the provision of subsidised conference attendance and training costs.

If you purchase direct shares through us, we may receive a portion of the brokerage you pay.



Your Adviser may also receive a range of other benefits from product providers such as marketing support or sponsorship, entertainment, conferences, accommodation and travel.

Do any relationships or associations exist which may influence the financial advice we provide?

As well as the payment arrangements detailed above, you should know about the following arrangements:

- Lonsdale is a wholly owned subsidiary of DKN Financial Group Limited (DKN). DKN is listed on the Australian Stock Exchange. DKN, as the sole shareholder may benefit from any profits Lonsdale earns.
- Wrap Account Limited (Wrap) is a wholly owned subsidiary of DKN. Wrap may benefit from any of its products that Lonsdale includes on its Approved Product List and recommends to clients. DKN, as the sole shareholder in both Wrap and Lonsdale may benefit from any profits either Wrap or Lonsdale earn.
- Zurich Financial Services (Zurich) is a minority shareholder of DKN and also has products that may be on Lonsdale's Approved Product List that may be recommended by our Advisers. Therefore, Zurich may benefit from any profit that DKN makes as well as any Zurich products recommended by Lonsdale's Advisers.

A third party provider (e.g. an accountant) may receive a commission for referring you to the Adviser. Specific details of any such associations are detailed in the attached Adviser Profile.

We maintain a public register outlining the forms of alternative remuneration that are payable to and by Lonsdale. A copy of this register can be accessed upon request.

How do we maintain information about you?

National Privacy Principles apply to the collection of personal or sensitive information. In effect, this means that information provided by you in the course of receiving financial planning services must be used only for the following purposes:

- to provide you with information, products or services that you might reasonably expect or request;
- to fully understand or anticipate your needs during our relationship;
- to manage rights and obligations under any laws applying to the services provided; or
- to conduct research, or planning and marketing, which includes direct marketing, although you do have the right to specifically instruct that your details aren't used for these purposes

The type of information which will usually be requested will include significant details about your financial, taxation, health, employment and estate planning matters. This may include details relating to your partner or family members.

You are entitled to request access to your file for the purpose of reviewing and correcting the information held. However, you cannot access information where it would have an unreasonable impact upon the privacy of another person, or if the information is relevant to legal obligations or legal proceedings.

We will, from time to time, disclose information about you to our Authorised Representatives and to other professionals, insurance providers, superannuation trustees, product issuers and our service providers in connection with providing our services to you.



If your Adviser leaves Lonsdale and commences to provide financial services under another licensee, your information may be transferred to the new licensee. You will be advised of any such transfer prior to it taking place.

You are entitled to obtain access to the information which we hold about you by contacting the Privacy Officer on (03) 9916 6300 or by writing to our:

Privacy Officer, Lonsdale Financial Group Ltd
PO Box 179 Collins Street West, Melbourne VIC 8007

For more information regarding our collection, use, storage and disclosure of your personal information, our Privacy Policy can be accessed on our web site www.lonsdale.com.au

How can you access Lonsdale's complaints handling arrangements?

Lonsdale is a member of the Financial Ombudsman Service (FOS).

If you have a complaint regarding the provision of financial services to you, you should take the following action:

1. Speak to your Adviser about your concerns, or
2. Contact us on 03 9916 6300 and ask to speak to our Professional Standards Manager.

If after speaking to your Adviser or our Professional Standards Manager, your complaint is not resolved within three (3) days, please put your complaint in writing and send it to us, addressed to:

Professional Standards Manager, Lonsdale Financial Group Ltd
PO Box 179 Collins Street West, Melbourne VIC 8007

Whilst every endeavour will be made to resolve the matter promptly and impartially, if you are not satisfied with how your complaint is dealt with, you can elect to refer the matter, free of charge, to the FOS. FOS can be contacted on 1300 780 808. You can also write to them at:

Financial Ombudsman Service
GPO Box 3, Melbourne VIC 3001

If your concerns involve your Adviser's conduct, you may wish to raise this with the Financial Planning Association of Australia (FPA). You can write to them at:

Financial Planning Association
PO Box 109 Collins Street West, Melbourne VIC 8007

Alternatively, other matters can be referred to the industry regulator, the Australian Securities and Investments Commission (ASIC) on free-call 1300 300 630 or visit the website www.asic.gov.au

Professional Indemnity Insurance

Lonsdale has Professional Indemnity Insurance in place to cover us and our representatives for liability arising from the financial services we provide. We understand it is adequate to meet our requirements as a financial services licensee.



Adviser Profile

This Adviser Profile is part of the Lonsdale Financial Group Ltd (Lonsdale) Financial Services Guide (FSG) and should be read in conjunction with this document.

Who is my Adviser?

The Authorised Representative entity is Edwards Marshall Financial Solutions Pty Ltd, ABN 45 096 439 842 Authorised Representative number 267916.

Business Address: Level 3,153 Flinders Street, Adelaide, SA, 5000
Postal Address: G.P.O BOX 2163, ADELAIDE, SA, 5001
Telephone: (08) 8139 1111
Facsimile: (08) 8139 1156
Email: emfsadmin@edwardsmarshall.com.au

And the individual advisers appointed by this firm to provide the service are:

Steven Wild (swild@edwardsmarshall.com.au)

Authorised Representative No 269160

Steven has the following experience, qualifications and memberships:

- Bachelor of Arts in Accountancy
- Associate of the Australian Society of Certified Practising Accountants
- Fellow of the Institute of Chartered Accountants in Australia
- Fellow of the Taxation Institute of Australia
- Graduate Diploma of Financial Planning
- Registered tax agent
- Completed the Tribeca Self Managed Superannuation Fund Course

Grant Edwards (gedwards@edwardsmarshall.com.au)

Authorised Representative No 239391

Grant has the following experience, qualifications and memberships:

- Bachelor of Business in Accountancy
- Diploma of Financial Planning
- Completed the Tribeca Self Managed Superannuation Fund Course

Brandon Yip (byip@edwardsmarshall.com.au)

Authorised Representative No 276677

Brandon has the following experience, qualifications and memberships:

- Bachelor of Science
- Masters of Business Administration
- Diploma of Financial Planning
- PhD Applied Physics
- Member Financial Planning Association
- Completed the Tribeca Self Managed Superannuation Fund Course





What kinds of financial products and services can you provide?

Your Adviser is authorised by Lonsdale to provide general and personal financial product advice to wholesale and retail clients on the following class and types of products. Your Adviser can also arrange for you to buy and sell such financial products.

Deposit Products

Life Products including:

- Investment life insurance products
- Life risk insurance products

Superannuation products, including

- Public Offer Superannuation Funds
- Allocated Pensions and Complying Annuities
- Corporate Superannuation Funds
- Self Managed Superannuation Funds

Retirement Savings Accounts

Managed Investment Products including IDPS

- Managed Trusts
- Master Trusts, Wrap Facilities
- Property Syndicates
- Margin Lending Products
- Tax Effective investments

Government Bonds, Stocks or Debentures

Securities

- ASX listed shares, warrants and fixed interest

Do any additional relationships exist which may influence your recommendations to me?

Where Edwards Marshall Chartered Accountants refers you to the adviser or corporate Authorised Representative, then you should appreciate that there is a common interest between these entities.





How will I pay for the financial services?

Your initial appointment is free. At this meeting, your Adviser will explain to you the services available to you, what you can expect, and the options available to pay for the services.

Remuneration and payment will be agreed before you become a client of Edwards Marshall Financial Solutions Pty Ltd. The particulars of the fees, commissions and any other relevant remuneration and benefits will be disclosed to you in a Statement of Advice should we proceed to provide you with personal advice. Also, the Product Disclosure Statement (PDS) of any financial product recommended will detail the fees payable to the product provider for that particular product.

Below is a summary of the way Edwards Marshall Financial Solutions Pty Ltd is paid.

Where possible, it is our usual practice to charge an agreed fee for service and to rebate all up-front and trailing commissions to our clients where non insurance products are acquired. Our fee for service will vary depending on the scope and complexity of the advice.

1. You will usually be charged a Financial Planning Advice Fee that will be agreed in advance and based on the time spent on developing your recommendations. The hourly rate is \$300 per hour (incl. GST)
2. If you do not wish to pay an initial advice fee, you may choose to pay our fee via an upfront commission to the product provider with whom you invest. This may range from 0.0% up to 10% depending on the product.

You may choose to engage us for ongoing advisory and review services.

3. We will usually charge an agreed fee for ongoing service (Ongoing Review Service Fee) and this fee will usually be invoiced to you on a monthly or quarterly basis.
4. Depending on your personal circumstances, you may also elect to have the Ongoing Review Service Fee deducted directly from your investment account balance (this is separate to the product provider's management fees). The trailing commission will be reduced to zero where the Ongoing Review Service Fee is charged.
5. If you do not wish to pay an Ongoing Review Service Fee, an ongoing (trailing) commission may instead be paid via the product provider with whom you invest, which may range from 0.0% up to 1.1%.
6. The cost of establishing a direct share portfolio may range from 0.0% to 1.5% of the value of the shares purchased plus brokerage costs charged by the Share broking house.
7. Where risk products (e.g. insurance) are recommended, the insurance provider pays an initial commission, which is a percentage of the value of the first year premium. This commission may range from 0% up to 125% of the value of the first year premium. Should you renew your policy, the insurance provider pays a renewal commission as a percentage of the renewal premium amount which may range from 0% up to 35%.
8. In some instances, you may negotiate payment by a combination of all the above options. Please discuss this with your Adviser prior to proceeding with any of our services.



FSG Acknowledgement (to be retained by your Adviser)

I/We acknowledge that I/we have received a copy of this FSG (dated May 2008).

I/We acknowledge that I/we have been informed that Lonsdale Financial Group Limited is only responsible for authorised financial services of the Authorised Representative as set out in this FSG and Adviser Profile.

I/We acknowledge that Lonsdale Financial Group Limited is not responsible to me/us in relation to any other business activities of the Authorised Representative, their staff or your Adviser, including but not limited to accountancy, administration, legal and actuarial.

Client name(s):		
Client signature(s):		
Date Given		