



What you need to know about our services and how we work with you

Financial Services Guide

Version 7.0
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1 ■ About this Financial Services Guide

This Financial Services Guide is important to you.

This Financial Services Guide will help you decide if you want to use our financial services. It has information on who we are and:

- AMP Financial Planning, the company that authorises us to provide our services
- the services we provide
- how we deal with a complaint if you are unhappy with our services
- how we and AMP Financial Planning are paid
- AMP Financial Planning's relationships with others
- relationships that could influence the advice we give you
- Where to get details on AMP's privacy policy

Other documents you may receive

If we provide you with personal advice, it will normally be documented in a **statement of advice**, which sets out our advice, the basis of that advice and details about the fees, commissions and other benefits payable as a result of the advice given. If we give you additional advice, and your personal circumstances or the basis of the previous recommendations are not significantly different, a new statement of advice may not be required. We will keep a record of any additional advice we provide you. You can ask for a copy of our advice at any time using our contact details in this guide.

If we recommend a financial product or arrange a financial product for you, we will provide you with a product disclosure statement, which provides you with important information about the product, such as its features and risks, to help you decide whether or not to buy that product.

2. About our practice

Name:	Optimise Wealth Management Pty Limited
ABN:	94 107 661 316
Authorised representative no:	277760
Address:	Suite 1a, 17-19 Hunter Street Hornsby NSW 2077
Phone	02 9472 4000
Fax:	02 9476 8693
Email:	optimise@owm.com.au
Website:	www.owm.com.au

Optimise Wealth Management Pty Limited is an independently owned and managed business. Our practice and the financial planners listed in this document provide services to you as an authorised representative of AMP Financial Planning Pty Limited.

Optimise Wealth Management was established in 2004 by Michael Flanagan CFP who has worked in the finance industry since 1990 and financial planning since 1996.

For a comprehensive overview of our practice visit our website at **www.owm.com.au**

Optimise Wealth Management and its financial planners are covered by professional indemnity insurance which is taken out to ensure sufficient resources will be available to meet any potential claims against our practice and/or financial planners.

3. How we work with AMP Financial Planning

Our relationship with AMP Financial Planning allows us to access education and professional development, compliance and other risk management services, advice solutions, technology and research on various local and international fund managers that we are authorised to recommend to you.

You can be assured that our interests are focused on providing you with the appropriate financial solutions for your needs whilst also taking comfort from one of Australia's largest and most established financial services organisations, AMP Financial Planning, standing behind the advice and services we provide.

AMP Financial Planning holds an Australian Financial Services Licence (No. 232706) and;

- has authorised the distribution of this guide
- has authorised us to provide the advice and other services set out in this guide
- is a Principal Member of the Financial Planning Association of Australia.

Together with AMP Financial Planning, we act on your behalf when providing advice and services to you.

AMP Financial Planning is covered by professional indemnity insurance satisfying the requirements under the Corporations Act for compensation arrangements.

The insurance is subject to terms and exclusions. However the insurance covers claims arising from the actions of former employees or representatives of AMP Financial Planning, even where subsequent to these actions they have ceased to be employed by or act for AMP Financial Planning.

You do not have a direct right to claim under this insurance, which is taken out to ensure sufficient resources will be available to meet claims against AMP Financial Planning.

Contact details

AMP Financial Planning Pty Limited
ABN 89 051 208 327

33 Alfred Street
Sydney NSW 2000
Phone: 133 888

www.amp.com.au

4. Our services

The types of advice and services we provide

ADVICE	PRODUCTS & SERVICES
<p>We can provide you with advice such as:</p> <ul style="list-style-type: none">- Investment planning- Budget and debt management- Salary packaging- Retirement planning- Personal insurance and risk management- Estate planning- Personal and employer superannuation- Deposits and lending- Centrelink benefits. <p>We also offer ongoing advice and services, including regular portfolio reviews.</p>	<p>Following our advice, or if you do not need our advice service, we can arrange for transactions on the following kinds of products and services:</p> <ul style="list-style-type: none">- Superannuation, including retirement savings accounts- Income stream products (for example pensions and annuities)- Life risk insurance and other wealth protection products (for example, income protection and trauma)- Managed investments including investor directed portfolio services- Securities (for example shares and debentures)- Deposit and payment products (for example term deposits and cash management accounts)- Debentures, stocks or bonds issued or proposed to be issued by a government <p>Where an administration platform is recommended, we also offer a Limited Managed Discretionary Account service.</p>

Any additional advice or services we can offer you, or limitations to the list above will be outlined in Section 5. Our Financial Planners.

The advice we provide must be appropriate to your personal circumstances, based on our review and assessment of your situation. You have the right not to provide personal information. However, if you don't provide this information, the advice you receive may not be appropriate to your needs, objectives and financial situation.

We will only recommend products to you after considering their suitability for your individual objectives, financial situation and needs.

Requests for transactions without our advice

At times you may wish to make a transaction and do not need assistance from us with any decisions in relation to the product or transaction. In these cases, we can take your instructions and arrange for the transaction to be completed, without providing personal advice. Product transactions can only be completed on those products where we are authorised by AMP Financial Planning.

If you wish to proceed without advice from us, normally we will ask you to confirm your instructions in writing and sign an acknowledgement form. You can ask us for a copy of the form at any time.

Any assistance we provide to complete your transaction should not be taken as a recommendation or endorsement of the product or transaction. AMP Financial Planning stands behind the services we provide in carrying out your instructions as directed. This does not include the selection of the product or particular transaction you have determined without advice.

Our approach to selecting products

To implement our advice, we will only recommend quality products and services that are suitable for you.

AMP Financial Planning researches a wide range of products and services and selects those it considers worthy of recommendation to our clients. AMP Financial Planning also conducts ongoing reviews to ensure that the products and services remain competitive and continue to meet the needs of our clients. A diversified selection of fund managers is accessible through products or platforms promoted or issued by AMP companies. We prefer to recommend these products and platforms but if appropriate for your needs, can recommend products from other companies.

While there may be other products and services also suitable for you, we can only advise and deal in products and services approved by AMP Financial Planning. We can provide you with a copy of the approved products and services if you request it.

Our services for Managed Discretionary Accounts

We offer limited types of Managed Discretionary Account Services (MDA Services) within approved investment platforms. Through these services, you allow us to manage your investments for you, using our discretion and without obtaining your instructions before each transaction we undertake on your behalf. However, we do not (and we are not authorised to) open new accounts, withdraw funds or contribute funds to your investment.

What are the risks associated with using the MDA service?

By authorising us to make changes to your investments, you cannot claim we were not acting on your behalf if we acted within the authority given. Therefore, our acts bind you. It is important you understand what we are authorised to do and that you carefully read and understand the activities that you are authorising us to do on your behalf.

How can you instruct us to exercise rights relating to the financial products in your portfolio?

Generally, the financial products that we invest in on your behalf do not have any additional rights or entitlements attached to them. However, if there are, we will let you know. You can then instruct us how you wish us to proceed.

Do you have to enter into a contract for us to provide MDA services?

Yes. This MDA contract will set out the terms and conditions of the authority and also the investment program, which sets out how your money will be invested. We will agree and prepare the investment program for you based on your relevant personal circumstances, your financial objectives and your needs and review the program every 12 months.

Will the investment program in the MDA Contract comply with the law?

If this is relevant, then the investment program set out in the MDA Contract will comply with the law. The relevant law is Division 3 of Part 7.7 of the Corporations Act. The contract will also contain:

- Statements about the nature and scope of the discretions we will be authorised and required to exercise under the MDA Contract
- Any investment strategy that is to be applied in exercising those discretions
- Information about any significant risks associated with the MDA Contract
- The basis on which we consider the MDA Contract to be suitable for you

- Warnings that the MDA Contract may not be suitable to you if you have provided us with limited or inaccurate information. It will also specify that the MDA Service may cease to be suitable for you if your relevant personal circumstances change.

Do we provide custodial or depository services for your portfolio?

We do not provide custodial or depository services. So you will either hold the investments in the portfolio, or the custodian nominated for that financial product.

This Financial Services Guide complies with the ASIC Class Order 04/194.

5. Our financial planners

Michael Flanagan

Authorised Representative No: 249174

About me

I have been a financial planner since 1996. I am a Certified Financial Planner and am a member of the Financial Planning Association of Australia. As well as being a financial planner I am an Authorised Mortgage Consultant and a member of the Mortgage & Finance Association of Australia.

How to contact me

Email: optimise@owm.com.au

Mobile: 0411 268 439

The advice and services I can provide you

I am authorised to provide the services listed in this financial services guide as well as home & investment loans.

How I am paid

I am a director and shareholder of Optimise Wealth Management and receive a salary plus dividends.

6. Paying for the services we provide

AMP Financial Planning as the licensee collects financial planning advice fees and commissions on our behalf. They retain a percentage to cover their costs and the balance is passed on to us. The percentage is determined annually, based on a number of factors, including our business revenue for the prior year.

Payment options

We will agree with you the form and amount of charges before we provide any advice or services.

Our payment methods are:

- financial planning advice fees; and/or
- transaction fee and/or
- commissions.

These methods are explained below and the actual costs will normally be shown in our written advice to you or in the acknowledgement form completed when a transaction is requested. For transactions without advice you can ask us for details of the remuneration or other benefits at any time before the transaction is completed.

Financial planning advice fees

The fees charged for our advice and service may be based on:

- a dollar amount
- a percentage of the amount you invest
- an hourly rate
- a combination of some or all of the above.

Our financial planning advice fees may include charges for:

- providing you with a statement of advice
- providing you with ongoing advice and service; or
- other fees – for example, a fee for a transaction

You may choose to pay these fees directly to AMP Financial Planning or from the product(s). Our schedule of fees is attached.

Commissions

Where our services are to be paid from a product, commissions may be paid by the organisation that issues the product. The commissions are:

- initial commission - deducted from your initial investment and any additional contributions, and
- ongoing commission - a percentage of the value of your ongoing investment - usually, the percentage is calculated at the end of each month in which you hold the product.
- for insurance products, a percentage of the premium you pay
- for loan products, a percentage of the outstanding loan amount.

If a direct financial planning advice fee is charged, then we may rebate all or some of the commission deducted from your initial investment.

For advice and share transactions provided by an approved broker, we normally receive a percentage of the fee they charge for their services.

7. Other benefits we may receive

The benefits listed below may be considered to influence the service we give you or the products we recommend to you.

Benefits from AMP Financial Planning

In addition to the fees and commissions we may receive for our advice and services, we may also receive other benefits such as financial and training assistance from AMP Financial Planning. Other benefits can include prizes and awards, or events in recognition of financial planning excellence and innovation.

Business conferences

Overseas conference

Conventions are usually held every 2 years. AMP Financial Planning subsidises the expenses of people who attend the business convention. The qualifying criteria are generally based on the quality of our advice and the amount of net business flow received by the practice during the 2 calendar years before the business convention.

Those practices ranked in the top 15% are eligible to send a planner to the business convention. This benefit is valued at up to \$7,000. Depending on where we are ranked in the top 15% we may be eligible to send an additional planner. Partners of planners may also be able to attend. Partner benefits are valued at up to \$4,000. Nationally, up to 10 people may also qualify for airfare upgrades at a value of about \$5,000.

These values are approximate as they depend on AMP Financial Planning's choice of location.

Professional education expenses

We are entitled to receive a reimbursement of up to \$5,000 in professional education expenses for up to two planners. This is in lieu of attending a business convention funded by AMP Financial Planning, for which we may have qualified.

Other benefits

Development and marketing rewards

We may qualify for Development & Marketing Allowance (DMA) payments based on our ranking relative to other AMP Financial Planning practices. Up to 30% of all AMP Financial Planning practices may qualify for DMA payments.

The DMA payment is based on a percentage of our practice revenue. Our DMA percentage will be set annually and may range from 3% to 12% depending on our ranking. Payments are received twice each month.

For example, if our DMA is set at 3% and our usual revenue for the payment period was \$8,500, we would receive $\$8,500 \times 0.03 = \255 . Assuming an average revenue of \$8,500, the total DMA allowance received in a year would be $\$255 \times 12 = \$3,060$.

Ranking of practices is based on "net business flow" (NBF) which is a measure of our new and retained business over the previous year based on the classes of products or services on the approved products and services list. There are different values depending on the class of product or service and whether the business is an inflow or an outflow.

For example, we receive a greater benefit for recommending and retaining a wrap account than for recommending a retail investment product or a corporate super account.

Business growth allowance

All practices qualify for Business Growth allowance (BGA). The payments are based on our practice revenue.

BGA payments are set at 1% of our practice revenue. Payments are received twice each month. For example, if our practice revenue was \$2,400 in a payment period, we would receive $\$2,400 \times 0.01 = \24 . Assuming an average revenue of \$2,400, the total BGA allowance received in a year would be $\$24 \times 24 = \576 .

Indirect benefits from product issuers

We may receive indirect benefits from product issuers, for the services we provide you in relation to their products. Alternatively, these benefits may be paid to AMP Financial Planning who may pay a proportion to us.

Any benefits we receive that may reasonably be considered to influence our advice and services to you will be disclosed in our advice.

We keep an Alternative Remuneration register of indirect benefits received from product issuers that are greater than \$300. You can see a copy of this register by asking us.

We may receive indirect benefits that are valued at less than \$300 for example business lunches, tickets to sporting or cultural events, corporate promotional merchandise and other minor benefits.

If we leave the financial services industry

If we leave the financial services industry and cannot find a buyer for our business, AMP Financial Planning will either look after our clients or appoint one of its planners to do so.

If this happens, AMP Financial Planning may pay us a guaranteed minimum benefit. The amount of that benefit will vary depending on a number of factors including, our reason for leaving the financial services industry, the time our business has been established, the annual revenue of our practice and the quality of our previous advice. The benefit is calculated using a multiple of the annual revenue of our business.

8. Relationships

It is important for you to understand relationships that exist as they may be considered to influence our recommendations to you.

Referral arrangements with other service providers

We are not authorised to advise on or transact in shares. If you require advice or execution of share transactions, we will refer you to the panel of stockbrokers approved by AMP Financial Planning. If such a referral is made, then a referral payment may be paid to AMP Financial Planning. A percentage is then passed on to us. Details of any referral fees paid will be disclosed in our advice or, if our advice service is not used, in the acknowledgement form we will ask you to sign.

AMP Financial Planning's relationship with AMP companies

AMP Financial Planning is a member of the AMP group of companies, a wealth management business operating in Australia and New Zealand. AMP Limited is listed on the Australian Stock Exchange. AMP Financial Planning is related to the following companies whose products we may recommend to you:

- AMP Bank Limited,
- AMP Capital Investors Limited,
- AMP Life Limited,
- AMP Superannuation Limited.

As with other product issuers, if we recommend a product issued by one of the companies above, they will benefit from our product recommendations by receiving the fees they charge on their products. These fees are shown in their product disclosure statements. For superannuation products issued by AMP Superannuation Limited, AMP Life Limited receives the fees charged on the product, as issuer of the underlying life policies. AMP companies which issue products may also receive commissions from fund managers for the inclusion and distribution of the relevant fund manager's investment options through products manufactured or badged by AMP companies. These services and commissions are included in the fees shown in the relevant product disclosure statement for the products.

If an AMP Financial Planning practice takes out a practice development loan with AMP Bank, AMP Financial Planning may, as a limited offer, pay a benefit such as the application fees on behalf of the practice.

AMP Financial Planning, its staff, and its authorised representatives and their associates may also have an interest in, or hold investments in, the products we may recommend and they may hold shares in AMP Limited. The share price of AMP Limited may be affected favourably by the sale of products issued by the product issuers listed above.

AMP Financial Planning's relationships with other companies

AMP Financial Planning researches a broad range of products and services. The Approved Products and Services List on which we base our recommendations or conduct transactions is maintained by the AMP Financial Planning Research department using extensive research undertaken by independent research organisations and AMP Financial Planning's own analysts. Issuers of products do not pay to be included on the Approved Products and Services List, however once on the list, product issuers or service providers may pay AMP Financial Planning a fixed annual fee of up to \$22,000 (including GST) which assists with the cost of research and distribution support provided by AMP Financial Planning and its representatives.

Product issuers may also pay AMP Financial Planning a bonus commission of up to:

- For investment products and loan products, up to 0.33%* pa of funds under administration, the balance of the cash account or the total loan value outstanding;
- For agricultural business, up to 5.5%* of new amounts invested; or
- For insurance products, up to 8%* of the total premium paid.

* includes GST

The bonus commission is usually paid quarterly and is generally less any fixed fee that has been paid. Since this amount is calculated in the future, we cannot provide an exact figure at this point. However as an example, if:

- total funds under administration for a particular investment product is \$10 million with a nil fixed fee component, the issuer would pay AMP Financial Planning an annual bonus commission of \$33,000.
- you invested \$50,000 in agribusiness, the issuer would pay AMP Financial Planning a bonus commission of up to \$1,100 or
- total premiums for insurance products are \$1 million, the insurer would pay AMP Financial Planning an annual bonus commission of up to \$80,000.

From time to time, product issuers have access to AMP Financial Planning and its authorised representatives to advertise or give training on their products. Any payments made by fund managers for advertising space at conferences are shown in a register maintained by AMP Financial Planning, which is available for inspection.

Our practice does not receive any part of the payments received by AMP Financial Planning.

WealthView eWRAP and PortfolioCare administration services

Several AMP companies have an agreement with Asgard Capital Management Limited (Asgard) under which Asgard administers the WealthView eWRAP and *PortfolioCare* administration services.

If you access a product through the WealthView eWRAP or *PortfolioCare* administration services, then administration fees are deducted from your account. These administration fees, as set out in the product disclosure statement, are payable to AMP Financial Planning. Asgard receives all other fees charged on each product and is paid a fee by AMP companies for the administration services it provides.

A full description of the fees is in the relevant product disclosure statement or financial services guide for the relevant service. Our practice does not receive any part of the payments received by AMP Financial Planning.

9. Your privacy

Your privacy is important to AMP Financial Planning and us. To learn more about our collection and the use of your personal information for marketing and other purposes see the AMP Privacy Policy Statement at www.amp.com.au. We keep records of your investment objectives, financial situation and needs and our recommendations to you. If you wish to examine your file or to get access to your personal information, please call us.

10. If you have a complaint

1. If you have a complaint about the advice or services provided to you, then contact us using our contact details in this guide. We will try to resolve your complaint quickly and fairly.
2. If your complaint relates to a financial service and is not satisfactorily resolved within three business days, please lodge your complaint in writing to:

Planner Complaints Consultant
AMP Financial Planning,
Level 7, 33 Alfred Street,
Sydney NSW 2000

3. If you still do not get a satisfactory outcome, you have the right to complain to the Financial Ombudsman Service (FOS) at:

Financial Ombudsman Service
GPO Box 3
Melbourne VIC 3001

Phone: 1300 780 808

Fax: 03 9613 6399

Email: info@fos.org.au

Website: www.fos.org.au

FOS is an independent external dispute resolution service, of which AMP Financial Planning is a member. The Financial Ombudsman Service is free of charge.

You may also call the Australian Securities & Investments Commission (ASIC) on freecall infoline 1300 300 630 to make a complaint and obtain information about your rights.

Our fees

The table below sets out the different types of fees and charges that this practice charges for the advice and services we can provide you. The actual type of fee or charge, or combination of them will depend on the nature of the advice or service.

We will discuss and agree the actual charges with you before we proceed.

Payment of fees and charges

Initial interview fee	Advice and service fee	Statement of advice preparation fee
Nil.	Nil.	The fee we charge for preparing a statement of advice is based on the complexity and anticipated time to prepare our advice. Generally our fees range between \$880 & \$2,640.
Placement fee	Transactions without our advice	Reviewing your advice and services
<p>If you agree to implement the product recommendation in the statement of advice, then our placement fee is based on your initial investment amount.</p> <p>Fee:</p> <p>Up to 4.5%</p> <p>If the product issuer pays an initial commission, then you may have that amount rebated to you either through a reduced contribution fee or through an increased initial investment amount. This will be disclosed in the statement of advice.</p>	<p>If we provide a transaction service at your request without providing personal advice, we will charge you a set fee of \$220.</p>	<p>How often your portfolio should be reviewed and the extent of the review will be agreed with you. If you have a Managed Discretionary Account, we will review this yearly.</p> <p>For other products, if you wish to have your portfolio reviewed regularly, we can do this quarterly, half yearly or yearly based on funds under management for the following fee:</p> <p>Up to 1.0% of the assets under advice.</p>

All fees and charges include GST.