

Financial Services Guide

1 July 2024



My Financial Mentors Pty Ltd, ABN 50 151 280 812 is a Corporate Authorised Representative (Corporate Authorised Representative Number 409445) of Madison Financial Group Pty Ltd (“Madison”), ABN 36 002 459 001, Australian Financial Services Licence Number (AFSL) 246679.

References to “our”, “we”, “us”, “I” and “me” refer to My Financial Mentors Pty Ltd and/or Martin Morris, who are both Authorised Representatives of Madison.

Madison authorises the distribution of this Financial Services Guide (“FSG”). This FSG is designed to give you an understanding of both Madison and My Financial Mentors Pty Ltd, before you receive any financial services and/or advice from us. In general terms, this FSG contains important information about:

- About our business
- Documents you may receive
- About Madison
- How we manage your personal information
- How we charge for our services
- How we are paid
- How our Advisers are paid
- The interests, associations and relationships that may influence our advice
- Madison’s Related Parties
- Reporting your concerns or making a complaint
- Professional Indemnity Insurance

This FSG is a very important document and we recommend that you read it carefully. If you need further explanation or you are unsure about any part of this document, we encourage you to ask us any questions you may have.

NOT INDEPENDENT

Madison, our Related Parties and Representatives are not independent in that they may receive life risk commissions, volume-based payments or other gifts or benefits from some products recommended to clients. This is described in further detail throughout this FSG and will be disclosed in your advice document.

Recommendations are made with a focus on client best interest and in accordance with the FASEA Code of Ethics.

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ABOUT OUR BUSINESS

Should you choose to engage My Financial Mentors Pty Ltd, you will be working on your financial plan with:

Name	Martin Morris
Authorised Representative Number	409446
Email	martin@myfinancialmentors.com.au
Qualifications, designations and memberships	<p>I am a member of the Financial Planning Association of Australia (FPA) and I am a Fellow Chartered Financial Practitioner (FchFP) with the Association of Financial Advisers (AFA).</p> <p>I hold a Bachelor of Commerce (Hon, Business Economics), a Masters in Strategic Planning, a Masters in Business Administration and an Advanced Diploma of Financial Planning.</p>
Madison authorises me to provide general and personal financial product advice and deal in	<ul style="list-style-type: none">• Basic Deposit Products• Non-Basic Deposit Products• Government Debentures, Stocks and Bonds• Life Insurance Investment Products• Life Insurance Risk Products• Managed Investments• Retirement Savings Accounts Products• Securities• Standard Margin Lending Facility• Superannuation

You can contact Martin on:

Address: Unit 6, Level 2 79-85 Oxford Street Bondi Junction 2022.
Telephone No: (02) 8821 7090



DOCUMENTS YOU MAY RECEIVE

If we provide you with personal financial advice, we will confirm our recommendations in writing so that you can make an informed decision about the appropriateness and suitability of our advice. Our recommendations will be documented in a Statement of Advice (“SoA”) and will be provided to you. A Record of Advice (“RoA”) will be used to record any advice where we have provided you with subsequent advice and where your personal circumstances have not changed. You may request a copy of any SoA, RoA or FSG that we have provided to you up to seven (7) years after the date it was provided to you at no cost to you.

If we recommend a particular financial product, we will give you information about that financial product in a document called a Product Disclosure Statement (“PDS”), which contains specific and important information. It is very important for you to read and understand any PDS that we provide you before you can take any action or make a decision in relation to a financial product recommendation.

A Fee Disclosure Statement (“FDS”) will be issued to you in instances where you have entered into an Ongoing Service Arrangement (“OSA”) with us for a period greater than 12 months. The FDS will contain information about the services you were entitled to receive, the services you received and the applicable fees for services rendered during the period, in addition to the services you will be entitled to, and the fees applicable, should you wish to continue the OSA for the next 12 months. The FDS requires you to elect to renew or terminate the OSA. You have the right to terminate your OSA at any time in writing via email or post. If you do not renew the OSA within 120 days from the anniversary date, the OSA is taken to be terminated. All ongoing fees will be ceased within the following 30 days, and we will no longer be responsible for providing you with advice or services.

In most cases personal financial product advice will be provided; however, if you do not require personal advice, general advice is available. We can also take your specific instructions to transact on your behalf and place a financial product (that we are authorised to provide personal financial product advice for) without providing any personal financial product advice. After you engage us as your Adviser, we can act on your instructions whether you provide them by telephone, email, or other means of communication agreed to.

ABOUT MADISON

Madison is an Australian Financial Services Licensee, providing licensee services and support to our business. Madison is licensed under the Corporations Act 2001 (Cth) to provide financial product advice, and to deal, in relation to the following financial products:

- Basic Deposit Products
- Non-Basic Deposit Products
- Government Debentures, Stocks and Bonds
- Life Insurance Investment Products
- Life Insurance Risk Products
- Managed Investments
- Managed Discretionary Account Services
- Retirement Savings Accounts Products
- Securities
- Standard Margin Lending Facility
- Superannuation

Together with us, Madison is responsible for services and advice we provide to you in our capacity as your Financial Adviser, under our authorisation as an Authorised Representative of Madison.

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Madison has an Approved Product List (APL), which lists financial products for which independent research has been undertaken and they are approved for Madison Advisers to recommend. If a financial product we believe is in your best interest to hold or acquire is not on the Madison APL, we will need to seek approval from Madison prior to any recommendation. If Madison does not grant this approval, we will discuss this with you.

HOW WE MANAGE YOUR PERSONAL INFORMATION

We are required to collect personal information about you to provide you with our financial advice and services. We collect personal information so that we can:

- Identify you
- Determine your goals and objectives
- Establish your requirements and provide products and services
- Set up and manage your investment and insurance needs
- Assess and manage your ongoing financial requirements

If you give information to us about another person (like your partner) in relation to the services we provide, you have an obligation to let the other person know that we hold their information. We collect the following personal information:

- Full name, address, contact details
- Employment details and financial circumstances
- Details of your financial needs and objectives
- Information about government assistance and medical history for insurance needs
- Anything else relevant to the financial services you are seeking from us

We are legally required to store this information and records of any advice and services we provide to you. We are also required to share this information with Madison as our AFSL. Information acquired by us while providing our services will not be disclosed to any other party without your express consent, except as required by law or professional obligation. We may use your information for purposes including:

- Providing you with financial product advice
- Assisting you to prepare an application for a financial product
- Telling you about other products or services we make available unless you tell us not to
- Allowing us to perform administrative tasks including outsourcing paraplanning services
- As required by law, regulation or codes binding us such as the Australian Financial Complaints Authority; and
- Any purpose to which you have consented

By providing us with your personal information, you consent to us using it for these purposes, including its storage and retention. We are not likely to disclose your information to organisations overseas. However, we may store your information in cloud or other types of networked or electronic storage. As electronic or networked storage can be accessed from various countries via an internet connection, it is not always practicable to know in which country your information may be held.

If we ask for your personal information and you do not give it to us, we may not be able to provide you with any financial services. For detailed information on how we handle your personal information, please see Madison's Privacy Policy at www.madisonfg.com.au.

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HOW WE CHARGE CLIENTS FOR OUR SERVICES (ALL FIGURES INCLUSIVE OF GST)

Financial services can be paid for in the following manner:

Fee for service: A once-off fee for service based on an hourly financial planning advice rate of \$350.

Financial Plan Fee: A Statement of Advice fee is charged to cover the cost of researching, developing and preparing your advice document. The fee is determined based on the amount of hours required to prepare your Financial Plan, at an hourly rate of \$350.

Implementation fees: An initial fee for service represents the cost of implementing the advice contained in the SoA. This fee may be charged as a percentage of up to 4.4 per cent of assets under advice or charged as a flat dollar amount depending on time and complexity.

Ongoing Service Fee: This fee may be up to 1.1% per annum of assets under advice or charged as a flat dollar fee, or a combination of both options can be negotiated depending on the complexity of the advice and the agreed level of service being provided. For example, if a 1.1% fee was selected and your investment amounted to \$100,000 we will receive up to \$1,100 in ongoing fees ($\$100,000 \times 1.1\%$).

INSURANCE COMMISSION

For all new insurance policies put into place from 1 January 2020, the insurer may pay a maximum commission of 66% of the first years' premium and a maximum commission of 22% of the second and subsequent years premiums. For example, if your insurance policy was put into force on 1 January 2020 and your premium for the first year is \$2,500, we will receive up to \$1,650 in commissions ($\$2,500 \times 66\%$). If the premium amount for the second and subsequent year is \$2,600, we will receive up to \$572 in commission ($\$2,600 \times 22\%$). For all insurance policies in force prior to the above dates, the maximum commission payable was 121% of the first years' premium. The commission payable in the second and subsequent years varied depending on the commission structure.

The basis and amount of all fees, commissions, adviser service fees and any referrals fees will be fully disclosed in your SoA, RoA, Ongoing Service Arrangement or Letter of Engagement and explained by your adviser prior to the implementation of any advice. An explanation of the fees and charges of the product provider will also be outlined in the relevant Product Disclosure Statement (PDS). No fees will be payable by you in relation to our services or advice without your prior consent.

HOW MY FINANCIAL MENTORS PTY LTD IS PAID

All revenue relating to our advice, including fees and commissions, are payable to Madison, who then pass through up to 100% of the revenue to us.

HOW OUR ADVISERS ARE PAID

The practice in which I am employed receives fees and commissions from business generated and remunerates me by way of salary. As a Director and owner of My Financial Mentors Pty Ltd, I am entitled to profits generated by the business.

THE INTERESTS, ASSOCIATIONS AND RELATIONSHIPS THAT MAY INFLUENCE OR AFFECT OUR ADVICE

Our recommendations to you will be based on our assessment of your personal circumstances, needs and objectives. These factors underpin our advice, but it is important for you to appreciate that our interests, associations, relationships and the benefits we receive may give rise to an actual or potential conflict of interest. We manage such conflicts and will clearly disclose any conflicts that we believe may influence our advice.

REFERRAL ARRANGEMENTS AND RELATED PARTY DISCLOSURES

We may make referrals to, or receive referrals from, other professionals. We do not pay, nor receive, any payments or benefits for these referrals.

I have an associated business outside financial planning that provides SMSF audit and accountancy services. Please note, although this business has no association with my authorisation under Madison, if you elect to access these services I will benefit as owner of the business. Madison is not responsible for the advice and services I provide under these businesses.

ALTERNATIVE REMUNERATION

Both we and Madison may receive non-monetary remuneration, such as entertainment and gifts, from financial institutions. These are recorded on a register of Alternative Remuneration. This register is available for inspection with 7 days' notice in writing.

MADISON'S RELATED PARTIES

Madison is a wholly owned subsidiary of Infocus Wealth Management Ltd ABN 28 103 551 015. Each entity and their representatives are liable only for the services provided within their discipline. Entities of Infocus Wealth Management (the Group) and a brief description of the services they provide are outlined below

- Infocus Securities Australia Pty Ltd ABN 47 097 797 049 Australian Financial Service Licence and Australian Credit Licence No. 236523 provides financial and mortgage broking services;
- Infocus Lending Advisory Pty Ltd ABN 19 134 237 031 and Australian Credit Licence Number 392704, trading as Infocus Lending Advisory, provides all mortgage and lending services;
- Infocus Tax & Business Advisory Pty Ltd ABN 40 615 064 983, trading as Infocus Tax & Business Advisory, is responsible for the provision of tax, accounting and business advisory services;
- Infocus Financial Planning Pty Ltd ABN 78 129 238 099, trading as Infocus Financial Advisory, is a Corporate Authorised Representative of Infocus Securities Australia Pty Ltd and provides financial services;
- Alpha Investment Management Pty Ltd ABN 13 122 381 908 (Australian Financial Services Licence No. 307379) provides Investment management services;
- Alpha Fund Managers Pty Ltd ABN 37 124 085 883 is the Investment Manager for the Alpha Fund Series;
- Commission Refunders Pty Ltd ABN 35 151 902 457 provides commission collection services;
- Portfoliofocus Pty Ltd ABN 40 098 278 589 provides marketing and promotional services;
- Portfolio Administration and Reporting Pty Ltd ABN 85 145 006 757 provides marketing and promotional services;
- Platformplus Pty Ltd ABN 46 103 551 533 is the entity responsible for Platformplus Wealth Management System and is the Promoter of PlatformplusWRAP); and
- Wealthportal Pty Ltd ABN 61 131 002 036 is a promoter of the WealthPortal investment and superannuation platform.

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PAYMENTS RECEIVED BY MADISON AND ITS RELATED BODIES CORPORATE

Where acting in capacity as Promoter, the Group or its related parties may receive payments from PlatformplusWRAP and WealthPortal, the promoters, for investments recommended by Authorised Representatives of the Groups. Payments can be received as a percentage of the investment balance and/or a fixed dollar fee. Should these payments apply to you, they are made by the product provider to the Group from the administration fees charged to your accounts and the information will be disclosed in your advice document.

Financial institutions may contribute to the cost of providing training opportunities throughout the year as part of our Alliance Partner Program. This support helps to offset the costs associated with the delivery of training and support to our Advisers. Our alliance partners we receive payments from are Insignia, Netwealth, Praemium, Zurich, TAL Life Limited, AIA Australia Limited, MLC, BT Financial Group, Morningstar, Generation Life, First Sentier, Fidelity, Blackrock/iShares, Yarra Capital Management, Cromwell, Challenger, Fidante, Dexus, Clearbridge, NEOS Life, Centuria Capital Limited, Clime Captial, Milford, Russell Investments, Global X Management and Magellan.

REPORTING YOUR CONCERNS OR MAKING A COMPLAINT

We are committed to providing a high level of client satisfaction and maintaining our reputation for honesty and integrity. If you believe we have failed to achieve this, we would like you to tell us about your concerns. We are committed to resolving any client concerns and aim to deal with any complaints quickly and fairly. If you have a complaint, it may be lodged either verbally or in writing by contacting your Adviser to discuss your complaint, or by contacting us.

You may also contact Madison's Complaints Officer to make a complaint by:

Telephone: 07 5406 5000

In writing: Complaints Officer, Madison Financial Group Pty Ltd,
PO Box 1856, Sunshine Plaza QLD 4558; or
Professional.Standards@infocus.com.au

Madison will then investigate your complaint with the intention to provide a resolution within 30 days. If your complaint is not resolved to your satisfaction, you have the right to make a complaint, free of charge, to the Australian Financial Complaints Authority (AFCA).

AFCA is an external dispute resolution scheme that provides a free service to clients and is an independent and impartial body that will deal with your complaint.

You can contact AFCA on:

Telephone: 1800 931 678

Email: info@afca.org.au

In writing: Australian Financial Complaints Authority Limited, GPO Box 3, Melbourne Victoria, 3001

Website: www.afca.org.au

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PROFESSIONAL INDEMNITY INSURANCE

Madison has professional indemnity insurance in place to cover both Madison and its Authorised Representatives (including the conduct of those Authorised Representatives who are no longer authorised by Madison but were so at the time of the relevant conduct) for the financial services we provide. This professional indemnity insurance satisfies the requirement imposed by s912B of the Corporations Act 2001 and any other relevant financial services regulations.

CONTACTING MADISON

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