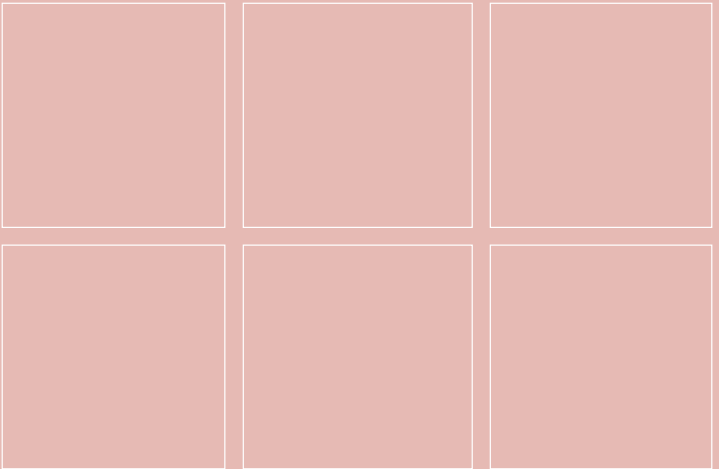




# Bendigo Financial Planning Financial Services Guide

10 August 2009



## **Introduction**

This Financial Services Guide is designed to provide you with an understanding of what to expect from Bendigo Financial Planning's service offering and the associated fees and charges.

## **Financial Services Guide (FSG)**

This guide contains important information about:

- the financial services and products we offer;
- remuneration, commissions or other benefits that may be received by Bendigo Financial Planning and related persons in connection with the financial services provided;
- any interests, associations or relationships that can influence the advice we give you; and
- our internal and external dispute resolution procedures and how you can access them.

You may also receive the following documents when we provide financial services or products to you:

## **Statement of Advice (SOA)**

An SOA is provided when you receive personal advice about a product or service. The SOA will include the following important information:

- the advice given and the basis of the recommendations;
- information about fees and commissions that may be received for the advice;
- any associations, relationships or interests that may influence the advice we provide.

We are not required to provide you with an SOA where the personal financial product advice relates to a basic deposit product, non cash payment facility or travellers cheques.

Throughout this Financial Services Guide, Bendigo Financial Planning Limited is referred to as "Bendigo Financial Planning", "we", "us", "our" or any such variations.

## **Product Disclosure Statement (PDS)**

A PDS is provided when 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.

The PDS sets out the key features, significant benefits, risks and fees associated with the financial product.

## **Service Agreement**

The Service Agreement is a formal contract that outlines the benefits, services and support provided by Bendigo Financial Planning for on-going service. It is Bendigo Financial Planning's commitment to providing our customers with a holistic approach to financial planning.

## **Who will be responsible for the advice I receive?**

Bendigo Financial Planning, as the holder of an Australian Financial Services Licence, is responsible for the financial advice provided to you. Your financial planner acts on behalf of Bendigo Financial Planning when providing financial planning services.

## **About Bendigo Financial Planning Limited**

Bendigo Financial Planning Limited (ABN 81 087 585 073), is the financial planning arm of the Bendigo and Adelaide Bank Group (the Group). Bendigo Financial Planning operates nationally across many Bendigo Bank and **Community Bank**<sup>®</sup> branches.

Our Australian Financial Services Licence Number is 237898.

Bendigo Financial Planning is a Principal Member of the Financial Planning Association.

## **Who is my Financial Planner?**

Your financial planner is a representative of Bendigo Financial Planning.

You can contact your financial planner by:

- visiting your local Bendigo Bank branch;
- contacting 1300 366 666  
8am – 8pm (Victorian time)  
Monday to Friday;
- visiting our website at [www.bendigobank.com.au](http://www.bendigobank.com.au);
- writing to us at:  
Bendigo Financial Planning Limited  
Level 5, 120 Harbour Esplanade  
Docklands VIC 3008  
Facsimile: (03) 8414 7242

## **How should I communicate my instructions to my Financial Planner?**

Generally, you need to give us instructions in writing unless another method has been agreed by us. You can give instructions by using the contact details set out above. Some products and services may have their own requirements as to how to provide instructions or execute certain transactions. Please refer to the relevant PDS or other disclosure document for further details.

## **What financial services are available through Bendigo Financial Planning?**

Bendigo Financial Planners are qualified to provide advice in the following areas:

- Investment advice and management
- Budget and debt management
- Superannuation and retirement planning
- Estate planning
- Social Security
- Gearing of investments
- Personal insurance

We are also authorised to provide advice and transact on the following financial products:

- Deposit and payment products (not including non-cash payment facilities)
- Government debentures, stock or bonds
- Life products including investment life insurance and life risk insurance products
- Interests in managed investment schemes (including investor directed portfolio services)
- Securities
- Superannuation
- General insurance products\*

Your financial planner is required to recommend products only from our approved products list. You may request to see this list at any time from your planner.

\* Your Financial Planner is authorised to provide general insurance advice but this authorisation only extends to CGU's consumer credit insurance product.

#### **Does Bendigo Financial Planning have any relationships or associations that may influence the advice I receive?**

Bendigo Financial Planning is a subsidiary of Bendigo and Adelaide Bank Group (the Group).

The Group comprises a number of wholly owned subsidiaries including Adelaide Managed Funds, Sandhurst Trustees Limited and Victorian Securities Corporation Limited.

These subsidiaries have financial products listed on Bendigo Financial Planning's approved products list. Bendigo Financial Planning's approved products list also includes financial products issued by other non-related companies.

Rural Bank Limited is a related Body Corporate.

Bendigo and Adelaide Bank is also a joint venture partner in Homesafe Solutions Pty Ltd and a substantial shareholder in IOOF Holdings Ltd.

Bendigo Financial Planning occasionally receives financial support from various Fund Managers for professional development training. Any sponsorship received is used to fund the cost of venues and speakers and is not applied to entertainment. Details of any such sponsorship are included in the Public Benefits Register which your financial planner can provide on request.

#### **How is Bendigo Financial Planning paid for its services?**

Bendigo Financial Planning offers a fee for service model where you can elect to pay either through direct fees and/or through commissions paid to us by the product provider.

#### **The following is an outline of the fees and charges for Bendigo Financial Planning services:**

##### **Initial consultation**

There is no charge for your initial consultation.

##### **Initial advice fees and charges**

If you request to be provided with a financial plan (in the form of an SOA) to detail the personal advice and recommendations made from our initial discussion, a fee will be charged for this service.

The fee will vary depending on a number of factors including the complexity of your needs, the amount of research involved and the time taken to complete the plan. The fee for preparing and implementing a financial plan generally ranges from \$500 to \$10,000; although we may charge more for complex requirements. The actual fee, or the manner of calculation if it cannot be precisely determined on your first consultation, will be discussed with you and disclosed in the SOA.

The plan and implementation fee can take the form of two payment options:

- i) A direct payment in the form of a service fee (i.e. cheque and BPAY); and/or
- ii) Payment through upfront commissions received from the product provider/s whose product/s we recommend.

### **Upfront commissions**

If you choose to pay your fees through upfront commissions, the agreed commissions will be deducted by the product provider at the time the investment or insurance is placed, and forwarded to Bendigo Financial Planning.

The actual rate of commission will depend on the type of product, the services provided and the amount invested, but will not exceed the following rates for the corresponding products:

- Managed Funds - up to 5.0% of the amount invested
- Mortgage Funds - up to 1.1% of the amount invested
- Risk Insurance - up to 142.45% of the first year's premium
- Annuities - up to 3.85% of the amount invested
- Direct Shares - the greater of 2.2% or \$60 per share trade

### **Ongoing fees and charges**

#### **Ongoing service**

By having a Service Agreement in place you will continue to receive ongoing service from your financial planner including the professional services provided by Bendigo Financial Planning's administration, training, research and compliance teams.

Depending on the level of service, nature and complexity of the advice and the frequency of reviews, the fee for providing you with ongoing service generally ranges from \$1,000 to \$5,000. For more complex requirements we may charge more.

Fees for ongoing service will be periodically debited from your nominated bank account on a monthly, quarterly or half yearly basis. Both the Service Agreement and ongoing service fee will be subject to annual review.

### **Ongoing commissions**

Ongoing commissions may also be paid to Bendigo Financial Planning for the duration of your investment by the product provider. This commission provides us with the income to continue providing the necessary support to you.

The actual rate of commissions will depend on the type of product, the services provided and the amount invested, but will not exceed the following rates for the corresponding products (calculated on a per annum basis):

- Managed Funds - up to 0.88% per annum of the balance of the investment
- Mortgage Funds - up to 0.38% per annum of the balance of the investment
- Risk Insurance - up to 33% of the annual premium in the second and subsequent years
- Annuities - up to 0.44% per annum of the balance of the investment.

In determining the ongoing service fee in any Service Agreement we will take into account the ongoing commissions we receive from the product provider.

Example:

If \$10,000 is invested in a product where the product provider pays us 4% initial and 0.4% ongoing commissions, we will receive \$400 at the time the investment is placed and 0.4% of the balance per year there after. These amounts will be taken into account when determining the fee for your Service Agreement.

The ongoing commissions can be deducted by the product provider from your investment and/or annual insurance premium. This commission can be paid to Bendigo Financial Planning weekly, monthly, quarterly or annually depending on the product.

Note: All figures quoted are inclusive of GST.

### **Volume commission arrangements**

We have an arrangement with IOOF Investment Management Limited (a subsidiary of IOOF Holdings Limited) where we receive 0.22% (incl. GST) in Volume Commission providing the total amount of funds under administration in certain IOOF investment products is at least \$385 million. These products include the Bendigo Financial Solutions, IOOF Portfolio Service, Pursuit and Lifetrack investment platforms. This additional payment is paid by the platform provider at the end of each quarter from its management costs and is not an extra cost to you. Any Volume Commission received will be disclosed in our advice to you.

### **How are related companies or associated product providers of Bendigo Financial Planning paid?**

#### **Remuneration received by Bendigo and Adelaide Bank for deposit and payment products**

Bendigo and Adelaide Bank is the issuer of deposit and payment products and will receive remuneration in its capacity as the issuer of those products.

#### **Remuneration received by other Group companies for products issued by them**

If you acquire a product issued by a company in the Group, the relevant company may receive product fees in relation to that product, including commissions, referral fees, entry fees, management fees, exit fees or any other fees specified in the PDS or the disclosure document for that particular product. These product fees may benefit other Group members or associates.

### **How are Bendigo Financial Planners paid?**

Bendigo Financial Planners are paid salaries, not commissions.

Your financial planner may be eligible for the Group's Performance Bonus Scheme. Bonus payments are awarded solely at the discretion of the Bank and may be paid subject to several factors including individual performance (reviewed annually in the Performance Review process). These bonus payments are not an additional cost to you.

Your financial planner may also receive non-monetary benefits from product providers, such as tickets to events or corporate promotional merchandise.

In addition, Bendigo Financial Planning may receive non-monetary benefits from product providers, such as free use of office facilities for conducting seminars.

### **Will anyone be paid for referring me to Bendigo Financial Planning?**

If a **Community Bank**<sup>®</sup> Branch or an Agency of Bendigo Bank refers you to us, the Branch/Agency will receive a referral fee comprising 40% of the initial fee paid to Bendigo Financial Planning and 0.1% per annum of funds under management. Any amounts paid to referrers will be debited from the amount paid to Bendigo Financial Planning and will not be an extra charge to you.

If you were referred to us by an external party Bendigo Financial Planning may pay a referral fee to the referrer. If any fee is paid, you will be advised of the specific amount in the Statement of Advice.

### **When will I receive specific details about my fees?**

If you receive personal financial product advice, you will be provided with an SOA (or in relation to deposit and payment products, another communication), which includes details of any remuneration, commissions and other benefits (where possible in actual dollar amounts) Bendigo Financial Planning may receive on specific financial products to which the advice relates. In the event an exact amount is not known at the time you are given the SOA or other communication, we will set out the manner in which the remuneration, commissions or any other benefits are to be calculated.

### **Will the advice be tailored to my personal needs?**

Your Financial Planner is obliged by law to have a reasonable basis for personal advice. Your Financial Planner must therefore base recommendations with consideration to your individual investment objectives, financial situation and particular needs.

In order for us to give you personal financial advice, you will be required to provide details of your personal objectives, current financial situation, needs and any other relevant information, so we can offer you the most appropriate advice.

If you choose not to provide all relevant information to us, we are required to outline the possible consequences of us not having your full personal information. You should read the information contained in the SOA carefully before making any decision relating to a financial product.

### **What information does Bendigo Financial Planning keep about me?**

We maintain a record of your personal profile which includes details of your investment objectives, financial situation and needs. We also maintain records of any recommendations made to you. If you wish to examine your file you should ask your Bendigo Financial Planner and we will make arrangements for you to do so.

We are committed to protecting your personal information. Extracts from our Privacy Statement are annexed to this FSG.

### **What should I do if I have a complaint?**

Our aim is to provide you with an excellent financial planning service. If you have a complaint about the services we provide, you should take the following steps:

1. Contact your Financial Planner to discuss the complaint.
2. If the complaint is not satisfactorily resolved:
  - contact the Dealerships Compliance Manager of Bendigo Financial Planning on (03) 8414 7982; or
  - put your complaint in writing and send it to:  
Compliance Manager  
Bendigo Financial Planning Limited  
Level 5, 120 Harbour Esplanade  
Docklands VIC 3008

We will attempt to resolve your complaint quickly and fairly, and will respond in writing. If you feel our response is not adequate, or if you have not received a response within 45 days, you can have your complaint reviewed by the Financial Ombudsman Service (FOS):

Financial Ombudsman Service  
GPO Box 3  
Melbourne VIC 3001  
Toll free: 1300 780 808  
Facsimile: (03) 9613 6399  
Website: [www.fos.org.au](http://www.fos.org.au)  
Email: [info@fos.org.au](mailto:info@fos.org.au)

### **How is my personal information stored?**

#### **Your right to privacy**

We are committed to ensuring the privacy and security of your personal information. All personal information is handled in accordance with the Privacy Act, as set out below in our Privacy Disclosure Statement. Additional information on our information management practices can be obtained at [www.bendigobank.com.au](http://www.bendigobank.com.au) or by contacting the Dealerships Compliance Manager on (03) 8414 7982.

We aim to ensure that the personal information we retain about you is accurate, complete and up-to-date. Accordingly, if you have any concerns about the completeness or accuracy of the information we have about you, or would like to access or amend your information, call us on the above number.

#### **Privacy Disclosure Statement**

In order to comply with the requirements of the Privacy Act, we are required to advise that we hold personal information about you that may include sensitive information (such as health information). Your personal information will be used to provide you with financial services including:

- The preparation/review of your Statement of Advice
- The provision of financial planning advice
- Making/reviewing securities and investment recommendations.

We may seek verification of your identification and any identification documents from independent sources and/or third party service providers. We will keep copies of all documents provided by you and where required by law will provide copies of your identification documents to third party bodies.

Where necessary, we will request further documentary evidence to confirm your identity. We may also request you produce in person, the original and/or certified true copies of all documentary evidence confirming your identity.

If you do not provide the requested information, we may not be able to provide you with the services you require. Where required, we may disclose information about you to our financial planners and other professionals within the Group, insurance providers, superannuation trustees and product providers in connection with the purposes detailed above.

We may also share your personal information with related companies in the Group and our joint venture partners so that you can be informed about the services available from us or other companies within the Group. To do that we may provide your personal information to our service providers.

In the event we consider it necessary to use or disclose information about you for purposes other than those detailed above or related purposes, we will seek your consent.

If you do not want to receive this information, call the Bendigo Bank Customer Help Centre on 1300 361 911.

For further details, please refer to our privacy policy at [www.bendigobank.com.au](http://www.bendigobank.com.au)

**Disclaimer**

Bendigo Financial Planning Limited  
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