



Financial Services Guide

Steel City Financial Planners Pty Ltd

This Financial Services Guide (FSG) contains information that will help you decide whether to use the financial services I offer. It sets out:

- who I am and how I can be contacted
- the advice and services I provide
- information about our licensee AMP Financial Planning Pty Limited (AMP Financial Planning)
- our fees and how I, your adviser and AMP Financial Planning, are paid in connection with those services
- how I manage your private information
- how you can complain about a matter relating to me or AMP Financial Planning

Documents you may receive

We will provide you with a number of documents as you progress through our financial planning process to capture each stage of your advice journey. We may provide these documents to you electronically to your nominated email address, unless otherwise agreed.

When I provide personal advice it will normally be documented and provided to you in a Statement of Advice (SOA), known as a financial plan. The financial plan contains a summary of your goals and the strategies and any financial products I may recommend to achieve your goals. It also provides you with detailed information about product costs and the fees and other benefits I and others will receive, as a result of the advice I have provided.

If I provide further personal advice a financial plan may not be required. I will keep a record of any further personal advice I provide you for seven years. You may request a copy of such records by contacting my office during that period.

If I recommend or arrange a financial product for you I will provide a product disclosure statement (PDS) or investor directed portfolio service (IDPS) guide where relevant. These documents contain the key features of the recommended product, such as its benefits and risks as well as the costs you will pay the product provider to professionally manage that product. You should read any warnings contained in your advice document, the PDS or IDPS guide carefully before making any decision relating to a financial strategy or product.

Not Independent

- Generally, I provide personal advice in line with my Approved Product and Services List (APSL) which may include financial products and services associated with the licensee. I may receive commissions from life insurance products I recommend and non-monetary benefits such as training and educational seminars from product providers. For these reasons, I am not considered independent, impartial, or unbiased.

About my practice

Name	The trustee for The Finlay Family Trust trading as Steel City Financial Planners Pty Ltd
Australian Business Number	46 130 809 453

About Shane Finlay

Authorised representative number	249048
Corporate Authorised Representative number	417612

Qualifications (Finance related)

Diploma of Financial Services (Financial Planning)

Advanced Diploma of Financial Services (Financial Planning)

Certificate IV Financial Services (Finance/Mortgage Broking)

Professional memberships

FPA - Financial Planning Association

Office contact details

Address	254 Maitland Road, , Mayfield, NSW 2304
Phone	02 4960 0666
Fax	02 4960 0667
Email	admin@steelcityfp.com.au
Website	www.steelcityfp.com.au

My advice and services

I can provide you with personal and general advice about specific services and financial products listed below. I can also arrange for financial products to be issued without advice from me.

The following table sets out the areas of advice I can help you with as well as the products and services I can arrange.

I can provide advice on	I can arrange the following products and services
— Investments strategies (strategic asset allocation)	— Superannuation, including retirement savings accounts
— Budget and cash flow management	— Managed investments
— Debt management (including borrowing for personal and investment purposes)	— Investor directed portfolio services (for example, administration platforms)
— Salary packaging	— Deposit and payment products (for example term deposits, cash management accounts and non-cash payment products)
— Superannuation strategies and retirement planning	— Standard margin loans
— Personal insurance	— Retirement income streams, including pensions and annuities
— Centrelink and other government benefits	— Personal and group Insurance (life cover, disability, income protection and trauma)
	— Life investment products including whole of life, endowment and bonds
	— Arranging for listed securities, shares and debentures to be bought and sold via a platform and broker.
	— Limited selection of investment guarantees

AMP Financial Planning maintains an approved products and services list from a diversified selection of approved Australian and International fund providers, including companies related to AMP Financial Planning. These have been researched by external research houses as well as my in-house research team.

AMP Financial Planning periodically reviews these products to ensure that they remain competitive with similar products that address similar client needs and objectives. Generally, I recommend products that are on the approved products and services list. However, if appropriate for your needs, I may, subject to AMP Financial Planning's approval, recommend other products.

A copy of the approved products and services list can be supplied to you upon request.

If I recommend a new platform or portfolio administration service, I use those approved by AMP Financial Planning.

These services may include those issued by related to AMP Financial Planning.

Tax implications of our advice

Under the Tax Agent Services Act 2009, , trading as Steel City Financial Planners Pty Ltd is authorised by the Tax Practitioners Board to provide tax (financial) advice services on matters that are directly related to the nature of the financial planning advice provided to you. We will not consider any other tax matters in our advice to you. Where tax implications are discussed they are incidental to our recommendations and only included as an illustration to help you decide whether to implement our advice.

Transaction services

I can arrange to complete transactions for you on limited types of financial products where I can take your instructions and arrange for the transaction to be completed, without providing personal advice. If you wish to proceed without my advice, I will ask you to confirm your instructions, which will be documented in writing. We will keep a record of this documentation for seven years. You may request a copy of such records by contacting our office during that period.

Your relationship with me and using my services

You can contact me directly with any instructions relating to your financial products. This includes giving me instructions by telephone, mail or email. I can only accept your instructions via email once you have signed an authority form.

I will work with you to agree what advice and services I will provide and when and how often I will provide them.

Where you agree to annual advice and services, the details will be documented and provided to you in an advice or service agreement. This includes the frequency of contact between us, service standards that may apply, any fee arrangements and how the agreement can be terminated.

If at any time you wish to terminate your relationship with me, please contact me using the details shown in this Guide.

Changing service providers

To ensure that you are provided at all times with ongoing servicing to meet your financial needs, I may transfer my rights and obligations under this servicing arrangement to another adviser or financial planning practice within the AMP network or to another AMP licensee (the new service provider). If I do this, the new service provider will provide the servicing to you and will be entitled to the agreed fees. The new adviser will then take over the rights and obligations on the same terms and conditions set out in this servicing arrangement and I will be released from those rights and obligations. I will write to you in advance of a transfer occurring, to introduce your new service provider. You may notify your new service provider at any time if you want to vary or end your servicing arrangements.

Providing information to me

It is important that I understand your circumstances and goals, so that I can provide you with appropriate advice and services. You have the right not to provide me with any personal information. Should you choose to withhold information, or if information you provide is incomplete or inaccurate the advice or services I provide you may not be appropriate for you.

It is also important that you keep me up to date by informing me of any changes to your circumstances so I am able to determine if our advice continues to be appropriate.

My fees

The actual fee charged to you will depend on the nature of the advice or service I provide. I will discuss and agree the actual fees with you before I proceed. The following section outlines the types of fees that may apply.

The fees charged for my advice and services may be based on a combination of:

- A set dollar amount; or
- A percentage based fee.

My agreed advice and service fees may include charges for:

- Initial advice
- Ongoing advice and services
- Annual advice and services

Please note that for services in relation to insurance, commissions may be paid by the product provider as follows:

- Initial commission - a percentage of the value of your insurance premiums, and
- Ongoing commission - a percentage of the value of your insurance premiums, usually calculated at the end of each month in which you hold the investment or on renewal of insurance products.

Payment methods

I offer you the following payment options for payment of my advice and service fees:

- BPAY, direct debit (savings), credit card or cheque; and
- Deduction from your investment (subject to the advice and service provided).

All permissible fees and commissions will be paid directly to AMP Financial Planning as the licensee. They retain a percentage (as a licensee fee) to cover their costs and the balance is passed on to me. The percentage is determined annually, based on a number of factors, including my business revenue over a 12 month period.

For more information on my services, please see my **Schedule of fees** attached or available on request.

Fixed service fees

I offer the following services at these fees:

Service	Fee
Execution Only Transactions for Non Annual Advice and Service Agreement clients	\$165.00 (including GST)
Record of Advice for withdrawals for Non Annual Advice and Service Agreement clients	\$165.00 (including GST)
Hourly rate for Financial Planner - (Outside of your Annual Advice Agreement, dependant on the complexity of Advice).	\$330.00 per hour (including GST)
Hourly rate for Support Staff - (Outside of your Annual Advice Agreement, dependant on the complexity of Advice).	\$165.00 per hour (including GST)

Other costs

Where other costs are incurred in the process of providing my advice and services to you, you will be liable for these costs. However, I will agree all additional costs with you prior to incurring them.

How I am paid

I am a sole trader and receive all fees and commissions paid to my practice.

Other benefits I may receive

The following are monetary and non-monetary benefits I may receive other than those explained above. These are not additional costs to you.

In addition to the payments I may receive for my advice and services, I may receive other support services or recognition from the licensee to help me grow my business. This could include education or training, badging rights, technology, financing support, events or other recognition I am eligible for. I may receive benefits from product that may include non-monetary benefits that are valued at less than \$300. I may also participate in business lunches or receive corporate promotional merchandise tickets to sporting or cultural events and other similar items.

Development, management and advice (DMA) run off payments

Eligibility to receive DMA run off payments is dependent on me continuing to be authorised by and meeting standards set by AMP Financial Planning. From 31 January 2020 I will be eligible to receive run off payments based on the amount of advice revenue I generated in 2018. Advice revenue includes revenue directly attributable to advice provided to a client for an agreed fee. It excludes commissions from investment, insurance and banking products. These payments are to assist with my cashflow over 3 years as set out in the table below. Run off payments will not be made after January 2023.

Year	Total annual amount
2021	\$72,600
2022	\$36,300

Business buy-back option

If I leave the financial services industry or can no longer appropriately service a selection of my clients, AMP Financial Planning will either look after my clients or appoint you to another adviser or financial planning practice within the AMP network.

If this happens, AMP Financial Planning makes available a facility for practices to transfer the servicing rights of their clients. The valuation will vary depending on certain factors including the annual recurring revenue of my practice and the level of my service standards.

Personal and professional development

AMP Financial Planning offers education, personal and professional development opportunities to my practice on an annual basis. Participation in these opportunities may be based on attainment of qualifying criteria or open eligibility.

Education and professional development

Provided we meet specific qualification criteria AMP Financial Planning will support the practice with up to 20% of the licensee fees payable by the practice to the licensee in 2017 to meet the training and education requirements for financial advisers as required by Financial Adviser Standards and Ethics Authority. We may also be eligible for education or training support to assist with the development of advisers in our practice. This support may be dependent on a number of factors including the experience of the adviser and their tenure at our practice.

The support mentioned above are paid by AMP Financial Planning directly to the education provider and not to me.

Placement fees

From time to time AMP Financial Planning will receive fees from brokers or product issuers (including AMP group companies) for arranging client participation in Initial Public Offerings (IPOs) of financial products. The fee, which is generally a percentage of the fee paid to the broker, varies from offer to offer and by the level of participation by AMP Financial Planning. I may share in this fee based on the level of participation by my clients.

Relationships and associations

It is important that you are aware of the relationships that AMP Financial Planning has with providers of financial services and products as they could be seen to influence the advice you receive.

About my licensee

AMP Financial Planning Pty Limited

ABN 89 051 208 327

Australian Financial Services Licensee number: 232706

AMP Financial Planning Pty Limited has:

- Approved the distribution of this guide
- Authorised me to provide advice and other services as described in this guide

AMP Financial Planning's registered office is located at 33 Alfred Street, Sydney, NSW 2000.

About the AMP Group

AMP Financial Planning is a member of the AMP group of companies. I can provide advice on products from a wide range of financial product providers, some of which are related or associated with AMP Financial Planning, namely:

- NMMT Limited
- AMP Bank Limited
- SMSF Administration Solutions Pty Ltd
- AMP Capital Investors Limited
- Australian Securities Administration Limited (ASAL)
- National Mutual Funds Management Limited
- AMP Superannuation Limited
- ipac asset management limited
- Multiport Pty Limited
- AMP Capital Funds Management Limited
- Cavendish Superannuation Pty Ltd
- SuperConcepts Pty Ltd
- N.M. Superannuation Pty Limited

If I recommend a product issued by the AMP Group or a third party product issuer, they will benefit from my recommendation by receiving product, administration and investment fees, as well as fees paid by fund managers to distribute their product. These fees are all disclosed in the relevant PDS or IDPS guide.

Authorised representatives and/or staff employed in my business may hold shares in AMP Limited, whose share price may be favourably affected by the sale of products issued by AMP Group companies.

AMP Financial Planning's relationships with other companies

From time to time, AMP Services Limited (ASL) may facilitate access to AMP Financial Planning and its authorised representatives for issuers to train or educate AMP Financial Planning and its authorised representatives on their products.

Confidence in the quality of my advice

If at any time you feel like you are not satisfied with my services, the following will help you understand your options and find a resolution.

- Contact your adviser and tell them about your complaint.
- If your complaint is not satisfactorily resolved within three business days, please contact AMP Financial Planning:
 - Phone 1800 812 388
 - Email advicecomplaints@amp.com.au
 - In Writing

AMP Financial Planning Limited

Attention: Head of Advice Complaints and Client Remediation

33 Alfred Street

Sydney NSW 2000

- They will try to resolve your complaint quickly and fairly. They will provide you with a decision in respect to your complaint within 45[^] days of me receiving it.
- We note that in some circumstances, it may not be possible for me to completely resolve a complaint within this timeframe. If you do not agree with my decision in respect of your complaint, or are otherwise unsatisfied with my response, you may escalate your complaint to one of the following External Dispute Resolution Schemes listed below.

[^]From 5 October 2021, the timeframe will reduce from 45 days to 30 days.

Any issues relating to financial advice, investments, or superannuation matters	Australian Financial Complaints Authority (AFCA) GPO Box 3 Melbourne VIC 3001 1800 931 678 www.afca.org.au info@afca.org.au
Any issue relating to your personal information	The Privacy Commissioner GPO Box 5218 Sydney NSW 2001 1300 363 992 privacy@privacy.gov.au

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

Professional indemnity insurance

I maintain professional indemnity insurance to cover my advice and the recommendations provided by your adviser. AMP Financial Planning is also covered by professional indemnity insurance and this satisfies the requirements imposed by the Corporations Act 2001 and National Consumer Credit Protection Act. 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.

Your privacy

We are committed to protecting your privacy. Below we outline how we maintain the privacy of the information we collect about you.

Privacy collection statement

As part of the financial planning process, we need to collect information about you. Where possible we will obtain that information directly from you, but if authorised by you we may also obtain it from other sources such as your employer or accountant. If that information is incomplete or inaccurate, this could affect our ability to fully or properly analyse your needs, objectives and financial situation, so our recommendations may not be completely appropriate or suitable for you.

We are also required under the Anti-Money-Laundering and Counter-Terrorism Financing Act (AML/CTF) 2006 to implement client identification processes. We will need you to present identification documents such as passports and driver's licences in order to meet our obligations.

We keep your personal information confidential, and only use it in accordance with our Privacy Policy. Some of the ways we may use this information are set out below:

- Your adviser and AMP Financial Planning may have access to this information when providing financial advice or services to you;
- Your adviser may, in the future, disclose information to other financial advisers, brokers and those who are authorised by AMP Financial Planning to review customers' needs and circumstances from time to time, including other companies within the AMP group (the Group);
- Your information may be disclosed to external service suppliers both here and overseas who supply administrative, financial or other services to assist your adviser and the Group in providing financial advice and services to you. A list of countries where these service providers are located can be found in the Group Privacy Policy;
- Your information may be used to provide ongoing information about opportunities that may be useful or relevant to your financial needs through direct marketing (subject to your ability to opt-out as set out in the Group Privacy Policy);
- Your information may be disclosed as required or authorised by law and to anyone authorised by you.

Your adviser and AMP Financial Planning will continue to take reasonable steps to protect your information from misuse, loss, unauthorised access, modification or improper disclosure. You can request access to the information your adviser or AMP Financial Planning holds about you at any time to correct or update it as set out in the Group Privacy Policy. The Group Privacy Policy also contains information about how to make a complaint about a breach of the Australian Privacy Principles.

For a copy of the Group's Privacy Policy visit <http://www.amp.com.au/privacy> or you can contact us.

Schedule of fees

These prices should be used as a guide only. We will discuss your individual needs and agree our fees with you. The actual agreed fees will depend on factors such as the complexity of your circumstances and goals and the scope of the advice.

Initial fees

For new clients and/or new strategies for existing client

- an initial meeting helps you find out about us and helps us get to know you.
- we'll ask you for information so we can understand who you are and what you're aiming to achieve
- we'll help you clarify your goals.
- we evaluate your financial situation and formulate specific recommendations which we present in your financial plan we develop for you.
- we discuss our recommendations with you and ascertain how you feel about them.
- your plan can now be put into action. we begin executing the agreed actions and help you make any changes you agree to make.
- if you would like us to, we can periodically review your objectives, achievements and ongoing needs.

These are fees paid when you have agreed to receive my advice:

Initial service	Fee amount
Initial Advice Preparation and Implementation	Between \$1,750.00 and \$6,800.00
Financial Plan Preparation and Implementation	Between \$1,750.00 and \$6,800.00

Ongoing service fees / Annual Advice and Service Agreement (AASA)

The Ongoing / Annual Advice and Service Agreement Steel City Financial Planners Service includes;

- Ongoing and pro-active reviewing of managed funds by Steel City Financial Planners and Morningstar
- AASA clients get access to administration staff and support when required, including assisting with product enquires
- Assisting to liaise with Centrelink when required
- Execution Only requests processed at no additional costs
- Record of Advice requests processed at no additional costs
- Assisting with Insurance Claims
- Assisting with Death/TPD claims
- Keeping track of Member Contributions
- Ensuring insurance premium structures are maintained and met
- Assisting with any changes in relation to the Federal Budget
- WRAP account cash account management
- Liasing with Product Providers on your behalf
- Pro-active and swift investment changes should;

- An issue arise with an investment
- Our research indicates that a change could better position you for the future
- Regular online portfolio reporting
- Regular meetings with your Adviser (A minimum of one meeting per annum is compulsory)
- Extra meetings and phone discussions with your adviser and/or our staff to discuss financial planning issues as required (limits may apply)
- Subscription to our Occasional Email newsletter

I provide ongoing services for clients with existing ongoing fee arrangements to help you stay on track to meet your goals. My ongoing service fees vary depending on the scope and complexity of services provided. The cost of these services are as follows:

Ongoing service	Fee amount
Large Corporate Member Package Dedicated advice package for members of our large corporate super plans.	1.1% of funds under management. For example, if your investment balance was \$100,000 your annual fee would be \$1,100.00 (with a minimum dollar amount of \$2,200 per annum).
Premium Service Package A Premium level service encompassing our full range of advice areas.	1.4% of funds under management. For example, if your investment balance was \$100,000 your annual fee would be \$1,400.00 (with a minimum dollar amount of \$2,200 per annum).

The amount of fees will depend on the service offering and these are provided in a separate advice or services agreement. Note that ongoing service are closed to new clients and are applied to existing 'ongoing advice agreements' prior to 1 March 2020.

Annual advice and service fees

I also offer services for the below costs for a fixed period of 12 months. The cost of those services are as follows:

Service	Fee amount
Annual Advice and Service Agreement	Between 1.1% pa and 1.4% pa of funds under management for a 12-month period. For example, if your funds under management was \$100,000, assuming the balance remains constant, your fee for 12 months would range between \$1,100.00 and \$1,400.00. Note: If the fee is below the minimum of \$2,200, a flat fee of \$2,200 applies.

The amount of fees will depend on the service offering and these will be provided in a separate advice or services agreement.

Commissions

I may receive commissions when implementing certain products for you, in line with the below. Any commission amounts will be disclosed to you when providing my advice.

The following table is a guide of commissions I may receive.

Product type	Initial commission	Ongoing commission	Example
Insurance (including those held within superannuation)	Up to 66% of the first year's premium for new policies implemented from 1 January 2020. I may receive commissions on increases or additions to existing policies of up to 130%.	Up to 33% of the insurance premium each following year.	On insurance policies implemented from 1 January 2020, if your insurance premium was \$1,000, I would receive an initial commission of up to \$660. I would receive an ongoing commission of up to \$330.00 pa.

All fees and charges include GST.

If an agreed advice fee is charged then I may rebate all or some of the commission.