



Financial Services Guide (FSG)

A guide to the services we provide and how we will work with you to
achieve your goals



Key Financial Planning Pty Ltd

Suite 9, The Esplanade Centre
87 King Street, Warners Bay NSW 2282

Phone: 02 4965 7696

Email: myfuture@keyfp.com.au

Web: www.keyfp.com.au

Business profile

Financial Services Guide: FSG Version 3.1

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Important



Before we provide you with financial advice, you should read this Financial Services Guide (FSG) It contains the following important information to help you decide whether to use our services:

- Who we are;
- Advice we provide;
- How we are paid;

Who to contact if you have a complaint.

Lack of Independence Disclosure

Advice Evolution is owned by advisers and has an open approved products list, however, as we continue to be paid commissions for life insurance products and receive fees based on the asset value of some investments we must disclose this lack of independence.

This profile is part of the Financial Services Guide and is only complete when the adviser profile is attached.

About our practice



Key Financial Planning Pty Ltd corporate authorised representative (CAR) number 235443, trading as Key Financial Planning Pty Ltd, is authorised to provide financial services on behalf of Advice Evolution Pty Ltd.

We are a leading financial services provider.

Our business was established by Rudolf Kristiani in 1994 and our office is located in Warners Bay, NSW.

Key Financial Planning Pty Ltd offers comprehensive financial planning advice to assist clients develop a structured financial plan that helps them achieve their lifetime goals, "frequently our clients' lifetime goal is financial freedom and financial security".

Key Financial Planning Pty Ltd has developed a reputation for explaining financial concepts simply and clearly.

We will provide you with strategies that allow you to take control of your own financial future and build relationships with you and your family to secure each generation's financial well-being.

Contact Details

Key Financial Planning Pty Ltd

ABN 60 080 970 001

ASIC Identification Number 235443

Suite 9, The Esplanade Centre, 87 King Street, Warners Bay NSW 2282

PO Box 1062, Warners Bay NSW 2282

Phone 02 4965 7696

Email myfuture@keyfp.com.au

Web www.keyfp.com.au

About our team



We have a dedicated team of advisers, paraplanners and support staff to help deliver quality financial planning services to you.

Attached to this document is a profile for each adviser in our practice. The adviser profile provides information about your adviser - their contact details, qualifications, experience and any memberships they may hold. It also outlines the strategies and products your adviser can provide advice on and fees charged.

Why you should choose Key Financial Planning Pty Ltd

We aim to provide personalised and responsible advice suited to your objectives and believe that sound advice and planning is the key to improving your financial position.

We undertake continuous professional development and attend training programs so we are up to date with legislative changes to superannuation, investment, social security (including aged care) and tax environments.

We have access to technical, risk and investment research professionals who provide us with additional analysis on strategies and products that become available as a result of these changes.

Our financial advisers will help you determine your goals and weigh up different investment strategies to achieve them.

Most importantly, we turn your thoughts into action. There are no secret formulas for achieving financial security. We work with you to get the basics right and ensure you have a plan to achieve your goals over time.

Advice we can provide

Advice Evolution Pty Ltd maintains a broad approved list, containing investment and insurance products that have been researched by a number of external research houses as well as our in-house research team.

A copy of the approved product list can be given to you if requested. Please refer to your adviser's profile for a list of strategies and products they can recommend.

Transaction services

If you do not require advice from us, but you would like us to help you complete a particular transaction, we can also arrange for you to apply to the kinds of products referred to in your adviser's profile. In these cases, we can take your instructions and arrange for the transaction to be completed without providing you with personal advice.

It is important to understand that in these circumstances we will generally ask you to confirm your instructions in writing and to sign a letter that acknowledges you have declined our offer of advice as well as understand the risks of a transaction service. You will be provided with a copy of the letter for your own records.

You can also contact us directly with any instructions relating to your existing financial products. We will accept instructions from our existing clients via telephone, mail or email.

Documents you may receive

Our initial advice will be provided to you in a financial plan, known as a Statement of Advice (SOA). The financial plan contains a summary of your goals and the strategies and financial products we will recommend to achieve your goals. It also provides you with detailed information about the fees, costs and other benefits we will receive as a result of the advice we have provided.

We will keep a record of any further advice we provide you for seven years. You may request a copy by contacting our office.

You will also receive a Product Disclosure Statement (PDS) if we have recommended you invest in or purchase a financial product. The PDS contains key features of the recommended product, significant benefits, risks and the fees you pay the product provider to professionally manage your investment or insurance.

You should read any warnings contained in your financial plan, the PDS or IDPS guides carefully before making any decision relating to a financial strategy or product.

You can contact your adviser directly with any instructions relating to your financial products.

Our financial planning process

Everyone has different circumstances, needs and goals. We treat every client as an individual, but follow a defined financial planning process, to make sure you know what to expect from us.



Identifying where you want to be

We help you identify your financial and lifestyle goals and explain the services we offer to help you achieve them. The type of advice you need could depend on your life stage, the amount of money you want to invest and the complexity of your affairs.

We will help you to identify the range of issues that need to be addressed to meet your goals. You can then decide whether you want our advice to meet a single need or a broad range of issues.

Considering opportunities and risks

Good personal advice starts with having an understanding of your current situation. We take a close look at your current financial situation – assets, debts, income, expenses and insurance, and explore the options you could use to reach your goals.

Bridging the gap

Based on the research we have conducted, we will recommend a strategy to bridge the gap between where you are now and where you want to be.

Bringing your plan to life

We work closely with you to implement your financial plan. We help you to complete any necessary paperwork and are available to attend meetings with your accountant, solicitor and general insurer so that your strategy is implemented efficiently.

Staying on track with regular annual or ongoing advice

Time goes on and circumstances and needs change. The final step in our advice process ensures your financial plan remains on track, by providing you with regular annual or ongoing advice.

We design an annual or ongoing service program to ensure your plan remains up to date as your life changes and so you can obtain the benefits of ongoing reliable advice.

Advice fees

The fees charged for our advice are designed to be fair and clear. Our advice fees may include charges for the following advice services:

Consultation Fee - You will not be charged a fee for your initial consultation with your Adviser. The main reason for this consultation is to investigate if our services can be of benefit to yourself. Any costs associated with future work and /or appointments will be discussed and disclosed before proceeding.

Advice Fee - The advice fee covers the cost of researching and preparing your financial plan. The price can be a flat fee with an additional performance or risk margin depending on the size and complexity of the advice.

In addition, the advice fee will be disclosed in your SOA.

Advice implementation – The advice implementation fee covers the administrative time spent implementing the recommended strategies and products. This cost will be calculated on the estimated time to complete the task.

Annual or Ongoing advice – This is the fee for the annual or ongoing advice, it will cover the cost to keep your strategy and investments current and up to date as well as any services provided by the practice. This will be a separate document provided at the time of the advice.

Life insurance payments

Initial commission – One off commission that is paid at the inception of insurance policy. This can range from 11% to 66% of initial premium paid. (Paid by the product issuer)

Ongoing commission – This is a part of the product provider's ongoing charges and is paid every year that the insurance policy is retained. (Paid by the product issuer)

Advice Evolution Pty Ltd will receive commission directly from the product provider and is based on a percentage of the insurance premium paid. Commissions are deducted from the premium by the product provider so are not paid directly by you.

Your advice fees will be calculated at the time we provide you with personal advice. Your SOA will outline

the advice fees and any commission inclusive of GST.

Payment Method & Frequency

We offer you the following payment terms:

- Bpay, direct debit (credit card or savings), cheque
- Deduction from your investment
- Annual or Ongoing advice fees may be deducted as an annual instalment or in monthly or quarterly instalments.
- Annual or Ongoing advice fees may increase each year in line with the Consumer Price Index (CPI) or by a fixed amount or percentage each year. The specific amount will be agreed to by you and outlined in our annual or ongoing advice agreement.

Other benefits Key Financial Planning Pty Ltd may receive

Advice Evolution, its advisers, or any related bodies do not have any relationships or associations with any product issuer that could be expected to influence the provision of financial services.

About Advice Evolution Pty Ltd

Advice Evolution Pty Ltd ABN 66 137 858 023
Australian Financial Services Licence 342880
Suite 302, 20 Bungan Street, MONA VALE NSW 2103
www.adviceevolution.com.au

Advice Evolution Pty Ltd has approved the distribution of this FSG.

Privacy and Disclosure

Your privacy is important to us. To learn more about our collection and handling of your personal information and for details on how to access our Privacy Policy, please refer below.

Another financial adviser may be appointed to you if your financial adviser leaves Advice Evolution or if your financial adviser is unable to attend to your needs due to an extended absence from the business. In these circumstances, Advice Evolution will write to you advising of the change. Your personal information will be passed on to the new financial adviser.

If you choose to appoint a new financial adviser, your new adviser will be provided access to your policy information. They will be responsible for providing you with annual or ongoing advice relating to those policies and all future advice fees deducted from the policy/(ies) will be paid to your new adviser.

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 financial adviser and Advice Evolution may have access to this information when providing financial advice or services to you;
- Your financial adviser may, in the future, disclose information to other financial advisers, brokers and those who are authorised by Advice Evolution to review customers' needs and circumstances from time to time.

- Your information is only disclosed to other parties as are necessary for us to provide our services to you. Other parties may include fund managers, life companies, other Licensees and related parties who provide services to us. In certain situations, some of the parties that we share information with may be located in, or have operations in, other countries. This means that your information might end up stored or accessed in overseas countries, including countries within the European Union, New Zealand, and The Philippines.

When we send your personal information to overseas recipients, we make sure appropriate data handling and security arrangements are in place. In all such cases, we commit to making reasonable enquiries to ensure that these organisations comply with their local privacy legislation where such legislation is comparable to the Australian legislation and to comply with the key components of Australian Privacy legislation in cases where their local legislation is considered inadequate or non-existent. In addition, we will disclose your information where we are required to by law.

- 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 Advice Evolution Privacy Policy);
- Your information may be disclosed as required or authorised by law and to anyone authorised by you.

Your financial adviser and Advice Evolution will continue to take reasonable steps to protect your information from misuse, loss, and unauthorised access, modification or improper disclosure. You can request access to the information your adviser or Licensee holds about you at any time to correct or update it as set out in the Advice Evolution Privacy Policy. The Advice Evolution Privacy Policy also contains information about how to make a complaint about a breach of the *Australian Privacy Principles*. For a copy of Advice Evolution's Privacy Policy visit www.adviceevolution.com.au or you can contact us.

Professional indemnity insurance

Professional indemnity insurance is maintained by Advice Evolution Pty Ltd and your adviser to cover advice, actions and recommendations which have been authorised by Advice Evolution Pty Ltd and provided by your adviser. The insurance satisfies the requirements imposed by the Corporations Act 2001 and financial services regulations.

What should you do if you have a complaint?



If you have any complaints about the services provided to you, you should take the following steps:

- Contact your financial adviser and tell them about your complaint.
- If your complaint is not satisfactorily resolved within three days, please contact Advice Evolution Pty Ltd on (02) 9997 6787 or put your complaint in writing and send it to:

Advice Evolution Pty Ltd
Attention: Complaints Case Manager
Advice and Licensing
Suite 302, 20 Bungan Street,
MONA VALE NSW 2103

Advice Evolution Pty Ltd will try to resolve your complaint quickly and fairly.

If your complaint has not been resolved satisfactorily, you may lodge a complaint with the Australian Financial Complaints Authority (AFCA):

Website: www.afca.org.au

Email: info@afca.org.au

Phone: 1800 931 678 (free call)

In writing to: Australian Financial Complaints Authority

GPO Box 3, Melbourne VIC 3001

Time limits may apply to complain to AFCA and so you should act promptly or otherwise consult the AFCA website to find out if or when the time limit relevant to your circumstances expires.

Adviser profile

Adviser profile version: Version number 3.0
This profile is part of the Financial Services Guide and is only complete when the business profile is attached.

Date issued 19 April 2021

About Rudolf Kristiani Your financial adviser, Rudolf Kristiani (ASIC Adviser Identification Number 235735), is an authorised representative of Advice Evolution Pty Ltd.

Email address: rudi@keyfp.com.au

Education and Qualifications

Rudolf holds a Diploma of Financial Planning (Dip FP) and is a qualified Certified Financial Planner (CFP).

Experience

Rudolf has had considerable financial experience over the last 25 years and has been a Financial Planner since 1994. Rudolf works in all areas of financial planning including strategy design including wealth accumulation, retirement planning and asset protection.

Memberships

Rudolf is a member of the Financial Planning Association of Australia.

I am registered with the Tax Practitioners Board as a registered Tax (Financial) Adviser. Based on the information collected from you, my advice considers the tax implications that relate directly to the advice being provided. However, I am not a Registered Tax Agent, and consequently any advice given does not include an assessment of your overall tax position. As such, I strongly recommend that you review taxation related advice with a Registered Tax Agent.

Advice your adviser can provide

I can provide you with strategic advice as well as arrange the types of financial products listed below.

In addition, you can choose whether to receive advice about a range of needs all at once, or we can provide advice about only those needs that are most important to you so that your most important goals are achieved first. Further advice can then be provided over time about any other needs or goals as required.

Strategies

- Centrelink planning
- Investment planning
- Superannuation planning
- Pre-retirement planning
- Retirement planning
- Estate planning considerations
- Risk and insurance analysis
- Business succession planning
- Salary packaging advice
- Gearing strategies
- Guidance on budgeting and goal setting
- Savings and wealth creation strategies

Products

- Cash management trusts
- Retirement income streams
- Retail & wholesale managed investment schemes
- Master trust products
- Superannuation products
- Personal and group insurance
- Business succession insurance

Adviser profile

Adviser profile version: Version number 3.0
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Date issued 19 April 2021

About Michael Spratt Your financial adviser, Michael Spratt (ASIC Adviser Identification Number 259345), is an authorised representative of Advice Evolution Pty Ltd.

Email address: michael@keyfp.com.au

Education and Qualifications

Michael has completed an Associate Diploma in Business (Accounting) and a Diploma of Financial Planning (Dip FP). He is also a qualified Certified Financial Planner (CFP).

Experience

Michael has been working in the Financial Industry for over 20 years and has been employed as a Financial Planner since October 1998. Michael works in all areas of financial planning, specialising in strategy design including wealth accumulation, retirement planning, asset protection and self-managed super funds.

Memberships

Michael is a member of the Financial Planning Association of Australia.

I am registered with the Tax Practitioners Board as a registered Tax (Financial) Adviser. Based on the information collected from you, my advice considers the tax implications that relate directly to the advice being provided. However, I am not a Registered Tax Agent, and consequently any advice given does not include an assessment of your overall tax position. As such, I strongly recommend that you review taxation related advice with a Registered Tax Agent.

Advice your adviser can provide

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Strategies

- Aged care advice
- Centrelink planning
- Investment planning
- Superannuation planning
- Pre-retirement planning
- Retirement planning
- Estate planning considerations
- Risk and insurance analysis
- Business succession planning
- Guidance on budgeting and goal setting
- Savings and wealth creation strategies

Products

- Self-managed super funds
- Direct shares
- Cash management trusts
- Retirement income streams
- Retail & wholesale managed investment schemes
- Master trust products
- Superannuation products
- Personal and group insurance
- Business succession insurance

Adviser profile

Adviser profile version: Version number 3.0
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Date issued 19 April 2021

About Kelly Menzies Your financial adviser, Kelly Menzies (ASIC Adviser Identification number 125188), is an authorised representative of Advice Evolution Pty Ltd.

Email address: kelly@keyfp.com.au

Education and Qualifications

Kelly completed a Bachelor of Education degree from the Australian Catholic University in 2002 and attained a Graduate Diploma in Financial Planning (Grad Dip FP) in 2008.

Experience

Kelly has been working in the Financial Services Industry since 2002 and as a Financial Planner since 2016. Kelly works in all areas of financial planning including strategy design involving wealth accumulation, retirement planning and asset protection.

Memberships

Kelly is a member of the Financial Planning Association of Australia.

I am registered with the Tax Practitioners Board as a registered Tax (Financial) Adviser. Based on the information collected from you, my advice considers the tax implications that relate directly to the advice being provided. However, I am not a Registered Tax Agent, and consequently any advice given does not include an assessment of your overall tax position. As such, I strongly recommend that you review taxation related advice with a Registered Tax Agent.

Advice your adviser can provide

I can provide you with strategic advice as well as arrange the types of financial products listed below.

In addition, you can choose whether to receive advice about a range of needs all at once, or we can provide advice about only those needs that are most important to you so that your most important goals are achieved first. Further advice can then be provided over time about any other needs or goals as required.

Strategies

- Aged care advice
- Centrelink planning
- Investment planning
- Superannuation planning
- Pre-retirement planning
- Retirement planning
- Estate planning considerations
- Risk and insurance analysis
- Business succession planning
- Gearing strategies
- Guidance on budgeting and goal setting
- Savings and wealth creation strategies

Products

- Self-managed super funds
- Cash management trusts
- Retirement income streams
- Retail & wholesale managed investment schemes
- Master trust products
- Superannuation products
- Personal and group insurance
- Business succession insurance

How the adviser is paid

Advice Evolution Pty Ltd will retain 0% to 2% of the gross revenue received for the recommended financial services and/or products. Advice Evolution Pty Ltd will pay Key Financial Planning Pty Ltd 98% to 100% of the gross revenue received.

Rudolf Kristiani has equity in Key Financial Planning Pty Ltd and may receive capital and profit related benefits.

Relationships and associations

You do not have to consult any professional that I may refer you to. You may want to consult a professional you have an existing relationship with, or choose another. The professional you choose to consult is responsible for the advice they provide to you. Advice Evolution Pty Ltd and I may receive a fee or other benefit as a result of that referral. We may also receive a referral fee or other benefit from the business that is transacted on your behalf.

Appendix: 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 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 to review customers' needs and circumstances from time to time.
- Your information may be disclosed to external service suppliers both here and overseas who supply administrative, financial or other services to assist your adviser in providing financial advice and services to you.
- 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.)
- Your information may be disclosed as required or authorised by law and to anyone authorised by you.

Your adviser will continue to take reasonable steps to protect your information from misuse, loss, and unauthorised access, modification or improper disclosure. You can request access to the information your adviser or Licensee holds about you at any time to correct or update it.

Your acknowledgement



Before you proceed with the preparation of Your Financial Plan, the Statement of our Advice, please take a moment to read the following information:

Protecting your privacy

- The information you provide me will be kept on file at our business. You are entitled to request reasonable access to any information we hold on file about you.
- Your information is only disclosed to other parties as are necessary for us to provide our services to you. This may include fund managers, life companies, other Licensees and related entities. In addition, we will disclose your information where we are required to by law.
- We will not pass your information to other parties for any purposes other than those for which you have been informed.
- Our communication methods include phone calls, email (may be unsecured), fax and regular mail.

Duty of care

- The information you provided to us has been recorded in a Financial Needs Analysis document and will be used to prepare Your Financial Plan. Any discussions held during your fact finding meeting do not constitute personal advice and should not be implemented before you receive the financial plan we will prepare for you.
- It is important you provide me with detailed and accurate information so I can provide you with appropriate recommendations. Advice Evolution Pty Ltd will not accept liability for recommendations based on inaccurate or incomplete information you supply.
- The following sections of this fact find have been completed:
 - 'your investment goals'
 - 'determining your investment strategy'
 - 'your insurance goals'
 -

Sign off

Account and reference numbers

I/We authorise Key Financial Planning Pty Ltd to:

- Retain and store my/our account numbers and/or Centrelink number for the purpose of providing me with annual and ongoing financial planning advice,
- Retain, store and quote my tax file number information to the Australian Tax Office when necessary and to investment bodies when making investments on my behalf.

Financial Services Guide

- I have received or have been provided with access to a Financial Services Guide

Version number 3.1 dated 21/05/2021

Personal information

- The information I have provided in this fact find is a true and accurate record of my current personal and financial position. I am/we are not aware of any other information that my financial adviser would need to be aware of before providing me/us with financial advice.
- I/we give permission for the information supplied in this fact find to be used for the preparation of my/our financial plan.
- Depending on the product or service concerned, your personal information may be disclosed to service providers and specialist advisers who have been contracted to provide Advice Evolution Pty Ltd with administrative, financial, insurance, research or other services.

<p>☐ [name – client 1]</p>	<p>/ /</p>
<p>☐ [name – client 2]</p>	<p>/ /</p>