

# Financial Services Guide

Version 1.0 – January 2012



Genesys Wealth Advisers Limited  
ABN 20 060 778 216  
Australian Financial Services Licence No. 232686

## Wealth advisers you can rely on

At Genesys Wealth Advisers Limited (Genesys) we want to ensure you make the most of your finances throughout your lifetime, so you can really enjoy your life. Building your wealth requires time, patience and expertise you can rely on. Reliability is the cornerstone of everything we do. Whatever your circumstances, Genesys Wealth Advisers can help you set and achieve your wealth and lifestyle goals.

### **This Financial Services Guide will help you decide if you want to use our services**

Before we provide you with financial advice, you should read this Financial Services Guide (FSG) because it contains important information designed to help you decide on whether to use our services. It contains information about:

- The initial and ongoing services GCA Private Wealth provide;
- Our service offer and advice fees;
- Who to contact should you have a complaint.

### **Gordon Campbell & Associates Pty Ltd ATF The G & JM Campbell Family Trust T/A GCA Private Wealth**

Our business, GCA Private Wealth, has been established for more than 18 years, providing a range of wealth advice and assistance to help people grow, manage and protect their wealth.

GCA Private Wealth is a Member Firm and Corporate Authorised Representative of Genesys. Our Corporate Authorised Representative number issued by the Australian Securities and Investments Commission (ASIC) is 396412.

This FSG contains some important information about the services we offer and how we charge for these services. You can also find information about our Member Firm at:

<http://www.genesysadvisers.com.au/GordonCampbellAssociates/index.aspx>

## Our financial planning process

We follow a defined financial planning process so that you can achieve all of the benefits of financial planning advice. Of course, everyone is different, with different circumstances, needs and goals. We treat every client as an individual but by following a defined process, you will know what to expect.

The initial advice process covers our first appointment all the way through to the implementation of your financial plan. We do this by:

### 1. Identifying where you want to be

Initially, we help you to identify your financial and lifestyle goals. This ensures we understand your needs and you can understand what to expect from us as your wealth adviser.

### 2. Considering the opportunities and risks

We assess your current situation and investigate the range of financial options available for you to reach your goals.

### 3. Bridging the gap

Based on discussions with you and the research conducted by us, we will devise a strategy to bridge the gap between where you are now and where you want to be.



### 4. Bringing your plan to life

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

As time goes on and circumstances change, your financial plan will need to be changed to keep up to date with your changing needs. The final step in the advice process ensures your financial plan remains on track, by providing you with regular ongoing advice and service.

### 5. Staying on track with regular ongoing advice

Finally, we design an ongoing service programme to ensure your plan remains up to date as your life changes and so you can obtain the benefits of ongoing reliable advice.

Sometimes, life takes us in unplanned directions. When you need a little extra help on top of our initial or ongoing advice, just ask us to provide you with some additional advice. GCA Private Wealth are here to help you through any changes.

## Advice GCA Private Wealth can provide

Our firm provides advisory services designed to help you create, manage and protect your wealth, including:

### Strategies

- Investment planning and Wealth Creation Strategies
- Gearing and margin lending strategies
- Retirement planning
- Superannuation planning
- Business succession planning
- Salary packaging advice
- Debt management
- Estate planning
- Risk and insurance analysis
- Centrelink planning

### Products

- Self managed super funds
- Direct Shares
- Direct fixed interest
- Retail and wholesale managed investment schemes
- Socially responsible investments
- Geared products
- Business succession insurance (excluding general insurance)
- Personal and group insurance (excluding general insurance)
- Cash management trusts
- Superannuation products
- Platform and master trust products
- Retirement income streams
- Hedge funds
- Agribusiness

Although we provide estate planning advice as part of or incidental to the provision of financial planning advice, we can arrange to provide access to specialist estate planning services, where required.

We can facilitate the purchase of direct equities through a number of reputable stockbrokers.

Genesys maintains an investment approved list, containing financial products that have been researched by our in-house investment research team. A copy of the investment approved list can be supplied to you upon request.



## The GCA Private Wealth team

### Gordon Campbell

Gordon Campbell has been providing financial advice to clients since 1985. Gordon's Authorised Representative Number issued by ASIC is 239355. Gordon Campbell is the principal of the Member Firm and has a beneficial interest in Genesys Holdings Limited that is part of the AMP Group.

Gordon Campbell specialises in giving advice in the following areas:

#### Strategies

- Investment planning and Wealth Creation Strategies
- Gearing and margin lending strategies
- Retirement planning
- Superannuation planning
- Business succession planning
- Salary packaging advice
- Debt management
- Estate planning
- Risk and insurance analysis
- Centrelink planning

#### Products

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Gordon's professional qualifications include a Bachelor of Economics from the University of Tasmania, a Post Graduate Diploma from the Securities Institute of Australia, a Diploma of Financial Planning and Self Managed Super accreditation from Tribeca, ASX Listed Products Accreditation Course provided by Atax UNSW Faculty of Law. He is a Certified Financial Planner, a member of the Financial Planning Association of Australia and a Graduate of the Australian Institute of Company Directors. Gordon Campbell is a salaried employee of GCA Private Wealth.



## Dominic Mulcahy

Dominic has been providing financial advice to clients since 2001. His Authorised Representative Number issued by ASIC is **415638**.

Dominic specialises in giving advice in the following areas:

### Strategies

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

### Products

- Cash management trusts
- Retirement income streams
- Direct fixed interest
- Retail and wholesale managed investment schemes
- Socially responsible investments
- Hedge funds
- Platform and master trust products
- Superannuation products
- Personal and group insurance
- Business succession insurance (excluding general insurance)
- Agribusiness

Dominic's professional qualifications include a Bachelor of Commerce from the University of Tasmania, Diploma of Financial Planning Kaplan Professional. He is a Certified Financial Planner and Chartered Accountant.

Dominic is salaried employee of GCA Private Wealth.

## Cameron Pereira

Cameron Pereira has been working in the financial services industry for the past 7 years. Cameron's Authorised Representative Number issued by ASIC is 289207.

Cameron Pereira specialises in giving advice in the following areas:

### Strategies

- Investment planning and Wealth Creation Strategies
- Gearing and margin lending strategies
- Retirement planning
- Superannuation planning
- Business succession planning
- Salary packaging advice
- Debt management
- Estate planning
- Risk and insurance analysis
- Centrelink planning

### Products

- Direct fixed interest
- Retail and wholesale managed investment schemes
- Direct Shares
- Geared products
- Business succession insurance (excluding general insurance)
- Personal and group insurance (excluding general insurance)
- Cash management trusts
- Superannuation products
- Platform and master trust products
- Retirement income streams
- Hedge funds
- Agribusiness
- Socially responsible investments

Cameron's professional qualifications include a Bachelor of Commerce from the University of Tasmania, a Masters of Applied Finance and Graduate Diploma of Financial Planning Kaplan Professional.

Cameron Pereira is salaried employee of GCA Private Wealth.

## 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 our advice recommendations which will help you achieve them.

Copies of records of any further advice are available on request, if required for your own records.

You will also receive a Product Disclosure Statement (PDS) if we have recommended you invest or purchase a financial product. The PDS contains key features of the recommended products, 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 or the PDS carefully before making any decision relating to a financial strategy or product.

You can contact GCA Private Wealth directly with any instructions relating to your financial products.



## GCA Private Wealth's remuneration arrangements

We believe the advice services we offer are valuable and the remuneration we receive is a fair reward for our expertise and skills. The following information explains how we distribute the remuneration we receive as a result of the advice services provided to you.

1. All fees charged by GCA Private Wealth and any brokerage, commissions or additional payments paid by product providers (total remuneration) are receivable by Genesys as the Licensee. Genesys retains a percentage of the total remuneration and pays the balance to GCA Private Wealth. The Genesys percentage is tiered based on the total remuneration earned in conjunction with advice given by the Member Firm. The percentage retained by Genesys is up to 15%.
2. The principal of GCA Private Wealth is Gordon Campbell. He (or his company) receive a dividend from the Member Firm.
3. We have negotiated a referral arrangement with Dawson Lienert Chartered Accountants. Under this arrangement we pay referral fees to Dawson Lienert Chartered Accountants for the work they perform in referring clients to us.

We pay up to 20% of the total remuneration received in conjunction with the referral.

## Fees for our advice services

The fees charged for the advice services of GCA Private Wealth may be based on a combination of:

- A set dollar amount that is agreed between you and your wealth adviser; or
- A percentage based fee based on the amount you invest that is agreed between you and your wealth adviser.

The advice fees of GCA Private Wealth may include charges for the following advice services:

- **Initial advice** - The initial advice fee covers the cost of researching and preparing your financial plan and is based on a set dollar amount.

Before providing you with initial advice we will prepare a Letter of Engagement. This Letter of Engagement is an agreement which sets out what our initial advice will cover and how much it will cost you.

In addition, the initial 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 and is based on a set dollar amount.

The advice implementation fee will be disclosed in the Letter of Engagement and in your SoA.

- **Ongoing advice** - The ongoing advice fee covers the cost to review the strategies and the products recommended in your SoA. An ongoing review helps you take advantage of opportunities as they become available. The fee for the ongoing advice fee service is calculated as either a set dollar amount or a percentage of your investments.

Ongoing advice fees may increase each year in line with the Consumer Price Index (CPI) or by a fixed amount or fixed percentage each year. We will advise you if this fee will increase as a result of CPI.

Before providing you with ongoing advice GCA Private Wealth will prepare an Ongoing Service Agreement. This agreement will set out what the ongoing advice will cover, how much it will cost and your payment method.

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



- **Additional advice** – For all other advice, an additional advice fee may be charged based on a set dollar amount. Any additional advice fee will be disclosed in your SoA.

Please note that for services in relation to insurance, margin lending, agribusiness and business/corporate superannuation, commissions may be paid as follows:

- Initial commission – deducted from your investment contributions or paid from insurance product providers, and
- Ongoing commission - a percentage of the value of your investment balance, outstanding loan amount or premiums, usually calculated at the end of each month in which you hold the investment or loan, or on renewal of insurance products.

Your advice fees will be calculated at the time GCA Private Wealth provides you with personal advice. Your SoA will outline the advice fees and any commission inclusive of GST.

## Payment methods

We offer you the following payment options for payment of our advice fees:

- Direct debit or cheque.
- Deduction from your investment
- Ongoing advice fees may be deducted in a single instalment or in monthly or quarterly instalments over twelve months.

## Additional payments to Genesys Wealth Advisers

In addition to any commissions, Genesys may also receive additional payments from product providers. These additional payments are paid out of the profits of the product provider and are not an additional charge to you.

Additional payments help Genesys invest in facilities that support its Member Firms and help wealth advisers sustain a high quality of advice to you. Without these additional payments, the fees charged to you could be significantly higher.

In some circumstances, Genesys may share these additional payments with its Member Firms. The amount received by Member Firms (if any) will vary as set out below and will be disclosed to you in your SoA.

Genesys generally receives three types of additional payments; each of these payments is treated slightly differently:

1. Additional payments from fund managers in relation to investment products (other than multi-manager funds and cash management products) and margin lending provider.

Genesys may receive additional cash payments based on total funds under management or loan amounts. The level of these payments will vary across fund managers/providers. Please note that the Member Firm does not receive any of these payments.

2. Additional payments from insurance risk partners arising from risk insurance products.

Genesys has partnered with a select number of Australia's major insurers to meet the individual needs of our clients. The additional payments will be paid according to a variety of calculation methods. In general, these payments will be based on the new business and the retention of existing business with that insurer.



3. Additional payments from investment administration platforms, multi-manager funds and cash management products.

Typically, where Genesys has a close relationship with a platform provider (for example, AXA or SOLAR Wrap, as outlined in 'Understanding Genesys' relationships with others'), or a multi-manager fund, the additional payment by that provider will be higher relative to external platforms and funds. It is important you are aware of this in light of any recommendations we may make concerning these products and services.

### **GCA Private Wealth's share of additional incentives**

Where Genesys receives additional incentives on risk insurance, platform, multi-manager funds or cash management products revenue, the Member Firm may receive a percentage of that payment, as outlined below:

#### **Additional incentives**

1. 30% of the additional payment paid to Genesys may be directed to the Member Firm. This additional payment is calculated and payable regularly.
2. If the total additional payment for risk insurance, cash management products, multi-manager funds and platforms attributed to your wealth adviser exceeds \$200,000 in a financial year, your wealth adviser will be paid an additional 6% to 20% of that additional payment.
3. If the wealth adviser remains with Genesys at 1 July 2011, the adviser will also receive up to 1.00 times the amounts detailed above in 1 and 2. ("2011 extended incentive").

#### **Non-financial benefits**

Genesys may also receive non-financial benefits such as attendance at training events or entertainment from some product providers at no extra cost to you. Both Genesys and your wealth adviser maintain a register in line with industry standards to document any material incentives or indirect benefits received. Genesys monitors the registers of advisers and a copy of this register can be made available to you within seven days of your request.

Genesys and your wealth adviser believe a client's interests should be placed first and that products should only be recommended because they are in your best interest.

Genesys invites a large range of product providers to exhibit at its conference, and charges them a commercial rate for exhibiting and for sending delegates.

This improves the understanding of all Genesys wealth advisers about the range of client solutions available and helps Genesys subsidise the cost of professional development. Genesys advisers pay some or all of the cost of travelling to and/or attending the Genesys annual conference.



## Genesys Wealth Advisers

Genesys is ultimately majority owned by AMP Limited ABN 49 079 354 519 (AMP). Genesys Wealth Advisers is a member of the AMP Group. The group includes companies formerly part of the Australian and New Zealand operations of AXA Asia Pacific Holdings Limited including Genesys.

Genesys holds an Australian Financial Services Licence (Licence number 232686) and authorises your wealth adviser to give advice under this licence.

Essentially, Genesys works with its wealth advisers to ensure they are equipped to give high quality, up-to-date wealth advice.

You can contact Genesys via:

- Phone: 1800 066 577
- Email: [mail@genesyswealth.com.au](mailto:mail@genesyswealth.com.au)
- Postal address: GPO Box 3936, Sydney NSW 2001
- Web: [www.genesyswealth.com.au](http://www.genesyswealth.com.au)

The distribution of this Financial Services Guide by your wealth adviser, as an authorised representative, has been authorised by Genesys.

## Understanding Genesys' relationship with others

It is important that you understand the relationships that Genesys has with other providers of financial services and products as they could be seen to influence the advice provided by your wealth adviser.

### AMP Group

Genesys is a member of the AMP Group. The following entities are also part of the AMP Group and as such are affiliated with Genesys:

- AMP Banking Limited
- AMP Capital Investors Limited
- AMP Superannuation Limited
- AMP Life Limited
- AMP Group Financial Services Limited
- The National Mutual Life Association of Australasia Ltd (AXA and ACL)
- National Mutual Funds Management Limited
- NMMT Ltd (Summit, Generations and AXcess)
- N.M. Superannuation Proprietary Limited (Summit, Generations and North)
- Alliance Capital Management Australia Limited
- ipac asset management limited
- AllianceBernstein Australia Limited
- AXA Rosenberg Investment Management Asia Pacific Limited
- Synergy Capital Management Ltd



### Pension Transfers Direct

Genesys owns 25% of Pension Transfers Direct Pty Ltd, which is a specialist in the transfer of pension funds from the UK to Australia.





### **SOLAR Wrap Service Administration Platforms**

Genesys is the distributor of the SOLAR Wrap Service range of administration platforms. BT Portfolio Services Limited (BTPS) is the operator of, and provides the transaction and administration systems together with the technology support for these platforms.

Genesys performs a number of administrative functions in association with BTPS and receives payment for its role in these services. Genesys does not own shares in BTPS.



## Your privacy

GCA Private Wealth maintains a record of your personal information. You have the right to withhold personal information, but this may compromise the effectiveness of the advice you receive.

A copy of any recommendations made to you will be retained by GCA Private Wealth for seven years. Please contact your wealth adviser to review your file.

Genesys and your wealth adviser implement a privacy policy, which ensures the privacy and security of your personal information. Please view the Genesys Privacy Policy Statement available at [www.genesyswealth.com.au](http://www.genesyswealth.com.au) or you can request a copy of the policy from your wealth adviser.

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

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

## Professional indemnity insurance

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

## Confidence in the quality of our advice

If, at any time, you are not satisfied with the advice you receive, or any other aspect of the service provided by your wealth adviser, you should take the following steps:

- Contact your wealth adviser and tell them about your complaint.
- If your complaint is not satisfactorily resolved within three days, please contact Genesys Complaints on 1800 066 577 or put your complaint in writing and send it to:

Genesys Wealth Advisers  
Attention: Complaints Case Manager  
Advice and Licensing  
Level 9, 750 Collins Street  
Docklands Vic 3008

Genesys will try to resolve your complaint quickly and fairly.

If your complaint has not been resolved satisfactorily, you may escalate your complaint to one of the following External Dispute Resolution Schemes listed in the following below.

### Type of complaint

Financial advice, investments, superannuation or insurance matters

Personal information held

### External complaints service

Financial Ombudsman Service (FOS)  
GPO Box 3, Melbourne Victoria 3001  
Phone: 1300 780 808 Fax: (03) 9613 6399  
Email: [info@fos.org.au](mailto:info@fos.org.au)

The Privacy Commissioner  
GPO Box 5218, Sydney NSW 2001  
Phone: 1300 363 992 Fax: (02) 9284 9666  
Email: [privacy@privacy.gov.au](mailto:privacy@privacy.gov.au)

ASIC may be contacted on 1300 300 630 to find out which body may be best to assist you in settling your complaint.

