



**INSPIRED  
MONEY**



## Financial Services Guide

Version: Version 18.0

Issue date: 23 March 2015

### Important information

We recommend you read this Financial Services Guide (FSG) because it contains important information designed to help you decide whether to use any of the financial services offered by us, as described in this Guide, including:

- who we are and how we can be contacted
- information about Charter Financial Planning Limited (Charter), our Licensee
- the initial and ongoing advice and services we provide
- our fees and how we are paid in connection with those services
- your privacy
- how we deal with complaints

This FSG comprises two parts and is only complete when the business profile and adviser profile are together.



## Our practice



We understand that everyone's needs and goals are different. Whether you are looking for financial advice to help achieve your long term goals or facing a life changing event, we are here to help you choose the right path.

FML Financial Solutions Pty Ltd (ABN 98 354 038 802), Corporate Authorised Representative (ASIC Number 428553), trading as Inspired Money is authorised by Charter to provide financial services.

Our business was established by Conrad Francis, Shane Mitchell and Craig Lampard in 2011 and our office is located at Suite 4, Level 1, 610 Murray St, West Perth WA 6005.

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

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610 Murray Street  
West Perth WA 6005

Mob: 0420 630 911

Tel: 08 6222 7909

Fax: 08 6222 7999

Email: [craig@inspiredmoney.com.au](mailto:craig@inspiredmoney.com.au)

Web: [www.inspiredmoney.com.au](http://www.inspiredmoney.com.au)

## 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 your adviser's profile. The profile contains information about your adviser; their contact details, qualifications, experience and any memberships they may hold. It also outlines the types of advice, strategies and products about which your adviser can provide advice as well as the fees charged for their services.

## Documents you may receive

We will provide you a number of documents as you progress through our financial planning process. When we 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 we may recommend to achieve your goals. It also provides you with detailed information about product costs and the fees and other benefits we will receive as a result of the advice we have provided.

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

If we recommend or arrange a financial product for you, we 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 your investment or insurance.

## Advice we can provide

### Our financial planning process

We treat each client as an individual and our advice process allows us to tailor a plan that best meets your goals.

#### Identify your goals

We help you identify your financial and lifestyle goals. 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 help you to identify the range of issues that need to be addressed to meet your goals. You may choose to address some or all goals and issues.

#### Consider the opportunities and risks

We assess your current situation and investigate a range of strategies and financial product options for you to reach your goals.

#### 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.

### **Bring your plan to life**

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

### **Staying on track**

With time, your circumstances will change and your financial plan will need to be adjusted. We design an ongoing service program to ensure your plan stays on track to meet your goals.

Sometimes life takes us in unplanned directions. When you need a little extra help, just ask us for additional advice. We are there to help you – whatever the occasion.

## **Approved products**

Charter 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. It includes products issued by AMP companies and a diversified selection of Australian and International fund managers.

Charter periodically reviews the products on the approved list to ensure they remain competitive with similar products to address your needs and objectives.

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

Generally, we recommend products and portfolio administration services (PAS) which are on the approved list, provided they are appropriate to your needs. This may entitle us and Charter to receive additional benefits as disclosed in the other benefits section of this FSG. However, we may, subject to Charter's approval, recommend other products and PASs where it is appropriate for you.

## **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 for the kinds of products referred to in your adviser's profile. In these cases, we can act on your instructions and arrange for the transaction to be completed without providing you with personal advice.

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

You can 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.

## **The cost of our advice**

### **Advice costs**

The fees charged for our advice may be based on a combination of:

- A set dollar amount; or
- A percentage of the funds that you invest.

### **Initial advice**

This 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 an Initial Advice Agreement. The agreement sets out what our initial advice covers and how much it costs.

The initial advice fee will also be disclosed in your SoA.

### **Advice implementation**

This is the cost to implement the recommended strategies and products and is based on a set dollar amount.

It is usually disclosed in your initial advice agreement and it will also be disclosed in your SoA.

### **Ongoing advice**

An ongoing advice agreement will set out our support packages including the advice and services we will provide, the frequency these will be delivered, how much it will cost, your payment method and how the service can be terminated.

The fee covers the cost to review the strategies and the products recommended in your SoA. It may be charged as 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.

### **Additional advice**

For all other advice, an additional advice fee, based on a set dollar amount, may be payable.

### **Insurance**

For advice in relation to insurance, we receive payments from the insurance provider, which are factored into the annual premium. These may range from:

- 0% to 130% of the first year's insurance premium paid, and/or
- An ongoing payment of between 0% and 33% per annum of the following years' premium.

### **Payment methods**

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

- Bpay, direct debt (credit card or savings) and cheque
- Deduction from your investment

Please refer to the adviser profile for detailed information about the types of fees charged by your adviser.

## **Payments from other professionals**

You may be referred to an external specialist to receive further advice. We may receive a referral fee or commission for introducing you to the specialist. The details of our current referral arrangements are explained below. If the value of a referral fee is not known to us until we provide you with advice, this will be disclosed in your Statement of Advice if applicable.

We have referral arrangements in place with the following professional service providers:

- You may be referred to AMP Bank for home and business lending services. We receive Up to 0.65% initial commission and up to 0.25% ongoing commission. For example, for a loan of \$100,000, we would receive up to \$650 initial commission and up to \$250 ongoing commission.

- You may be referred to an external Finance Broker for home and business lending services. We receive up to 0.65% initial commission and up to 0.25% ongoing commission. For example, for a loan of \$100,000, we could receive up to \$650 initial commission and up to \$250 ongoing commission.

## **Payments to other professionals**

We may pay a referral fee when clients are referred to us from other professionals. We have referral arrangements in place with many professional service providers:

- We will typically pay our referrers up to 30% of our initial fee & up to 15% of any ongoing fee we receive. For example, if our initial advice fee is \$1,000 and ongoing fee was \$100, we will pay up to \$300 initially and \$15 ongoing annually to the referrer.

This will be disclosed in your Statement of Advice if applicable.

## **Distribution of fees**

Our advice costs and payments from other professionals are received by Charter as the Licensee. They typically retain 3% (may be scaled down to 0%) of these payments and distribute the remaining amount to us.

Please refer to your adviser profile for more information about how your adviser is paid.

## **Other benefits we may receive**

We may be offered or receive non-monetary benefits such as entertainment or sponsorship from some product providers at no extra cost to you. Both FML Financial Solutions Pty Ltd and Charter maintain a register to record the non-monetary benefits we have received. A copy of this register will be made available within one month of a request.

### **Development, management and advice recognition**

- We may qualify to receive a DMA to recognise and reward our growth and professionalism. The DMA is based on a rate, calculated once per year, and determined by our ranking relative to other Charter Financial Planning practices. Up to 50% of all Charter Financial Planning practices may



qualify for DMA payments. The rate may range from 0% to 5%, depending on our ranking. It is then applied to our practice revenue and paid to us twice a year.

For example, if our DMA is set at 1% and our revenue for the year was \$200,000, we would receive a total of \$2,000 for that year, paid over two instalments.

Our practice ranking is based on a scorecard, with points received for the quality of our services, compliance (audit results), our business goals and our engagement with clients through a measure called Advice Growth Index (AGI). AGI measures the value of our fee for service payments and our clients' product holdings over the previous year.

### Value participation scheme

- AMP may provide us with a cash payment based on the total value of in force annual premiums on insurance products and funds under management in AMP products. AMP will pay us up to 0.25% of total funds under management in AMP wealth management products and up to 3% of total premiums on some AMP insurance products. For example:
  - If our clients have invested \$11million of funds into North we will receive an annual payment of \$1,000.

If our clients pay a combined annual premium of \$150,000 for insurance with AMP, we may receive an annual payment of \$350.

On average we receive a yearly benefit of \$30,000.

### Technology and education

- Charter provides us with 'points' when our business revenue exceeds \$50,000. One point is received per \$1.23 (inc GST) over \$50,000. Points are only redeemed for office equipment and staff training to ensure you receive up to date information and advice.

### Buy out option

- We are eligible to sell our client base to Charter. The value of the sale is based on a multiple of the ongoing revenue generated from financial products.

### Business loans

- We are eligible to receive finance for approved business costs at subsidised rates through AMP Bank.

## About Charter



Charter Financial Planning Limited ABN 35 002 976 294

Australian Financial Services Licensee 234665

Level 22, 33 Alfred Street, Sydney, NSW 2000

[www.amp.com.au](http://www.amp.com.au)

Charter is a member of the AMP Group.

Charter is a Professional Partner of the Financial Planning Association (FPA) is fully committed to the FPA's Code of Ethics and Rules of Professional Conduct. Charter is also a Corporate Member of the Association of Financial Advisers (AFA)

Charter has approved the distribution of this FSG.

## Relationships and associations

### Charter Financial Planning

Your adviser can provide advice on products from a wide range of financial product providers, some of which are part of the AMP Group and as such are affiliated with Charter, including:

Product issuer	Product brands used by issuer
The National Mutual Life Association of Australasia Ltd	AMP
National Mutual Funds Management Limited	AMP
NMMT Ltd	Summit Generations AXcess
N.M. Superannuation Pty Limited	Summit Generations North



Multiport Pty Ltd	Multiport
ipac asset management limited	iAccess
AMP Bank Limited	AMP
AMP Capital Funds Management Limited	AMP
AMP Capital Investors Limited	AMP
AMP Superannuation Limited	AMP
AMP Life Limited	AMP
The Cavendish Group	Cavendish
Australian Securities Administration Limited (ASAL) and Super IQ Pty Ltd (49% interest held by AMP Group)	Ascend Self Managed Super

If we recommend a product issued by the AMP Group, they will benefit from our 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.

## Inspired Money

At Inspired Money we believe that everyone is entitled to the best advice available. We also believe that without taking action any advice is worthless.

It is our mission to get access to world leading solutions that will assist us to work with you from start to finish and to hold your hand through the process.

With nothing more certain than the continual change in the world of finance, partnering with us at Inspired Money will ensure peace of mind for you and your family for any financial decisions now and in the future, we will inspire you to take action!

## Privacy

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 Charter 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 Charter to review customers' needs and circumstances from time to time, including other companies within the AMP 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 AMP group in providing financial advice and services to you. A list of countries where these service providers are located can be accessed via the AMP Privacy Policy from March 2014.
- 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 AMP Privacy Policy);
- Your information may be disclosed as required or authorised by law and to anyone authorised by you.

Your adviser and Charter 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 Charter holds about you at any time to correct or update it as set out in the AMP Privacy Policy. The AMP Privacy Policy also contains information about how to make a complaint about a breach of the Australian Privacy Principles.



For a copy of AMP's Privacy Policy visit [www.amp.com.au/privacy](http://www.amp.com.au/privacy) or you can contact us.

### Appointing a new financial adviser

Another financial adviser may be appointed to you if your adviser leaves Charter or is unable to attend to your needs due to an extended absence from the business. In these circumstances, Charter 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 financial 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

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

## What to 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 lodge your complaint in writing to:

Charter Financial Planning Limited  
 Attention: National Complaints Manager  
 Channel Services  
 Level 8, 33 Alfred Street  
 Sydney NSW 2000

Email: [advicecomplaints@amp.com.au](mailto:advicecomplaints@amp.com.au)

Charter 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 table.

Type of complaint	External complaints service
Financial advice, investments, superannuation or insurance matters	Financial Ombudsman Service (FOS) on 1300 780 808 Email: <a href="mailto:info@fos.org.au">info@fos.org.au</a> Web: <a href="http://www.fos.org.au">www.fos.org.au</a>
Personal information held	The Privacy Commissioner on 1300 363 992

The Australian Securities and Investments Commission (ASIC) may be contacted on 1300 300 630 to find out which body may be best to assist you in settling your complaint.



# About Craig Lampard

Version 5.0 (Craig Lampard)

This profile is part of the Financial Services Guide and is only complete when the business profile Version 18.0, issued on 23 March 2015, is attached.

Your financial adviser, Craig Lampard, Authorised Representative (ASIC number 307938) is authorised by Charter to provide financial and credit services.

Email address: craig@inspiredmoney.com.au

## Education and Qualifications

- ADFS (Financial Planning)
- Adv Cert Banking & Finance

## Experience

Craig has been providing advice since November 2003, establishing Inspired Money in February 2011 with 2 other local advisers focusing on quality advice and implementation for his clients.

## Memberships

- Vice President of Volunteer Home Support Inc.
- Sabum & 2<sup>nd</sup> Dan Blackbelt with Rhee Tae Kwon Do.

# Advice I can provide

Strategies	Products
Guidance on budgeting and goal setting	Deposit and payment products (for example term deposits, cash management accounts and non-cash payment products)
Savings and wealth creation strategies	Retirement income streams
Investment planning	Direct fixed interest
Superannuation planning	Retail & wholesale managed investment schemes
Pre-retirement planning	Socially responsible investments
Retirement planning	Hedge funds
Estate planning	Master trust products

considerations	
Centrelink planning	Superannuation products
Risk and insurance analysis	Personal and group insurance
Business succession planning	Risk Management
Salary packaging advice	Business succession insurance
Gearing strategies	Margin lending facilities
	Self managed super funds
	Limited Recourse Borrowing Arrangements
	Direct shares
	Employer superannuation

As a credit representative of Charter I am authorised to provide credit advice regarding how to structure debt, suitability of existing loan structures and repayment options. If you require advice involving mortgages or other lending products, I can refer you to an Accredited Mortgage Consultant.

# The cost of my advice

## Advice costs

We receive initial, implementation and ongoing advice fees and commission for insurance products you purchase. Your financial plan will outline all fees and commissions inclusive of GST.

## Initial Advice

Initial advice fees range between \$550 and \$2,200 for a single strategy and \$825 and \$6,250 for multiple strategies.

If, in developing your financial plan, I identify that you have a complex situation that requires extensive planning and development, my initial advice fee will change. In this case, I will provide you with an upfront quote of the amount payable before I proceed with developing your financial plan.

The initial advice fee covers the cost of researching and preparing your financial plan.

Before providing you with initial advice I will prepare an initial advice agreement.

The initial advice agreement sets out what my initial advice will cover and how much it will cost.



## Advice Implementation

Implementation fees range between \$250 and \$1,600 for single advice strategies and \$250 and \$6,600 for multiple and complex advice strategies.

This covers the administrative time spent implementing the recommended strategies and products.

## Ongoing Advice

Ongoing advice fees range between \$550 and \$1,875 for single advice strategies and \$1,250 and \$6,000 for multiple and complex advice strategies per annum.

My ongoing advice fees ensure your strategy and products are reviewed to help you take advantage of opportunities as they become available.

If, during my assessment of your ongoing needs, I identify that you require ongoing advice outside of my standard advice offer, my ongoing advice fee will change. In this case, I will provide you with a quote of what you will be required to pay to receive these services.

Before providing you with ongoing advice I will prepare an ongoing advice agreement.

The ongoing advice agreement will set out what my ongoing advice will cover, your payment method, and how much it will cost.

## Additional advice

For additional advice, an hourly rate of \$330 is payable.

### Payment Method & Frequency

The following payment terms are available to you:

- Deduction from your investment
- Ongoing advice fees may be deducted as an annual instalment or in monthly or quarterly instalments.
- 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 an ongoing advice agreement.

## Commission

Commission is payable by life companies when I recommend insurance and annuity products. The commission is factored into the annual premium and may range as follows:

- From 0% to 130% of the initial premium
- Up to 33% per annum of the renewal premium.

Commission is payable by the loan provider when I arrange for margin lending products to be issued. The commission is factored into the annual interest rate and may be up to 0.35% per annum of your loan balance.

## How I am paid

Charter will typically retain 3% (may be scaled down to 0%) of the gross revenue received for the recommended financial services and/or products. Charter will pay FML Financial Solutions Pty Ltd the remaining 97% of the gross revenue received.

I have equity in FML Financial Solutions Pty Ltd and may receive capital and profit related benefits.