

# FINANCIAL SERVICES GUIDE

## PART 1 OF 2



Bright Ridge Pty Ltd  
ABN 49 064 589 466  
Australian Financial Services Licensee  
Licence Number: 427945  
Registered Office: Level 1/Unit 9  
3 Wellington Street  
KEW VIC 3101  
Ph: (03) 9853 0133  
Fax: (03) 9853 8675  
Email: [lindsay@calxfinancial.com.au](mailto:lindsay@calxfinancial.com.au)

At **CALX Financial** we aim to make you feel totally at ease with the services we offer. In doing so we are providing you with this easy-to-understand Financial Services Guide, designed to help you understand the financial services we are able to provide and to answer your frequently asked questions. If you'd like more information or clarification, please don't hesitate to contact us at:

**C/- BGO Kew**

Level 1, 9/3 Wellington Street  
(PO Box 762)

**Kew VIC 3101**

Ph: (03) 9853 0133

Fax: (03) 9853 8675

or

**C/- BGO Bellarine**

3 Brown Street  
(PO Box 216)

**Portarlington VIC 3223**

Ph: (03) 5259 1998

Fax: (03) 5259 1928

We want you to understand the advice and services that we can provide and to equip you with the information to decide whether we can provide you with the advice and service you require. The Australian Securities and Investments Commission (ASIC) requires us to provide you with a Financial Services Guide before we provide financial product advice, and we encourage you to read this document carefully. It's designed to assist you in deciding whether or not to use any of the services offered in the Guide and contains information about remuneration paid in relation to the services offered and contains information on what to do if you have a complaint about our services.

This document, and a separate document about your adviser titled Adviser Profile, comprises the Financial Services Guide. Distribution of the Financial Services Guide by your Adviser has been authorised by **Bright Ridge Pty Ltd trading as CALX FINANCIAL**.

Should you proceed to deal with us and if we provide you with personal advice, you may also be provided with other documentation including Statements of Advice or Product Disclosure Documents.

- A Statement of Advice is a record of our recommendations that outlines the scope and basis of our advice, including the information on which we've relied, and clearly details any fees, relationships or other relevant factors that may have influenced our advice.
- A Product Disclosure Statement ("PDS") is designed to assist you in making an informed decision about financial products. We'll provide you with a PDS whenever we recommend that you acquire financial products other than shares.

### Who are we?

**CALX FINANCIAL** is a financial services business dedicated to providing you with services and strategies suited for your personal circumstances and individual needs. Established in 2011 we hold an Australian Financial Services Licence (No. 427945) that authorises us to operate a financial services business and provide you with financial advice and services.

As an organisation, we are committed to operating with efficiency, integrity and fairness.

**CALX FINANCIAL** is distinguished by a commitment to personal service. Whether you have previously received financial services advice or not, we can help you develop solutions tailored to your situation.

### Our Vision

**Calx** is Latin for **Goals**. A great Financial Planning Business will help you set and guide you toward your Financial Goals. We aim to be a great Financial Planning Business. Our creed is straightforward. Build a plan and respect it. Be involved in your own financial life. Don't invest in over-priced assets. Don't pay too much to fund managers. Truly understand your risk tolerance. Truly understand your risk capacity. Seek as much support as you need. Protect your assets and your family. Make your wishes and expectations clear to those who follow after you.

## Questions you may have prior to receiving our advice:

### Q. Who is my adviser and who is responsible for the advice I receive?

A. Your Financial Adviser **Lindsay Broadway** is a representative of **Bright Ridge Pty Ltd Trading as CALX Financial**. We are responsible for the advice provided to you by our representatives. Information about your Adviser including authorisation qualifications and experience are contained within part 2 of this document.

Our representative is a competent and experienced professional who will work with you to provide advice and services appropriate for your needs and circumstances. Your Adviser will be acting on behalf of **Bright Ridge Pty Ltd trading as CALX FINANCIAL** when recommending solutions.

### Q. What advisory services are available to me?

**Bright Ridge Pty Ltd trading as CALX FINANCIAL** holds an Australian Financial Services Licence that allows us to deal in and provide advice for a broad range of financial products and services. Our approved portfolio of products is sourced from a broad range of institutions and is selected according to external research, quality and value for money and most importantly, our clients' needs. They include:

- Deposits and payment products
- Government debentures, stocks and bonds
- Exchange Traded Funds and Instalment Warrants
- Managed Investment Schemes including unit trusts, investment bonds, direct shares, property trusts, growth funds, balanced funds, indexed funds, cash management accounts
- Retirement Savings Account products
- Securities
- Superannuation including allocated pensions, rollovers and personal and Corporate Superannuation products.

**CALX Financial** provides a wide range of services and products including:

- Financial Services and Planning
- Retirement planning
- Estate and succession planning
- Risk management
- Gearing strategies
- Personal Portfolio Management and Review
- Direct Share Advice
- Personal budget planning
- Personal wealth creation
- Direct investments
- Life Insurance Advice (see below)
- Salary Packaging Advice
- Redundancy packaging

In some circumstances, external advice (eg legal advice) may be sought or recommended to assist the delivery of our service.

**Q. Will the advice I receive be appropriate for my personal circumstances?**

**A.** Yes. But to do so, your adviser needs to understand your personal circumstances including your individual investment objectives, financial situation and needs, before they recommend any solutions to you. Of course, you have the right not to share this information with your adviser. In this case, they may not be able to advise you or, if they do, are required to warn you of the possible consequences. You should read the warnings carefully as the scope of the advice able to be provided to you will be limited as a consequence of you exercising your right not to disclose all the information sought by your Adviser.

You will be provided with comprehensive documentation in addition to this Financial Services Guide, being the Statement of Advice, Record of Advice and/or a Product Disclosure Statement (or its equivalent). These documents detail recommended solutions, the basis for the recommendations and the methods of adviser remuneration, as well as other key information.

**Q. What should I know about any risks associated with the solutions recommended?**

**A.** Your adviser will explain any significant risks associated with recommended solutions, as well as the risks associated with not acting on the recommended solutions. You should not proceed with any recommendations if you do not fully understand the risks involved. Clarify any queries with your adviser. The Statement of Advice, Record of Advice and/or a Product Disclosure Statement will contain important information in this regard.

**Q. Are there any relationships that will influence your advice to me?**

**A.** **Bright Ridge Pty Ltd trading as CALX FINANCIAL** is **neither owned nor controlled** by any financial product provider and our advice will be always be suitable and appropriate for your needs and circumstances. Whilst we may receive commission and other benefits from product providers (which are disclosed in our documentation) no fund manager, bank, insurance company or other licensee is currently in a position to influence our advice to you.

**Q. Will anyone be paid for referring me to you?**

**A.** **Bright Ridge Pty Ltd trading as CALX FINANCIAL** is a financial services business whose success is based on referrals from existing clients and other sources. We have not, and will not, pay anyone for referring you to us. We believe that the quality of the service which we provide and our reputation are reason enough for satisfied clients or professional people (such as your solicitor) to refer you to us. We welcome your referral and hope that you'll be so impressed with our service that you'll also recommend us to people you know.

**Q. Can I instruct you to buy or sell my investment?**

**A.** Yes. Although we focus on providing personalised service, you can instruct us to transact on your behalf. In these circumstances we will only be implementing your instructions and we will not be providing you with financial product advice. Where you direct us to implement your instructions, we will not be responsible for the suitability or appropriateness of the transaction.

We prefer to receive your instructions personally but you may specify how you would like to give us your instructions. For example you are able to give your instructions by telephone, fax or other means. We'll often rely on your signature to verify your instructions but, if you provide your instructions other than in writing, we'll transact where we reasonably consider to have received instructions from you.

**Q. What ongoing service is provided?**

**A.** Depending on your requirements, we can provide different levels of service, for example from advice on a particular product to the preparation of a comprehensive Statement of Advice. Your adviser will explain the available levels of service together with the associated fee options and risks to enable you to decide the type of service you require. Based on your circumstances, your adviser will recommend an appropriate level of service.

Although the success of our business is premised on our commitment to ongoing review of your circumstances, portfolio and strategy, you are able to tell us how often you would like us to undertake a review of your financial situation. We recommend that reviews should be undertaken at least every 12 months. Your adviser may charge a fee for undertaking the review. The amount of the fee will be agreed with you and will depend on the complexity of the review and the amount of time spent preparing the review. This is documented in part 2 of this document.

Our approved portfolio of products is sourced from a broad range of institutions and is selected according to external research, quality, value for money, and most importantly, your needs.

**Q. How will I pay for the services? What commission/ fee do you get, and how is it calculated?**

**A.** We have clear fee structure, which allows you to choose the payment option that suits you. You will generally pay a 'fee for service', which is based on the size and complexity of the job.

This 'fee for service' is intended to cover the costs involved in preparation of a Statement of Advice. In this situation, we may charge an approximate fee of **\$1,100 (inc. GST)**, however this may be waived if you proceed to implement our recommendations. Our hourly fees are \$330 per hour (inc. GST) but if possible and practicable we'll confirm the exact fee before we provide you with any services.

If the advice relates to placement of financial, insurance or equities products, we may occasionally receive a commission (brokerage) of up to 10% (excl. GST) of funds invested. In some cases, we may also receive a trail commission from the fund manager. This may range between 0.25% and 1% per annum (excl. GST). *For example, funds invested of \$1,000 with an initial upfront commission of 4% would attract an initial up front commission \$40. After the GST amount of \$4 is included the total commission paid would be \$44.*

If you choose to pay on an up-front commission basis, the product provider makes the payment from your funds based on the amount you invest through us. The actual amount of commission paid, as well as any fees, will be detailed in the Statement of Advice provided to you. Where appropriate, you can choose a combination of both fees and commissions if that gives you the flexibility you need.

Irrespective of the payment method, we may receive ongoing commissions from the product provider for as long as the investment or policy remains in force. The Representative is salaried and will receive no commission.

**The product provider pays any ongoing commission out of its own revenue stream**, which, in effect, is a form of discounting its own product margin. Product providers are willing to do this because of the competitive nature of the market and such commissions are not a direct cost paid by the investor. Operating a financial services business involves substantial costs and an appropriate fee structure assists us in affording the infrastructure, personnel and systems required to provide you with quality advice.

## **Questions you may have after receiving our advice**

### **Q. Do I receive information associated with the receipt of advice from my adviser?**

**A.** Yes, you may receive either or both of a Statement of Advice and a Product Disclosure Statement. A Statement of Advice sets out important, comprehensive information, relating to the recommendations your adviser is making to you in relation to the provision of Financial Services.

Where your Adviser is recommending a particular financial product, you will also receive a Product Disclosure Statement (or its equivalent under former legislation). A Product Disclosure Statement contains important disclosure information about the financial products being recommended by the adviser.

If you have not been provided with these documents, please consult with your Adviser, or alternatively please contact us on (03) 9853 0133 and we shall endeavour to provide you with these documents. It is important to receive either or both a Statement of Advice and a Product Disclosure Statement before you commit to any recommendations made to you.

### **Q. Do I receive information about commissions and other benefits my adviser gets for making recommendations?**

**A.** Yes. You have the right to know details of commissions and other benefits your adviser receives for recommending solutions. Your adviser will notify you of any conflicts of interest or anything that may influence their recommendation to you. In addition to the information detailed in this FSG, your adviser will also provide this information to you, when they make specific recommendations. Detailed information regarding the remuneration and how it is calculated will be contained in the Statement of Advice or the relevant Product Disclosure Statement.

### **Q. What documentation will I need to complete?**

**A.** To properly consider your needs and objectives and to deliver recommendations which are designed to satisfy your requirements, your adviser will need to obtain from you or your representative, key facts as to your unique circumstances. These facts will need to be confirmed by you by way of your signed acknowledgement of your key facts. Your Adviser shall ask you to complete a document entitled "Client Fact Finder" which summarises your circumstances. This document must be signed by you. In addition a document confirming receipt of this Financial Services Guide will need to be signed by you.

### **Q. What information is maintained in my file, and can I examine it?**

**A.** Your adviser will maintain a record of your personal profile, including details of your investment objectives, financial situation and needs and any other information relating to your specific financial situation. They will also maintain records of any recommendations they make.

We are committed to ensuring the privacy and security of your personal information in accordance with the principles of the Privacy Amendment (Private Sector) Act 2001 (Privacy Act).

You have a general right to examine the relevant contents of your file and you should have been provided with our privacy statement, which details our approach to privacy.

Should you wish to examine your file just ask your adviser and they will make all necessary arrangements to provide you with relevant information.

## Questions you may have if you have a complaint

### Q. Who can I talk to if I have a complaint about the advisory services?

A. If you have a complaint about the services provided, you should take the following steps:

1. Contact your adviser and tell them about your complaint.
2. Your complaint will be acknowledged and you should be given a copy of our Complaint Handling brochure which will detail the steps you can take to have a complaint resolved.
3. If your complaint is not satisfactorily resolved by the Financial Planner within five business days, please put your complaint in writing and send it to:

CALX Financial  
Compliance Department  
PO Box 762  
KEW VIC 3101

Your complaint will be investigated and an attempt made to fairly resolve your complaint within 14 business days.

If you are not satisfied with our handling of your complaint or our decision, you may contact the Credit And Investments Ombudsman Limited (CIO). CIO is an independent body established to provide free advice and assistance to consumers to help them to resolve certain types of complaints against financial services businesses.

CIO may be able to assist you to resolve your complaint, but only if you are not satisfied with the response received from our handling of your complaint. If CIO accepts your complaint, it will attempt to resolve the matter through conciliation, which involves assisting you and us to come to a mutual agreement. If conciliation is unsuccessful, the complaint is referred to an independent adjudicator for a determination that is binding, should the investor accept.

If you wish to find out whether CIO can handle a complaint and the type of information you would need to provide, you may contact them on 1800 138 422 or by fax on (02) 9273 8440 or alternatively, at the following address:

Credit And Investments Ombudsman Limited  
PO Box A252  
SOUTH SYDNEY NSW 1235  
Email: [feedback@cio.org.au](mailto:feedback@cio.org.au)  
Fax: (02) 9273 8440

4. Alternatively, you can contact the Australian Securities & Investments Commission (ASIC) on their Freecall Infoline, 1300 300 630 to find out which industry complaints scheme can help you settle your complaint.

***As a professional financial services business, we are committed to acting efficiently, honestly and fairly. We value your support and appreciate any feedback that will help us to meet your expectations and needs.***

## PRIVACY POLICY

This Privacy Policy sets out the information handling policies of Bright Ridge Pty Ltd trading as CALX FINANCIAL ("**CALX FINANCIAL**"), an Australian Financial Services Licensee (AFSL No 427945). At CALX FINANCIAL, we are committed to providing professional services and respecting the privacy of your personal information.

**CALX FINANCIAL** is bound by the National Privacy Principles under the Privacy Act. This policy explains how **CALX FINANCIAL** will collect, store, verify, use and disclose the information we hold about you and the conditions under which your information may be accessed.

### What type of information does CALX FINANCIAL hold?

The type of information we collect and hold about you varies depending on the type of product or service you require. For example, **CALX FINANCIAL** will hold different information about you if you have a life insurance policy than we will hold if you have a managed investment. The personal information we hold about you may include:

- Your name, address and contact details
- Your date of birth, age and retirement plans; and,
- Your financial needs, objectives and circumstances.

We may also need health information from you to provide you with risk advice, but not necessarily for investment products. In most circumstances, the information that we hold about you has been provided to us by you via your adviser.

**You may choose not to provide us with your personal information. Depending on the nature and quality of the information you choose to withhold, we may not be able to provide you with advice or implement strategies entirely appropriate to your financial needs and objectives.**

### How does CALX FINANCIAL use this information?

We use this information to provide you with products or services, to assess your risk tolerance and determine strategies and recommendations consistent with your financial needs, objectives and personal circumstances.

We may also use your personal information to provide you with advice and services about the following products:

- Life insurance products, such as insurance for your life, permanent disability and income replacement.
- Investment products or services like managed investment funds and investor directed portfolio services
- Superannuation products, such as superannuation funds, investments for superannuation funds and investment insurance policies
- Financial advice and services

The information you provide to us about your health may be used to assess your risk tolerance and appropriate investment recommendations or to determine the suitability and correct pricing of risk products.

We may also use the information to send you material about other products or services. If you do not want to receive this type of material, tell us and we will stop.



### **Will CALX FINANCIAL disclose your personal information?**

**CALX FINANCIAL** may share information with organisations that assist us to administer your investments or provide you with products and services including our internal and external service providers such as administrators, fund managers and insurance companies.

There are circumstances under which **CALX FINANCIAL** may disclose your personal information such as

- when the disclosure is required by law (for example, disclosed to the Australian Taxation Office or Centrelink / Dept of Veterans' Affairs) or
- authorised by law (where disclosure is necessary in the public interest or to protect our interests).

We will also disclose your personal information if you give your consent for us to do so. **We do not sell mailing lists.**

### **How does CALX FINANCIAL handle a request for access to personal information?**

Under the National Privacy Principles you are generally entitled to access the information 'we hold about you. Where you are entitled to access, the time we require to give you access will depend on the type of information requested. If we can, we will answer your question immediately.

We will also try to answer you in the same way that you ask, for example, if you telephone to ask for the information we will, if practicable, give you that information over the telephone. We will generally respond to a written request in writing.

Sometimes, we will ask that you put your request in writing, for example, where you want copies of material or access to older information or files which are not current or it is necessary for us to retain a record of your request. We may also ask you to identify yourself to our satisfaction.

There are certain conditions under which we may refuse you access to your personal information, such as when your request may unreasonably impact upon another person's right to privacy. If we are entitled under the National Privacy Principles to refuse to give access, we will tell you and provide reasons for our decision.

### **What if some of the information CALX FINANCIAL holds is wrong?**

Please tell us. We want our records to be accurate, complete and up to date and we rely on the accuracy of the information to provide you with appropriate recommendations. Unless we disagree with you about the accuracy, currency or completeness of a record, we will generally correct it on request, (or suggest alternative arrangements for updating our records). If we disagree with you, we will give you our reasons and record your objections on your file.

### **How do I make further enquiries or complain about a breach of privacy?**

If you require more information about the way **CALX FINANCIAL** manages personal information or wish to make a complaint about a breach of your privacy, you should contact us at:

CALX FINANCIAL  
PO Box 762  
KEW VIC 3101  
Phone: (03) 9853 0133  
Email: [lindsay@calxfinancial.com.au](mailto:lindsay@calxfinancial.com.au)

### Changes to this Privacy Policy

We reserve the right to review and amend this Privacy Policy from time to time.

# CALX FINANCIAL ADVISER PROFILE PART 2 OF 2

VERSION NO: 4

Dated: 15/12/2014

This document, the Adviser Profile (Part 2 of 2), should be read in conjunction with the **CALX FINANCIAL** Financial Services Guide (Part 1 of 2) dated 15/12/2014. Distribution of the Adviser Profile by the Authorised Representative / Adviser has been approved by **CALX FINANCIAL**.

**Australian Financial Services Licence Number: 427945**

<b>Introduction</b>	My name is Lindsay Broadway and I am an Authorised Representative of Bright Ridge Pty Ltd trading as <b>CALX FINANCIAL</b> , which commenced operations in 2011.
<b>My education qualifications and experience</b>	<p>I have worked as an adviser in the finance industry since 1986, providing me with 28 years experience. I have successfully completed a Bachelor of Business in 1974 and a Graduate Diploma in Taxation in 1986</p> <p>I am a Certified Practising Accountant, Certified CEO, Registered Tax Agent, Certified Tax Professional, SMSF Strategies Specialist Adviser and Financial Planner.</p>
<b>The products I can offer you</b>	<p>In providing the above services to you, I am competent and able to advise you on a wide range of issues including the following types of investments:</p> <ul style="list-style-type: none"> <li>• Deposits and payment products</li> <li>• Government debentures, stocks and bonds</li> <li>• Life Products including annuities, life insurance, term, income protection trauma, death &amp; total and permanent disability, as well as disability products in general <b>although I will generally refer Risk work to a Risk expert or refer you to your own specialist risk adviser.</b></li> <li>• Managed Investment Schemes including unit trusts, investment bonds, direct shares, property trusts, growth funds, balanced funds, indexed funds, cash management accounts</li> <li>• Retirement Savings Account products</li> <li>• Securities and Derivatives including Exchange Traded Funds &amp; Warrants</li> <li>• Superannuation including Self Managed Superannuation Funds, Account-Based and Market Linked Pensions, Rollovers and Personal and Corporate Superannuation products.</li> </ul>
<b>The services I can advise on</b>	Please refer to page 3 of the <b>CALX FINANCIAL</b> Financial Services Guide.
<b>How my principal and I are paid</b>	<p><b>The Licensee</b></p> <p>Please refer to page 5 of the FSG. <b>CALX FINANCIAL</b> may be paid by way of commission or fee once the business has been lodged or a Statement of Advice has been given. I am paid a salary.</p>

	<p><b>Upfront Commission &amp; Ongoing Fees (Trails)</b>  <i>As we operate on a Fee For Service Basis, up front commissions will normally be avoided in the first place or rebated to you in full.</i> The upfront commission for investment type financial products can range between 0% and 10% depending on the product provider, while on-going or trail commissions may range between 0% and 2%. For example, for an investment of \$10,000 in an equity-based fund paying 4% initial commissions and 0.5% trail commission, the upfront would be \$400 and thereafter \$50 per year.</p> <p><b>Fee For Service</b>                  If a fee for service is payable by your rather than commissions, my hourly fee rate is \$330 per hour inclusive of GST or the relevant review fee is based on a percentage of assets under management.</p> <p>If you choose to pay an invoiced fee we may rebate to you part or all of the commission we would otherwise receive. You may also be charged a Statement of Advice preparation fee, which can vary depending on the complexity and the time spent. A typical fee for preparation of a Statement of Advice would commence at \$1,100. Any fee for service must be paid within 14 days of the date of the tax invoice issued to you.</p> <p><b>The Adviser</b>                  CALX FINANCIAL receives all commissions and fee for service amounts. I am a salaried employee.</p> <p>For other possible benefits, please refer to the FSG and/or Statement of Advice.</p>
<p><b>How to find me</b></p>	<p>My Kew office is located at:</p> <p>Level 1, Unit 9, 3 Wellington Street                  (PO Box 762)  <b>KEW VIC 3101</b></p> <p>My Bellarine office is located at:</p> <p>3 Brown Street                  (PO Box 216)  <b>PORTARLINGTON VIC 3223</b></p> <p>If you would like to make an appointment to discuss your financial needs and objectives in more details, please contact me on:</p> <p><b>Phone:</b> (03) 9853 0133      <b>Fax:</b> (03) 9853 8675</p> <p><b>Email:</b> <a href="mailto:lindsay@calxfinancial.com.au">lindsay@calxfinancial.com.au</a></p>

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*TO BE RETAINED ON FILE:*

Bright Ridge Pty Ltd ABN 49 064 589 466  
Trading As CALX Financial  
An Australian Financial Services Licensee  
Licence Number: 427945

# **FINANCIAL SERVICES GUIDE**

*I HAVE READ AND UNDERSTOOD THE FINANCIAL SERVICES GUIDE PROVIDED TO ME.*

*SIGNED* ..... *DATED* .....

*SIGNED* ..... *DATED* .....