

futuro

Partners in Investment and Growth

Marketing your Advice

An advice practice policy on how to advertise and market your business and advice services

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Introduction

The Australian Securities and Investments Commission (ASIC) provide guidelines for advertising of financial products and advice. This guideline concerns itself with Adviser generated advertising material in these areas. The content that this policy concerns itself with occurs prior to the advice process, when advisers are attracting clients to their business. It can also occur during the normal operation of a financial planning business.

Advertising financial services

Advertising guidelines

This policy covers the advertising of both financial products, and services. We have created this policy in response to the release of ASICs Regulatory Guide (RG) 234 'Advertising financial products and advice services: Good practice guidance'. RG234 applies to financial services providers, product providers and promoters. It covers all of the products that advisers are licensed to recommend and provide to clients, as well as all of the available financial planning services.

It is important that the guidelines are adhered to carefully, as ASIC have a wide range of powers to ensure that advertising is done in a balanced, clear and ethical manner. There can be serious remedies and penalties for misleading advertising.

Guidance scope

RG234 applies to any communication intended to advertise financial products or financial services. For the most part, this will impact advisers who advertise their services through forums such as newspapers, internet websites, brochures, information provided while clients wait on "hold" on the phone and signage.

Broadly, ASIC is interested in ensuring that advertising:

- Provides truthful information on first viewing
- Can be understood by a reasonable person
- Provides a balanced and fair message
- Clearly outlines the nature and scope of the advertised product or service
- Is not misleading in any way
- Does not create unrealistic expectations
- Includes a clear message about the benefits and risks associated with certain strategies and products
- Does not encourage consumers to make a decision based on poor, unclear, incomplete or inaccurate information

The policy applies to both general and personal advice, and cover all types of advertising, except branding and sponsorship. RG234 is concerned with advertising content as opposed to business marketing efforts.

Benefits

The guidance contained in RG234 provides clear boundaries around acceptable advertising methods, which should make it easier to create acceptable and competitive advertising material.

The guidance also deters unfair competitor advertising practises, creating an 'even playing field'.





The funding of expensive advertising campaigns can be done with the knowledge that the campaign approach is within the guidelines and doesn't face the risk of being altered or retracted.

Main principles

Based on RG234, the licensee's guidelines and other regulations, advisers:

- can broadly advertise the merits of a type of product
- can advertise a specific product through the use of licensee generated templates and marketing materials
- can only advertise services in accordance within parameters of RG234 guidance, i.e. balanced, clear and accurate messages
- cannot generate their own advertisement for specific products without approval

- **must not use the terms ‘independent’, ‘impartial’ or ‘unbiased’** when describing their services in any advertising materials, on their websites or other disclosure documents.

Can advertise	Example	Cannot advertise	Example
 Type of product	Superannuation	 Specific product via own advertisement without approval	Adviser generated newspaper advert for North Personal Super
 Financial advice services	“We can assist with budgeting, retirement planning and wealth creation”	 Exaggerated or inflated promises	“Retire on millions of dollars more”

Financial services definition

Advertising a financial service means providing recommendations or a statement of opinion that:

- is intended to influence a consumer making a decision about a financial product or
- could reasonably be regarded as being intended to have such influence.

General overview of good practice guidance

Medium	Summary of guidance
Returns, benefits and risks	Advertisements for financial products should give a balanced message about the returns, benefits and risks associated with the product. Benefits should not be given undue prominence compared to the risks.
Warnings, disclaimers, qualifications and fine print	Warnings, disclaimers and qualifications should not be inconsistent with other content in an advertisement, including any headline claims. Warnings, disclaimers and qualifications should have sufficient prominence to effectively convey key information to a reasonable member of the audience on first viewing of the advertisement. Consumers should not need to go to another website (or other page of the website) or document to correct a misleading impression.
Fees and costs	Where a fee or cost is referred to in an advertisement, it should give a realistic impression of the overall level of fees and costs a consumer is likely to pay, including any indirect fees or costs.
Comparisons	Comparisons should only be made between financial products that have sufficiently similar features or, where an advertisement compares different products, the differences should be made clear in the advertisement. Comparisons should only be made about returns if the information used is current, complete and accurate. If an advertisement discloses a rating, the rating used should be properly explained either in the advertisement itself or by including details of where an investor can obtain further information about the meaning of the rating and the rating scale.
Past performance and forecasts	Past performance information should be accompanied by a warning that past performance is not indicative of future performance. Forecasts about the future performance of a financial product should be based on reasonable assumptions and should also state that the forecasts are not guaranteed to occur.

Medium	Summary of guidance
Use of certain terms and phrases	<p>Terms and phrases should not be used in a particular way by industry where these are not consistent with the ordinary meaning commonly recognised by consumers (e.g. 'free', 'secure' and 'guaranteed').</p> <p>Industry concepts or jargon should be avoided unless the promoter is confident that these terms will be understood by the audience.</p>
Target audience	<p>Advertisements should be capable of being clearly understood by the audience that might reasonably be expected to see the advertisements.</p> <p>Advertisements should not state or imply that a financial product is suitable for particular types of consumers unless the promoter (product issuer, Adviser or licensee) has assessed that the product is suitable for that class.</p> <p>Advertisements for complex products that are only appropriate for a limited group of people should not be targeted to a wider audience.</p>
Consistency with disclosure documents	<p>Where an advertisement draws attention to specific product features, the advertisement should be consistent with information contained in any disclosure document (such as a PDS or prospectus) or contracts.</p>
Photographs, diagrams, images and examples	<p>Photographs and images should not contradict, detract from or reduce the prominence of any warnings, disclaimers or qualifications.</p> <p>Graphical presentations should not be ambiguous or overly complicated.</p>
Nature and scope of advice	<p>Advertisements for a financial advice service should not create unrealistic expectations about what the service can achieve.</p>

Examples of the above scenarios are provided in RG234.

Detailed guidance in specific areas

Advertising area	Do	Do not
Returns, benefits and risks	<ul style="list-style-type: none"> • Give balanced messages about returns, risks and benefits • Include a prominent statement about product risks, especially where these risks would not be expected by the consumer • Clearly explain assumptions made in predicting a return or benefit • Mutually exclusive benefits should be clearly stated • Include a prominent statement that benefits or returns may not be available if circumstances change and highlight the types of changes which may occur • Benefits should be available for a reasonable period of time • Returns and benefits should be presented net of fees and costs • The impact of fees and costs over time should be clearly stated • Clearly state the currency in which returns are calculated or show exchange rate impact where significant differences 	<ul style="list-style-type: none"> • Overstate potential benefits and returns or create unrealistic expectations by giving prominence to benefits • Make claims about features or benefits which are not reasonably expected to be available to consumers • Make open ended promises about benefits if a change in circumstances will make the statement misleading • Overstate the safety of a product
Warnings, disclaimers & qualifications	<ul style="list-style-type: none"> • The more a qualification is required to balance headline claims, the more prominent the qualification should be. • Warnings should be consistent with other advert content • Warnings should be able to effectively convey key information on first viewing • Warnings should be in the same format, place and time as the main text of the advert (unless Corps Act allow less prominence for particular wording) 	<ul style="list-style-type: none"> • Include warnings that conflict with advert headings or content • Use fine print, blocks of text that are difficult to read, show too briefly visually or at the same time as other important or noisy content • Allocate warnings and qualifications to a different page, location or web page
Fees and costs	<ul style="list-style-type: none"> • Overall fees and costs should be clearly outlined (i.e. total amount the client is expected to pay) • Exclusions or qualifications should be outlined at the same time, place and prominence as the costs • Outline impact of fees and costs on returns. • Returns net of fees and costs • Use maximum fee rate where variable • Disclose undeductible fees 	<ul style="list-style-type: none"> • Disguise fees by calling them a different name • Ignore third party costs where applicable (e.g. clients do not understand the difference between product and advice costs) • Suggest that advice is free or low cost if the cost is simply being charged indirectly (e.g. product deduction)

Advertising area	Do	Do not
Comparisons	<ul style="list-style-type: none"> State fee option used where multiple options exist When modelling a scenario, deduct initial and ongoing fees Comparisons should only be between similar products with similar features 	<ul style="list-style-type: none"> Be careful to avoid comparing products that are not sufficiently similar for a fair comparison
Past performance and forecasts	<ul style="list-style-type: none"> Draw attention to the fact that past performance is not indicative of future performance Past performance information should comply with RG53 Future performance estimates should only be used where there are reasonable grounds to provide such information 	<ul style="list-style-type: none"> Do not make misleading representations about past or future performance potential
Use of certain terms and phrases	<ul style="list-style-type: none"> Words such as “free”, “secure” or “guaranteed” or “protected” create certain expectations. Advertising using such words must be consistent with the common meaning of these words to create realistic expectations. 	<ul style="list-style-type: none"> Use words inappropriately, if a product is advertised as being “free” of fees, then no fees, charges or costs should apply. Use industry jargon or technical language unless targeting a specific group of experts. Use restricted terminology, e.g. Independent, impartial, unbiased, broker or such words as stated in the Corporations Act. Use false testimonials or ‘expert’ opinion.
Target audience	<ul style="list-style-type: none"> Consider the nature of the actual, rather than intended, audience that is likely to see the advert. Ensure that the advert is simple and clear enough to be understood by the actual audience. 	<ul style="list-style-type: none"> Provide broad audience exposure to a product designed for a specialist audience.
Consistency with disclosure documents	<ul style="list-style-type: none"> Adverts should be consistent with existing disclosure documents. Key elements of existing disclosure documents should be highlighted. Refer consumers to the relevant disclosure documents. 	<ul style="list-style-type: none"> Assume that customers will read disclosure documents to compensate for any misleading or incorrect statements.
Photographs, diagrams, images and examples	<ul style="list-style-type: none"> Visual representations, photographs and images must be consistent with the nature, stage or scale of the product or issuer's business. Disclaimers do not lessen this requirement. 	<ul style="list-style-type: none"> Use graphics to contradict, detract from or reduce the prominence of qualifications. Use graphics to misrepresent or exaggerate what is being sold.
Nature and scope of advice	<ul style="list-style-type: none"> Ensure that the type, level and range of services offered, is clear. 	<ul style="list-style-type: none"> Create an unrealistic expectation about what the service can provide.

Advertising area	Do	Do not
		<ul style="list-style-type: none"> • An advertisement should not suggest that, in recommending a financial product, the Adviser will consider all relevant financial products across the market if this is not the case. • An advert should not create a misleading impression about the nature and extent of a financial advisers' experience and qualifications.

ASICs powers

ASIC have the power to take the following types of remedies:

- Seek an injunction to stop an advert
- Accept an enforceable undertaking
- Initiate actions requiring adverts to be corrected
- Provide adverse publicity about the offending promoter
- Issue an infringement notice
- Seek a civil penalty
- Seek criminal charges
- Suspend or cancel an AFSL
- Make a banning order
- Instruct compensation for consumers
- Instruct a remedy for consumers

Advertising approvals

- Advisers and businesses should apply these guidelines to any existing marketing materials.
- Any marketing or advertising material that you produce needs to be sent to Futuro Compliance for approval.

Brochure example

The following brochure example shows correct and incorrect application of the principles outlined in this guideline.



Dramatically reduce your working hours! Get your super to earn 10% more! Guaranteed larger retirement income!

Cut your work hours by half, and create a massive retirement fund at the same time. Your local AAA Financial Adviser, can show you how to:

- *Dramatically reduce your working hours*
- *Retire early on much more*
- *Instantly benefit from a TTR strategy*
- *Maximise your deductibility*

Want to know more? Make an appointment with Adele.

***Put your super to work.
Call 9123 7654.***

*Call Adele today, for unbiased, independent and totally free advice.
Adele Anders, Suite 3, The Avenue,
Adelaide SA 5000*

*Authorised representative of AAA Financial Planning
Ltd ABN 20 060 778 216 Australian Financial Services
Licence 232686 aaafinancialplanning.com.au*



Work a little less. Get your super to work harder.

If you're between 55 and 65, you can work less and continue to build your super for when you fully retire. Your local AAA Financial Adviser, Adele Anders, can show you how to:

- *Cut back your working hours*
- *Supplement your income with your super, and*
- *Salary sacrifice to increase your super balance.*

Want to know more? Make an appointment with Adele.

***Put your super to work.
Call 9123 7654.***

*For more information, or a no-cost appointment, call Adele today.
Adele Anders, Suite 3, The Avenue,
Adelaide SA 5000*

*Authorised representative of AAA
Financial Planning Ltd ABN 20 060
778 216 Australian Financial Services
Licence 232686
aaafinancialplanning.com.au*

The incorrect advert (above left) is outside of the policy in at least the following ways:

- Target audience not indicated. People outside of the suitable strategy age range may think they can apply or benefit, or may try to initiate something similar themselves.
- The message is not balanced. Working hours are unlikely to be able to be “dramatically” reduced.
- Predicted increased return rate is unsupportable and unrealistic.
- Benefits have been highlighted, without any risks being evident.
- Ultimately the message is deceptive and over-inflated.
- Industry jargon and technical terms have been used (TTR and deductibility).
- The word ‘guaranteed’ is inappropriate and could lead the client to assume certain benefits are included that are not actually being provided.

- Restricted terminology has been used (unbiased, independent).
- Financial adviser identification is illustrated in a font size that is too small to be legible.
- The phrase “totally free advice” is likely to be misleading.

Futuro style guide

As an authorised representative, there are a number of rules and regulations that apply when promoting your business in the marketplace. The way that you disclose your relationship with the Licensee is different depending on the type of agreement you have signed with Futuro. This Guide is separated into three sections; you only need to apply the standards that represent the way you promote yourself to the market.

Section 1: Standards that apply to all agreement types

Section 2: Promoting your business as a corporate authorised representative

Section 3: Promoting your services as an individual or partnership

Standards that apply to all agreement types

Registering business names

A business name is simply a name or title under which a person or entity conducts a business. In Australia, unless you fall within an exemption, you must register your business name.

Generally, you will need to register a business name with the Australian Securities and Investments Commission (“ASIC”) if you carry on a business or trade within Australia. You do not need to register a business name if the entity is:

- an individual and the business name is the individual’s name (their first name and surname), e.g. a sole trader
- a registered company and the business name is the company’s name in full (including the Pty Ltd), or
- a partnership and the business name consists of all of the partners’ names.

The law does not allow any changes from the business holder’s name if you wish to rely on the above exemptions. For example, if your name is John Smith, and the name of your business is ‘John Smith & Co’, you will need to register the business name ‘John Smith & Co’.

Registering your business name does not give you exclusive trading rights over that name.

Registering your business name does not give you ownership of that name. Registering a particular name does not stop another person from registering a similar name nor does it give you the exclusive right to use the name or part of the name. Also, registering a business name will not prevent the name being used by somebody who has registered it as a trademark.

The obligation to register a business name is a legal obligation which is entirely separate to any steps that business owners may take to protect any intellectual property rights in a name or brand, such as registering a trademark.

Register your business name with ASIC

For more information about registering your business name, visit the ASIC website under Business Names.

Registered business names must not be used for other activities



You cannot use a registered business name that is being used by any other business activities outside of your financial planning business. Refer to the External Relationships (QAF) for more information about running dual businesses.

Naming conventions

All authorised representatives or corporate authorised representatives must clearly identify their relationship with the Licensee (refer Part 2 or Part 3). By not disclosing this relationship correctly, you risk “holding yourself out” as a licensee in your own right. This is an offence under section 911C of the Corporations Act 2001 (Cth) (“Corporations Act”) and other relevant laws.

Once you have disclosed your relationship with the licensee correctly, the following titles are permitted:

Authorised Representative		Corporate Authorised Representative	
Permitted	Not Permitted	Permitted	Not Permitted
Financial Planner	Financial Planning Consultant	XYZ Financial Planning Pty Ltd	XYZ Securities Pty Ltd
Financial Adviser	Financial Planning Representative	XYZ Financial Services Pty Ltd	XYZ Asset Management Pty Ltd
	Planner	XYZ & Associates Pty Ltd	XYZ Money Management Pty Ltd
	Securities Adviser	XYZ Partners Pty Ltd	XYZ Capital Management Pty Ltd
	Asset Management	XYZ Planners Pty Ltd	
	Money Management	XYZ Financial Advisers Pty Ltd	
	Capital Management	XYZ Financial Group Pty Ltd	
	Investment Services	XYZ Strategic Group Pty Ltd	
	Investment	XYZ Financial Designs Pty Ltd	
	Insurance Agent		
	Stock Broker, Futures Broker, Share Broker, General/Life Insurance Broker		
	NB: Use of these terms is a breach of the Corporations Act s.923B		

*This list is not necessarily exhaustive and the above terms have been provided as a guide only. Please contact your State Director if you have any other terms you wish to use.

Disclosing your relationship with the Licensee

You must always disclose your relationship to the Licensee on all stationery and marketing material. These requirements in relation to registered business names are outlined below.

Individual Authorised Representatives

- You must state that you are an Authorised representative or Credit representative of Futuro Financial Services Pty Ltd.
- If you intend on using a registered business name, that name must be registered by you as a natural person. The name cannot be owned by another entity.

- It must be disclosed as follows: ‘Sally Jones, trading as XYZ Financial Services, Authorised Representative of Futuro Financial Services Pty Ltd.’

Corporate Authorised Representatives

Trading with your Company Name

- You must state that your company is a “Corporate Authorised Representative” of Futuro Financial Services Pty Ltd.
- If your company only offers credit services, then you must state that your company is a “Corporate Authorised Representative (credit services only) of Futuro Financial Services Pty Ltd.”
- If you intend on using a registered business name, that name must be registered by the corporate entity.
- It must be disclosed as follows: “XYZ Financial Services Pty Ltd, trading as XYZ Financial Services, Corporate Authorised Representative of Futuro Financial Services Pty Ltd.”

Advertising media

Medium	Summary of guidance
Mass media	<p>Mass media refers to media channels used for mass communication, such as radio, television, newspapers, brochures, pamphlets, magazines and the internet. It can include audio, video, images, text or a combination of all four.</p> <p>Promoters should consider the actual audience that is likely to see the advertisement and whether the advertisement is accurate, balanced and helpful for that audience.</p> <p>Advertising should be clearly distinguished from normal program or editorial material.</p>
Print media	<p>Any documents sent by post, facsimile or email including letterhead, with compliments slips, business cards, fax templates, flyers, invitations, brochures, promotional fact sheets, magazine inserts, newspaper advertisements, billboards, signage and seminar presentations</p>
Audio advertisements	<p>Audio advertising refers to radio advertising, telemarketing, messages played on ‘hold’ on the telephone or podcasts.</p> <p>Warnings, disclaimers and qualifications should be read at a speed that is comprehensible to an average listener. This applies not only to radio adverts, but messages when clients are ‘on hold’ as well.</p>
Film and video advertisements	<p>Film and video advertising covers advertising through these methods regardless of the means of viewing, e.g. television, internet (YouTube).</p> <p>Information about risks and any warnings should be easily understood by an average viewer on the first viewing of an advertisement and not undermined by distracting sounds or images.</p>
Internet	<p>Internet advertising or marketing that includes web pages, banner advertisements, video streaming, social networking (e.g., Facebook), micro blogging (e.g. twitter) and internet discussion sites (e.g., LinkedIn). Promoters should consider the overall impression created by an internet banner advertisement when viewed by itself for the first time.</p> <p>Promoters should consider the appropriateness of using new media channels for advertising if content limitations mean there is insufficient space to provide balanced information.</p> <p>Consumers should be able to keep a record of an advertisement, including any disclaimers or warnings.</p>
Outdoor advertising	<p>Outdoor advertising includes media such as billboards, posters, signs in public venues and aerial displays.</p>

Promoters should take into account the conditions under which an advertisement will be viewed (e.g. from a distance or from a moving vehicle) when considering whether the overall impression of the advertisement is misleading or deceptive. RG234 is concerned with the advertising content of signage, rather than branding, business names or the way the business presents itself to the public in general.

Promotional material Includes clothing and bags that either have the Licensee or practice name on it.

In general, advertising must be true to label and demonstrate the following characteristics:

- Provide truthful information on first viewing
- Can be understood by a reasonable person
- Provide a balanced and fair message
- Clearly outlines the nature and scope of the advertised product or service
- Is not misleading in any way
- Does not create unrealistic expectations
- Includes a clear message about the benefits and risk associated with certain strategies and products
- Consumers can make decisions based on clear, complete and accurate information

In addition to the requirements laid down in RG 234, you might be required to use one or more of the warnings set out in this policy.

False or Misleading Statements

For all marketing related material produced by authorised, corporate authorised or credit representatives, it must not contain false or misleading statements as this would attract criminal liabilities under s1041E of the Corporations Act.

When determining whether an advertisement is misleading or deceptive, the advertisement’s overall impression is very important. When creating, designing and/or promoting your advertisement, the following factors are relevant to ASIC:

- the subject of the advertisement;
- the content of the advertisement;
- the format of the advertisement;
- the audience that will view the advertisement;
- the media used to communicate the information; and
- the likely effect of the advertisement.

Advertising will be considered misleading or deceptive if it creates a misleading impression in the consumer’s mind, irrespective of the intention behind the advertisement, or whether or not the consumer was actually deceived. In order to decide whether a statement is misleading, the following should be taken into account:

Will be taken into consideration	Won’t be taken into consideration
The overall first impression	Intention
The opinion of a reasonable person	Whether the advertisement is likely to mislead
The consumer needs to look beyond the initial frame or page to seek further clarification	Information contained elsewhere, such as a subsequent web page
The advertisement is actually misleading	Whether the consumer was actually deceived or not
Important information is missing	

Restricted terminology

Sections 923A and 923B of the Corporations Act restricts the use of the following words in certain situations on any stationery or marketing material as detailed below:

- the terms '**unbiased, impartial and Independent**' where an adviser receives an existing commission, volume bonus, or other benefits that may be seen as influencing the adviser.
- the terms '**insurance broker, general insurance broker, life insurance broker, stockbroker or sharebroker**,' where the Futuro does not permit these services or conditions to use those terms.

It is important when creating advertisements that certain terms and phrases are used in appropriate way consistent with the ordinary meaning of the word.

Using inappropriate terms or phrases can potentially:

- create expectations that cannot be met e.g. using the term '**highest return**' may indicate that this will provide a substantial return counter intuitive to the client's risk tolerance.
- indicate a certain level of security that may not exist e.g. using the terms '**guarantee**' and '**capital guarantee**' may indicate to the client that there is little or no risk in the strategy and/or product but in fact the guarantee may be contingent on some other feature.
- indicate conflicting levels of protection and/or risk e.g. using the term 'best' when referring to a financial product and/or its performance can signal that this is the sole determinant for this product, which may not be suitable for the client's needs and objectives.

Additionally, claiming that the adviser's financial advice service is an 'independent service', or using language that implies independence may be conflicted to the client if all or part of the adviser's remuneration is derived from the financial products the adviser recommends, or because there is a relationship between the adviser and a particular product issuer.

Warnings

Warnings are an important tool to help reader understand how the information they're reading is intended to be used. They also help protect your business from clients misusing generic information as financial advice that is tailored to their individual circumstances. Warnings should be able to effectively convey key information on first viewing. For good practice guidance in promoting or advertising financial products or financial advice services, please refer to ASIC's *Regulatory Guide 234 Advertising financial products and advice services: Good practice guidance* ("**RG 234**").

Please refer to this policy about any disclaimers that apply to your websites.

Use these warnings in each of the following situations:

Direct marketing/ unsolicited client contact

The Privacy Act 1988 and the Futuro Privacy Policy requires that you provide your clients with an opportunity to opt out from receiving directly distributed marketing materials. This information must be included on any direct marketing material sent to your clients in any format.

For example, "From time to time we may bring to your attention products, services or other information that may be relevant to you. If at any time you no longer wish to receive this information, you may opt out by contacting us on **(insert contact details)**."

Brochures/editorials/webpage/general advice warning

“This document or website contains general advice only. You need to consider with your financial planner, your investment objectives, financial situation and your particular needs prior to making an investment decision.

Futuro Financial Services Pty Ltd and its authorised representatives do not accept any liability for any errors or omissions of information supplied in this document except for liability under statute which cannot be excluded.”

Presentations

“This presentation has been prepared by Futuro Financial Services Pty Ltd and contains general advice only. Every effort has been made to ensure that it is accurate; however, it is not intended to be a complete description of the matters described. It does not contain and is not to be taken as containing any advice or recommendations. Furthermore, it is not intended that it be relied on by recipients for the purpose of making financial or investment decisions. Futuro Financial Services Pty Ltd does not give any warranty as to the accuracy reliability or completeness of information which is contained in this presentation. Except insofar as any liability under statute cannot be excluded, Futuro Financial Services Pty Ltd, its employees and authorised representatives do not accept any liability for any error or omission in this presentation or for any resulting loss or damage suffered by the recipient or any other person.”

Email

Your email signature must include your name, position title, relationship with the licensee and contact details. The aim of this is, where applicable, to distinguish between employees who provide financial services (Financial Adviser) and non-financial services such as administration services (e.g. Receptionist).

Your email signature must also include two important messages. The first ensures that the message is not acted upon by a person to whom it was not intended to be received and the second complies with the provisions of the Privacy Act and the Spam Act.

Sample email:

Sally Jones | Financial Adviser

Authorised Representative of Futuro Financial Services Pty Ltd

ABN 30 085 870 015 | AFSL No: 238478

1 Sample Street, Sampletown 0000

P: 00 0000 0000 M: 0000 000 000

E: sally@xyzfinancial.com.au

This email, including any attachments may contain information that is confidential, commercially sensitive and may be subject to legal privilege. If you are not the intended recipient you must not read, use, disseminate, distribute or copy any part of this email, disclose its contents to any other party, or take any action in reliance on it. If you have received this email in error, please contact the sender immediately and delete this email. **(Individuals – Insert authorised representative name) (Corporate Authorised Representative – insert company name)** does not warrant that this email or any attachments are free from viruses or other defects. Please ensure that you check for viruses and defects prior to opening any attachments. From time to time we may bring to your attention products, services or other information that may be relevant to your financial plan. If at any time you no longer wish to receive this information, you may opt out by replying to this email. Please include 'opt out' in the subject heading.

Spam Act 2003

The Spam Act outlines the requirements for commercial electronic messages. A commercial electronic message is defined as advertising, promoting or offering the supply of goods or services and/or investment opportunities electronically.

An electronic message includes:

- Emails
- Text messages (SMS)
- Multimedia message/multimedia services (MMS)
- Instant messaging

Approval process

New representatives

All promotional and marketing material must be approved by the compliance officer before you can use it. The material might be seen as giving advice, or using past performance, and/or recommending a specific product. In these situations, there are various legal requirements to be met.

A review of draft material by the compliance officer will also ensure that the material does not breach the broader prohibitions against “misleading and deceptive” conduct. It is easier to do this than you might think, particularly as there is generally a bias towards an interpretation of the published material in the consumers’ favour.

Document must be submitted to either of the following:

Email: info@futuro.com.au

Fax: 07 3018 0399

Mail: Futuro Compliance
Level 3, 200 Creek St,
Brisbane QLD 4001

Futuro will respond within 2 business days with either an approval or feedback concerning any required changes. Documents will need to be re-submitted until such time that approval is given.

Once all documents are considered acceptable, an approval number will be emailed to the person. Representatives must keep the approval on file for compliance purposes. The practice will be responsible for the cost of amending this material until such time as approval has been provided.

Existing representatives

It is important for all existing authorised, corporate authorised or credit representatives to ensure all current advertising and marketing materials have ongoing compliance approval prior to their release.

Document must be submitted to either of the following:

Email: info@futuro.com.au

Fax: 07 3018 0399

Mail: Futuro Compliance
Level 3, 200 Creek St,
Brisbane QLD 4001

Futuro will respond within 7 business days with either an approval or feedback concerning any required changes. Documents will need to be re-submitted until such time that approval is given.

Once all documents are considered acceptable, an approval number will be emailed to the person. Representatives must keep the approval on file for compliance purposes. The practice will be responsible for the cost of amending this material until such time as approval has been provided.

Association designations

Industry body logos can only be included in stationery and marketing material associated with financial planning if the adviser has written consent or is a member of the relevant body. The most common logos are the Certified Financial Planner (CFP) and Financial Planning Association (FPA). Other logos may include Self-Managed Superannuation Fund Association of Australia (SPAA) and SMSF Specialist Adviser (SAA). Industry logo images should not contradict, detract from or reduce the prominence of any warnings, disclaimers or qualifications.

The Financial Planning Association (FPA)

FPA membership only exists at the individual practitioner level. Businesses can be associated with the FPA as a Professional Practice or Professional Partner, but these are not membership categories and they don't carry voting rights. Use of any FPA marks such as the CFP logo, must be done in conjunction with the FPA brand guidelines.

The FPA logo must not be used by any member of the FPA on stationary, documents and signage.

Associate Financial Planner (AFP®)

The AFP designation may only be used by individual who are current AFP® members of the FPA.

"AFP" is a registered trademark therefore you must use ® in superscript upon the first use of the AFP within a communications piece. Subsequent uses of AFP within the same communications piece do not need to carry the ®. Note: the wording 'Associate Financial Planner' is not a registered trademark and does not need to be followed by the ® symbol.

The FPA professional designation must always sit next to the name of the FPA member, and be equal or smaller in size than the member own name, for example, "Sally Jones AFP® Dip FP.

Where space is limited, e.g., on a business card, email signature or letterhead, you can use the wording Associate Financial Planner or AFP®.

In a written document, you can use the wording 'Associate Member of the Financial Planning Association of Australia.'

Refer to the FPA website - www.fpa.asn.au for more information about applying this membership standard to your stationery.

Certified Financial Planner (CFP®)

The CFP designation may only be used by individual who are current CFP® members of the FPA.

"CFP" is a registered trademark therefore you must use ® in superscript upon the first use of the CFP within a communications piece. Subsequent uses of CFP within the same communications piece do not need to carry the ®. Note: the wording 'Certified Financial Planner' is not a registered trademark and does not need to be followed by the ® symbol.

The FPA professional designation must always sit next to the name of the FPA member, and be equal or smaller in size than the member own name, for example, "Sally Jones CFP® Adv. Dip FP.

Where space is limited, e.g., on a business card, email signature or letterhead, you can use the wording Certified Financial Planner or CFP®.

In a written document, you can use the wording 'Certified Financial Planner of the Financial Planning Association of Australia.'

Refer to the FPA website - www.fpa.asn.au for full information about applying one of the CFP marks to your stationery.

(CFP®) mark and Certified Financial Planner ® mark

Please note all artwork featuring the CFP mark (such as stationery, advertisements, etc.) must be approved by the FPA and should be sent to:

communications@fpa.asn.au

There are three CFP marks which can be used by an individual CFP practitioner in close proximity to their name:

- CFP®
- CERTIFIED FINANCIAL PLANNER®



The Association of Financial Advisers (AFA)

AFA Logo Policy AFA members are entitled to use the AFA logo on their stationary and marketing material. All material that includes the AFA logo must do so in accordance with the AFA Logo Policy.

Standard usage - Examples of where the AFA logo can be used by members without specific AFA approval include:

- Business Cards;
- Letterheads and other office stationery;
- Advice documentation;
- Email signatures and templates;

Non-standard usage - The AFA requires specific approval of the following types of materials:

- Business Websites;
- Promotional and advertising materials; and
- Office signage.

The AFA formal education pathway is made up of three designations recognised through the Asia Pacific Financial Services Association (APFinSA).

These options do not focus solely on technical capabilities, but seek to provide holistic skills for the advice professional, including ethics, client relationship skills and business management.

- AChFP – Associate Chartered Financial Practitioner
- ChLP – Chartered Life Practitioner
- FChFP – Fellow Chartered Financial Practitioner

SMSFA Self Managed Super Funds Association (previously SPAA)

The **SMSF Specialist Advisor™ (SSA™)** accreditation is for SMSF professionals, including but not limited to; accountants, auditors, financial planners, administrators, lawyers, educators, estate planners, actuaries and strategists seeking recognition for their SMSF skills and knowledge as well as knowledge of the SIS, Tax and Corporations Law.

Stationery

At a minimum, all authorised and credit representatives must have a business card, letterhead and email signature when dealing with clients.

Minimum stationery requirements for Authorised/Credit Representatives (only)	Business Cards	Letterhead	With Compliment Slips	Email Signature	Fax Templates	Marketing Material	Presentations
Authorised Representative Details							
[Adviser Name] AR No XXXXXXX	✓	✓*	✓*	✓	✓*	✓	✓
[Broker Name] Credit Representative No. XXXXXX	✓	✓*	✓*	✓	✓*	✓	✓
Corporate Entity and ABN	○	✓	○	○	✓	✓	✓
Licensee Details							
Futuro Financial Services Pty Ltd	✓	✓	✓	✓	✓	✓	✓
Address: Level 3, 200 Creek St Brisbane QLD 4000	○	○	○	○	○	○	○
AFSL: 238478 or ACL: 238478	✓	✓	✓	✓	✓	✓	✓
ABN 30 085 870 015	✓	✓	✓	✓	✓	✓	✓
Website: www.futuro.com.au	○	○	○	○	○	✓	✓
Email address info@futuro.com.au	✗	○	○	✗	○	✗	✗
Telephone number: 07 3018 0400	✗	○	○	✗	○	✗	✗
Logo	○	○	○	○	○	○	○
General Advice Warning	✗	✗	✗	✗	✗	✓	✓

*If there are multiple advisers in one branch and the branch does not wish to list each adviser on the letterhead, then the statement below will need to be included:

- 'All advisers are Authorised Representatives of Futuro Financial Services Pty Ltd' or
- 'All credit representatives are Credit Representatives of Futuro Financial Services Pty Ltd'

✓ - Mandatory

✗ - Not Mandatory

○ - Optional

**Minimum stationery requirements
for Corporate Authorised
Representatives (only)**

	Business Cards	Letterhead	With Compliment Slips	Email Signature	Fax Templates	Marketing Material	Presentations
Authorised Representative Details							
[Adviser Name] AR No XXXXXXX	✓	○	○	✓	○	✓	✓
[Corporate Entity Name] CAR No XXX	✓	✓	✓	✓	✓	✓	✓
Corporate Entity and ABN	○	✓	○	○	✓	✓	✓
Licensee Details							
Futuro Financial Services Pty Ltd	✓	✓	✓	✓	✓	✓	✓
Address: Level 3, 200 Creek St Brisbane QLD 4000	○	○	○	○	○	○	○
AFSL: 238478 or ACL: 238478	✓	✓	✓	✓	✓	✓	✓
ABN 30 085 870 015	✓	✓	✓	✓	✓	✓	✓
Website: www.futuro.com.au	○	○	○	○	○	✓	✓
Email address info@futuro.com.au	✗	○	○	✗	○	✗	✗
Telephone number: 07 3018 0400	✗	○	○	✗	○	✗	✗
Logo	○	○	○	○	○	○	○
General Advice Warning	✗	✗	✗	✗	✗	✓	✓

✓ - Mandatory

✗ - Not Mandatory

○ - Optional

Logos

Use of the Futuro Financial Services logo is optional on stationery, advice documents and other marketing materials. If you want to promote your business with the Futuro brand you must ensure you apply the correct standards for use of the logo. Branch logo images should not contradict, detract from or reduce the prominence of any warnings, disclaimers or qualifications.

Official logo



This is the official Futuro logo. It must always appear in its entirety, with the 'Partners in Investment and Growth' to the right of the 'Futuro' text. The logo must always be from the file supplied to you by Futuro.

Clear space

There must always be a clear space between the Futuro logo and text or the edge of a page. The width of the clear space on all sides of the logo is equal to the 'x' height of the Futuro text. Respecting this clear space makes the logo stand out, even on a page that contains a lot of information. This is an important way to protect the integrity of the Futuro brand.

Using the logo with backgrounds

When the logo appears on a dark background (such as a block colour or photo), use the reversed logo. When it appears on a white or light coloured background, use the full colour or black logo. In a one-colour or two-colour document, the Futuro logo can only be black or Futuro 541.

Colour palette

The Futuro logo cannot be recreated and its colour cannot be changed. The colours that make up the logo are shown below:

Typography

Incorrect logo usage

The Futuro logo may not be:

- Stretched
- Applied in full colour to a dark background
- Applied in a non-designated colour
- Modified or truncated in any way

Websites

All websites must include the following mandatory content available on the home page:

Corporate relationship with the licensee

- The footer must appear on each page, and needs to disclose that your company is a 'corporate authorised representative of Futuro Financial Services Pty Ltd. If you intend on using a registered business name, it must be disclosed as follows: 'XYZ Financial Services Pty Ltd, trading as XYZ Financial Services ABN XX XXX XXX XXX, Corporate Authorised Representative of Futuro Financial Services Pty Ltd.
- If your company only offers credits services, then you must state that your company is a 'Corporate Authorised Representative (credit services only)' of Futuro Financial Services Pty Ltd.

Adviser relationship with the licensee

- The footer must appear on each page, and needs to disclose that you are an 'corporate authorised representative of Futuro Financial Services Pty Ltd. If you intend on using a registered business name, it must be disclosed as follows: 'Sally Jones, trading as XYZ Financial Services is an Authorised Representative of Futuro Financial Services Pty Ltd.
- If there is more than one adviser in your business you must list each adviser's name and disclose their relationship to Futuro. For example, "Sally Jones and Hilary Ross trading as XYZ Financial Services are Authorised Representatives of Futuro Financial Services Pty Ltd.

Minimum licensee details

- The footer must disclose the minimum licensee details:
Futuro Financial Services Pty Ltd
ABN 30 085 870 015
Australian Financial Services Licensee
Licence number 238478

Financial Services Guide

- This must be available as a link from the home page of your website. If there is more than one adviser, the FSG of each authorised representative or credit representative should be made available. You must update your FSG your website within seven (7) days of updating your FSG version number.

Legal disclaimer

- This must be available as a link from the home page of your website.

General advice disclaimer

- The following disclosure must be available on the webpage where the general financial advice is displayed, *"This website contains general advice only. You need to consider with your financial planner (or adviser), your objectives, financial situation and your particular needs prior to making an investment decision. Futuro Financial Services Pty Ltd and its authorised representatives (or credit representatives) do not accept liability for any errors or omissions of information supplied on this website."*

Privacy statement

- This must be available as a link from the home page of your website. It can be made available on the same page as the legal disclaimer and general advice disclaimer. The privacy policy is available to download from www.futuro.com.au

Notes

- All updates to websites are the responsibility of authorised representatives. You are required to disclose the existence of your website at your annual audit. As with any marketing materials, when Futuro requires changes to be made, you must endeavour to make these immediately. All changes are at the cost of the practice. Depending on the scale of the changes, you might be required to suspend your website until the amendments have been made.
- The website must not be used to promote specific products from a specific product manufacturer
- Product Disclosure Statements (PDS) are not permitted to be placed on your website.
- Personal advice directly from a website is not permitted.
- Any services you provide that are not associated with Futuro must be advertised separately. If your business provides multiple services, they must be advertised on separate pages of the website. Futuro Financial Services Pty Ltd detail must not be disclosed on any pages that advertise unlicensed activities.
- If you list other members of staff within your business who are not authorised representatives such as paraplanners, practice managers or administration staff, you must not hold out that they are an authorised representative of Futuro. It is recommended that each financial adviser is listed as an authorised representative of Futuro, while other staff members are identified by their job title
- Futuro must not be seen to endorse, promote or be held in anyway responsible for the activities you conduct of your authority with the Futuro.

Domain name

The domain name must only consist of the following:

- Individual, e.g., sallyjones.com.au
- Registered business name, e.g., sallyjonesassociates.com.au
- The company name, e.g., xyzfinancial.com.au
- An abbreviation of the above.

The domain name must not contain any part of the name Futuro Financial Services Pty Ltd or related entities, e.g., Sterling). In addition, these names cannot be used as keywords for use in search engines.

Legal disclaimer text

The following disclaimer must be included on all websites:

“Information provided on this website is general in nature and does not constitute financial advice. [Company/RBN] will endeavour to update the website as needed. However, information can change without notice and [Company/RBN] does not guarantee the accuracy of information on the website, including information provided by third parties, at any particular time.

Every effort has been made to ensure that the information provided is accurate. Individuals must not rely on this information to make a financial or investment decision. Before making any decision, we recommend you consult a financial planner/adviser to take into your particular objectives, financial situation and needs.

[Company/RBN] does not give any warranty as to the accuracy, reliability or completeness of information which is contained in this website. Except insofar as any liability under statute cannot be excluded, Futuro Financial Services, its employees and authorised representatives do not accept any liability for any error or omission on this website or for any resulting loss or damage suffered by the recipient or any other person.

Unless otherwise specified, copyright or information provided on this website is owned by Futuro Financial Services. You may not alter or modify this information in any way, including the removal of this copyright notice.”

Promoting your business as a corporate authorised representative

Apply this section if your company is a corporate authorised representative and:

1. You trade using your corporate name, or
2. You trade with a registered business name that is owned by the corporate authorised representative entity.

If you are a corporate authorised representative but you trade as an individual adviser (and do not wish to reference your corporate authorised representative name) apply the standards in the next section.

Trading with your company name or registered business name

- You must state that your company is a 'Corporate Authorised Representative of Futuro Financial Services Pty Ltd.
- If your company only offers credit services, then you must state that your company is a 'Corporate Authorised Representative (credit services only)' of Futuro Financial Services Pty Ltd.
- If you intend on using a registered business name, that name must be registered by the corporate entity
- It must be disclosed as follows: 'XYZ Financial Services Pty Ltd, trading as XYZ Financial Services, Corporate Authorised Representative of Futuro Financial Services Pty Ltd.

Trading as an individual adviser (refer to part 3 of this document)

- You also have the option to operate as an Individual adviser in your name without the need to reference the Corporate Authorised Representative name.
- If you intend on using a Registered Business Name under this option, then this must be registered by you as an individual.
- If you have a number of advisers in your business who wish to use the same registered business name, then all the individuals must register that name.
- It must be disclosed as follows: 'Sally Jones, trading as XYZ Financial Services, Authorised Representative of Futuro Financial Services Pty Ltd.'

Stationery

Letterhead/With Compliments Slips

Futuro logo

Inclusion of the Futuro logo is optional. Dimensions are 70mm x 16 mm. You must use the full Futuro logo.

Practice logo

Inclusion of your practice logo is optional. Size must be of equal weight to Futuro logo. If the logo is portrait, it may be scaled vertically but it must not encroach on the 20mm top margin.

The company details may be relocated down the page but a 5mm clear space between the end of the logo and the company name must be maintained.

Corporate authorised representative details

Minimum mandatory disclosure as follows:

- Disclose that your company is a corporate authorised representative or corporate authorised representative (credit services only).
- If your company has registered a business name, you must state that it is ‘trading as’ the registered business name.
- The company’s ABN must be included.
- Contact details must include your address and business telephone number.

Business cards

Futuro logo

Inclusion of the Futuro logo is optional. Dimensions are 30mm x 13mm. You must use the full Futuro logo.

Practice logo

Inclusion of your practice logo is optional. If the logo is portrait, it may be scaled vertically but it must not encroach on the 5mm top margin.

Corporate authorised representative details

You may use either the company name or the registered business name; however, if the company name is used then ‘Corporate Authorised Representative’ or ‘Corporate Authorised Representative (credit services only)’ must appear directly underneath.

Authorised representative details

You must state that the individual adviser is an “Authorised Representative’ or ‘Credit Representative.’

Futuro details

The Licensee information is mandatory however due to space restrictions; it may be disclosed on the back of the card.

Facsimile cover sheet

The Futuro facsimile cover sheet is available for download from the Futuro website.

Legal disclaimer

The following disclaimer must be included on all faxes sent:

“This facsimile message contains information that is confidential and may be subject to legal privilege. If you are not the intended recipient, you must not peruse, disseminate, distribute or copy this message. If you have received this message in error, please notify us immediately by facsimile or telephone and destroy the original message. Thank you.”

Where applicable, the general advice warning may be required. This would depend on the content of the facsimile.

Signage

The Futuro logo is optional however, the Licensee disclosure must be displayed in a prominent position so as to be visible to street traffic.

Minimum licensee disclosure

Futuro Financial Services Pty Ltd

ABN 30 085 870 015
Australian Financial Services Licensee
Licence number 238478

Minimum practice details

Display the minimum practice details with the Licensee disclosure. This is recommended on your doorway entrance or front window. For example:

“XYZ Financial Services Pty Ltd, Corporate Authorised Representative
(No.XXXXXXX)
ABN XX XXX XXX XXX

Disclosure of your ABN is mandatory when your company name (or your RBN that is owned by the company) is listed. This need only appear once and is recommended that it be included with the minimum practice details.

Other marketing

Licensee disclosure – radio

Radio scripts must disclose your relationship with Futuro as follows: “XYZ Financial Services Pty Ltd is a Corporate Authorised Representative of Futuro Financial Services Pty Ltd AFSL or ACL No.238478.” The disclosure statement must be read so that it can be heard and understood by listeners. This script also applies to television advertisements that use a voiceover.

Licensee disclosure – printed material

Minimum practice details

You must state that your company is a ‘Corporate Authorised Representative of Futuro Financial Services Pty Ltd’. If you intend on using a registered business name, it must be disclosed as follows, ‘XYZ Financial Services Pty Ltd, trading as XYZ Financial Services ABN XX XXX XXX XXX, ‘Corporate Authorised Representative or Corporate Authorised Representative (credit services only) of Futuro Financial Services Pty Ltd.

Minimum licensee details

Futuro Financial Services Pty Ltd
ABN 30 085 870 015
Australian Financial Services Licensee
Licence number 238478

Promoting your services as an individual or partnership

Individual or partnership agreements

Apply this section if you have signed an individual or a partnership agreement with Futuro.

Corporate authorised representatives

Apply this section if you are a corporate authorised representative but you wish to trade and market your services as an individual adviser (as opposed to using your corporate authorised representative name).

Trading as an individual adviser (with or without a registered business name)

- You must state that you are either an Authorised Representative and/or Credit Representative of Futuro Financial Services Pty Ltd.
- If you intend on using a Registered Business Name under this option, then this must be registered by you as an individual.
- If you have a number of advisers in your business who wish to use the same registered business name, then all the individuals must register that name.

Single adviser practitioners

- If your business operates with a single authorised representative, you must not hold out that there is more than one adviser in the business. For example, you must disclose your relationship with Futuro as follows: “Sally Jones, trading as XYZ Financial Services, is an Authorised Representative of Futuro Financial Services Pty Ltd”.
- Your marketing material, websites and advice documents must use single terminology such as “I” or “Me” as in, “I can provide you with advice about your superannuation and retirement planning needs”.

Multiple advisers trading with the same business name

- If there is more than one adviser in your business, it must be disclosed as follows: “Sally Jones and Hilary Ross, trading as XYZ Financial Services are Authorised Representatives of Futuro Financial Services Pty Ltd.
- After your relationship with Futuro has been disclosed, your marketing material, websites and advice documents can refer to the business as “We” or “Us” as in, “We can provide you with advice about your superannuation and retirement planning needs”.

Stationery

Letterhead/ With Compliments Slips

Authorised representative/credit representative details

Minimum mandatory disclosure is as follows:

- There must be at least one authorised representative or credit representative disclosed on your letterhead. This is because the registered business name is not a providing entity in its own right. Other optional contact details include facsimile, mobile, email and web address.

Facsimile cover sheet

The Futuro facsimile cover sheet is available for download from the Futuro website.

Legal disclaimer

The following disclaimer must be included on all faxes sent:

“This facsimile message contains information that is confidential and may be subject to legal privilege. If you are not the intended recipient, you must not peruse, disseminate, distribute or copy this message. If you have received this message in error, please notify us immediately by facsimile or telephone and destroy the original message. Thank you.”

Where applicable, the general advice warning may be required. This would depend on the content of the facsimile.

Signage

The Futuro logo is optional however the Licensee disclosure must be displayed in a prominent position so as to be visible to street traffic.

Minimum licensee disclosure

Futuro Financial Services Pty Ltd
ABN 30 085 870 015
Australian Financial Services Licensee
Licence number 238478

Adviser details

The minimum requirements are that you include the Futuro Financial Services disclosure.

Other marketing

Licensee disclosure – radio

Radio scripts must disclose your relationship with Futuro as follows: “Sally Jones is an Authorised Representative of Futuro Financial Services Pty Ltd AFSL or ACL No.238478.”

Multiple advisers trading with the same business name can disclose their relationship with Futuro as follows: “The financial advisers at XYZ Financial Services are Authorised Representative of Futuro Financial Services Pty Ltd AFSL or ACL No.238478. The disclosure statement must be read so that it can be heard and understood by listeners. This script also applies to television advertisements that use a voiceover.

Licensee disclosure – printed material

Minimum practice details

You must state that your company is an ‘Authorised Representative of Futuro Financial Services Pty Ltd’. If you trade with the same business name, it must be disclosed as follows, ‘Sally Jones, trading as XYZ Financial Services is an Authorised Representative of Futuro Financial Services Pty Ltd. Multiple advisers trading with the same business name can disclose their relationship with Futuro as follows: “The financial advisers of XYZ Financial Services are Authorised Representatives of Futuro Financial Services AFSL 238478.

Minimum licensee details

Futuro Financial Services Pty Ltd

ABN 30 085 870 015

Australian Financial Services Licensee

Licence number 238478

Social media

ASIC's regulatory guide 234 (RG 234) requires promoters, who use social media to promote their services, to consider the overall impression created by the advertisement when consumers view it for the first time. RG 234.118 states, "*Promoters should carefully consider the appropriateness of some new media channels if content limitations mean that there is insufficient space to provide balanced information.*"

With social media and any other online channel, you should be mindful that everything you post is immediately in the public domain, and you may be unable to retract comments once they have been made.

Social media is a chance for you or your practice to send a unique message and express your personality, and to relate to your clients and the general public in a more personal manner. Due to the nature of social media, and the character limits imposed, we don't recommend that it is used to provide general advice or answer specific advice questions.

Creating your own social media profile page

The following table provides guidance when using social media for your business. Detail on the specific disclosures you must use, such as authorisation information and general advice warnings, is set out in the Marketing and stationery disclosure requirements document.

Identity standards	Your profile page must include your standard authorised representative disclosure statement – see the Marketing and stationery disclosure requirements document for guidance on this.
What can you use a social media profile page for?	<ul style="list-style-type: none">✓ Non-advice related posts<ul style="list-style-type: none">• Networking✓ Advice related posts<ul style="list-style-type: none">• Factual information• Limited general advice (e.g. financial planning newsletters or articles that include a general advice warning). General advice must not mention any product names.
General Advice requirements	<p>The following requirements ensure the relevant disclosures are contained in posts that are shared by others.</p> <p>Financial Services Guide</p> <ul style="list-style-type: none">• Your Financial Services Guide (FSG) and Adviser Bio and/or Credit Guide (CG) must be available from a central, easy to find location on your profile page.• It must also be attached or provided by a web link (to your website) to each post that contains general advice. <p>General advice warning</p> <ul style="list-style-type: none">• Your social media page must include a general advice warning.• A general advice warning must be provided with each post made that contains general advice. <p>Many social media sites, such as Twitter, have a character limit, so choose your words carefully. If there is insufficient space to provide the required warnings, you are unable to post.</p> <p>An alternative is to insert a link to a newsletter/article which doesn't have a character limit, and ensure the general advice warning and any other required warnings are contained within the newsletter/article.</p>

✗ Non-advice related posts

- Personal comments about government policy, Futuro or pending legislation

What can't you post on your social media profile page?

✗ Advice related posts

- Opinions about investment manager issues
- General advice that mentions product names
- Personal advice

If you are in any doubt, don't post. Check your content with your practice marketing specialist.

Contributing to other social media websites and pages

Identity standards

Ensure you identify the nature of your relationship with the licensee and your authorisation details.

What can you post on another social media profile page?

✓ Non-advice related posts

- Networking

✓ Advice related posts

- Factual information
-

✗ Non-advice related posts

- Personal comments about government policy, Futuro or pending legislation

What can't you post on another social media profile page?

✗ Advice related posts

- Opinions about investment manager matters
- General advice (both non-product and product specific)
- Personal advice

If you are in any doubt, don't post. Check your content with Futuro Compliance.

Include relevant disclaimers

Consider the content of your post and include the required disclosures and disclaimers such as:

- Past performance disclosure where performance has been used in assumptions or mentioned anywhere in your post.
- Details of any assumptions used and the relevant disclaimers. Include your licensee disclaimer for all examples and case studies that rely on assumptions.

Please note: Even where there is a character limit, please ensure that you do not remove the key relevant warnings, disclaimers or qualifications within your post. If there is insufficient space to provide the required warnings, you are unable to post.

Record keeping

Where possible, keep records of all content that you post. Online statements can be held to the same legal standards as traditional types of communications.

Integrity and ethical behaviour

Always be mindful of your likely audience and post accordingly. Know your target and actual audience and structure your content accordingly. RG 234.86 requires you to "*consider the characteristics of the actual*

audience that is likely to see the advertisement (e.g. their financial literacy, knowledge, demographics) and whether the advertisement provides adequate information for that audience."

This means to use appropriate language, discuss and post appropriate topics and show proper consideration for each other's privacy.

Do not post anything that could be considered racist, sexist, defamatory or in any way discriminatory or that contains personal, sensitive or confidential information (religious/political views, phone numbers, email, or postal addresses). Be particularly careful that your posts do not allow inferences to be drawn that might damage or embarrass a source or client.

Referencing third party material

You need to respect any trademarks or copyright and not pass off the work of others as your own. Make sure that you link to or reference the source. Only post or share articles or blogs that you have permission to share by email, your website or social media account.

Remember to obtain written permission before using quotes or testimonials from your clients or other third parties.

Only post the Futuro logo or other logos if you have permission.

Do not use photographic or illustrated images which you are not licensed to use.

Additional information

Related Policies

Policy Name	Location	Version
Determining the Advice	Compliance – Policies - Advice Practice	v.2 July 2016
Planning for your Advice	Compliance – Policies - Advice Practice	v.2 July 2016
Giving Financial Advice	Compliance – Policies - Advice Practice	v.2 July 2016
Implementing your Advice	Compliance – Policies - Advice Practice	v.2 July 2016
Reviewing your Advice	Compliance – Policies - Advice Practice	v.2 July 2016
Defending your Advice	Compliance – Policies - Advice Practice	v.2 July 2016
Selling your Advice	Compliance – Policies - Advice Practice	v.2 July 2016
Marketing your Advice	Compliance – Policies - Advice Practice	v.2 July 2016

Support Tools

Tool Name	Location	Version

Adviser Support

Query type	Service Provider	Service	Contact details
Policy and advice standards queries	Futuro	Compliance Manager	07 3018 0400
Compliance queries	Futuro	Compliance Manager	07 3018 0400
Audit queries	Jigsaw	State Advisory Services Consultant (ASC)	Your local representative
Technology queries	Pathway Licensee Services	XPLAN Support Services	1300 722 100

Penalties and remedies, internal and external

Licensee remedies and penalties

As with all financial services advice requirements, penalties and remedies exist both externally through the regulator, and internally at a Licensee level.

You should always contact your Licensee support team if you have any questions in relation to complying with your requirements and follow the self-reporting process if you think that you have breached the requirements.

Early detection of a breach or issue can avert a more systemic or far reaching problem and is conducive to a simpler remedy than a more serious implication.

Policy Review

This policy will be reviewed by the Futuro Audit and Compliance Committee at least annually or as changing circumstances warrant.

Appendix