



# FINANCIAL SERVICES GUIDE

## Why am I receiving this document?

This Financial Services Guide (FSG) will help you decide whether to use the services that we offer. This FSG contains information about:

- About your advisor
- How we get paid
- Contact Details
- the services we are licensed to provide.
- any associations or relationships which may influence any advice or services offered to you.
- how we maintain your personal information; and
- the complaints handling process and compensation arrangements.

EFFECTIVE 29 May 2024

## SERHAN MACKKEY

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I am a financial advisor and director of Canberra Advice Financial Planning. I have been working in the Australian finance industry since 2007. I refined my professional skills as a financial advisor through 14 years of experience with leading financial services firms including AXA, BT, MLC, Industry Superfund Services and the Commonwealth Superannuation Corporation (CSC). I built a reputation as an expert and respected advisor. I am an expert on the CSS, PSS, DFRDB and Military Super Schemes.

I am also able to provide comprehensive advice that incorporates retail products to complement Industry Fund offerings.

I am currently on the Investment Board of ACT Public Trustee as an honorary member serving a 3 year term.

**I am also an Optimist. Outdoors enthusiast. Lifelong learner. Lover of art.**

### Qualifications

- Bachelor of Education
- Master of Business
- Diploma and Advanced Diploma of Financial Planning
- Master of Financial Planning
- FASEA Exam qualified.

### Professional Memberships

Financial Planning Association of Australia

Tax Practitioners Board of Australia tax (financial) adviser

Serhan is authorised by Canberra Advice Ltd to provide advice in relation to:

- Cash flow management
- Redundancy
- Debt Management
- Tax (Financial) advice
- Wealth Creation
- Superannuation (including Self-Managed Superannuation Funds)
- Estate Planning
- Life Insurance
- Gearing
- Retirement Planning and
- Centrelink

### Licensee details

Canberra Advice Pty Ltd ABN 63649537904  
T/A Canberra Advice Financial Planning is a Corporate Authorised Representative 1288249 of MFG Advice Pty Ltd ABN 76618661108 AFSL 499010.

Your financial advisor is Serhan Mackey  
Adviser Number 001006361

### Lack of Independence

Corporate AR 1288249, Serhan Mackey, and MFG Advice Pty Ltd are not 'independent', 'impartial', or 'unbiased' as we accept commissions on the sale of Life risk insurance products.



Get in touch, I would love to hear from you.

## Serhan Mackey

Canberra Advice Financial Planning

### **How to contact us**

Mobile: 0422 354 617

Email: [serhan@canberraadvice.com.au](mailto:serhan@canberraadvice.com.au)

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

#### **Head Office**

Suite 258, 44 Constitution Avenue  
Parkes ACT 2600

I also organize regular visits to Adelaide and offer online appointments to clients living in remote, regional and overseas locations.

# Record Keeping

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## What We Need from You

It is important that you provide me with accurate and complete information about your personal and financial circumstances, goals and objectives so that I can provide advice that is in your best interests.

I also need you to inform me if there are any changes that may influence your future goals or have an impact on your financial plan.

You have the right not to provide us with the above information, however if you do not, the advice you receive may not be appropriate to your objectives financial situation and needs.

I will ask you to present identification documents such as passports and driver's license to meet my obligations under the Anti-Money Laundering and Counter Terrorism Finance Act to verify your identity and the source of any funds.

I will retain copies of this information securely. You can provide instructions to me in writing, via phone or via email. In some cases we may require you to provide signed instructions.

At all times you are able to contact me and ask questions about my advice and the products I recommended.

## When we provide you with financial advice services you may receive:

- A Statement of Advice (SOA) which explains the basis of our advice, the implications of our recommendations, and information about fees and remuneration.
- A Record of Advice (ROA) which documents further advice we provide you.
- A Product Disclosure Statement (PDS) which explains the products we have recommended.
- A Fee Disclosure Statement (FDS) which reflects the fees you have paid and what services you've received throughout the year. This is sent annually.
- A Renewal Notice (Opt-in Agreement) which allows you to 'opt-in' to our ongoing services. This forms is sent to you to ensure that you want to continue with or ongoing advice services.

## How do you pay for our services?

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I charge an initial appointment fee of \$440 (Inc. GST). During this appointment, we will discuss your financial situation in depth, identify your needs, goals and objectives and outline any work that needs to be undertaken. This meeting can extend to the provision of general and factual advice however it will not cover personal advice. Our fees will be quoted to you in our first meeting with you, and before you engage our services. Our fees are based on a number of factors including:

- The complexity of the advice required;
- The scope of work required;
- The number of meetings required through the year; and
- The value our advice will create for you.

### **Project Fee (One off advice and Implementation)**

I will provide advice to get you financially organized and a strategy in place, over the first few months of working together. The Project fee includes second and other meetings with you, the time we take to determine our advice, the preparation of the SOA and the implementation of the advice. The project fee is based on the scope and the complexity of advice provided to you. We will agree on the fee with you before commencing this work.

My Project service starts at \$4,400 with a maximum of \$8,800.

### **Journey Fee (Ongoing advice fee)**

My journey service is ongoing advice to help you adapt your strategy, manage your financial life and guide the choices you make. Journey fees are typically in agreed fixed amount which is paid monthly. Fees may be paid by invoice or where authorized by you, deducted from your superannuation or investment account. The exact services and fees will be set out in the Client Agreement that I provide to you.

I do not charge asset based fees.

My Journey service starts at \$367 per month.

### **Review ( or subsequent) appointments**

Review (or subsequent) appointments are available to clients who do not participate in the Journey offering. These meetings will allow you to meet with me and discuss the performance of your investments, receive updates on legislation changes and inform me of any changes to your financial situation, goals and needs.

A review meeting attracts a fee of \$550 (inc GST). If after discussing your financial situation it becomes apparent you require personal advice, I will quote another SOA fee.



### **Insurance products**

Where we arrange a life insurance product, the insurer pays us an upfront commission and an ongoing commission when the product is renewed each year. The rate of upfront commission payable ranges from 0% up to 66% of the base premium. The rate of ongoing commission payable ranges from 0%-31%. Importantly, the choice of commission payment arrangements does not affect the amount of premium payable. For example, if you purchase a life insurance policy with an annual premium of \$1,500 Canberra Advice FP may receive an initial payment of up to \$990, calculated as  $\$1,500 \times 66\% = \$990$ ; and ongoing commission of \$465 calculated as  $\$1,500.00 \times 31\% = \$465$ .

If you prefer a fee for service arrangement, we may negotiate for the upfront and ongoing insurance commissions to be dialled down to zero resulting in lower insurance premiums for you.

### **Ad hoc advice fees**

The hourly rate for ad hoc advice will depend on the complexity of the work involved and will be between \$440 - \$550 per hour.

As an estimate of the time required will be provided and agreed upon prior to commencing the work. You will be invoiced for these fees after the service is provided and payment is required within 30 days from the invoice date.

# Associations and Relationships

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Canberra Advice Financial Planning is privately owned and operated and is not owned by a bank or any other product provider. I have no ownership or contractual links with any financial product manufacturer that may influence the service or advice you receive. I have no particular incentive to recommend the product of one institution over another.

My advice is always in the best interest of my clients.

Where other professional services are required, I will refer you to the best in-practice for those areas. I have established preferred partners for this purpose including estate planning broking and accountancy.

I do not have any financial arrangements for referrals with any professionals. You will simply be referred to a qualified professional to assist you based on your needs. Similarly, I do not make payment to other professionals who refer clients to me.





## MFG Associations and relationships

MFG Advice is privately owned and operated, and is not owned by a bank or any other product provider. Our advice is always in the best interest of our clients.

MFG Advice maintains a conflicts of Interest policy to manage and mitigate perceived potential and actual conflict of interest.

## MFG Advice

### MFG Business details

Canberra Advice is an authorised representative of: MFG Advice Pty Ltd. MFG Advice is a professional partner of the Financial Planning Association, the professional body representing qualified financial planners in Australia, and adheres to set standards of ethics, conduct and continued professional development.

ABN: 76 618 661 108

Australian Financial Services Licence Number 499010 (MFG Advice) of First Floor, 239 Lower Heidelberg Road, Ivanhoe East, Vic 3079.

Phone: 03 9497 3396

Website: [www.mfgadvice.com.au](http://www.mfgadvice.com.au)

## MFG Approved Product list

MFG Advice maintains a comprehensive list of approved products. Any financial advice provided to you may only address a financial product which is also on the Approved Products List. This list contains products that have been researched and are considered appropriate for our client's needs.



## Complaints

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### If you have a complaint about the financial services provided, who can you complain to?

I endeavour to provide you with the best advice and service at all times. If you are not satisfied with my services, then we encourage you to contact us.

You can contact our licensee MFG Advice who maintains a 'complaints handling policy' and is committed to an objective, reasonable and timely solution of a complaint.

The MFG Advice internal complaints handling process is as follows:

First contact your adviser and tell him/her about your complaint.

If you are unable to resolve the complaint, please contact:

#### **The Complaints Manager**

**MFG Advice Pty Ltd**

**P O Box 2249**

**Ivanhoe East Vic 3079**

After this, your complaint will be investigated, and a response will be prepared and sent to you within 10 business days.

We shall endeavour to resolve the complaint promptly and impartially with you.

# Complaints

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## Contacting AFCA

If we are unable to satisfactorily resolve the complaint with you within 30 days, then you have the right to refer it to the Australian Financial Complaints Authority (AFCA).

AFCA is an independent external complaints resolution scheme which is free of charge to you. MFG Advice is a member of this scheme, as required by law.

AFCA's contact details are:  
1800 931 678  
Australian Financial Complaints  
Authority  
GPO Box 3 Melbourne,  
Vic 3001  
[www.afca.org.au](http://www.afca.org.au).

## Contacting ASIC

ASIC also has an information line on 1300 300 630 which you may use to make a complaint and obtain more information about your rights.

## Compensation

We have professional indemnity insurance in place. This cover extends to the conduct of our representatives and employees who no longer work with MFG Advice but who did at the time of the conduct, which could give rise to a claim for compensation. These compensation arrangements satisfy the requirements under section 912B of the Corporations Act.