



# Financial Services Guide (FSG)

## of ESSENCE WEALTH SOLUTIONS PTY LTD (Authorised Representative No. 1296349)

Version v2.0 (1<sup>st</sup> July 2021)

### The purpose of this guide

The purpose of this Financial Services Guide (FSG) is to help you make an informed decision about the services and information on how to engage with one of our advisers.

This FSG covers the following information:

- Information about Avana Financial Solutions Pty Ltd as an Australian Financial Service Licence (“Avana”).
- Details on how you may instruct your adviser
- Who will be responsible for providing the financial service?
- Details of the financial services and/or products Avana can provide
- Remuneration received by your adviser
- Other forms of remuneration or benefits
- The complaints procedure

Please take the time to review this document before engaging our services.

Throughout this FSG, Avana Financial Solutions is referred to as “Avana,” “we,” “us,” “our” or any variations. The term “adviser” refers to Avana’s Authorised Representatives.

Avana (ABN 67 631 329 078), is an Australian Financial Services Licensee (AFSL No. 516325).

As an Australian Financial Services Licence holder, Avana Financial Solutions is Propriety Limited company (Pty Ltd).

### Avana Financial Solutions

Level 1, Suite 8, 51-55 City Road, Southbank VIC 3006, Australia

Phone: (03) 9972 8722

E: [hello@avana.net.au](mailto:hello@avana.net.au)

## **We maintain information about you**

The following statement contains important information about the records that will be made of the services that we provide you, as well as the privacy and confidentiality arrangements applicable to you.

### **Avana Financial Solutions Privacy Statement**

In order to continue to provide you with advice that is appropriate for your needs and suitable for your circumstances we will retain information about you including your financial and lifestyle objectives and your current financial situation. We are also legally required to store this information and records of any advice and services we provide to you. Failure to provide your relevant personal information may expose you to higher risks in respect of the recommendations made to you and may affect the adequacy or appropriateness of advice or financial service we give to you

We are also required to ask for certain information by law. Wherever there is a legal requirement for us to ask for information about you, we will inform you of the obligation and the consequences of not giving us the requested information.

For example, in addition to obtaining personal information from you, whenever you acquire a new product or service via us, we will need to obtain certain documentary evidence from you as to your identity to ensure compliance with AML/CTF laws. Such evidence may include for example a certified copy of your driver's licence, passport, or birth certificate.

We will not use or disclose client information (including to a third party) for any purpose other than providing financial advice and tax (financial) advice unless you have specifically agreed to the disclosure, or the law requires us to do so. For example, we will, from time to time, disclose information about you to professionals, insurance providers, superannuation trustees, product issuers and our service providers in connection with providing our services to you. If your Adviser leaves Avana Financial Solutions and commences to provide financial services under another licensee, your information may be transferred to the new licensee. You will be advised of any such transfer prior to it taking place. We will not disclose your personal information to overseas recipients.

We are committed to maintaining the security, currency, and confidentiality of this information and if you wish to examine your records or amend any information that we hold on you, we can make arrangements for you to do so. Details of how you may request access to your information or seek correction of information is contained within the Avana Financial Solutions Privacy Policy. The Privacy Policy also contains information on how you may make a complaint if you feel that there has been a breach of Australian Privacy Principles. For a full copy of our Privacy Policy, free, please contact the Privacy Officer. We can provide the Privacy Policy to you either electronically or in hard copy, and at no charge.

#### **Lack of Independent Disclosure**

Under s.923A of the Corporations Act, neither Essense Wealth Solutions Pty Ltd, Mina Nguyen or Avana Financial Solutions Pty Ltd can utilise the terms 'independent', 'impartial' or 'unbiased' to describe our advice services or business. This is because we may receive commissions in relation to the sale of life risk insurance products that are not rebated in full to our clients.

## Our Services

We provide financial advice and services as authorised representatives of Avana Financial Solutions Pty Ltd ABN 67 631 329 078 and Australian Financial Services Licence 516325. We also provide tax (financial) advice as a Registered Tax (Financial) Adviser under Avana Financial Solutions Pty Ltd. Avana is a registered tax (financial) adviser with the Tax Practitioners Board and in accordance with the Tax Agents Services Act 2009. We act on behalf of Avana Financial Solutions Pty Ltd, as the authorising licensee, Avana is responsible for the financial services we provide to you.

As an authorised representative of Avana we can provide you with services including:

- Assisting you identify, establish, and prioritise your needs and objectives.
- Financial Planning Advice (wealth creation, cashflow/budgeting advice, retirement income strategies)
- Personal risk management advice and planning for your desired lifestyle.
- Strategic advice for Estate planning (such as asset ownership).
- Social security advice.
- We can also assist with the management of your investments and superannuation.
- Debt reduction strategies, redundancies and, inheritances.
- Financial modelling - understanding your current financial position and projecting your future.

We can also provide you with advice and support on a range of financial products such as:

- Savings Plans and cash management accounts.
- Personal Superannuation plans, including Employer Sponsored Superannuation funds and rollovers.
- Retirement income products including annuities, allocated pensions, and account-based pensions.
- Advice on investments including managed funds, exchange traded funds, other managed investments, and direct equities.
- Personal Life Insurance cover including Death Cover, Trauma Insurance, Total & Permanent Disablement Insurance, and Income Protection Insurance.
- Business Expense Insurance.
- Advice relating to Self-Managed Super Funds.

As a registered tax (financial) adviser, we can provide tax advice related to how your financial products work. For comprehensive taxation advice about your personal tax position, you should seek advice from a qualified taxation specialist or accountant.

Specific information on your adviser, their experience and specialisation is provided in Part Two of this guide titled "Adviser Profile."

## We can act on your instructions

After you engage us as your adviser, we can act on your instructions whether you provide them by telephone, email, fax, or other means of communications.

## Important documents you can expect to receive

If we provide you with personal financial planning advice, we will confirm our recommendations in writing so that you can make an informed decision about the appropriateness and suitability of our advice. Our recommendations can be documented in a Statement of Advice (SoA). From time to time, a Record of Advice (RoA) may be used to record our advice to you where we have provided you with subsequent advice and your personal circumstances have not changed. The RoA may be provided to you or added to your file and if you would like a copy of this document, or our initial SoA, we will make it available to you on request.

Where we recommend specific financial products to you, we will provide you with a Product Disclosure Statement (PDS) which contains specific and important information on the financial product. It is very important for you to read and understand the PDS which must be provided to you before you can take any action in relation to a financial product recommended.

## The interests, associations and relationships that may influence or affect our advice.

Avana Financial Solutions is a private company and has no ownership by or associations with any product providers. Our recommendations to you will be based on our assessment of your personal circumstances, needs and objectives. Under the Financial Planners and Advisers Code of Ethics, we cannot advise, refer, or act in any other manner where we assess that a conflict of interest or duty exists between ourselves and a client. Where we identify a conflict of interest created by an interest, association, or relationship applicable to your situation, we will explain this to you, and advise you that we cannot act on your behalf accordingly.

## How you pay for services

### Adviser remuneration

The cost of providing a financial product or service to you will depend on the nature and complexity of the advice, financial product and/or service provided. Whenever your adviser provides a recommendation for a financial product or service, your adviser may be remunerated through either:

- An initial adviser service fee.
- A contribution fee or an Implementation fee, or.
- An ongoing adviser service fee.
- Commission payments from product providers where applicable, or.
- A combination of any of the above.

### Avana Financial Solutions remuneration

All fees or commissions are initially paid to Avana Financial Solutions before being distributed in full to your adviser or to the relevant business. Avana Financial Solutions Pty Ltd ABN 67 631 329 078 and Australian Financial Services Licence 516325 receives a flat fee per annum / per authorised representative for the provision of services required under its AFSL. Each authorised representative also pays a professional indemnity insurance fee.

## Make a complaint

### Feedback or complaints about our services

Avana Financial Solutions Pty Ltd is a member of the Australian Financial Complaints Authority Limited (“AFCA”).

As a professional financial services business, we are committed to acting efficiently, honestly, and fairly. Your adviser is bound by the Financial Planners and Advisers Code of Ethics and is committed to the ethical standards dictated by this Code. In addition, as a registered tax (financial) adviser with the Tax Practitioners Board, Avana Financial Solutions is also bound by the Tax Practitioners Board and Code of Professional Conduct. We value your support and appreciate any feedback that will help us to meet your expectations and needs. If at any time, should you have any concerns or complaints about our advice or our service, we encourage you to contact us directly and we will try to resolve the issue immediately.

If we can't respond to your feedback or effectively resolve your issues within three (3) business days – or if you don't feel comfortable talking with us about your issues - you should contact the Complaints Manager on (03) 9972 8722 or send your complaint to:

### The Complaints Manager

Avana Financial Solutions Pty Ltd  
Unit 260, 88 Kavanagh Street, Southbank VIC 3006  
Email: [hello@avana.net.au](mailto:hello@avana.net.au)  
(03) 9972 8722

If Avana Financial Solutions Pty Ltd doesn't provide you with a satisfactory response, you have the right to refer your concerns to AFCA. AFCA is an independent dispute resolution service that deals with complaints about financial services including banking, credit, loans, general insurance, life insurance, financial planning, investments, stock broking, managed funds, and pooled superannuation trusts.

AFCA can be contacted at “Australian Financial Complaints Authority Limited, GPO Box 3, Melbourne VIC 3001. You can also contact AFCA by free call on 1800 931 678. Alternatively, you can go to the AFCA website at [www.afca.org.au](http://www.afca.org.au). If you wish to progress your complaint, you can complete the online complaints form, or alternatively, you can download a form and send it to the above address or email at [info@afca.org.au](mailto:info@afca.org.au).

If you have a complaint relating to tax (financial) advice services that your adviser has provided or if you feel that your adviser has breached the Tax Practitioners Board Code of Professional Conduct, and Avana cannot provide you with a satisfactory response to your complaint, then you can make a complaint to the Tax Practitioners Board via [www.tpb.gov.au](http://www.tpb.gov.au). The Australian Securities and Investment Commission (ASIC) also has a Free call Infoline on 1300 300 630 which you may use to make a complaint and obtain more information about your rights.

It is a condition of our Australian Financial Services Licence and our registration as a tax (financial) adviser, that Avana maintain a level of Professional Indemnity Insurance appropriate for its size and the scale and complexity of its operations. Avana insurance covers claims made against Avana Financial Solutions and their authorised representatives, including those representatives who no longer work for Avana, but did so at the time of the relevant conduct. The policy is annually reviewed for currency and suitability.

## Contacting Avana Financial Solutions

**Postal:** Unit 260, 88 Kavanagh Street, Southbank VIC 3006

**Office:** Level 1, Suite 8, 51-55 City Road, Southbank VIC 3006, Australia

Phone: (03) 9972 8722

E: [hello@avana.net.au](mailto:hello@avana.net.au)



# Financial Services Guide (FSG)

**Your Adviser is Mina Nguyen - ASIC Authorised Representative No. 470688**

Mina is employed by Essence Wealth Solutions Pty Ltd ABN 60 658 170 417 Authorised Representative No.470688.

Both Mina and Essence Wealth Solutions Pty Ltd are authorised representatives of Avana Financial Solutions Pty Ltd.

## Qualifications and Experience

- Graduate Diploma of Financial Planning (FASEA Approved)
- Self-Managed Superannuation Fund Accreditation (SMSF)
- Margin Lending Accreditation
- Advanced Diploma of Financial Planning
- Diploma of Financial Planning

## Our Financial Planning and Advice services

Under this authority, Mina can act for retail and sophisticated clients by:

1. Providing financial product advice for the following classes of financial product:

- A. Deposit and Payment Products—Basic Deposit
- B. Deposit and Payment Products—Non-Basic Deposit
- C. Government Debentures, Stocks or Bonds
- D. Life Products—Investment Life Insurance Products
- E. Life Products—Life Risk Insurance Products
- F. Managed Investment Schemes, including IDPS
- G. Retirement Savings Account Products
- H. Securities
- I. Superannuation (including Self-Managed Superannuation Funds)

2. Dealing in a financial product (apply for, acquire, vary, or dispose of a financial product) on behalf of another person in respect of the following classes of financial products:

- A. Deposit and Payment Products—Basic Deposit
- B. Deposit and Payment Products—Non-Basic Deposit
- C. Government Debentures, Stocks or Bonds
- D. Life Products—Investment Life Insurance Products
- E. Life Products—Life Risk Insurance Products
- F. Managed Investment Schemes, including IDPS
- G. Retirement Savings Account Products
- H. Securities
- I. Superannuation including (Self-Managed Superannuation Funds)

As Mina is a tax (financial) adviser, she can also provide you with tax advice relating to financial products.

For comprehensive taxation advice, you should refer to your taxation specialist or accountant.

We can offer you comprehensive advice, or advice on a specific matter. The scope and nature of our advice services will be determined with your adviser based on what is appropriate to your specific needs, circumstances, and objectives, and what is in your best interest.

We will gain your agreement on the scope of advice services to be provided prior to preparing our recommendations to you within a Statement of Advice.

## Our financial planning Process

The following is a summary of the process that we will go through with you in order to develop, and maintain, a financial plan suited to your individual needs, circumstances, and goals.

<b>Initial Consultation</b>	<p>A free, no obligation discussion with you to discuss your needs for advice, and how we can assist you to meet your financial and lifestyle objectives.</p> <p>During this discussion we will also explain our services and fee structure to you.</p>
<b>Discovery Process</b>	<p>In order to provide you with advice that is appropriate to your individual circumstances, we need to collect personal and financial information from you.</p> <p>To do this, we will ask you to complete some forms, including a Client Data Collection Form and a Client Risk Profile Questionnaire.</p> <p>We may also ask for other documentation such as superannuation statements, bank statements, etc.</p> <p>Your adviser will assist you through this process.</p>
<b>Determining your financial and lifestyle goals</b>	<p>Once we have gathered sufficient information about you, we can determine what your specific advice needs, and objectives are.</p> <p>We will consider both your immediate financial needs, as well as your future goals and requirements, giving priority to those matters that are most important to you.</p>
<b>Engagement to Proceed</b>	<p>At this point, we will provide you with our Terms of Engagement. This will detail our understanding of your advice requirements, the specific services we propose to provide to meet those requirements, and how much it will cost you.</p>
<b>Developing and Delivering your Financial Plan</b>	<p>We will prepare our advice recommendations to you within a "Statement of Advice" (SoA). This document will provide you with detailed information on the strategies and products that we recommend assisting you to meet your goals and objectives.</p> <p>We will present this to you, typically face to face or via zoom so that we can answer any questions you may have. We will give you time to consider our recommendations and will only proceed once we are sure that you understand and agree to our advice recommendations.</p>
<b>Implementation of our recommendations</b>	<p>Once you have agreed to our recommendations and provided all relevant authorities to proceed, we will then implement our recommendations. This includes handling all fund and policy administration on your behalf, liaising with product and platform providers and other professional advisers as appropriate.</p>

<b>Ongoing Review and management</b>	<p>As part of our financial planning process, we provide ongoing advice services to ensure that the recommendations that we provide remain appropriate to you over time, and as circumstances change.</p> <p>We will ask you to agree to an appropriate ongoing advice service when we present your financial plan.</p> <p>Your Ongoing Advice Arrangement will run for a period of 12 months, at which time we will ask you if you wish to renew for the coming 12 months.</p>
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**We will always agree on the level of our charges and your payment options before proceeding with any work.**

**Our Terms of Engagement will confirm the fee and specific services to be provided.**

**We will not charge you until you have agreed how we are to be remunerated.**

### **How we will provide advice to you**

We will document your financial plan within a document entitled a ‘Statement of Advice.’ The Statement of Advice will detail:

- A summary of your current situation, including your financial and lifestyle goals
- Our financial product, and strategic recommendations to you
- Information about how each of our recommendations will put you in a better position to achieve your financial and lifestyle goals
- Information on risks, costs and benefits associated with our recommendations
- Our Ongoing Service offering – detailing how we will work with you on an ongoing basis to ensure your financial plan remains appropriate
- Details about our advice fees – including Statement of Advice and Ongoing Review fees as applicable
- An “Authority to Proceed” confirming your agreement to proceed with our recommendations, and your Ongoing Review Service.

### **Costs of Advice**

Our charge for the preparation of a Statement of Advice ranges from \$1,650 to \$22,000 dependent on the complexity and scope of the advice provided.

This fee covers the preparation of the financial plan detailed in the Statement of Advice, all relevant meetings, and discussions in relation to the Statement of Advice.

An implementation fee may also be charged ranging from \$1,650 to \$22,000; this is also dependent on the of complexity of the recommendations made, including administration, lodgements, and the timeline of implementing your advice.

Fees may be payable upon presentation of the Statement of Advice or upon implementation.

We may choose to waive fees where negotiated or where you proceed with recommendations contained within the Statement of Advice.

**We will always agree on the level of our charges and your payment options before proceeding with any work**

## Risk Insurance commissions

Where we recommend risk insurance products to you, rather than charging a fee for service, we may receive commissions directly from the insurance company. These commissions are paid from the product costs and are not an additional cost incurred by you. The commission payable will depend on the product recommended, and on the amount of the premium paid or amount invested.

Initial or up-front commissions will be paid to us by the insurance company when your policy is implemented. The amount of commission payable will range from 0%-66% of the premium paid.

Ongoing commissions will be paid to us on a yearly basis on the anniversary of your policy and will range from 0% to 33% of the premium paid.

## Ongoing Review Service

Essense Wealth Solutions Pty Ltd offers a comprehensive Ongoing Review Service. This service allows us to make sure that you stay on track to meet your financial and lifestyle goals and requirements.

Should you require such services, your Ongoing Review Service may include services such as:

- Annual Review of your Financial Plan
- Access to your adviser, including for ad-hoc phone, email queries and face to face meetings
- Investment portfolio review – we will review your portfolio at least once per year
- Personal Insurance review
- Administration services related to advice provided and accepted.
- Liaison with product providers and other relevant professionals where required, i.e., accountants, solicitors, mortgage brokers for administrative or professional services
- Liaison with Centrelink or DVA for Pension entitlements
- Updated cashflow of your current circumstances (if the client provides accurate up to date data including actual expenses)
- If you have a Self-Managed Superannuation Fund, we will review your portfolio at least once per year, including reviewing the Investment Strategy annually.

Depending on your individual circumstances and the level of engagement you want from your adviser, your ongoing review service will be tailored to your needs.

## Review of your Financial Plan

As part of the Ongoing Review Service, we will review your Financial Plan and make any changes to investments or strategies as required to ensure that your Plan remains appropriate, particularly as your circumstances change over time.

A financial review consists of the following touch points:

- Review your current circumstances and objectives to see if there have been any changes
- Review the continuing suitability of your financial plan
- Review your investment or superannuation portfolio(s)
- Review of your insurances (if applicable)
- Review of any taxation or legislative changes that may affect your financial plan
- Make recommendations for any changes to investments or strategy as required
- Implement any agreed changes to your financial plan

## Fees for Ongoing Review Service

You may be charged an ongoing service fee. This fee will be dependent on the service levels required to provide ongoing advice, regular reviews and professionally manage your financial plan to ensure that you are kept up to date and your strategies remain current. Our ongoing service fees range from \$2,200 to \$9,900 per annum.

Our Ongoing Review fees may be invoiced directly to you (deducted from a nominated personal account), or fees may be deducted from your investment funds (which would be paid to us by your product providers).

If you require any other services that are outside of your Ongoing Review Service, this is known as Ad-hoc advice. Our current ad-hoc advice fee is \$440 per hour.

**We will not charge you an ongoing fee until you have agreed (in writing) to proceed with the Ongoing Review Service. We will also seek your consent to deduct fees from your investment where relevant.**

## Execution Only Services

Where we provide a financial service to facilitate buying or selling of a specific financial product as instructed by you, a one-off minimum fee of \$250 and a maximum of \$550 fee may apply.

## Referrals to and from other providers

We may refer you to other professionals such as accountants or solicitors if you require advice in these areas. We will not receive any fees or benefits for these referrals, nor do we have any ownership ties with any referral parties.

The Licensee is Avana Financial Solutions. Avana will receive all revenue as noted above and will pass on noted fees to Essense Wealth Solutions Pty Ltd/Mina Nguyen (see below).

My Family Finance refers clients to Essense Wealth Solutions Pty Ltd on a regular basis. Essense Wealth Solutions Pty Ltd will pay a percentage of 20% of the upfront fee that is paid by you.

Loan Base refers clients to Essense Wealth Solutions Pty Ltd on a regular basis. Avana Financial Solutions Pty Ltd may take a percentage of the revenue for any referrals received.

Essense Wealth Solutions Pty Ltd  
43A Muriel Street, Niddrie VIC 3042  
E: [mina@essensewealth.com.au](mailto:mina@essensewealth.com.au)

**Important Notice: This Adviser Profile accompanies our Financial Services Guide and has been issued by my licensee, Avana Financial Solutions Pty Ltd (AFSL 516325).**