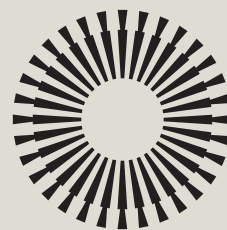


# Associated Concepts



## Financial Services & Credit Guide

Version 20.2  
Effective November 2025

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# Introduction

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

## Not Independent

Associated Concepts Pty Ltd and its representatives receive commissions from life insurance companies, so they are not independent, impartial or unbiased. The Corporations Act states that if a licensee or an AFSL representative receives commissions from a product issuer it cannot claim to be independent, impartial or unbiased.

Should you proceed to deal with us and if we provide you with personal advice, you may also be provided with other documentation including Statements of Advice, Records of Advice, or one or more Product Disclosure Statement(s):

Please note that you can request a copy of either the Statement of Advice or Record of Advice at any time up to 7 years from when the advice was provided by contacting Associated Concepts. The relevant product issuer is responsible for any PDS we provide to you and further requests about that information should be directed to them.

A Statement of Advice is a record of our recommendations that outlines the scope and basis of our advice, including the information on which we've relied, and clearly details any fees, relationships or other relevant factors that may have influenced our advice.

The services we provide to you on an ongoing basis may include further advice about your personal circumstances. When we provide additional verbal or written personal financial product advice to you, we will keep a Record of Advice.

A Product Disclosure Statement ("PDS") is designed to assist you in making an informed decision about financial products. We'll provide you with a PDS whenever we recommend that you acquire financial products other than shares.

# About Us

Associated Concepts is a financial services business dedicated to providing you with services and strategies suited for your personal circumstances and individual needs. Established in 1994, we hold an Australian Financial Services Licence (No. 240526) that authorises us to operate a financial services business and provide you with financial advice and services.

As financial planning professionals Associated Concepts is distinguished by our commitment to personal service. Whether you've previously received financial services advice or not, we can help you develop solutions tailored to your circumstances.

In today's competitive environment, business relationships are founded on professionalism, integrity and exceptional client service. These are also the principles upon which our business is founded. In our dealings with clients, we and our advisers, aim at all times to be professional, honest, fair, providing excellent service and attention to detail.

# Prior to receiving our advice

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

Your Financial Adviser is a representative of Associated Concepts. We are responsible for the advice provided to you by our representative.

Our representatives are competent and experienced professionals who will work with you to provide advice and services that are appropriate for your needs and circumstances. Your Adviser will be acting on behalf of Associated Concepts when recommending solutions, including securities, managed funds product recommendations and life insurance recommendations. Associated Concepts is a professional organisation that carries appropriate insurances to cover the advice services provided to you.

## What advisory services are available to me?

Associated Concepts holds an Australian Financial Services License, allowing us to offer advice and deal in various financial products and services. The products we offer come from various institutions and are chosen based on external research, quality, value, and client needs:

- Deposits and payment products
- Government debentures, stocks and bonds
- Life Products including annuities, life insurance, term, income protection, trauma, death & total and permanent disability, as well as disability products in general
- Investor Directed Portfolio Services
- Retirement Savings Account products
- Managed Investment Schemes including unit trusts, investment bonds, direct shares, property trusts, growth funds, balanced funds, indexed funds, cash management accounts
- Securities (including shares)
- Superannuation including Self-Managed Superannuation Funds, allocated pensions, rollovers and personal and Corporate Superannuation products

Associated Concepts provides a wide range of services and products including:

- Financial planning
- Personal budget planning
- Retirement planning
- Personal wealth creation
- Estate and succession planning
- Direct investments
- Risk management
- Life Insurance Advice
- Gearing strategies
- Salary packaging Advice
- Personal Portfolio Management and monitoring
- Redundancy packaging

In certain circumstances, Associated Concepts may need to refer clients to specialists or seek outside advice (e.g. legal advice) when our services are limited by our license. We are not paid by these firms for referrals and prioritize our client's best interest in making referrals.

# Prior to receiving our advice

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

An adviser at Associated Concepts must understand a client's personal circumstances to recommend solutions, but the client has the right not to disclose information. If the client chooses not to share information, the scope of the advice will be limited and the adviser must provide warnings. The client will receive detailed documentation, including a Statement of Advice and/or Product Disclosure Statement, outlining the recommended solutions, reasons for recommendations, and information on adviser compensation and other important details.

**What should I know about any risk associated with our advice?**

Your adviser will explain the risks associated with the recommended solutions and not taking them. If not explained, the client should ask. The Statement of Advice and/or Product Disclosure Statement will contain important information on risks.

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

Associated Concepts is neither owned nor controlled by any financial product provider and our advice will always strive to be suitable and appropriate for your needs` and circumstances. While we may receive commission and other benefits from product providers (which are disclosed in our documentation) no fund manager, bank, insurance company or other licensee is currently able to influence our advice to you.

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

Associated Concepts is a financial services business relying on referrals from clients and other sources. We do not pay for referrals and believe the quality of our service and reputation will generate referrals. We welcome referrals and hope clients will be satisfied and recommend us to others.

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

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

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

# Prior to receiving our advice

## **What ongoing service is provided?**

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

Although the success of our business is premised on our commitment to ongoing review of your circumstances, portfolio and strategy, you can tell us how often you would like us to undertake a review of your financial situation. We recommend that reviews should be undertaken at least every 12 months.

Your adviser may charge a fee for undertaking the review. The amount of the fee will be agreed with you and will depend on the complexity of the review.

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

## **How will I pay for the services?**

Associated Concepts charges clients fees for the services they provide based on the value of the service. They offer a transparent fee structure with options to pay directly or have product providers pay regular payments rebated against the fees for services. Clients can also choose a combination of upfront fee payment and ongoing service fee payments. The fees cover the costs of operating a financial services business.

# Prior to receiving our advice

## What fees do you charge, and how are they calculated?

An initial consultation fee may apply. Our service fees depend on the type and complexity of advice given but we will provide you with an estimate of costs before we commence any work on your behalf. In most cases our fees arise from one or more of the following areas:

### **Plan Preparation Fee**

For all our clients we carefully review your circumstances, discuss with you your needs and prepare a plan, called a Statement of Advice, to provide recommended solutions tailored to your personal insurance and/or investment requirements. There is a considerable amount of work involved by senior planning and support personnel in preparing our recommendations, much of it going on behind the scenes. Our minimum fee is \$5,500 (please note all fees quoted within this document include GST). This may vary depending upon the complexity of your circumstances, including the level of research and analysis required.

### **Plan Implementation Fee**

A fee may apply for the work required to implement the strategies recommended and agreed with you. This fee applies frequently where complex or multiple arrangements must be unwound or established. This fee is calculated at an hourly rate of \$350 per hour. If this fee applies to your situation, confirmation of the rate and an estimate of time required shall be provided in the Statement of Advice prepared for you and discussed with you before proceeding.

### **Ongoing Service Fee**

These fees depend upon the level of ongoing service you wish to receive from Associated Concepts. Ongoing service fees may be based on a set amount for services to be provided throughout the year. This would be agreed with you in advance and shown in the Statement of Advice prepared. Alternatively, an hourly rate for specific activities such as Annual Plan Reviews may be charged. Our hourly rates applicable is \$350 per hour.

Should you seek general professional advice or services other than discussed above, for example a general discussion of wealth management strategies or risk management, a fee at our hourly rates may apply.

# Prior to receiving our advice

## What fees and commissions do you get and how are they calculated?

If you are applying for risk insurance with us and you opt to pay on a commission basis, our remuneration is paid to us by the product provider who makes the payment based on the insurance premium paid. The actual amount of commission paid, as well as any fees, will be detailed in the Statement of Advice provided to you. You should also read the Product Disclosure Statement for full details of the product fees.

### Retail Investment products

If the advice relates to ongoing management and placement of investments (including superannuation) in a retail investment product, there may be an ongoing charge calculated as a percentage of the value of the funds invested. A minimum fee may apply and will be disclosed before proceeding with an application.

### Wholesale Investment products

If the advice relates to ongoing management of financial products provided by an investment platform or service such as a Wrap account, there may be an ongoing charge between 0.8% to 1.1% deducted from the total funds invested. For example, for funds invested of \$1,000,000, the ongoing fee would range between \$8,000 and \$11,000 per annum. The fee amount may be based on a flat dollar amount per annum (minimum of \$5,500) or on a percentage of assets invested. The amount will be disclosed before proceeding with an application and will be reviewed annually.

### Risk Insurance products

For risk insurance products, the commission received is 66% of the first-year premium and 22% of the renewal premium each year. For example, a \$1,000 premium would result in a \$660 pa commission for the first year and \$220 for subsequent years. These payments are made by the insurance company at no cost to you.

## Do you receive any additional payments?

We do not receive any additional payments from the product providers we recommend.

## How is my adviser paid?

Our representatives are salaried from the fees (or commissions if risk insurance is involved) received by Associated Concepts.

# After receiving our advice

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

You may receive either a Statement of Advice or a Product Disclosure Statement or both. These documents contain important information about the recommendations your adviser is making to you regarding financial services and products. If you have not received these documents, please contact your adviser to receive them. It is important to receive these documents before making any commitments.

## **Do I receive information about fees, commissions, etc my adviser may get for making recommendations?**

Associated Concepts is transparent and wants you to have confidence in their services. They will let you know about any fees, commissions or benefits they receive and make a register available to you. When they make recommendations, they will provide details on expected remuneration in the Statement of Advice. They will also inform you if any conflict of interest arises.

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

To properly consider your needs and objectives and to deliver recommendations which are designed to satisfy your requirements, your adviser will need to obtain from you or your representative, key facts as to your unique circumstances. The information collected will be discussed in detail with your adviser. To place your investment or to arrange cover you may also need to complete applications or proposal forms.

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

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

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

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

Should you wish to examine your file please ask your adviser and they will make all necessary arrangements to provide you with relevant information. Further details on our information handling policy can be obtained by contacting your adviser.

# Credit Guide

The National Credit Code generally regulates loans to individuals where the loan is provided or intended to be provided wholly or predominantly for personal, domestic or household purposes, or to purchase, renovate or improve residential property for investment purposes (or the refinancing of any such loans). Associated Concepts provides credit services in relation to loans regulated by the National Credit Code, including:

- Strategic credit advice;
- Referral to a broker or credit provider; or
- Other credit assistance.

Our Credit Licence authorises us to provide financial product advice and act as an intermediary between the credit provider and the consumer. The financial services we provide relate to the following financial products:

- Home loans (first & subsequent mortgage)
- Other personal loans

Where your financial adviser is a Credit Representative of Associated Concepts, your adviser may provide credit services in relation to credit contracts with a range of credit providers.

The Adviser Profile of this document will indicate if your adviser is a Credit Representative of Associated Concepts and what credit services they can provide in that capacity.

When providing any such credit services, Credit Representatives of Associated Concepts will not act as your agent and will not act as agent of any credit provider, except to the extent necessary as part of the application process.

If your financial adviser is not a Credit Representative of Associated Concepts, any credit services they provide are not provided as a representative of Associated Concepts, and Associated Concepts does not train, support or supervise your adviser in providing those credit services, and Associated Concepts is not responsible for the provision of those credit services.

## Our general obligation

We will not suggest that you apply, or assist you to apply, for a credit contract or for an increase to the credit limit of a credit contract or suggest that you remain in a credit contract if we assess that the credit contract is unsuitable for you. This assessment is the "Preliminary Assessment".

# Credit Guide

## **When will a credit contract be unsuitable?**

### **A credit contract will be unsuitable if:**

- The credit contract does not meet your requirements or objectives;
- It is likely that you will be unable to comply with your financial obligations under the credit contract;

or

- It is likely that you could only comply with your financial obligations under the credit contract with substantial hardship.

## **How can you access a copy of the preliminary assessment?**

We will give you a written copy of the applicable preliminary assessment, if you request a copy of this from us during the period of 7 years from the date of the quotation for credit assistance we have provided to you (the 'Quotation Date'). We are not required to provide you a copy of the assessment if the credit assistance your request relates to was provided before 1 January 2011.

## **How will I pay for the credit services provided?**

There are various methods of payments for charges you may incur. These include; fees, commissions and other benefits. Your adviser will discuss this with you prior to providing the credit assistance.

# Support

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

1. Contact your Adviser and tell them about your complaint. Where possible please put your complaint in writing and send it to us at:

Suite 4.03, Pacific Tower    P 03 8657 2888  
737 Burwood Road        E admin@ac-fs.com.au  
Hawthorn                    W ac-fs.com.au  
VIC 3122 Australia

2. Your complaint will be acknowledged within 24 hours.
3. We will investigate and attempt to fairly resolve your complaint within 30 business days.

If you are not satisfied with our handling of your complaint or our decision, you may contact the Australian Financial Complaints Authority (AFCA).

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

If you wish to find out whether AFCA can handle a complaint and the type of information you would need to provide, you may contact them on phone 1800 931 678, by email [info@afca.org.au](mailto:info@afca.org.au) or alternatively, at the following address:

Australian Financial        P 1800 931 678  
Complaints Authority      E info@afca.org.au  
GPO Box 3                  W afca.org.au  
Melbourne Vic 3001

This Adviser Profile should be read together with Part 1 of Associated Concepts Pty Ltd Financial Services Guide. This Profile sets out the details of the Representative, the services and products they may provide and details of their remuneration.

### Authorised Representative

David is authorised to provide advice to retail & wholesale clients regarding all financial products included on the Associated Concepts AFS licence listed in Part 1 of this guide.

### Qualifications & Associations

- Representative of Associated Concepts Pty Ltd
- Listed Product Adviser
- Qualified Tax Relevant Provider
- Self-Managed Super Fund (SMSF) Adviser
- Certificate IV in Finance and Mortgage Broking
- Certificate in Margin Lending
- Diploma of Financial Services (Financial Planning)
- Advanced Diploma of Financial Planning
- Bachelor of Laws
- Bachelor of Commerce
- Fellow Chartered Financial Practitioner
- Graduate Diploma of Legal Practice
- Master of Financial Planning

### Membership

David is a member of the following organisations:

- Financial Advice Association Australia - Financial Planner AFP

### Experience

David is a financial adviser with broad financial planning experience, specialising in retirement planning, risk insurance, portfolio management, Investment, and superannuation advice. David was first registered on the ASIC register as an adviser in 2012.

### Client Profile

Majority of clients are medical specialists, the balance being business owners and white collar professionals.

### Risk Insurance Profile

Personal Risk Insurance analysis, needs analysis, recommendation and implementation of cover is performed to ensure wealth protection and standard of living is maintained in the event of a crisis.

Insurance recommended covers events such as death, trauma, loss of income and total & permanent disablement.

We do not have any affiliations with any insurance company.

### Investment Portfolio Profile

Investment risk profiling and investment goals are discussed in detail prior to product and investment selection recommendations being provided.

Recommendations are based on individual client preferences, current assets and future goals utilising independent research. Investments range from direct shares to wholesale and retail Managed Funds mostly within an Electronic Administration Service (i.e. Wrap account).

### Remuneration

David is a salaried employee of Associated Concepts Pty Ltd.

# Stephen (Steve) Murray

## Adviser Profile

This Adviser Profile should be read together with Part 1 of Associated Concepts Pty Ltd Financial Services Guide. This Profile sets out the details of the Representative, the services and products they may provide and details of their remuneration.

### Authorised Representative

Steve is authorised to provide advice and to deal in all financial products included on the Associated Concepts AFS licence listed in Part 1 of this guide, to retail & wholesale clients.

### Qualifications & Associations

- Responsible Manager for Associated Concepts AFS licence
- Representative of Associated Concepts Pty Ltd
- Advanced Diploma of Financial Planning
- Certificate in Margin Lending
- Responsible Manager Masterclass

### Experience

Steve is a financial adviser with broad financial planning experience, specialising in retirement planning, risk insurance, portfolio management, investment, and superannuation advice. Steve was first authorised to provide advice in 1983.

Steve is also experienced in managing the operations of Australian Financial Services Licences with a decade of experience as head of two AFS licensees providing personal advice.

Steve has 20 years experience advising AFS licensees regarding their regulatory and compliance obligations.

### Client Profile

Majority of the clients at Associated Concepts are medical specialists, the balance being business owners, self-employed and white-collar professionals.

### Risk Insurance Profile

Personal risk insurance analysis, needs analysis, recommendation and implementation of cover is performed to ensure wealth protection and standard of living is maintained in the event of a crisis.

Insurance recommended covers events such as death, trauma, loss of income and total & permanent disablement.

### Investment Portfolio Profile

Client investment risk tolerance and investment goals are discussed in detail prior to product and investment recommendations being provided.

Recommendations are based on individual client preferences, current assets and future goals utilising independent research. Investments range from direct shares to wholesale and retail Managed Funds mostly within an Electronic Administration Service (i.e. Wrap account).

### Remuneration

Steve is contracted to provide advice to clients of Associated Concepts Pty Ltd.

# Dayan Samarasinghe

## Adviser Profile

This Adviser Profile should be read together with Part 1 of Associated Concepts Pty Ltd Financial Services Guide. This Profile sets out the details of the Representative, the services and products they may provide and details of their remuneration.

### Authorised Representative

Dayan is authorised to provide advice to wholesale clients.

### Qualifications

- Representative of Associated Concepts Pty Ltd
- Responsible Manager of Associated Concepts Pty Ltd
- Credit Representative of Associated Concepts Pty Ltd
- Bachelor of Engineering (Mechanical)
- Diploma of Financial Planning (Financial Services)
- Certificate in Margin Lending

### Memberships

Dayan is a member of the following organisations:

- Financial Advice Association Australia - Financial Planner AFP
- Million Dollar Round Table (USA) - Qualifying Life Member

### Associations & Directorship

Dayan is the director of the following companies:

- Associated Concepts Pty Ltd
- Twenty Fifth Shirkston Nominees Pty Ltd, a service trust company

### Experience

Dayan has industry experience of over 30 years, specialising in financial portfolio management in the areas of investment planning including margin lending, superannuation planning and risk insurance advice and management.

### Client Profile

Majority of clients are medical specialists, the balance being business owners and white collar professionals.

### Investment Portfolio Profile

Investment risk profiling and investment goals are discussed in detail prior to product and investment selection recommendations being provided. Recommendations are based on individual client preferences, current assets and future goals utilising independent research. Portfolios under advice range in value from \$500,000 to \$22,000,000.

### Remuneration

Dayan is a salaried employee of Associated Concepts Pty Ltd.

# Privacy Policy

This Privacy Policy sets out the information handling policies of Associated Concepts Pty Ltd – an Australian Financial Services Licensee (No. 240526). At Associated Concepts Pty Ltd, we are committed to providing professional services and respecting the privacy of your personal information.

Associated Concepts Pty Ltd (“Associated Concepts”) is bound by the National Privacy Principles under the Privacy Act. This policy explains how Associated Concepts will collect, store, verify, use and disclose the information we hold about you and the conditions under which your information may be accessed.

# Privacy Policy

## What type of information does Associated Concepts hold?

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

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

We may also need health information from you to provide you with risk insurance advice, but not necessarily for investment products.

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

## How does Associated Concepts use this information?

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

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

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

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

We may also use the information to send you material about other products or services. If you do not want to receive this type of material, tell us and we will stop. Our contact details are on the final page of this document.

# Privacy Policy

## **Will Associated Concepts disclose your personal information?**

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

There are circumstances under which Associated Concepts may disclose your personal information such as:

- When the disclosure is required by law (for example, disclosed to the Australian Taxation Office or Centrelink); or
- Authorised by law (such as where disclosure is necessary in the public interest or to protect our interests).

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

## **How does Associated Concepts handle a request for access to personal information?**

Under the National Privacy Principles, you have the right to access information held about you by the organization. The availability of information and the time required to access it may vary based on the type of information requested. The organization may respond to your request immediately or may ask you to put your request in writing. The organization may also ask you to verify your identity. Access to personal information may be refused under certain conditions, such as if it would infringe on someone else's privacy, and the reasons for denial will be explained.

## **What if some of the information Associated Concepts holds is wrong?**

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

## **Changes to this Privacy Policy**

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

Associated Concepts  
Financial Services

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737 Burwood Road  
Hawthorn VIC 3122

P 03 8657 2888  
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W [ac-fs.com.au](http://ac-fs.com.au)