

# Financial Services and Credit Guide

Geobay Nominees Pty Ltd (ABN 12 137 790 124) trading as Geographe Financial Group is an Authorised Representative (Authorised Representative number 428573) of Charter Financial Planning Limited ("the Licensee").

References to "our", "we", "us", "me" and "I" refer to Geobay Nominees Pty Ltd.

This Financial Services and Credit Guide ("Guide") contains information that will help you decide whether to use the financial services we offer. It sets out:

- who we are and how to contact us
- the advice and services we provide
- information about the Licensee
- our fees and how we are paid in connection with those services
- how we manage your private information
- how you can complain about a matter relating to us

# Not Independent

Generally, we provide personal advice in line with the Licensee's Approved Product and Services List (APSL) which may include financial products and services associated with the Licensee. We may receive commissions from life insurance products we recommend and non-monetary benefits such as training and educational seminars from product providers. For these reasons, we are not considered independent, impartial, or unbiased.

#### **Our contact details**

**Busselton** 

**Address:** Units 2-4, 62 on Kent 62 Kent Street, Busselton WA 6280

**Phone:** (08) 9752 3344 **Fax:** (08) 9752 3361

Email: <a href="mailto:fpadmin@geofingroup.com">fpadmin@geofingroup.com</a>
Website: <a href="mailto:www.geographefinancialgroup.com">www.geographefinancialgroup.com</a>

Bunbury

Address: 7b Parkfield Street

Bunbury WA 6230 **Phone:** (08) 9791 2533 **Fax:** (08) 9791 2543

Email: <a href="mailto:fpadminbunbury@geofingroup.com">fpadminbunbury@geofingroup.com</a>
Website: <a href="mailto:www.geographefinancialgroup.com">www.geographefinancialgroup.com</a>

Date prepared: 23/10/2025 Version 3.1

# Documents you may receive in the financial planning process

We will provide you with several documents as you progress through your financial planning and advice journey. We may provide these documents electronically to your nominated email address, unless otherwise agreed.

When we provide personal advice, it will normally be documented and provided to you in a Statement of Advice (SoA). The SoA contains a summary of your goals and the strategies and any financial products we may recommend to achieve your goals. It also provides you with detailed information about product costs and the fees and other benefits we and others will receive, as a result of our advice.

If we provide further personal advice an SoA may not be required. We will keep a record of any personal advice we provide you for seven years. You may request a copy of such records by contacting us during that period.

If we recommend or arrange a financial product for you, we will provide a Product Disclosure Statement (PDS), or Investor Directed Portfolio Services (IDPS) guide where relevant. These documents contain the key features of the recommended product, such as its benefits and risks, as well as the costs you will pay the product provider to manage that product. You should read any warnings in your advice document, the PDS or IDPS guide carefully before making any decision relating to a financial strategy or product.

# Our advice and services

We are authorised to provide personal or general financial advice on:

- Wealth Accumulation
- Personal insurance
- Superannuation strategies and retirement planning
- Retirement income streams, including pensions and annuities
- Budget and cash flow management
- Centrelink and other government benefits

We are authorised to provide advice on and arrange the following products:

- Superannuation
- Securities
- Retirement savings accounts
- Managed investment schemes including Investor Directed Portfolio Services (IDPS)
- Deposit and payment products, including basic deposit, non-basic deposit, and non-cash payment products
- Life Products Investment life insurance
- Life Products Life risk insurance (including life cover, income protection cover, total and permanent disability cover, and trauma cover)

Your adviser may also be authorised to advise on other specialist areas. These are listed in their adviser profiles.

## Transaction services

In limited circumstances, we can arrange financial product transactions for you on your instruction without providing personal advice.

# Instructing us

You can give us instructions by telephone, mail, email, or other methods, as agreed with your adviser.

# Providing information to us

It is important that we understand your circumstances and goals, so that we can provide you with appropriate advice and services. You have the right not to provide us with any personal information. Should you choose to withhold information, or if information you provide is incomplete or inaccurate, the advice or services we provide you may not be appropriate for you.

It is also important that you keep us up to date by informing us of any changes to your circumstances so we can determine if our advice is still appropriate.

# **Privacy Collection Statement**

We are committed to protecting your privacy and outline below how we maintain the privacy of the information we collect about you.

As part of the advice journey, we need to collect information about you. Where possible we will obtain that information directly from you, but if authorised by you we may also obtain it from other sources such as your employer or accountant. If that information is incomplete or inaccurate, this could affect our ability to analyse your needs, objectives and financial situation, so our recommendations may not be appropriate or suitable for you.

We are also required to implement client identification processes under the Anti-Money-Laundering and Counter-Terrorism Financing Act (AML/CTF) 2006. We will need you to present identification documents such as passports and driver's licenses to meet our obligations.

We keep your personal information confidential and only use it in accordance with the Akumin Pty Limited (Akumin) Privacy Policy. Some of the ways we may use this information are set out below:

- We and the Licensee may use this information to provide financial and/or credit advice and services to you, including passing on your details to third parties such as product issuers;
- We may disclose your information to other financial advisers, brokers and those who are authorised by the Licensee to review clients' needs and circumstances from time to time, including other companies within Akumin and Entireti;
- Your information may be disclosed to external service suppliers both here and overseas who supply administrative, financial or other services to assist us, Akumin and Entireti to provide financial and/or credit advice and services to you. A list of countries where these service providers are located can be found in the Entireti Privacy Policy;
- Your information may be used to provide ongoing information about opportunities that may be useful or relevant to your financial needs through direct marketing (you can opt-out at any time); and
- Your information may be disclosed as required or authorised by law and to anyone authorised by you

We and the Licensee will continue to take reasonable steps to protect your information from misuse, loss, unauthorised access, modification or improper disclosure. You can request access to the information we or the Licensee holds about you at any time to correct or update it as set out in the Akumin Privacy Policy. The Akumin Privacy Policy also contains information about how to make a privacy complaint. For a copy of the Akumin Privacy Policy visit <a href="http://www.akumin.com.au/privacy-policy">http://www.akumin.com.au/privacy-policy</a> or you can contact us.

# Confidence in the quality of our advice

If at any time you are not satisfied with our services, the following will help you understand your options and find a resolution.

- Contact your adviser and tell them about your complaint.
- Alternatively, you can contact the Licensee at:
  - o Phone 1800 812 388
  - o Email complaints@akumin.com.au
  - Online at www.akumin.com.au
  - o In writing to:

#### **Attention: Advice Complaints Department**

Charter Financial Planning Limited Level 6, 88 Phillip Street Sydney NSW 2000 Australia

They will try to resolve your complaint quickly and fairly. They will provide you with a decision about your complaint within 30 days of us receiving it.

We note that in some circumstances, it may not be possible for us to completely resolve a complaint within this timeframe. If you do not agree with our decision in respect of your complaint, or are otherwise unsatisfied with our response, you may escalate your complaint to one of the following External Dispute Resolution Schemes.

Any issues about financial advice, investments, superannuation, insurance matters, or credit matters	Australian Financial Complaints Authority (AFCA) GPO Box 3, Melbourne VIC 3001 1800 931 678 www.afca.org.au info@afca.org.au
Any issue about your personal information	The Office of the Australian Information Commissioner GPO Box 5218, Sydney NSW 2001 1300 363 992 www.oaic.gov.au enquiries@oaic.gov.au

You may also contact the **Australian Securities & Investments Commission (ASIC)** on 1300 300 630 (free call info line) to make a complaint and obtain information about your rights.

# Professional indemnity insurance

We maintain professional indemnity insurance to cover our advice and the recommendations provided by your adviser. The Licensee is also covered by professional indemnity insurance and this satisfies the requirements imposed by the Corporations Act 2001 and National Consumer Credit Protection Act. The insurance also covers claims arising from the actions of former employees or representatives of the Licensee, even where subsequent to these actions, they have ceased to be employed by or act for the Licensee.

## About the Licensee

Charter Financial Planning Limited; ABN 35 002 976 294 Australian Financial Services Licensee and Australian Credit Licensee; Licensee No: 234665

Registered office is at Level 6, 88 Phillip Street, Sydney NSW 2000 Australia.

The Licensee has:

- Approved the distribution of this Guide
- Authorised us to provide advice and other services as described in this Guide.

# About Akumin Pty Limited & Entireti Limited

The Licensee is a wholly-owned subsidiary of Akumin Pty Limited.

Akumin Pty Limited is a subsidiary of Entireti Limited, a group that specialises in licensing and advice business services to financial planning practices and their clients.

AMP Limited holds a minority stake (currently 30%) in Akumin Pty Limited.

We can provide advice on products and services from a wide range of financial product and service providers, some of which are related or associated with the Licensee.

If we recommend a product issued by AMP Limited or a third party product issuer, they will benefit from our recommendation by receiving product, administration and investment fees, as well as fees paid by fund managers to distribute their product. These fees are all disclosed in the relevant PDS or IDPS guide.

The Licensee maintains an APSL, from a diversified selection of approved Australian and International fund providers, including companies related to the Licensee. These have been researched by external research houses as well as our in-house research team. The Licensee regularly reviews products and services to ensure they remain competitive with similar products that address similar client needs and objectives. Generally, we recommend products on the APSL. However, if appropriate for your needs, we may, subject to the Licensee's approval, recommend other products.

Authorised Representatives and/or staff employed in our business may hold shares in AMP Limited, whose share price may be favourably affected by the sale of products issued by AMP Group companies.

#### Our fees

We will discuss and agree the actual fees with you before we proceed and where relevant the fees and commissions will be disclosed in the advice document provided to you. The following section outlines the types of fees that may apply.

The fees charged for our advice and services may be based on a combination of a set dollar amount, or a percentagebased fee. Our agreed advice and service fees may include charges for one off or regular fees. We may also receive initial or ongoing commissions from certain product providers.

#### Licensee fees

Unless stated otherwise, all permissible revenue, including any advice and service fees and commissions will be paid to the Licensee. It will then pass on the amounts due to us through its payment system. The Licensee charges us a Licensee Fee each year. The Licensee Fee is determined as an annual amount based on a number of factors, including our business revenue, the number of advisers and/or accredited mortgage consultants in the practice and a practice fee.

#### Other costs

Other costs may apply in the process of providing our advice and services to you. We will agree all additional costs with you prior to incurring them.

The following table outlines the range of fee we charge and should be used as a guide only. We will discuss your individual needs and agree our fees with you. The actual agreed fees will depend on factors such as the complexity of your circumstances and goals and the scope of the advice. All fees and charges include GST.

#### Fee type & Description

#### Initial or ad hoc fees

The purpose of this meeting is for both parties to get an understanding of each other and to determine if we would like to work together. The fee is invoiced and payable prior to this meeting. We will go through a fact finding process which enables us to document your current financial situations and allows us the opportunity to see what your current situation and financial goals are. At this time, we will be able to discuss and agree on what scope of advice you wish to address, as well as discuss and agree to the Initial Plan, Preparation and Research fee we will charge.

**Initial Consultation Fee:** \$595

#### Research, preparation and initial plan fee

Once we have completed the initial meeting, we then go through a thorough research process, which enables us to look at strategies to assist you in meeting your financial goals. At the end of this process we will ensure you are in a better position due to our advice and present our recommendations in a Statement of Advice.

Due to the complexity and time required we charge an initial advice fee, this is a set dollar amount.

The Initial Advice Fee you pay depends on the expected time required to research and prepare your advice and the level of complexity involved. These are fees paid when you have agreed to receive our advice:

**Plan preparation & research of your advice**: Between \$3,500 and \$20,000

**Plan preparation & research of risk only advice**: Between \$1,500 and \$20,000

#### Annual advice and service fees

You can elect to enter into a 12-month advice and services agreement as part of your financial planning strategy. The fee can

range from a \$3,000 to \$20,000 depending on the level and complexity of service. Details of the services and fees will be set out within the agreement.

If this fee is charged as a percentage this can range from 0%-2.2% of funds under management. For example, if your account balance was \$300,000 and the annual advice package charge was 2.2%, your fee would be \$6,600.

#### **Fixed service fees**

We offer the following services at these fees:

Assistance to access superannuation benefits (ie. financial hardship claim): \$330 per hour

Ad-hoc social security (Centrelink/DHS) advocacy and reporting:

# Ad-hoc social security (Centrelink/DHS) applications

Single - \$750 Couple - \$950

Additional entity + \$550

#### Estate Planning Facilitation - Yodal Pty Ltd

Single/Couple - \$770 Testamentary Trust - \$1,250

We may introduce you to Yodal Pty Ltd to assist with your estate planning. While we may support you by facilitating the process, any legal advice will be provided via Yodal's legal panel and not by

We will not receive a fee from Yodal to introduce you to them.

#### Additional advice and services

Hourly rates will apply for all clients that have opted out or not transitioned to the annual service agreements. Additional Services are available by paying the following hourly rate. Such services would include advice on alternative investments, expense budget planning, insurance alterations, SMSF reviews

Financial Planner: \$330 per hour Paraplanner: \$150 per hour Client Services Officer: \$80 per hour

#### Commissions

#### Insurance:

**Initial commissions:** Up to 66% of the first year's premium for new policies implemented from 1 January 2020.

We may receive commissions on increases or additions to existing policies of up to 130%.

# Ongoing commissions:

Up to 33% of the insurance premium each following year. For example: On insurance policies implemented from 1 January 2020, if your insurance premium was \$1,000, we would receive an initial commission of up to \$660. We would receive an ongoing commission of up to \$330 pa.

# Other benefits we may receive

In addition to the payments explained above we may receive other monetary and non-monetary benefits, support services or recognition from the Licensee to help us grow our business. These are not additional costs to you. They could include training, badging rights, technology and technology support, marketing, financing, events or other recognition we are eligible for. We may receive benefits from product issuers that may include non-monetary benefits that are valued at less than \$300. We may also participate in business lunches or receive corporate

promotional merchandise tickets to sporting or cultural events and other similar items.

From time to time, Entireti Limited may facilitate access to the Licensee and us to be trained and educated by product issuers on their products.

#### Personal and professional development

The Licensee provides personal and professional development opportunities such as education and professional development programs, offered annually to qualifying practices.

# Other business interests and relationships Our relationship with AZ Next Generation Advisory Pty Ltd (AZ NGA)

We are a member of the AZ NGA Group of companies. AZ NGA is majority owned by Azimut Group and Oaktree Capital Management. Azimut is Italy's largest independent asset manager and Oaktree is a global investment manager.

From time to time your adviser may recommend you apply for, acquire, vary or dispose of a financial product issued by members of the Azimut and Oaktree Groups.

Your adviser does not receive any direct remuneration or other benefit as a result of its recommendation to apply for, acquire, vary or dispose of a financial product issued by these related companies as any remuneration and benefit are received by the product issuer and ultimately our common parent company.

# Our Referral arrangements

We may receive payments to refer you to other service providers. These amounts do not involve additional costs and will be disclosed in your SoA. Our current referral arrangements are detailed below:

Provider	Services	Payment arrangement
AIA Health	Private Health Insurance Referral Service	AIA Health will pay a referral fee of 20% of the client's first years premium (plus GST), of which 16% (plus GST) will be passed onto the Practice, and the remaining 4% (plus GST) will be retained by the licensee.  All referral fees are paid to the licensee.
Allianz Australia Insurance Limited	We may refer you to Allianz, who will assit you with your general insurance needs including:  Home & contents insurance Car insurance Lanlord's insurance Caravan & trailer insurance	If we refer you to Allianz for general insurance, the licensee will receive:  14% of the premiums paid for home & contents or landlord insurance.  5% of the premiums paid for Car or Caravan & trailer insurance.  The licensee will pass 80% on to us.
	Please be aware that we're unable to offer advice on general insurance products, and this is not a recommendation to purchase insurance with Allianz	Example: If the total referral fee is \$500, the Licensee will retain \$100 and we will receive \$400.

We may introduce you to Yodal Ptd Ltd to assist with your estate planning. While we may support you by facilitating the process, any legal advice will be provided via Yodal's legal panel and not by us. We will not receive a fee from Yodal to introduce you to them.

# **Financial and Credit Adviser Profiles**



Brent O'Byrne is an Authorised Representative (AR number 1239531) and credit representative (CR number 484601) of the Licensee.

I joined Geographe Financial Group as a financial planner in 2016 and now serve as a joint Director of the practice. With 10 years of experience in financial advice, I continue to be passionate about helping clients achieve meaningful outcomes through tailored financial strategies. Having grown up in Busselton, I returned from Perth with my wife and our three boys to embrace the Southwest lifestyle. I'm grateful that my children can enjoy the same community spirit and lifestyle I did growing up.

My career began as a physiotherapist, where I found great satisfaction in helping people achieve positive outcomes a passion I've carried into financial planning. I work closely with a team of advisers with over 100 years of combined experience, supported by a dedicated staff, to deliver quality advice aligned with our clients' goals.

Outside of work, I'm actively involved in the local Busselton community. I've served on committees including Saints Junior Football Club (JFC), the Busselton and Districts Junior Football Association (BDJFA), and the Advisory Council Board at Mary Mackillop College. I also enjoy coaching junior sports and supporting youth development through active participation with my own kid's sports. I'm passionate about sports, particularly AFL, and enjoy staying active while soaking in the beautiful surroundings of Geographe Bay.

#### Contact details

Address	Units 2-4, 62 on Kent 62 Kent Street, Busselton WA 6280
Phone	(08) 9752 3344
Email	brent@geofingroup.com

#### Advice and services I can provide

I am authorised to provide the services listed in the Our advice and services section of this Guide.

In addition to the areas listed in that section, I can also advise on:

- Self-managed super funds
- Aged Care

# How am I paid?

Brent is a director of Geographe Financial Group.

Brent receives a salary plus dividends from the practice



Sean Spencer is an Authorised Representative (AR number 344080) and credit representative (CR number 372050) of the Licensee.

With over three decades of experience in financial services in Australia and the UK, I'm dedicated to helping clients achieve financial clarity and peace of mind. Since making Bunbury my home in 1996, I've built lasting relationships by offering honest, practical advice tailored to individual's needs. My journey includes roles in major financial institutions, running my own business, and ultimately merging with Geographe Financial Group and am committed to providing robust, client-focused solutions and advice.

Taking on the role of joint Director at Geographe Financial Group has allowed me to bring even more comprehensive service and stability to our clients, backed by a team that shares my values of integrity and professionalism. I'm passionate about guiding people through life's financial decisions, no matter how complex, and believe that personalised advice can make a genuine difference.

Beyond my professional life, you'll often find me outdoors keeping active, camping, or connecting with friends and family. I take pride in being part of the Southwest's vibrant community and cherish the opportunity to contribute both in my work and personal life.

#### Contact details

Address	7b Parkfield Street Bunbury WA 6230
Phone	(08) 9791 2533
Email	sean@geofingroup.com

# Advice and services I can provide

I am authorised to provide the services listed in the Our advice and services section of this Guide.

In addition to the areas listed in that section, I can also advise on:

- Self-managed super funds
- Aged Care
- Margin lending facilities

#### How am I paid?

Sean is a director of Geographe Financial Group.

Sean receives a salary plus dividends from the practice



Craig Gibson is an Authorised Representative (AR number 250967) and credit representative (CR number 407027) of the Licensee.

I have been working in the financial planning industry since 1986, advising clients for over 39 years, on a vast array of financial planning and risk protection strategies. I am passionate about working with people who have a dream for a better and richer life. I bring a wealth of experience and knowledge to the business overall and believe that the advice relationship brings greater certainty to our clients' financial lives and the best possible chance of achieving the financial outcomes important to them. I work closely with a team of advisors within our business with over 100 years of experience between us, along with excellent support staff, to assist in providing to you, quality advice tailored to meet your specific needs and objectives. I am married with 2 children and enjoy being an active member of our local community.

I was awarded the **2017 State Adviser of the Year** Award from Charter Financial Planning (Charter), in recognition of the value and service overall I provide to clients. With over 700 advisers in our network at the time, I consider it a significant achievement and honour to have won this award for something I do every day. It recognises the real difference financial advice can make to clients.



I have as much passion for the Financial Advice industry today as I did then.

#### Contact details

Address	Units 2-4, 62 on Kent 62 Kent Street, Busselton WA 6280
Phone	(08) 9752 3344
Email	craig@geofingroup.com

#### Advice and services I can provide

I am authorised to provide the services listed in the Our advice and services section of this Guide.

In addition to the areas listed in that section, I can also advise on:

- Margin lending facilities
- Self-managed super funds

## How am I paid?

Craig is an employee of Geographe Financial Group.

Craig receives a salary from the practice.



Anton Mann is an Authorised Representative (AR number 385157) and credit representative (CR number 407005) of the Licensee.

I have been working with Geographe Financial Group as a Financial Advisor since 2010. I have lived in the Busselton area since the early nineties after moving here from another regional area. Our children have been lucky enough to grow up here in the Southwest. I love our Southwest lifestyle and have interests in boating, fishing, diving, camping, football, running and sailing. I am currently the Commodore of the Geographe Bay Yacht Club and honoured to be a Life Member of our local Apex Club.

I thoroughly enjoy the relationship with my clients and especially enjoy advising, assisting and guiding my clients in achieving their goals and objectives. At Geographe Financial Group, we work side by side with our clients to navigate their financial life planning. With a foundation built on perspective, honesty, and understanding, we offer more than just advice, we offer partnership. I see my role as your financial co-pilot: the person who keeps an eye out for you along the way, helping you stay on course toward your goals. Together with our dedicated team of advisors and support staff, we provide tailored, high-quality advice designed to give you clarity, confidence, and the best possible chance of achieving your financial aspirations.

#### Contact details

Address	Units 2-4, 62 on Kent 62 Kent Street, Busselton WA 6280
Phone	(08) 9752 3344
Email	anton@geofingroup.com

# Advice and services I can provide

I am authorised to provide the services listed in the Our advice and services section of this Guide. In addition to the areas listed in that section, I can also advise on:

Self-managed super funds

#### How am I paid?

Anton is an employee of Geographe Financial Group.

Anton receives a salary from the practice



Robert Lorrimar is an Authorised Representative (AR number 1270935) and credit representative (CR number 513505) of the Licensee.

I joined Geographe Financial Group in 2020 when my wife and I were looking to re-locate back home to the South West. I grew up on a small farm near Bunbury, before moving to Perth to study and ultimately, begin my career in financial advice. In the city I completed a Bachelor of Commerce majoring in Finance and Accounting, before starting my career in 2015. Since then, I have also completed a Graduate Diploma of Financial Planning and gained valuable experience from different mentors along the way.

I chose to work in Financial Advice because I wanted a career incorporating my interest in finance combined with the satisfaction of changing people's lives for the better. My favourite part about my role is the personal, longstanding connections we make with our clients.

I like to spend my spare time on the family farm, keeping a keen interest in WA agriculture. I also enjoy sport, spending the rest of my time running, cycling and playing cricket

#### Contact details

Address	Units 2-4, 62 on Kent 62 Kent Street, Busselton WA 6280
Phone	(08) 9752 3344
Email	robbie@geofingroup.com

#### Advice and services I can provide

I am authorised to provide the services listed in the Our advice and services section of this Guide.

#### How am I paid?

Robbie is an employee of Geographe Financial Group.

Robbie receives a salary from the practice