

# Financial Services Guide

A guide to our Services, Fees, Advisers and Processes.  
This will help educate, protect, and assist you  
to make an informed decision about the financial services we offer.

Strategy First Financial Planning Pty Ltd  
Australian Financial Services Licence No. 290771  
ABN 69 114 540 528



## Contact Details

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Warringah Mall NSW 2100

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117 Old Pittwater Road  
Brookvale NSW Australia

## PURPOSE OF THIS FINANCIAL SERVICES GUIDE

This Financial Services Guide ('FSG') provides you with important information about Strategy First, and its employees who will provide you with the financial services described in this FSG. It is designed to help you evaluate and make an informed decision about whether to use the financial services described in this FSG. We suggest you retain this FSG for your future reference. If any part of this FSG is not clear, please speak to your financial adviser.

The purpose of this FSG is to convey important information about the following:

- Our Documents
- Our Advisers
- Our Services
- Financial Products
- Our Advice Process
- Our Fees
- Your Protection
- Complaint Procedure
- Your Privacy

## OTHER DOCUMENTS YOU MAY RECEIVE

### 1 Fact Find

For us to provide you with financial advice, we must first gather all your relevant information, which involves you completing and signing a Fact Find.

### 2 Letter of Engagement

Prior to commencing any services, we will provide you with a Letter of Engagement to sign, which establishes the level of service and agreed fee.

### 3 Advice Documents

If you receive personal financial advice this will be documented in a Statement of Advice (SoA), or in specific circumstances a Record of Advice (RoA), that confirms the discussions you have had with us, the recommendations we are making and the basis for those recommendations. These documents will also explain how those recommendations will work towards achieving your goals, any relevant fees received by us, and any associations with financial product providers.

### 4 Product Disclosure Statement

When a financial product is recommended to you, you will be provided with a Product Disclosure Statement (PDS) or other disclosure document issued by the product provider. Among other things, the PDS contains information about the risks, benefits, features and fees payable in respect of the product. In combination, these documents will help you make an informed decision about whether to proceed with our recommendations.

## OUR ADVISERS

Strategy First has an Australian Financial Services Licence and has authorised the following Advisers:

### David Price (Principal & Director) - ARN: 001000856



2002 - Graduate Diploma in Financial Planning	Deakin University
2000 - Postgraduate Studies in Applied Finance	University of Technology, Sydney
1998 - Undergraduate Studies in Financial Markets	Securities Institute of Australia

Prior to June 2000, David spent five years in the Funds Management Industry. Since June 2000, David has been operating as an authorised Financial Planner.

David is a member of the FAAA – Financial Advice Association Australia.

### Rhys Phillips (Principal & Director) - ARN: 001238626



2024 – Professionalism and Ethics in Financial Advice	Kaplan
2012 – Diploma & Advanced Diploma of Financial Services	Kaplan
2009 - Bachelor of Commerce, with a Major in Finance	Macquarie University

Rhys joined Strategy First in January 2010 and has wide-ranging experience in the Financial Advice industry. This includes: wealth accumulation and management; estate planning; intergenerational wealth transfer; and working with ultra-high net worth clients.

In 2018, Rhys was a finalist in the “Financial Adviser of the Year” category of the Young Leaders in Finance Awards

Rhys is a member of the SMSF Association and holds the SMSF Practitioner (SSP™) designation.

### Don Foster - ARN: 001000858



2003 – CERTIFIED FINANCIAL PLANNER (CFP®)	FPA
2001 – Diploma of Financial Planning	FPA and Deakin University
1990 – Certificate of Superannuation Management	ASFA
1987 – Bachelor of Science (Mathematics) with Dip Ed	Macquarie University

Don has over 30 years' experience in the Financial Services industry.

In 1999, Don moved into the Financial Planning profession and has been an authorised Financial Planner since 2001.

Don is a member of the FAAA – Financial Advice Association Australia.

## Chris Gilmour - ARN: 001238625



2024 – Professionalism and Ethics in Financial Advice	Kaplan
2019 – CERTIFIED FINANCIAL PLANNER® (CFP®)	FPA
2014 – Diploma & Advanced Diploma of Financial Services	Kaplan
2006 - Bachelor of Applied Science in Leisure & Health	Sydney University

Chris has been with Strategy First since June 2013.

His experience is in the areas of portfolio management, wealth accumulation, cashflow management pre-retirement planning and estate planning.

Chris is a CERTIFIED FINANCIAL PLANNER® and member of the FAAA – Financial Advice Association Australia.

## Erin Coyle - ARN: 000414387



2014 - Certified Financial Planner (CFP)	FPA
2011 – Diploma & Advanced Diploma of Financial Services	Kaplan
2010 – Bachelor of Commerce (Liberal Studies)	University of NSW

Erin has been an authorised financial advisor since 2011. She has interests in wealth accumulation, retirement planning and superannuation. Erin is a winner of the inaugural Gwen Fletcher Memorial Award for the highest achieving student in the Certified Financial Planning Certification program.

Erin is a CERTIFIED FINANCIAL PLANNER® and member of the FAAA – Financial Advice Association Australia.

## Michael Lang (Provisional Financial Adviser) - ARN: 001313433



2024/25 – Professional Year Candidate	
2024 – Masters of Financial Planning	Deakin University
2022 – Bachelor of Commerce	Sydney University

Michael is a Provisional Financial Adviser who is the midst of completing his Professional Year. He has over 6 years of experience within the Financial Planning Industry as a Paraplanner. He completed his Master of Financial Planning in 2024 and a Bachelor of Commerce in 2022.

As a provisional financial advisor, Michael will be under the supervision of senior adviser Don Foster.

As the holder of an AFSL Strategy First is responsible for the financial services we provide to you. Strategy First acts on its own behalf when these financial services are provided to you. In relation to the financial services offered in this FSG, Strategy First as the holder of an AFSL, does not act on behalf of any other person or licensee. Strategy First is only responsible for the services offered in the FSG.

## OUR SERVICES

Strategy First Representatives are trained and authorised to provide the following advice:

- Personal Budgeting and Cash Flow Management
- Financial Strategies
- Tax Financial Advice
- Borrowing
- Personal Insurances
- Superannuation and Retirement Planning
- Self-Managed Superannuation Funds
- Effective Financial Structuring
- Estate Planning
- Asset Allocation
- Investment Selection and Ongoing Management
- Executive Remuneration Planning, including the use of Derivatives

## FINANCIAL PRODUCTS

They are also authorised to provide advice on the following general and personal financial products:

- Annuities and Pensions
- Cash and Term Deposits
- Derivatives\*
- Standard Margin Lending Facilities\*
- Government Bonds and Debentures
- Life Insurance Risk Products
- Listed and Unlisted Property
- Self-Managed Superannuation Funds
- Superannuation Funds / Retirement Savings Accounts
- Shares and other Listed Securities
- Wrap and Master Trust Accounts

*\*Provisional Advisers Excluded*

### Approved Product List

Our Advisers only recommend products that are approved by Strategy First.

## OUR ADVICE PROCESS

When a new client joins Strategy First, they can expect a four-step process:

### 1 Meet and Define your Engagement

Discuss our background and how we work

- You provide personal information, needs/objectives.
- Identify your short and long-term financial goals.
- Make sure we can meet your objectives.
- Discuss our fees and terms of Engagement.

### 2 Prepare & present Financial Plan

- Develop and compare appropriate strategies.
- Select appropriate Financial Products.
- Prepare Statement of Advice.
- Present & explain the solutions.
- Agree on recommendations.
- Answer any questions you have.

### 3 Implement the Recommendations

- You sign a Financial Plan Authority to Proceed.
- We Implement the strategy.
- Product forms and alterations.
- Insurance forms and underwriting (outsourced to insurance specialist).
- We may work with specialist professionals, such as an Accountant or Solicitor.

### 4 Ongoing Review and Management

- Review your changing circumstances.
- Are your goals on track?
- Optimise investment portfolios.
- Insurance Reviews.
- Legislative change.
- Annual Fee Disclosure Statements.

## OUR FEES

Strategy First charges on a **"Fee for Service"** basis, which means you pay a set fee based on several factors, including:

- Cost of doing business and risk
- Level of expertise needed given the complexity of the advice
- Portfolio size

We may charge fees for the preparation, presentation, and implementation of our advice. These fees will be based on your individual circumstances, the complexity involved in your situation and the time it takes to prepare personal financial advice for you. We will discuss these fees with you and gain your agreement to the fees before we provide you with advice.

In meeting the provisions of section 923A of the Corporations Act, Strategy First will rebate all commissions received on behalf of the client to the client within 90 days of receipt of the commission. We **do not** receive any volume rebates, incentive, or bonuses.

Strategy First generally delivers financial planning services in two separate stages: Initial financial Advice and Ongoing Reviews.

Each stage has a transparent fee arrangement. This is subject to your agreement before we start each stage.

At your initial meeting, your adviser will confirm which fees will apply to you, based on your specific situation. Full details of all fees for financial services will be provided to you in a Statement of Advice (SoA), or Record of Advice (RoA) and Product Disclosure Statements at the time of receiving any recommendation.

## Stage 1 - Initial Financial Advice

We charge an agreed fee to provide our recommendations in a Statement of Advice, which may include:

### (a) Strategic Advice

- Cash Management and Budgeting
- Debt Management
- Financial Structuring and Tax Financial Advice
- Wealth Accumulation
- Superannuation
- Personal Risk Planning
- Estate Planning
- Retirement Planning and Superannuation

### (b) Investment Recommendation

We may be required to make a recommendation regarding the investment of monies.

This may require an additional Statement of Advice and the cost will vary pending the complexity of your situation, such as existing investments, capital gains tax calculations or existence of multiple portfolios.

**No** entry fees, up front commissions or percentage based on the size of assets is charged.

### (c) Implementation

For the actual administration of your investments, Insurance, Superannuation and Estate Planning needs, we may charge on a time and materials basis.

## Estimate of Fees for Stage 1

The following table gives an estimate of fees you may pay.

However, this depends on the complexity of our initial advice.

This fee includes development and delivery of your financial plan, all communication, and a meeting.

Type of SOA	Estimated Fee (incl. GST)
Standard	\$5,500 - \$7,700
Complex	\$7,700 +

## Letter of Engagement

You will receive an estimate of the cost before work commences. This will come in the form of a Letter of Engagement.

Upon acceptance of the Letter of Engagement (LoE), you will be invoiced 50% of the SoA – Financial Plan fee, with the balance invoiced upon presentation of your SoA.

Our payment terms are 14 days from date of invoice.

## Stage 2 - Ongoing Fee Agreement

We will agree to an ongoing review and management service for a 12-month period that will include:

- Reviews of your portfolio(s)
- Meeting(s) to discuss these Reviews
- Review your progress to reach your financial goals

The cost for this service will be based on factors such as the number of reviews and meetings, size of portfolio and complexity of your situation.

The fee will be agreed up front and reset at each 12-month anniversary.

Typically, the fee will be paid monthly.

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## Joint Venture Agreement

Strategy First has a joint venture arrangement in place with Grenfell Murray Wealth Pty Ltd. Any fees received by Strategy First as a result of providing you with advice will be 100% passed on to Grenfell Murray Wealth Pty Ltd. Strategy First will invoice Grenfell Murray Wealth Pty Ltd for any costs incurred. Where a profit is realised, it will be shared evenly between Strategy First and Grenfell Murray Wealth Pty Ltd. All advice provided under the joint venture is provided by Strategy First and their advice team.

David Price, a representative of Strategy First, is also a director of Grenfell Murray Wealth Pty Ltd

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## Fee Disclosure Statement (FDS)

If you are on an Ongoing Fee Agreement, you will receive an annual Fee Disclosure Statement with an invitation to renew the arrangement

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## Payment methods

Our fees are either invoiced to you directly, or deducted from your investments, or a combination of these methods.

Where it is debited from your investments it is normally referred to as the Adviser Service Fee. In most instances you will be able to select the method of payment that suits you best. We will discuss and agree the method of payment with you before we provide you with services.

## Special Projects or Services

We appreciate each client is different and has different needs.

Where our "standard services" are not applicable, we will provide a quote and prior to any commencement, agree with you to a fee structure.

This structure may include a:

1. Time and material basis
2. Flat fee or
3. Combination of both, as appropriate.

## YOUR PROTECTION

Strategy First declares that **no** relationships exist with financial product providers or financial institutions that will affect the advice provided.

If we become aware a conflict of interest exists, then we will inform you before advice is given.

## STAFF SALARIES / NO COMMISSIONS

All employees are paid a salary and do not receive product commissions, brokerages, or sales incentives.

An annual bonus may be paid to employees based on either their individual performance or the performance of the company. The bonus potential of our employees does not influence any advice, or any recommendations made.

Entities related to Principals may receive dividends from Strategy First.

We do not permit any product related incentives or bonus to be received by Strategy First or any of its representatives. From time to time we may accept alternative forms of remuneration from product providers or other parties, such as hospitality or support connected with our professional development (e.g., training or sponsorship to attend conferences). We maintain a register detailing any benefit we receive which is valued at less than \$300 and other benefits that relate to information technology software or support provided by a product issuer or that relate to educational and training purposes.

A copy of the register is available on request for a small charge.

Strategy First does negotiate reduced charges on some recommended investments or products. Any benefits are passed onto clients using those products. We do not accept any form of incentive in these arrangements.

We do **not** own or distribute any of our own financial products.

## NO PAYMENTS FOR REFERRALS

While we welcome referrals, Strategy First does not provide any incentive payment to the referring party. Nor do we expect payment from other professional firms (such as banks or other institutions) to whom we refer our clients.

## PROFESSIONAL INDEMNITY INSURANCE

The law requires Strategy First to have arrangements in place to compensate certain persons for loss or damage they suffer from certain breaches of the Corporations Act by Strategy First and/or its Authorised Representatives. Strategy First has internal compensation arrangements as well as professional indemnity insurance that satisfy these requirements.

## RISKS

We will also explain to you any significant risks of the financial products and strategies which we recommend to you. If you are unclear of the risks, do not hesitate to question us further.

## COMPLAINT POLICY

Our Public Complaints Policy is available on our website at <https://www.strategyfirst.com.au/>

We will acknowledge receipt of your complaint and try to resolve it as quickly, fairly and within prescribed timeframes. We will provide you with our written reasons for the outcome of your complaint within the following timeframes where:

- your complaint is not resolved within 5 business days of us receiving your complaint.
- if you request a written response

No later than 30 calendar days after receiving your complaint.

## COMPLAINT PROCEDURE

You can make a complaint to us in any of the following ways:

**Telephone** 02 9091 0080  
+61 2 9091 0080  
National Relay Service 133 677  
**Email** [contact@strategyfirst.com.au](mailto:contact@strategyfirst.com.au)  
**Writing** PO Box 7418, Warringah Mall NSW 2100

When making your complaint please tell us:

- your name
- how you wish us to contact you (for example, by phone, email)
- what your complaint is about; and
- what you are seeking to resolve your complaint.

### Escalating your complaint

If you are not satisfied with our response to your complaint, you can escalate your complaint to AFCA.

### AFCA

We are required to be a member of an external dispute resolution scheme. Accordingly, we are a member of AFCA, and our membership number is 12190.

You can contact AFCA using the following details:

- **Email:** [info@afca.org.au](mailto:info@afca.org.au)
- **Phone:** 1800 931 678 (or +61 1800 931 678 if calling from overseas)
- **Online:** [afca.org.au](http://afca.org.au)
- **Mail:** GPO Box 3, Melbourne, VIC, 3001.

## PRIVACY DISCLOSURE STATEMENT

Safeguarding the privacy of your personal information is an integral part of the service provided by Strategy First.

This section outlines the way in which we aim to protect your personal information and what personal information we hold about you, for what purposes, how we obtain and make use of that information and how we ensure your privacy.

The personal information you disclose to Strategy First will be collected, held, used or disclosed in accordance with the Australian Privacy Principles (APP) established under the Privacy Amendment (Private Sector) Act 2000

### The information we collect and why

As a financial planning organisation, we are subject to legislative and regulatory requirements.

This requires us to obtain and hold detailed information, which personally identifies you and/or contains information or an opinion about your "personal information".

To provide you with a comprehensive financial planning service, we need to obtain certain personal information, including:

- Email, phone, and address
- Current Drivers Licence / Passport.
- Employment details and employment history.
- Tax File Number - *if you are on an Ongoing Fee Agreement*
- Date of Birth.
- Your financial needs and objectives.
- Current financial circumstances, including your assets and liabilities income, expenditure, insurance & super.
- Investment preferences & aversion or tolerance to risk.
- Family commitments.
- Dept. of Human Services (Centrelink) eligibility.
- Your health (*Relates to risk management*).

Failure to provide this information may affect the appropriateness of the advice we provide.

We also need to obtain personal information about you for us to satisfy our obligations under relevant legislation such as the Anti-Money Laundering and Counter Terrorism Financing Act 2006 ("AML-CTF Act").

We will not collect any personal information about you, apart from what you have provided to us or authorised a third party to provide to us.

### How we collect your information

Generally, collection of your personal information will be gathered in person or by telephone, mail, email or from third parties.

From time to time, additional and/or updated information may be collected through one or more of those methods.

We will only collect, maintain, and use personal information about you if it is necessary for us to provide the services you have requested.

## How we use your information

The personal information you provide to us is confidential. This is for use only within Strategy First. It is primarily for the provision of services requested and the administration of that service. We will not use your information for any other purpose than specified here unless you have given us your consent, or it is for another related purpose that is within your reasonable expectations. We will not use or disclose personal information collected by us for any purpose other than the primary purpose of collection unless:

- The purposes for which it was provided or secondary related purposes in circumstances where you would reasonably expect such use or disclosure; or
- Where you have consented to such disclosure; or
- Where the Australian Privacy Principles authorise use or disclosure where required or authorised under law, in circumstances relating to public health and safety and about certain operations by or on behalf of an enforcement body.

We are also obliged pursuant to the Corporations Act to maintain certain transaction records and make those records available for inspection by the Australian Securities and Investments Commission. While law requires some communications, you can notify us at any time if you do not wish to receive this information. Please allow two (2) weeks for us to action your request.

## To whom we may disclose your information

We may disclose your personal information to superannuation fund trustees, insurance providers; IDPS (wrap) providers, and other product issuers through whom you may invest.

We may also disclose your personal information to other organisations that assist us in our business and your other advisers where you have authorised such disclosure. In the event we were to sell our business, we may disclose your personal information to potential purchasers for them conducting due diligence investigations. Any such disclosure will be made in confidence, and it will be a condition of that disclosure that no information will be used or disclosed by them. We may transfer personal information to the purchaser of the business. As a client, you will be advised of any such transfer.

We may disclose your information to overseas recipients where we have contracted transcription services to these parties. Any overseas parties to whom we disclose information are duly bound by the Australian Privacy Principles.

## Accessing our Privacy Policy

We are committed to implementing and promoting a Privacy Policy which will ensure the privacy and security of your personal information. A copy of our Privacy Policy is available on our website at <https://www.strategyfirst.com.au/>

Our Privacy Policy contains information on how to access or request to correct your personal information, as well as procedures for making a complaint about a breach of the Australian Privacy Principles.