



# Ascendancy Planning

## Financial Services Guide

# Bluewater

Financial Advisors Pty Ltd

## Financial Services Guide

This Financial Services Guide was prepared and issued with the authority of Bluewater Financial Advisors | Australian Financial Services License No. 411846

**Bluewater Financial Advisors Pty Ltd** | ABN 99 153 118 533 | AFSL 411846

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### *Not Independent*

*Bluewater Financial Advisers (Bluewater) and your adviser may receive commission based on your premium for the duration of time you hold an insurance policy, fees based on the volume of assets under advice and gifts and other non-monetary benefits. For these reasons, we are unable to refer to ourselves as 'independent', 'impartial' or 'unbiased'.*

Bluewater Financial Advisors (BFA) holds an Australian Financial Services Licence (AFSL) Number 411846 and authorises Financial Advisers under its AFSL. Our contact details are listed above. BFA is responsible for any advice you receive.

The purpose of this Financial Services Guide (FSG) is to help you make an informed decision about the services we offer and whether they are suited to your needs. This FSG also provides you with important information on how to engage with your Adviser.

This FSG is an important document which we are required to provide to you as a condition of our Australian Financial Services Licence (AFSL). It contains information about:

Information about BFA as an AFSL holder

- The documents you may receive
- Other forms of remuneration or benefits that exist
- Information about privacy (i.e. collection, use and handling)
- Our complaints procedure
- Our compensation arrangements
- Details of your Adviser and responsibilities for providing financial services
- What your Adviser is authorised to do
- Details on how you can instruct your Adviser
- All forms of remuneration received by your Adviser

When you are provided advice, your adviser is required to comply with the Best Interests Duty and will always act in your best interest.

**The Adviser/s incorporated in this Financial Services Guide are Authorised Representatives of Bluewater Financial Advisors Pty Ltd | ABN 99 153 118 533 | AFSL 411846**

## Bluewater Financial Advisors and Ascendancy Planning

### **Bluewater:**

Bluewater Financial Advisors Pty Ltd is a privately owned and operated Australian company that is not owned or associated with any Bank, Insurer or Funds Management business. Bluewater is a Principal Member of the Association of Independently Owned Financial Professionals (AIOFP), an Affiliate Member of the Association of Financial Advisers (AFA) and The Tax Institute. BFA is the Licensee that authorises Ascendancy Planning Pty Ltd to provide advice to retail and wholesale clients and is ultimately responsible for the advice provided to you.

### **Ascendancy Planning:**

Ascendancy Planning is responsible for any Authorised Representatives operating under its business, to provide the following financial services on behalf of BFA:

- Provide financial product advice, and
- Deal in a financial product by arranging for another person to issue, apply for, acquire, vary or dispose of a financial product

### **Approved Product List (APL):**

Your Adviser can provide advice on a wide range of financial products; however, they are required to recommend those approved by BFA, which can be found on the BFA Approved Product List (APL).

Your Adviser will assess whether the products on the APL (investment, superannuation, and insurance) are suitable for you. The APL is compiled by BFA and seeks to remove conflicts from the advice process (where possible).

You will be provided with a Product Disclosure Statement (PDS) or other disclosure documents (as available from the issuer) if we recommend a financial product.

**Our Obligations to You:**

Our initial obligation at the start of the relationship is to fully inform you of your rights, entitlements, and detail the services we provide.

This FSG is intended to inform you of certain matters relating to your relationship with us prior to you being provided with any Authorised Financial Service.

This FSG covers who we are, as Authorised Representatives of Bluewater Financial Advisors Pty Ltd, how we are remunerated, and the method by which we engage our professional advice process.

It is intended that this document should assist you in determining whether to use any of the services described. It is our duty to provide you with this document at the first available opportunity.

## About Ascendancy Planning

Ascendancy Planning was established with a vision to provide relatable and goal-focused financial advice, empowering clients to achieve lasting financial security and freedom. Founded by Paul Searle in December 2019, the firm offers a unique approach that blends professional excellence with an approachable and client-centered philosophy.

At Ascendancy Planning, we pride ourselves on understanding our clients' unique circumstances, challenges, and aspirations. This allows us to craft tailored financial strategies that align with their goals and values. From wealth accumulation and superannuation expertise to risk management and debt reduction, we integrate all aspects of financial planning into a cohesive roadmap for success.

Our mission is guided by core values of integrity, collaboration, and innovation. We are committed to fostering lasting relationships built on trust and delivering advice that inspires confidence and clarity. By combining timeless financial principles with modern strategies, we ensure our clients are equipped to navigate the complexities of today's financial landscape.

Headquartered on the Gold Coast and supported by a team located across Australia, Ascendancy Planning is dedicated to making financial planning accessible, relatable, and impactful. Our team's diverse expertise and dedication to excellence allow us to deliver a personalized experience at every stage of our clients' financial journeys.

### BUSINESS PROFILE

- **Ascendancy Planning** | Corporate Authorised Representative No. 1281933
- **Paul Searle** | Authorised Representative No. 001271293
- **Phone:** 1300 317 437
- **Email:** [clientservices@ascendancyplanning.com.au](mailto:clientservices@ascendancyplanning.com.au)
- **Website:** [www.ascendancyplanning.com.au](http://www.ascendancyplanning.com.au)

Based on the Gold Coast, Ascendancy Planning operates remotely with team members located across Australia. This flexible, modern approach allows us to deliver personalised financial planning services to clients nationwide. We prioritise convenience and accessibility by offering meetings via video calls or phone, ensuring exceptional service without the need for a physical office location.

## Your Financial Coach and Services Provided

Paul Searle (Authorised Representative No. 001271293) is your dedicated financial coach, authorised under Bluewater Financial Advisors Pty Ltd. With a strong commitment to helping clients achieve their financial goals, Paul provides expert guidance across a broad range of services, including:

- Financial and Lifestyle Planning
- Superannuation & SMSF
- Personal Insurance Advice
- Annual Plan and Portfolio Reviews
- Cash Management Trusts
- Managed Investment Advice
- Cash Flow Management
- Direct Equity Advice
- Wealth Accumulation and Investing
- Retirement Planning Advice

### Adviser Qualifications

Paul Searle brings a wealth of expertise and professionalism to his role. His qualifications include:

- Diploma in Financial Services (Financial Planning)
- Registered Tax Agent (No. 24752170)
- Specialist knowledge in Self-Managed Superannuation Funds (SSA)

You can find further details about Paul Searle's professional experience on the Financial Adviser Register on the ASIC website.

### Authorised Financial Products

As an Authorised Representative, Paul Searle is licensed to provide Personal Advice and deal in the following financial products:

- Deposit and payment products (Deposits and payment products, non-basic Deposit Products)
- Government Debentures, Stocks or Bonds
- Life Products (Investment Life Insurance Products, Life Risk Insurance Products)
- Managed Investment Schemes (Managed Investment Schemes, IDPS)
- Retirement Savings Account Products
- Superannuation (including Self-Managed Superannuation Funds)
- Securities

# The Advice Process

## Before Receiving Advice

To ensure we provide you with advice tailored to your needs and financial circumstances, it is important that you share your individual goals, objectives, financial situation, and needs with us. While you have the right to withhold this information, we are required to warn you about the potential consequences of not having complete personal information prior to providing advice. Please review these warnings carefully and consult your Adviser if you have any concerns.

Your Adviser will explain any significant risks associated with the financial products and strategies recommended to you, ensuring you are fully informed before making decisions.

We maintain a record of your personal profile, including details of your goals, objectives, financial situation, needs, copies of recommendations made, and any products acquired. These records are kept securely in internal databases and are regularly reviewed as part of your membership agreement.

If you wish to access your file, you may request it via email at [clientservices@ascendancyplanning.com.au](mailto:clientservices@ascendancyplanning.com.au). Please allow up to fourteen (14) working days for the information to be forwarded. A fee may apply to cover the cost of preparing the requested material, and you will be advised in advance of any costs if the request is extensive.

## Personal advice

Before we can give you advice, which is appropriate and in your best interests, you will need to give us details of your personal objectives, current financial situation, needs, and any other relevant information. You can choose not to provide us with this information, but any advice we give you will be general in nature and may not be appropriate to your objectives, financial situation, and needs. If you are a retail client, you should read the warnings contained in the SoA carefully before making any decisions relating to a financial product.

If we give you personal advice, we will maintain a record of your personal profile, including details of your objectives, financial situation, and needs. We will also maintain records of any recommendation made to you. For information on how to access personal information about you, please refer to the section 'Your Privacy' below.

We will only give personal advice to you if you secure the services of one of our representatives.

## Other documents you may receive:

### Statement of Advice (SoA):

Unless you're a Professional Investor, Sophisticated, or Wholesale Client, any financial advice we provide to you will be confirmed in writing in either a Statement of Advice (SoA) or a Record of Advice (RoA). In these cases, unless we warn you otherwise, our advice will consider your personal circumstances, needs, and goals. You should read the SoA or RoA carefully to ensure that you fully understand any recommendations we make. Do not implement our advice unless you do.

You will receive a Compliance Document or Statement of Advice (SoA) after your Adviser records the necessary information in a Client Information Questionnaire. You will be asked to review and sign the document to confirm that it accurately reflects what was discussed.

Initially, your advice will be documented in an SoA, which will detail and consider your current financial situation and requirements. The SoA provided will outline:

- What the advice covers (the scope).
- Details of why you are seeking advice (i.e., your goals and any specific requirements).
- Your personal circumstances (financial, health, and anything else relevant to the advice).
- The advice itself and any recommendations being made (strategic and/or financial products), plus the advantages, disadvantages, and any risks involved.
- Any payments to us (fees, commissions, or other benefits) and how that is determined.
- Any associations we have that may influence the advice provided to you.

If you receive advice in the future, your Adviser will provide you with a subsequent SoA or a Record of Advice (RoA), depending on the complexity of the advice. We are required by law to keep copies of any RoA or SoA for a minimum of seven years.

When your Adviser makes a recommendation to acquire a financial product, you must also be provided with a Product Disclosure Statement (PDS) from the issuing product provider. This document gives full details of the recommended product to assist you in making an informed decision.

You should read the information and warnings contained in the SoA or other advice documents carefully before making any decision relating to a financial product or advice.

### **Providing Instructions**

You may specify how you would like to give us instructions regarding buying or selling your financial products. Instructions can be provided via telephone, email, or other agreed-upon methods.

## **Paying for the services provided**

Your adviser may charge you a fee for providing Advice and/or Financial Services. The amount and how you choose to pay for it may vary based on whether it is a fixed fee, commission, or combination of those. All fees and commissions are inclusive of GST and the fees could be greater than those disclosed below in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing.

### **Advice preparation:**

The advice preparation fee will depend upon the complexity of the advice being provided; the minimum fee charged is \$3,300 while the maximum fee is \$22,000.

### **Ongoing fee for advice:**

If you elect to pay a fee for the ongoing review of your financial planning strategy, the fee is based upon which package you are recommended, and the complexity of ongoing advice and the services provided. The minimum ongoing fee is \$3,300 p.a while the maximum fee is \$22,000 p.a.

Your Adviser will provide you with a Ongoing Fee Arrangement Consent form (OFA) each year if you have an ongoing fee arrangement with us. It will outline the fees you will pay for the year ahead, and the services you will receive in the next 12 months. You should let your Adviser know within 150 days of receiving the OFA if you want to continue the arrangement. If you elect to end the arrangement, we have an obligation to stop all ongoing fees and commission and any services that would be provided.

### **Ad Hoc advice:**

Where you do not wish to participate in an ongoing service fee arrangement but require ongoing advice on a fee for service basis, a starting fee from \$3,300 may apply.

### **Insurance products:**

60% of the premium in the first year of the policy with a maximum trailing commission of 20%.

If the policy lapses in the first year 100% commission is clawed back, and 60% clawed back in the second year. Your adviser will charge you a fee equivalent to the value of the clawback in the event your policy lapses and they are not paid for their services. Any fees, charges or commissions are payable to BFA and will be disclosed in the advice

documents provided to you.

**Other payments we may receive:**

We will provide you with details of all fees, commissions or other benefits we may receive when we provide advice to you. If we cannot provide this accurately, we will provide worked-dollar examples.

**Referral Fees and Commissions:**

In some situations, we receive referral fees or commissions from external parties. We disclose the referral arrangements to you whenever we refer you to an external party.

## Conflicts of Interest

**Conflicts of Interest**

As your Adviser, I do not have any relationships nor receive any conflicted remuneration that may influence the advice provided to you.

**Additional Benefits & Incentives**

Paul Searle and our Authorised Representatives may receive additional benefits from product providers we deal with. These will include sponsorship for making available professional development to our Authorised Representatives and may include lunches, invitations to sporting events, theatre tickets, branded promotional items, and occasional gifts such as Christmas hampers on special occasions, etc.

## Privacy Policy

Bluewater or Ascendancy Planning is committed to ensuring the confidentiality and security of the information provided by you to us. We support and embrace the National Privacy Principles set out in the Privacy Amendment (Private Sector) Act 2000 and the protection afforded by this act for the security of private information held on ordinary Australians.

You may be requested to provide us with information about your personal circumstances and anything else relevant to enable us to provide appropriate advice to you. AUSTRAC requirements mean that your Adviser will need to confirm your identity by sighting and verifying documents such as your Passport and Driver License.

We will also collect information from you to meet our obligations under the Anti-Money Laundering and Counter-Terrorism Financing Act. We will generally collect this information directly from you; however, in some cases, we will seek your authority to collect it from other parties such as your accountant or your superannuation fund. If you do not provide us with all the information that we request, we may not be able to provide our services to you.

All personal information we gather from you, as well as any advice provided to you, is maintained in a file. We only keep your Tax File Number and sensitive personal information if we have your written permission. If you would like to examine your personal information, please let your Adviser know.

We will hold and use your personal information so that we can continue to provide our services to you. We will only disclose your personal information to external parties where:

- The law requires us to do so.
- You consent for us to do so.
- There are other parties where there may not be consent.

If you have any complaints about how we handle your private information, please contact a member of Ascendancy Planning by phone on 1300 783 823 or email [clientservices@ascendancyplanning.com.au](mailto:clientservices@ascendancyplanning.com.au) We take your privacy seriously and will address your concerns through our complaints handling process. A full copy of our [Privacy Policy is available here](#).

If you believe you do not receive a satisfactory resolution to your concern, you may contact the Office of the Federal Privacy Commissioner. The website of the Office of the Federal Privacy Commissioner is [www.privacy.gov.au](http://www.privacy.gov.au).

## Complaints

### Who can you contact if you have a complaint about the provision of the financial services to you?

We endeavor to provide you with the best advice and services at all times. If you are not satisfied with our services, we encourage you to contact us at our office or put your complaint in writing via email to [info@bluewaterfinancial.com.au](mailto:info@bluewaterfinancial.com.au) and tell us about your complaint.

### How we handle complaints

We are committed to providing you with quality advice. If you are unhappy with our services, we would like you to tell us about it and let us know how you think we can fix it.

If you have a complaint about the service provided to you, you should:

- Contact your adviser.
- Contact Bluewater Financial Advisors at the office on 1300 799 101.

Alternatively, if you prefer to submit a written complaint, please do so to:

### The Complaints Officer

GPO Box 4523

Sydney NSW 2000

E: [info@bluewaterfinancial.com.au](mailto:info@bluewaterfinancial.com.au)

We will acknowledge receipt of a complaint within 24 hours (or one business day). However, where this is not possible, acknowledgment will be made as soon as practicable.

Your complaint will be assessed, and you will be advised of the outcome, either by telephone or in writing.

If any issue has not been resolved to your satisfaction, you can lodge a complaint with the **Australian Financial Complaints Authority (AFCA)**. AFCA provides an independent financial services complaint resolution service that is free to consumers.

You may lodge a complaint with AFCA if:

- Your complaint relates to a Bluewater service.
- You are not satisfied with our response after 30 days.

Bluewater is a member of AFCA. You can contact AFCA via the following, quoting membership number 28547:

**Australian Financial Complaints Authority**

GPO Box 3, Melbourne VIC 3001

Tel: 1800 931 678 (free call)

Email: [info@afca.org.au](mailto:info@afca.org.au)

Website: [www.afca.org.au](http://www.afca.org.au)