

# Financial Services and Credit Guide

## EK Financial Group

Eddie Kane Pty Ltd (ABN 44 007 185 462) trading as EK Financial Group is an Authorised Representative (Authorised Representative number 248464) and credit representative (Credit Representative number 374232) of Akumin Financial Planning Pty Limited ("the Licensee").

References to "our", "we", "us", "me" and "I" refer to EK Financial Group.

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:

**Address:** Unit 206, 202 Jells Road, Wheelers Hill VIC 3156

**Phone:** (03) 9020 1888

**Email:** [hello@ekfinancialgroup.com.au](mailto:hello@ekfinancialgroup.com.au)

**Website:** [www.ekfinancialgroup.com.au](http://www.ekfinancialgroup.com.au)

## 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.

## Credit services

In addition to financial services, we are also authorised to assist you with advising and implementing loan products and consumer leases.

### Credit documents you may receive

When we provide credit assistance, we will conduct a preliminary assessment to determine the suitability of a particular product. This is normally documented and provided to you in a Credit Proposal. We will retain this document and you may request it by contacting our office within seven years of the assessment. We will only provide recommendations to apply for a particular credit contract with a certain lender or increase the credit limit of a particular credit contract where the contract meets your needs and objectives and is not unsuitable to your circumstances.

### Lenders and lessors

The Licensee has a broad panel of lenders and lessors for your Accredited Mortgage Consultant (AMC) to choose from. The full list of approved lenders is available on request but is not an exhaustive list of lenders who offer credit of the nature you may seek.

As at March 2025, the lenders whose products are most commonly recommended by AMCs authorised by the Licensee are AFG Home Loans, NAB, Macquarie Bank, Westpac, St George, ANZ.

### Benefits we may receive from lenders and lessors

Subject to compliance with relevant laws, including relating to conflicted remuneration, lenders may offer incentives that are paid directly to the AMC. These may include indirect benefits, for example business lunches, tickets to sporting or cultural events, corporate promotional merchandise and other minor benefits.

### Credit reports and valuations

We may be provided access to free services such as credit reports and valuations from our lenders. Details of any relevant services we may receive because of a recommendation we make to you, will be included in the Credit Proposal we provide to you.

### Tiered Servicing Arrangements

Through your AMC's relationships with lenders, they may have access to tiered servicing arrangements. The benefits can include faster processing, better information or greater levels of assistance provided for obtaining loan approval. You will be advised of any tiered service arrangements that are in place with a particular lender that they have proposed at the time recommendations are made.

Access to these programs is not based solely on the volume of new or existing lending your AMC's customers have with each respective lender and does not entitle

them to any additional commissions outside of what they have disclosed to you, any additional payments or preferential customer discounts.

### Mortgage aggregators

Mortgage aggregators act as a gateway or interface between mortgage brokers and lenders by providing an IT platform through which brokers submit loan applications and deal with lenders. They also provide some ancillary services. We aggregate via AFG.

The aggregator may invite AMCs to conferences and professional development events to hear industry updates and educational presentations by the aggregator and lender sponsors. The aggregator may subsidise some attendance costs, subject to compliance with relevant laws. The value will depend upon a range of factors, including the nature of the courses and events planned. Any benefits that we may receive that are related to a loan recommended to you which is regulated by the National Consumer Credit Protection Act 2009 (Cth), will be disclosed in our advice to you prior to application.

## 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 Entireti Limited (Entireti) 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 Akumin 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 hold 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 <http://www.akumin.com.au/privacy-policy> or you can contact us.

## Confidence in the quality of our advice

If at any time 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:
  - Phone 1800 812 388
  - Email [complaints@akumin.com.au](mailto:complaints@akumin.com.au)
  - Online at [www.akumin.com.au](http://www.akumin.com.au)
  - In writing to:

### Attention: Advice Complaints Department

Akumin Financial Planning Pty 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.

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

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

Akumin Financial Planning Pty Limited; ABN 89 051 208  
327 Australian Financial Services Licensee and Australian Credit Licensee; Licence No: 232706

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 percentage-based 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 fee.

Note that some asset finance providers may pay commission directly to us rather than through the licensee.

### 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.

If we agree to charge a fee for credit services, we will provide you with a quote and gain your acceptance before we proceed. Where we do not provide you a quote, there will be no charge directly to you for these activities and we will receive commissions from the lender only.

Fee type & Description (Credit Assistance/Advice)
<b>Credit assistance and/or credit advice</b> <ul style="list-style-type: none"><li>From \$385 per hour</li></ul>
<b>Construction Management Fee</b> Facilitate with the progress payments for your construction loan. <ul style="list-style-type: none"><li>Starting from \$495</li></ul>
<b>Credit assistance with SMSF borrowing</b> <ul style="list-style-type: none"><li>Between \$2,200 to \$3,500</li></ul>

Fee type & Description (Financial Planning/Advice)
<b>Initial or ad hoc fees</b> <ul style="list-style-type: none"><li>Starting from \$5,500</li></ul>
<b>Implementation Fee</b> <ul style="list-style-type: none"><li>Between 0.50% and 4.50%. For example, if your initial investment was \$100,000, your fee will start from \$500.</li></ul>
<b>Transactions without our advice</b> <ul style="list-style-type: none"><li>From \$385 per hour</li></ul>
<b>Annual advice and service fees</b> How often your financial strategy should be reviewed and the number of reviews in a 12-month period, will be agreed with you. We make it simple for you as we only offer <b>one (1) or two (2) advice reviews in a 12-month period.</b>  The actual fee charged to you will depend on the nature of the advice or service we provide; how complex your situation is plus how much money we will be managing for you. We will discuss and agree the actual fees with you before we proceed.  Annual advice and service <b>fees range from \$4,500 to \$45,000 per annum.</b> Details of the services and fees will be set out within the agreement.

Commissions
<b>Insurance:</b> <b>Initial commissions:</b> 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%. <b>Ongoing commissions:</b> Up to 33% of the insurance premium each following year. <b>For example:</b> 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.
<b>Residential loans</b> <b>Initial commissions:</b> Up to 1.10% of the initial loan balance. <b>Ongoing commissions:</b> Up to 0.55% of the outstanding loan balance each year. <b>For example:</b> If your loan balance was \$100,000, initial commission would be up to \$1,100. The ongoing commission on a \$100,000 loan balance would be up to \$550.
<b>Personal loans</b> <b>Initial commissions:</b> Up to 8% of the initial loan balance (capped at \$4,000). Up to \$1,990 where a flat brokerage fee applies. <b>For example:</b> If your loan balance was \$50,000 and a percentage-based fee applies, commission would be up to \$4,000.
<b>Deposit bonds</b> <b>Initial commissions:</b> Up to 25% of the deposit bond fee. <b>For example:</b> If your deposit bond fee is \$400, the commission would be up to \$100.

## 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.

### 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 year's 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.

## Other business interests and relationships

### Separately managed accounts (SMA)

A separately managed account (SMA) is an account where a responsible entity, based on advice from a professional

investment manager, can make investment decisions on a client's portfolio and transact on those decisions without requiring the client's express consent each time. This means the responsible entity is responsible for the discretionary management of the client's investment portfolio.

We distribute the Weinberg Private series or managed accounts, which is/are administered by MyNorth and HUB24.

We are not the investment manager.

The responsible entity appoints a professional investment manager to advise on the SMA portfolio's management. The responsible entity makes all investment decisions relating to the SMA portfolios.

For more information about how the product works and the roles and responsibilities of the key parties, please refer to the Weinberg Private PDS which we provide to you if we recommend the SMA product to you.

### Fees

Other than the fees disclosed under 'Our Fees' above, we do not receive any other remuneration in relation to Weinberg Private managed accounts.

### Note

If you are no longer our client, the responsible entity may have the discretion to move your investments out of the Weinberg Private managed accounts.

### ABNs and Australian financial services licences (AFSL)

Responsible entity	NMMT Limited ABN 42 058 835 573, AFSL 234653
Investment manager	Elston Asset Management Pty Ltd ABN 37 150 161 765, Corporate Aauthorised Representative, CAR 427434 of EP Financial Services Pty Ltd ABN 52 130 772 495, AFSL 325252

Responsible entity	Ironbark Asset Management Limited ABN 63 116 232 154, AFSL 298626
Investment manager	Elston Asset Management Pty Ltd ABN 37 150 161 765, Corporate Aauthorised Representative, CAR 427434 of EP Financial Services Pty Ltd ABN 52 130 772 495, AFSL 325252



# Financial and Credit Adviser Profiles

## About Aaron Edward Kane

Aaron Edward Kane is an Authorised Representative (AR number 285094) and credit representative (CR number 374917) of the Licensee.

### Experience

Aaron has been a qualified Financial Adviser with AMP Financial Planning since 2007 and an Accredited Mortgage Consultant since 2008.

In 2008 as a 2<sup>nd</sup> year financial adviser, Aaron was recognised by AMP and was awarded AMP's "New Planner of the Year Award" for Victoria. Also in 2013 Aaron was a national finalist in the Money Management "Young Achiever of the Year Award," this was open to all financial professionals under 35 years of age Australia wide. In 2017 Aaron was awarded AMP's "Financial Adviser of the Year" for Victoria and top 3 Nationally.

2022 was a big year for Aaron as he and the business were awarded two (2) ASTRIUM awards with AMP, "Continuous Improvement" and "Practice of the Year (medium size firm)." These ASTRIUM awards were open to all practices across 3 licensees (AMP, Hillross and Charter).

### Qualifications

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Advanced Diploma of Mortgage Broking Management

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Bachelor of Business (Financial Planning)

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### Contact details

<b>Address</b>	Unit 206, 202 Jells Road, Wheelers Hill VIC 3150
<b>Phone</b>	(03) 9020 1888
<b>Email</b>	<a href="mailto:aaron@ekfinancialgroup.com.au">aaron@ekfinancialgroup.com.au</a>

### 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

I am also an Accredited Mortgage Consultant. I am authorised to provide mortgage and finance broking activities, including advising and assisting you to implement loan products and consumer leases.

### How am I paid?

- Salary
- Dividends

Based on the above, the following my remuneration details:

- I am a director and shareholder of EK Financial Group and as such receive a salary plus dividends from EK Financial Group.

### My other business activities and relationships

In addition to providing the services in this guide, I have a relationship with Triple T Insurance Services Pty Ltd & Weinberg Private Pty Ltd. AMP Financial Planning has no involvement in these activities and is not responsible for any service, advice or products provided by these businesses.

I control a percentage of the equity interests in the business providing the services listed above. As a result, I will benefit from fees, dividends or income received from the business's profits that may result from any payments or other benefits received in respect of the services provided to you.



## About Zachary Peter Drysdale

Zachary Peter Drysdale is an Authorised Representative (AR number 1270684) and credit representative (CR number 513428) of the Licensee.

### Experience

Zac joined the Financial Services industry in 2017 with EK Financial Group. He found a passion for Financial Planning while he was studying his Bachelor of Property and Real Estate as he decided to take a turn from Real Estate to Finance. Zac completed his Bachelor in 2018 with a Finance major at Deakin University.

Zac has been Aaron's Associate Adviser so he has been working closely on client strategies and learning about compliance and how to help people achieve their financial goals.

Zac is now working with his own clients and excited to help more and more people.

### Qualifications

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Bachelor of Property and Real Estate (Financial Management)

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### Contact details

<b>Address</b>	Unit 206, 202 Jells Road, Wheelers Hill VIC 3150
<b>Phone</b>	(03) 9020 1888
<b>Email</b>	<a href="mailto:zac@ekfinancialgroup.com.au">zac@ekfinancialgroup.com.au</a>

### 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?

- Salary
- Bonus

Based on the above, the following contains my remuneration details:

- I am an employee of EK Financial Group and as such receive a salary and potential bonus form EK Financial Group.

## About Bianca Marlena Williamson

Bianca Marlena Williamson is a credit representative (CR number 556634) of the Licensee.

### Experience

Bianca brings over a decade of experience in the Financial Services Industry, specialising in Mortgage Broking since 2011. She joined EK Financial Group in 2018 as our lending administrator, supporting Aaron in meeting the diverse needs of our mortgage customers.

In 2020, Bianca completed her Diploma of Financial and Mortgage Broking Management, further enhancing her expertise. Now serving as an Accredited Mortgage Consultant with EK Financial Group, Bianca remains dedicated to delivering exceptional customer service and sharing her wealth of knowledge to benefit our clients.

### Qualifications

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Diploma of Finance and Mortgage Broking Management

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### Contact details

<b>Address</b>	Unit 206, 202 Jells Road, Wheelers Hill VIC 3150
<b>Phone</b>	(03) 9020 1888
<b>Email</b>	<a href="mailto:bianca@ekfinancialgroup.com.au">bianca@ekfinancialgroup.com.au</a>

### Advice and services I can provide

I am an Accredited Mortgage Consultant. I am authorised to provide mortgage and finance broking activities, including advising and assisting you to implement loan products and consumer leases.

### How am I paid?

- Salary
- Bonus

Based on the above, the following contains my remuneration details:

- I am an employee of EK Financial Group and as such receive a salary and potential bonus form EK Financial Group.