

# **FINANCIAL SERVICES GUIDE**

**Contrarian Advisory Services Pty Ltd  
AFSL 523228**

**Version 1.6 | 6th May 2025**

**Understanding the advice process and  
our relationship with you**

The licensee has authorised the distribution, website disclosure of information and alteration of this FSG information to ensure it is up to date.

## PURPOSE

This **Financial Services Guide** (FSG) explains the financial services and advice provided by Contrarian Advisory Services Pty Ltd and your Financial Adviser (Adviser), who is an authorised representative of Contrarian Advisory Services. The FSG provides information on what to expect during the financial advice process including the types of documents you are likely to receive, how we manage privacy, related parties and potential conflicts of interests, and how we manage complaints.

This FSG should be read in conjunction with the attached **Adviser Profile**. The Adviser Profile contains important information about your Adviser including relevant authorised representative number, qualifications, experience, areas of authorisation, how they get paid and fees that you may be charged. If you have not received an Adviser Profile, please ask us for a copy.

**Please take the time to review both the FSG and Adviser Profile before engaging our services.**

### INDEPENDENT, IMPARTIAL AND UNBIASED

Contrarian Advisory Services is proudly independent, impartial and unbiased.

- We are not associated with any financial product providers
- We do not recommend any financial products where we or an associated entity receive benefits from product providers
- We do not receive any commissions

For these reasons, we meet the strict legal definitions of being independent, impartial and unbiased.

## HOW TO CONTACT US

Contrarian Advisory Services Pty Ltd  
ABN 59 640 362 983

51 Creek Street South  
Bendigo VIC 3550



03 5441 3373



damian@contrariangroup.com.au



www.contrariangroup.com.au

## FINANCIAL SERVICES AND PRODUCTS WE CAN PROVIDE

Contrarian Advisory Services Pty Ltd can offer the following services and products.

Your Adviser's specific authorisations are included within their personalised Adviser Profile.



### Superannuation and Retirement Planning

Personal Superannuation  
Industry and Public Sector Superannuation  
Pensions and Annuities  
Self-Managed Superannuation  
Centrelink / Veterans' Affairs Assistance  
Aged Care



### Wealth Creation and Investments

Cash and Term Deposits  
Investment Bonds  
Managed Investments  
Exchange Traded Products  
Listed Securities (Shares and other products)



### Wealth Protection

Life Insurance  
Total and Permanent Disability (TPD) Insurance  
Trauma Insurance  
Income Protection Insurance  
Business Insurance  
Insurance Claims Assistance



### Other Financial Planning Services

Budgeting and Cashflow Management  
Debt Management  
Estate Planning Assistance

## THE ADVICE PROCESS AND DOCUMENTS YOU MAY RECEIVE

Your Adviser will guide you through the advice process. This includes the following steps:



### Engagement and Discovery

In the initial stages of the advice process your Adviser will work with you to define your financial goals and objectives, and gather relevant information required to provide you appropriate advice.

Your Adviser will generally collect relevant information within a **Client Data Form** and file notes. You can expect to be asked questions related to your income, expenses, assets, liabilities, insurances and superannuation. It is important that you provide accurate information and keep your Adviser informed of any changes to your relevant circumstances. Your Adviser will ask you to consent to your personal information being collected and stored. Please refer to the 'Privacy' section for more information on how we manage your privacy.

Where your goals relate to investment or superannuation advice your Adviser will also work with you to define and document your level of risk tolerance. A **Risk Profile Questionnaire** may be used to document and agree upon your level of risk tolerance.

Your Adviser may also use an **engagement document** to define the arrangement with you, and the fees that may apply.

Your Adviser will also need to verify your identity to comply with Anti-Money Laundering and Counter Terrorism Financing laws.



### Strategy and Personal Advice

After obtaining relevant information, your Adviser will conduct research and develop a strategy to assist you to meet your goals and objectives. The strategy is typically developed utilising specialised financial planning software.

Where personal financial product advice is being provided, the strategy will be documented in a **Statement of Advice**. The Statement of Advice will include amongst other things, the basis of the advice, explanation of the strategies and products recommended and relevant disclosures including costs of advice and products. The Statement of Advice includes an authority to proceed section where you can consent to proceed with the recommendations.

Where a financial product has been recommended, you will generally be provided with a copy of the relevant **Product Disclosure Statement (PDS)**. The PDS includes detailed information on the financial product including features, benefits, conditions, costs and cooling off rights (if applicable).



### Implementation

Where you elect to proceed with the recommendations your Adviser will work with you to implement the strategy. This may include liaising with various insurance, superannuation, or investment product issuers.

Where the recommendations include the purchase of a new financial product, your Adviser will work with you to complete the relevant **Product Application Form**. This may be online, or paper based.

Where the recommendations include the purchase of an insurance policy, you may also need to complete a **Health Questionnaire**. This could be online, paper-based or over the phone. It is important to disclose any health or personal matters truthfully. Failure to disclose certain matters may result in a claim being denied.

## GENERAL ADVICE

Your Adviser may provide you with general advice that does not consider your personal circumstances, needs or objectives. Your Adviser will give you a warning when they provide you with general advice. You should consider whether you need personal advice which takes into account your individual situation before you make any decisions.

## FURTHER ADVICE

Depending on your relevant circumstances, you may require further advice such as adjustments to superannuation contributions, insurance benefit amounts, or a review of your strategy.

Further advice can generally be documented in a **Record of Advice** and relevant file notes. In some instances, a Statement of Advice may be required. You may request, in writing, a copy of any advice document up to seven (7) years after the advice has been given.

An **Ongoing Fee Arrangement** may be utilised to formalise the ongoing services that your Adviser has agreed to provide for a fee.

To ensure the ongoing fee arrangement continues, you will be required to confirm in writing annually. Confirmation may also include the requirement to sign a **Consent Form** that is provided to your relevant investment or superannuation provider.

You may cease any fee arrangements or disengage from your Adviser by providing written notice to your Adviser or product issuer.

## HOW TO PROVIDE INSTRUCTIONS

Your Adviser may accept your instructions by phone, letter, or email. In some instances, your Adviser can only accept written instructions from you, and they will let you know when this is required. Your Adviser will also need to verify your identity prior to acting on instructions.

## REMUNERATION

Before providing you with advice, your Adviser will agree with you the fees that apply and explain any benefits we receive.

### Your Adviser

The cost of providing financial advice or service to you will depend on the nature and complexity of the advice, financial product and/or service provided. Your Adviser or the financial planning business may be remunerated by:

- Advice and service fees paid by you

Please refer to the attached Adviser Profile for more detailed estimates and ranges of fees.

All fees are initially paid to Contrarian Advisory Services before being distributed to your Adviser or to their financial planning business.

Your Adviser may also receive non-monetary benefits which include benefits of less than \$300, benefits related to education and training (including attendance at professional development days and conferences), and provision of software related to the financial products being recommended.

Any referral arrangements or related party arrangements your Adviser has in place will be disclosed in your Statement of Advice.

### The Licensee

Contrarian Advisory Services receives a fee for the provision of services required under its AFSL.

## COMPLAINTS

If you have a complaint about any financial service provided to you by your Adviser, you should take the following steps:

1. Contact Contrarian Group to discuss your complaint.

Phone 03 5441 3373

Online [www.contrariangroup.com.au](http://www.contrariangroup.com.au)

Email [damian@contrariangroup.com.au](mailto:damian@contrariangroup.com.au)

Mail Damian Liddell

51 Creek Street South

Bendigo VIC 3550

2. We will acknowledge receipt of a complaint within 1 business day. Where this is not possible, acknowledgement will be made as soon as practicable.
3. We will then investigate the complaint and respond to you within 30 days. Some complex matters may require an extension to thoroughly investigate the complaint and bring it to resolution. If additional time is required, we will advise you in writing.
4. If you are not fully satisfied with our response, you have the right to lodge a complaint with the Australian Financial Complaints Authority (AFCA). AFCA provides fair and independent financial services complaint resolution that is free to consumers.

Phone 1800 931 678 (free call)

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

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

Mail GPO Box 3

Melbourne VIC 3001

### Compensation Arrangements

We have professional indemnity insurance in place that complies with the Corporations Act 2001.

Our insurance covers claims made against former representatives for their conduct while they were authorised by us.

## PRIVACY

Your Adviser is required to maintain documentation and records of any financial advice given to you, including information that personally identifies you and/or contains information about you.

These records are required to be retained for at least seven (7) years. If you want to access your personal information at any time, please let us know.

You have the right to not provide personal information to your Adviser. However, in this case, your Adviser will warn you about the possible consequences and how this may impact on the quality of the advice provided. Additionally, your Adviser may not be able to provide you with the advice you require.

Throughout the advice process, your personal information may be disclosed to other services providers. These may include:

- Financial product providers
- Financial planning software providers
- Administration and paraplanning service providers

We may engage third party service providers to assist in the provision of products or services. Some services may require disclosure of personal information to service providers outside Australia including India, Indonesia and the Philippines. The purpose of such disclosure is to facilitate the provision of financial services including the preparation of financial advice documents.

Contrarian Advisory Services respects your privacy and is committed to protecting and maintaining the security of the personal and financial information you provide us. For detailed information on how we handle your personal information, please refer to our Privacy Policy [contrariangroup.com.au](http://contrariangroup.com.au) or you may request a copy from us.

# ABOUT YOUR ADVISER

**Damian Liddell | Authorised Representative Number 335334**

**Version number 1.6 | 6th May 2025**

**Liddell Wealth Management Pty Ltd trading as Contrarian Group Financial Planning**

Corporate Authorised Representative Number  
1263314

51 Creek Street South

Bendigo VIC 3550

Phone: 03 5441 3373

Email: [damian@contrariangroup.com.au](mailto:damian@contrariangroup.com.au)

Web: [www.contrariangroup.com.au](http://www.contrariangroup.com.au)



Contrarian Advisory Services Pty Ltd (ABN 59 640 362 983 | AFSL 523228) authorises your financial adviser to distribute this document. This document forms part of and should be read in conjunction with the Contrarian Advisory Services Financial Services Guide (FSG).

## ABOUT ME

I commenced my career as a financial adviser in 2003 and became an authorised representative of Contrarian Advisory Services on 25/9/2020.

I hold the following qualifications:

- Bachelor of Commerce Degree (Finance major)
- Certified Financial Planner™
- Diploma of Financial Planning
- Self-Managed Super Fund Specialist Advisor™
- Accredited Aged Care Professional

I have met the following Financial Advisers Standards and Ethics Authority (FASEA) requirements:

- Passed the Financial Advisers Exam

I hold the following memberships:

- Financial Planning Association
- Self-Managed Super Fund Association

I am authorised to provide the following financial services:

Superannuation and Retirement Planning
Personal Superannuation
Pensions and Annuities
Self-Managed Superannuation
Centrelink / Veterans' Affairs Assistance
Aged Care
Wealth Creation and Investments
Deposit Products
Investment Bonds
Managed Investments
Exchange Traded Products
Listed Securities (Shares and other products)
Wealth Protection

Personal Insurance  
Business Insurance  
Insurance Claims Assistance

## Other Financial Planning Services

Budgeting and Cashflow Management  
Debt Management  
Estate Planning Assistance

## My remuneration

I am remunerated by way of:

- Business profits

The following table summarises the types of fees that apply to the services that I provide. Prior to preparing any advice or providing financial services to you, we will discuss and agree upon all fees that will apply. All amounts are inclusive of Goods and Services Tax (GST).

Remuneration Type	From	To
SoA Preparation Fee	\$0	\$4,950
Implementation Fee	\$0	\$2,200
Hourly Rate	\$385	
Remuneration Type	Initial	Ongoing (pa)
Adviser Service Fee	-	\$0 to \$22,000
Adviser Service Fee*	-	0% to 1.2%
Insurance Commission^	-	-

\*Based on a % of funds invested

^If we receive any insurance commission in relation to your policies, the commission will be fully rebated back to you. Insurance commission may be used to offset any agreed upon advice fees, providing you consent to this beforehand. If this approach is adopted and you cancel your policy within first two years of policy commencement and we're subsequently required to pay back any commission to the life insurance company, we reserve the right to invoice you and claim back any loss of income incurred as a result.

## Benefits, interests and associations

Neither Contrarian Group Financial Planning, associated entities, nor I, have related parties, shareholdings or arrangements with referral parties that may be capable or reasonably seen to be capable of influencing my advice.