



LION & SHIELD

FINANCIAL PLANNING PTY LTD

Financial Services Guide

Version 3.5, Valid from 6th of May 2025

Ben Wilshire

Authorised Representative No. 239517

Lion and Shield Financial Planning Pty Ltd

ABN 27 629 502 754

AFSL Licence No 513 220

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ABOUT THIS DOCUMENT

Statement of Non-Independence

Lion and Shield Financial Planning Pty Ltd and its Authorised Representatives, for the purposes of s923A of the *Corporations Act 2001* (Cth), are unable to call ourselves "independent", "unbiased" or "impartial" or a variation of these such as "independently owned" as we receive commission payments when we recommend you purchase Life Insurance products e.g. income protection.

This Financial Services Guide, which includes the Representative Profile presented with it, is designed to inform you of certain important matters that will help you decide whether to use our services. Lion and Shield authorises the distribution of this FSG.

This FSG includes the following matters:

- How We Can Be Contacted
- Other Documents You May Receive
- About Lion & Shield Insurance & Financial Services
- The Process We Follow to Provide Financial Services
- The Financial Services We Are Authorised to Provide You
- How to Provide Your Adviser with Instructions
- How We (and any other relevant parties) Are Remunerated
- Details of any Potential Conflicts of Interest
- Details of Our Professional Indemnity Insurance Cover
- How We Collect, Use and Disclose the Information You Provide to Us
- Our Complaints Handling Process and External Dispute Resolution Procedures (including how you can access them)
- Acknowledgement That You Have Received and Understood Our Financial Services Guide Version 3.5

OTHER DOCUMENTS YOU MAY RECEIVE

In addition to this FSG and Adviser Profile, your financial adviser may provide you with the following documents:

Statement of Advice or Record of Advice: You will be provided with a Statement of Advice (SOA) on the first occasion that we provide you with advice which takes into account your personal circumstances. Following our initial advice, we will document subsequent advice in an SOA or Record of Advice (ROA) provided that your personal circumstances haven't changed substantially.

The SOA or ROA will contain:

- The details of the areas you are seeking advice on
- The basis on which the advice is given
- Information about fees, commission and associations which may have influenced the provision of the advice.

We will retain copies of each SOA and ROA for a period of seven years from the date of the advice. Please contact Ben Wilshire should you require a copy.

Product Disclosure Statement (PDS): In the event where we make a recommendation to acquire a financial product, we will provide you with a PDS containing information on that particular product. The PDS will contain information about the key features, fees benefits and risks to help you make an informed decision about whether or not to acquire the financial product.

Consent Notice: If you enter into an ongoing service arrangement with us, each year we will require you to provide your consent for this to continue. We will provide you with a Consent Notice that states the fees payable to us which you will need to sign and return the signed Consent Notice to us via email or post.

ABOUT US



Lion and Shield Insurance and Financial Services are specialists in providing personal financial planning services to individuals and businesses. We have been operating since 2003 and now hold our own Australian Financial Services License – Lion and Shield Financial Planning Pty Ltd.

Your adviser Ben Wilshire of B & S Wilshire Pty Ltd Trading as Lion and Shield Insurance and Financial Services is an Authorised Representative of Lion and Shield Financial Planning Pty Ltd. Ben currently holds an Advanced Diploma of Financial Services (Financial Planning) and has sixteen years in the industry.

Our office is located at 80 Bridge Street, East Toowoomba. Our best contact number is 07 4632 2900 and postal address – PO Box 959, Toowoomba QLD 4350.

Our mission is to provide our clients with an excellent personal service to meet their financial and insurance needs. Our philosophy is simple; we endeavour to offer the best service we can in our client's best interest at all times.

THE PROCESS WE FOLLOW TO PROVIDE FINANCIAL SERVICES

Ben Wilshire acts as an authorised representative under Lion and Shield Financial Planning Pty Ltd. As your adviser, Ben is under obligation to act in your best interest in relation to any personal advice provided to you (known as the 'best interest duty').

As your adviser, Ben Wilshire is authorised to provide you with personal advice, but in order to do so, you need to provide him with information about your needs, goals and objectives. If you choose not to provide him with this information, any advice he provides may not be appropriate for your needs.

FINANCIAL SERVICES WE ARE AUTHORISED TO PROVIDE

The Australian Securities and Investment Commission (ASIC) have issued Lion and Shield Financial Planning Pty Ltd with a licence which authorises Ben Wilshire of Lion and Shield Insurance and Financial Services to provide advice in the following product areas:

- Financial Product Advice
 - Deposit and Payment Products
 - Deposit and Payment Products – Non-basic Deposit Products
- Life Products
 - Investment Life Insurance Products
 - Life Risk Insurance Products
- Managed Investment Schemes
 - Managed Investment Schemes, including IDPS
- Retirement Savings Account Products
 - Retirement Savings Account Products
- Securities
 - Securities
- Superannuation
 - Superannuation – All

Ben Wilshire has been authorised by Lion and Shield Financial Planning Pty Ltd to act on your behalf. Lion and Shield Financial Planning Pty Ltd is responsible to you for any financial services provided to you by our advisers.

Please note that only products approved by Lion and Shield Financial Planning Pty Ltd may be recommended by Ben Wilshire. Ben Wilshire will not be able to deal in, write or arrange further business on any products if it:

- Is not on our Approved Product List
- Is part of any arrangement where your financial adviser can make changes to your portfolio before obtaining your consent unless they are specifically authorised to do so
- Is a product which they are not authorised to provide personal advice (as outlined above).

PROVIDING YOUR ADVISER WITH INSTRUCTIONS

You can contact us directly with any instructions relating to your financial services. This includes giving us instructions by telephone, mail or email. We can only accept your instructions via email once you have signed an authority form.

For your own protection, you should not:

- Sign any blank forms or documents
- Appoint any financial advisers to act as your attorney or authorised signatory
- Nominate any financial adviser to receive your statements without you also receiving a copy
- Give your adviser unclear or misleading instructions or false information

HOW WE ARE REMUNERATED

The cost of providing a financial product or service to you will depend on the nature and complexity of the advice, financial product and/or service provided. The payment options for the provision of financial services will be discussed with you by your adviser and are as follows:

- Fees for Service
- Implementation Fees
- Transaction Fees
- Brokerage/Commission/Remuneration
- Ongoing Service Fees
- Or a combination of the above depending on what best suits the client.

Please note that the type of payment option can also depend on the type of product and/or advice implemented, and your adviser will discuss this with you. The following is the Fee and Brokerage Schedule of Ben Wilshire of B & S Wilshire Pty Ltd Trading as Lion and Shield Insurance and Financial Services:

- Up to \$10,000 + GST Plan Fee
- Up to \$1,500 + GST Insurance Only Plan Fee
(potential for fee rebate from policy commission if accepted within 30 days)
- Up to \$10,000 + GST Implementation Fee
(e.g. if you invest \$100,000 the fee would be 1.1% or \$1,100 + GST)
- Up to \$300 + GST /month for Ongoing Adviser Service Fee
- Requested staff services – minimum \$175 + GST per hour.

Claims Handling: You may not realise this, however, an insurance claim can be emotionally and physically taxing. Claims can take months, and many hours, to resolve.

In the event you make a claim on your insurance policies we can provide assistance by drawing on our experience with the claims handling process for a fee. We can charge an hourly rate for this service or we can take a percentage of the overall payout.

The following is the Fee Schedule of Ben Wilshire of B & S Wilshire Pty Ltd Trading as Lion and Shield Insurance and Financial Services for claims handling services:

- Up to 15% per policy charged on the lump sum or minimum of \$5,000 for Claims Assistance. (e.g. if your claim amount is \$1,000,000 then a fee of 15% would be \$150,000).

Risk Insurance Products: Risk insurance product providers will pay Lion and Shield Financial Planning Pty Ltd upfront and on-going commissions if you proceed with a risk insurance product your adviser recommends you. The upfront commission payable to Lion and Shield Financial Planning Pty Ltd for advising on and implementing risk insurance financial products for you can range between 0% and 66% of your annual premium, while on-going commission may range between 0% and 22% of annual premium. For example, on an insurance premium of \$1,000 that is paying 66% initial commission and up to 22% on-going commission, the upfront commission may be \$660 once off and the on- going commission would be \$220 per annum.

Investment and Superannuation Products: When providing advice in relation to investment and superannuation products we may charge an adviser service fee. This fee may be a flat fee, or an asset-based fee. For example, an asset based fee of 1.1% on a fund balance or investment of \$100,000 would equate to an adviser service fee \$1,100.

Lion and Shield may also charge a per hour ongoing advice fee where you have not opted for an ongoing advice plan, but are seeking one off ongoing advice or review. The hourly rate is a minimum of \$175 + GST. We will discuss all fees with you prior to giving you the advice.

POTENTIAL CONFLICTS OF INTEREST

A broad range of conflicts of interests occur in the financial services industry which could have the potential to arise when providing financial services advice to both retail and wholesale clients. However, these conflicts can be properly addressed by the imposition of proper controls and the appropriate disclosures so that the client can make an informed decision as to whether or not to proceed with the recommended financial advice.

Despite the number of relationships that represent or could represent a conflict of interest, or potential conflict of interest as disclosed above, the primary obligation of Ben Wilshire and Lion and Shield Financial Planning Pty Ltd is to place the interest of the client ahead of their own interest on all occasions. In this way the client can be confident in the integrity of the financial advice they receive.

A full and frank disclosure of how the financial adviser is remunerated, the amount of the fees and the details of the services provided, the split of any fees or remuneration with any associations and the material benefits that may be derived from such associations are provided in the Statement of Advice.

Referral arrangements: We do not pay external parties for referrals received, nor do we accept payments for referrals made.

PROFESSIONAL INDEMNITY (PI) INSURANCE COVER

Our professional indemnity insurance covers us and our authorised representatives for the service provided. This includes claims relating to the conduct of staff and representatives who no longer work for us, but did at the time of relevant conduct. Our policy meets the requirements s912B of the Corporations Act 2001 (Cth).

HOW WE COLLECT, USE AND DISCLOSE INFORMATION

Your adviser, Ben Wilshire will retain the following personal information on your client file for a period of seven years from the date of advice:

- A record of what you tell your adviser about your objectives, financial situation and needs to enable your adviser to give your personal advice.
- A copy of all personal advice provided to you. This includes the Statement of Advice or Record of Advice provided to you when you initially received personal advice, as well as any subsequent advice.
- Other records relating to the provision of financial services and advice given to you. Ask your adviser if you would like to examine your client file. You can request a copy of any advice document either by phone or in writing. Please allow at least seven working days to process your request.

Your Privacy

We are committed to maintaining the privacy and security of your personal information. Your personal information will be collected for the primary purpose of providing you with the services described in this FSG. If you do not provide the personal information requested, we may be unable to provide you with the financial services you have requested.

We may also need to pass on some of your personal and financial information to third parties such as product providers or compliance service providers, only to the extent that the information provided to these third parties is needed in order to a financial product or services to be provided to you. We do not currently send personal or financial information overseas.

Your personal information will be handled in accordance with our Privacy Policy which outlines how we collect, use, store and disclose your personal information. For more information, including how to access or collect your personal information, or how to complain about a breach of the Australian Privacy Principles, please read our Privacy Policy which can be accessed on our website (www.lionandshield.com.au) or by contacting us via phone on 07 4632 2900 or by writing to:

Privacy Officer
Lion and Shield Financial Planning Pty Ltd
PO Box 959
Toowoomba QLD 4350

OUR COMPLAINTS HANDLING PROCEDURES

If you have a complaint about the financial services provided to you, you should take the following action:

- Speak to your financial adviser about your concerns, or
- Call our office on 07 4632 2900.

If after speaking to us your complaint is not resolved within five business days, please write to:

Compliance and Professional Standards Manager
Lion and Shield Financial Planning Pty Ltd
PO Box 959, Toowoomba QLD 4350

We will be required to try to resolve complaints internally within 30 days. If after 30 days we cannot resolve your complaint to your satisfaction, you can lodge a complaint with AFCA.

Website: www.afca.org.au

Email: info@afca.org.au

Telephone (free call): 1800 931 678

In writing to: Australian Financial Complaints Authority
GPO Box 3, Melbourne VIC 3001

Alternatively, other matters can be referred to the industry regulator, the Australian Securities and Investment Commission (ASIC) on 1300 300 630 or via the website www.asic.gov.au.

Lion and Shield Financial Planning Pty Ltd.
ABN 27 629 502 754. AFSL No. 513 220

ACKNOWLEDGEMENT OF RECEIPT OF FSG V3.5

By signing below, you confirm that you have received a copy of the Financial Services Guide Version 3.5, valid from the 6th of May 2025.

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|---------------|--|--|
| Signed | | |
| Name | | |
| Date | | |