



**How do smart  
people plan for  
their future?**



Financial Planning

# Making the most of your money

Growing complexity in legislation and investment markets mean that it is becoming increasingly difficult to make the right financial choices without professional advice.

By consulting an experienced financial planner, (often referred to as a 'financial adviser') smart people actively plan for their future, rather than leaving it to chance.

Financial planning isn't only for the wealthy – it's also an effective means of wealth creation. Whatever your financial goals, a qualified financial planner can help you maximise your financial position and meet your lifestyle goals.



## The benefits

Your wage shouldn't be the only income you earn. A financial planner can show you how your hard-earned savings can work for you – for example, through wise investment decisions.

Financial planners have the necessary expertise to recommend suitable savings and investment options from the vast range of products available on the market.

What's more, their services have a broader scope than merely investment advice. Financial planners are able to help you manage all your financial needs such as: reducing your mortgage, saving for your children's education, or developing an estate plan.

## The process

The financial planning process begins with defining your needs, objectives and current situation. Once these are established, the planner is able to devise a strategy to meet your goals. Upon your approval, they will develop your financial plan, recommending a selection of specific products, for example, managed funds, master trust or superannuation.

## Selecting a financial planner

When selecting a financial planner, you should ensure they meet the following criteria:

- **Registration with the Australian Securities and Investments Commission (ASIC):** the planner must be registered with ASIC. They should be an Australian Financial Services Licensee (AFSL), or an authorised representative of a licensed and reputable AFSL holder.
- **Membership of the Financial Planning Association (FPA):** check whether the planner is a member of the FPA – the national body for financial planning professionals. It has the authority to investigate complaints and discipline its members.

- **Code of conduct:** the planner should be bound to a code of conduct which reinforces ethical behaviour and service levels.
- **Qualifications:** whilst not a prerequisite, many financial planners have an accounting or commerce background. It is, however, essential that the planner has met minimum industry training standards related to financial planning. Ideally, they should also have (or be working towards) other appropriate financial planning qualifications such as the Diploma of Financial Planning (DFP).
- **Outline of service and cost:** before you commit to a financial plan, the planner should clearly outline – in writing – the strategy they propose. The financial planner must also provide each retail investor with a copy of their Financial Services Guide (FSG). This details how the financial planner will be remunerated, the services that will be provided, and who is responsible for advice provided by the planner.
- **Management of investment risk:** to effectively manage risk, you should diversify your investments ('not put all your eggs in one basket'). The planner should be able to recommend the most suitable strategy to meet your needs from a range of investments from a variety of fund managers.
- **Informed of industry developments:** keeping up-to-date with legislative and economic changes is an integral part of effective financial planning. The planner should regularly receive up-to-date information from a reputable source.
- **Ongoing and long-term service:** because your financial plan is the key to your future security and achieving your lifestyle goals, it should be a living and evolving document, able to accommodate change. Therefore, the financial planner should offer ongoing and long-term service.

## **AXA Financial Planning**

AXA Financial Planning (AXAFP) is committed to establishing industry best practice. To this end, AXAFP sets high standards for meeting clients' needs.

- **Australian Financial Services Licensee (AFSL):** AXAFP is an Australian Financial Services Licensee and all of its financial planners are authorised representatives, that is, AXAFP is responsible for the advice that they give.
- **Principal membership of FPA:** AXAFP's principal membership of the FPA confirms AXAFP's professional approach towards the discipline of financial planning.
- **Compliance with the Code of Professional Conduct:** AXAFP financial planners observe a strict and comprehensive Code of Professional Conduct, which sets out professional standards of activity and service.
- **Accreditation and training:** all AXAFP financial planners undergo a rigorous accreditation process plus extensive and ongoing training.
- **Risk management through investment diversification:** AXAFP financial planners can access more than 300 investment and insurance products from over 30 leading fund managers and life companies.
- **Dedicated research team:** experts who analyse financial markets and investment performance, to ensure financial planners have the latest information.
- **Technical updates:** experts who monitor the many changes to tax, Centrelink and superannuation legislation, and work with AXAFP financial planners to develop strategies to enhance (or minimise) their potential impact on your financial position.
- **Regular reviews:** only financial planners of the highest calibre, who have a strong commitment to long-term client satisfaction, are appointed to AXAFP. Ongoing reviews of financial plans

are conducted as an integral part of AXAFP financial planners' services.

- **Written plan and choice of payment methods:** all advice is provided in a written plan with expert attention given to the preparation and implementation of all financial plans. Your planner will offer you one or more of the following payment methods: fee for service; commission; asset based fee structure; and review service fees.
- **Strength of international financial networks:** AXAFP is a member of one of the world's largest and most successful financial groups – the global AXA Group.

## **Our people – our strength**

AXA Financial Planning's ultimate strength is the professionalism and expertise of its financial planners. AXAFP financial planners are highly skilled and provide quality financial solutions and ongoing service to clients.

## **AXA Financial Planning's services**

A wide range of integrated financial services are provided, including:

- tax-effective investment planning;
- savings and wealth creation strategies;
- cash, fixed interest, property and share investments;
- salary packaging;
- diversified investment strategies;
- master trust services;
- superannuation and rollover investments;
- financial planning following redundancy;
- retirement planning;
- estate planning; and
- risk and insurance analysis.

## **Taking charge of your financial future**

Taking the first step towards financial security is easy – simply contact your local AXAFP financial planner.

Your initial appointment will include an overview of the financial planning process; a review of your current position; and consideration of the various investment strategies available.

## Important information

Privacy Act: From time to time we may bring to your attention products and services or other information that may be relevant to you. If, at any time you no longer wish to receive this information, you may opt out by contacting us.

This brochure provides general information only. You need to consider, with your financial planner, your investment objectives, financial situation and particular needs prior to making an investment decision.

Your financial planner:



Financial Planning

AXA Financial Planning Ltd  
ABN 21 005 799 977  
Australian Financial Services Licensee  
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