



# Kuda Wealth - Financial Services Guide

Written by Michael Davie at Kuda Wealth Pty Ltd



# Financial Services Guide Version 3.0 (January 2020)

## Financial Services Guide

### Kuda Wealth Pty Ltd

It is important that you read this Financial Services Guide provided by Kuda Wealth Pty Ltd (Kuda Wealth). It contains information that will help you decide whether to use any of the financial services offered by us, as described in this guide, including:

- who we are and how we can be contacted
- the advice and services we provide
- information about our licensee Watershed Dealer Services Pty Ltd (Watershed)
- our fees and how we, your adviser and Watershed, are paid in connection with those services
- how we manage your private information
- how you can make a complaint about a matter relating to us or Watershed

Financial Adviser Standards and Ethics Authority Ltd (FASEA), the standards body for Part 7.6 of the Corporations Act 2001 (The Code) has determined a Code of Ethics.

From 1st January 2020, the Code imposes ethical duties on all providers of personal advice to retail clients and is designed to promote higher standards of behaviour and professionalism in the financial services industry.

Kuda Wealth Pty Ltd and our representatives will always act in a way that demonstrates, realises and promotes the five values and twelve standards of the Code. The Code can be viewed via the

<https://www.fasea.gov.au/code-of-ethics/>

## **Documents you may receive**

We will provide you with several documents as you progress through our financial planning process, to capture each stage of your advice journey. We may provide these documents to you electronically via your nominated email address, unless otherwise agreed.

As part of the process of understanding your needs, we may provide you with summary documents outlining your goals and priorities. These are not advice documents and should not be relied upon to make financial decisions.

When we provide personal advice, it will normally be documented and provided to you in a Statement of Advice (SoA). The financial plan contains a summary of your goals, 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 the advice we have provided.

If we provide further personal advice, a financial plan may not be required. We will keep records of any further personal advice provided to you for seven years. You may request a copy of such records by contacting our office 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 service (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 professionally manage that product.

You should read any warnings contained in your advice document, the PDS or IDPS guide carefully, before making any decision relating to a financial strategy or product.

## About Kuda Wealth

We understand that everyone's needs, and goals are different. Whether you're looking for financial advice to help achieve your long-term goals or facing a change in your personal circumstances, we are here to help you evaluate and choose the right path.

**Kuda Wealth Pty Ltd** {ABN 62 622 602 046} corporate authorised representative {CAR} number 7267793, is licensed to provide financial services on behalf of:

**Watershed Dealer Services Pty Ltd** (ABN 29 162 693 272) Australian Financial Services Licence {AFSL} number 436357



## Our office contact details

- **Office Address:** Suite 107, 84 Hotham Street PRESTON VIC 3072
- **Mailing Address:** P.O Box 1642, PRESTON SOUTH VIC 3072
- **General Enquiries:** 1300 KUDAWEALTH (1300 583 293)
- **Office Phone:** 03 9863 6716
- **E-mail:** [clientservices@kudawealth.com.au](mailto:clientservices@kudawealth.com.au)
- **Website:** [www.kudawealth.com](http://www.kudawealth.com)

This guide provides information about our advisers including their contact details, qualifications, experience, the services they may offer and financial products they can provide advice on.

# Advice we can provide

## Our financial advice process

We treat each client as an individual and our advice process allows us to tailor a plan that best meets your goals.

### Identify your goals

We help you identify both your financial and lifestyle goals. The type of advice you need could depend on your life stage, the amount of money you want to invest, and the complexity of your affairs.

We help you to identify the range of issues that need to be addressed to meet your goals. You may choose to address some or all of your goals and issues.

### Consider the opportunities, benefits & risks

We assess your current situation and investigate a range of strategies and financial product options for you to reach your goals.

### Trajectory mapping & bridging the gap

Based upon our discussions with you and the research conducted by us, we will devise a strategy to bridge the gap between where you are now and where you are currently heading and where you want to be.

### Bringing your financial plan to life

We work closely with you to implement your financial strategy. We help you complete any necessary paperwork and we're available to attend meetings with your accountant, solicitor and general insurer so your strategy is implemented efficiently.



### Staying on track & course correction strategies

With time, your circumstances will change, and your financial plan will need to be adjusted. Our ongoing service program ensures your plan stays on track to meet your goals and changed circumstances.

Sometimes life takes us in unexpected and unplanned directions. Kuda Wealth partners with you, to ensure your wealth creation plan can deal with life's hurdles and challenges. Our strategies balance the need for wealth creation and wealth protection; providing you with peace of mind and thus, ensuring your continued and reliable access to the **"currency for life"**.

When you need that little extra help, just ask us for additional advice. We are there to help you, and your broader family whenever the need arises.

## **Our strategic advice & services**

We can provide you with personal and general advice about specific services and financial products listed below. We can also arrange for financial products to be issued without advice from us.

Individual advisers within our practice may not be qualified to provide advice in all the services and products noted below. Their individual profile guides will note any limitations to the advice they are qualified to provide. At all times we will ensure the appropriate adviser is available to you to provide advice consistent with your goals.



The following table sets out the areas of advice we can help you with as well as the products and services we can arrange.

**We can provide advice on**

**We can arrange the following products and services**

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Superannuation strategies, retirement & lifestyle planning

Superannuation, including retirement savings accounts & Self-managed superannuation funds (SMSF)  
Borrowing within your SMSF  
Employer superannuation  
Managed investments  
Investor directed portfolio services (for example, administration platforms)  
Deposit and payment products (for example term deposits, cash management accounts and non-cash payment products)  
Standard margin loans  
Retirement income streams, including pensions and annuities  
Personal and group Insurance (life cover, disability, income protection and trauma)  
Life investment products including whole of life, endowment and bonds  
Securities (including listed securities and debt securities)  
Exchange traded funds and Listed investment companies  
Arranging for listed securities, shares and debentures to be bought and sold via a platform and broker.  
Various structured products, instalment warrants over managed funds and protected equity loans  
Limited selection of investment guarantees

Investments portfolio management & wealth creation strategies

Debt management (Including borrowing for personal, business & Investment purposes)

Estate planning, inter-generational & business succession strategies

Personal, business insurance & risk management strategies

Centrelink, aged care, social security & other Government benefit planning

Budget, cash-flow management & salary packaging

Strategic goals-based advice, services, financial coaching & regular ongoing portfolio reviews

# Strategies & Products

## Approved product list

Watershed maintains a well-researched approved products and services list (APL), which includes Separately Managed Account (SMA) products issued by the Watershed Group of companies and a diversified selection of approved Australian and International fund managers. These products and services are supported by the internal research team and via external research houses.

Watershed periodically reviews products and services available via their open APL model to ensure the products and services remain competitive and can appropriately address clients' needs and objectives.

From time to time, Watershed may restrict and amend the use of certain products available within the market place. Generally, we recommend products that are available and not restricted by the approved products and services list. However, if appropriate for your needs, we may, subject to Watershed's approval, recommend other products.

A copy of any restricted products and the APL and services can be supplied to you upon request.

Watershed does not have any restrictions in relation to the platform, administration and services that are available to you, in order to maintain your investment and wealth goals. Watershed expects that the platforms we recommend are fit for purpose and are appropriate for the services and goals of our clients.



## Transaction services

If you do not require advice, we can also arrange for you to apply for limited types of financial products where we can take your instructions and arrange for the transaction to be completed, without providing personal advice. If you wish to proceed without our advice, we will ask you to confirm your instructions, which we will document in writing. You can ask us for a copy of this documentation at any time.

### **Your relationship with us and using our services**

You can contact us directly with any instructions relating to your financial products. 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.

We will work with you to agree what advice and services we will provide and when and how often we will provide them.

Where you agree to ongoing advice and services, the details will be documented and provided to you in a service agreement. This includes the frequency of contact between us, service standards that may apply, any ongoing fee arrangements and how the service can be terminated.

If at any time you wish to terminate your relationship with us, please contact us using the details shown in this guide.

### **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 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 are able to determine if our advice continues to be appropriate.

### **Tax implications of our advice**

Under the Tax Agent Services Act 2009, Michael Davie is authorised by the Tax Practitioners Board to provide tax (financial) advice services on matters that are directly related to the nature of the financial planning advice provided to you. We will not consider any other tax matters in our advice to you. Where tax implications are discussed they are incidental to our recommendations and only included as an illustration to help you decide

whether to implement our advice.

## **Our advice fees**

### **Advice costs**

The fees charged for our advice may be based on a combination of:

- A set dollar amount; or
- A percentage of the funds that you invest.

### **Initial Advice**

This covers the cost of researching and preparing your financial plan and is based on a set dollar amount. Before providing you with initial advice we will prepare an Initial Advice Agreement. The agreement sets out what our initial advice covers and how much it costs. The initial advice fee will also be disclosed within your SoA.

### **Advice implementation**

This is the cost to implement the recommended strategies and products and is based upon a set dollar amount.

It is usually disclosed within your initial advice agreement and it will also be disclosed within your SoA. As a general rule, Kuda Wealth Pty Ltd charges an integrated Initial advice fee and implementation fee within one singular and upfront agreed advice fee.



## **Ongoing advice**

An ongoing advice agreement will set out our support packages including the advice and services we will provide, the frequency these will be delivered, how much it will cost, your payment method and how the service can be terminated.

The fee covers the cost to review the strategies and the products recommended in your SoA. It may be charged as a set dollar amount or a percentage of your investments.

Ongoing advice fees may increase each year in line with the Consumer Price Index (CPI) or by a fixed amount or a fixed percentage each year. We will advise you if this fee will increase as a result of CPI.

## **Additional advice**

For all other advice, an additional advice fee, based upon a set dollar amount, may be payable.

## **Insurance**

For advice in relation to insurance, we receive payments from the insurance provider, which are factored into the annual premium. These fees may range from:

- 0% to 80% of the first year's insurance premium paid, and/or
- An ongoing payment of between 0% and 33% per annum of the following years' premium.

## **Payment methods**

We offer you the following payment options for payment of our advice fees:

- EFT, BPay, direct debt (credit card or savings) and cheque
- Deduction from your investment

All fees and commissions will be paid directly to Watershed as the licensee. They retain an amount (a licensee fee) to cover their licensee costs and the balance is passed on to us. The amount is determined annually, based upon several factors, including the number of advisers within our business, and our use of any additional licensee services and support.

## **Other costs**

Where other costs are incurred in the process of providing our advice and

services to you, you will be liable for these costs. However, we will agree upon all additional costs with you prior to you incurring them.

### **Other benefits we may receive**

The following is a list of benefits we may receive other than those explained above. These are not additional costs to you. These benefits may be in the form of access to discounted services, non-monetary incentives for things like training and events and other support services. These can include financial and training assistance, recognition or awards for financial planning excellence and innovation in business performance.

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#### **Personal & professional development**

Watershed ensures that all representatives of their licensee are responsible for maintaining their ongoing professional development expectations. From time to time, we may attend seminars, attend professional development workshops, study tours (both domestic and abroad) to continue to maintain current and up to date learning, industry awareness and technical knowledge that ensures consistent and relevant delivery of quality financial advice.

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#### **Our referral arrangements**

You may be referred to an external specialist to receive further advice. We may receive a referral fee or commission for introducing you to the specialist. If the value of a referral fee is not known to us until we provide you with advice, this will be disclosed in your Statement of Advice if applicable.

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#### **Payments to other professionals**

We may pay a referral fee when clients are referred to us from other professionals. This will be disclosed in your Statement of Advice if applicable.

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### **Professional indemnity Insurance**

We maintain professional indemnity insurance to cover our advice and the recommendations provided by your adviser. Watershed is also covered by professional indemnity insurance and this satisfies the requirements imposed by the Corporations Act 2007. The insurance covers claims arising from the actions of former employees or representatives of Watershed, even where subsequent to these actions they have ceased to be employed by or act for Watershed.

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## **Relationships and Associations**

### **About our Licensee**



It is important that you are aware of the relationships that Kuda Wealth and Watershed has with providers of financial services and products as they could be seen to influence the advice you receive.

### **Watershed Dealer Services Pty Ltd**

ABN 29162 693 272

Australian Financial Services Licensee No: 436357

Watershed Dealer Services Pty Ltd (Watershed) is a privately-owned business and holder of an Australian Financial Services Licence No. 436357 {"AFSL"}.

Watershed issues Corporate Authorised Representative {CAR} licences to key advisers and accountants who share a vision for success. These

practices provide financial services on behalf of Watershed Dealer Services.

Watershed has provided permission for Kuda Wealth Pty Ltd, to deal with and assist clients with financial advice and services on their behalf.

Watershed has:

- **Approved the distribution of this guide**
- **Authorised us to provide advice and other services as described within this guide**

Watershed's registered business address is located at:  
"South Tower" Level 11,459 Collins Street Melbourne VIC 3000



### **About the Watershed Group**

Watershed partners with innovative businesses and professional advisers by providing alternative licensing solutions, outside those offered by the larger, more traditional dealer groups and their suite of mainstream products and services.

Watershed's business partners tend to specialise in niche areas of financial planning advice, as opposed to being generalist advisory firms.

If Kuda Wealth recommends a SMA product issued by the Watershed Group or any third party product issuer, they will benefit from our recommendation by receiving product, administration and investment fees, These fees are all disclosed in the relevant PDS or IDPS guide.

# Privacy policy

## Understanding your privacy

Your privacy is important to us. Below we outline how we maintain the privacy of the information we collect about you.

## Privacy collection statement

As part of the financial planning process, 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 fully or properly analyse your needs, objectives and financial situation, so our recommendations may not be completely appropriate or suitable for you.

We are also required under the Anti-Money-Laundering and Counter-Terrorism Financing Act (AML/CTF) 2006 to implement client identification processes. We will need you to present identification documents such as passports and driver's licences in order to meet our obligations.

We keep your personal information confidential, and only use it in accordance with our Privacy Policy. Some of the ways we may use this information are set out below:

- *Your adviser and Watershed may have access to this information when providing financial advice or services to you;*
- *Your adviser may, in the future, disclose information to other financial advisers, brokers and those who are authorised by Watershed to review customers' needs and circumstances from time to time, including other companies within the Watershed group;*
- *Your information may be disclosed to external service suppliers both here and overseas who supply administrative, financial or other services to assist your adviser and the Watershed group in providing financial advice and services to you.*
- *A list of countries where these service providers are located and can be found in the Watershed 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 (subject to your ability to opt-out as set out in the Watershed Privacy Policy); and*
- *Your information may be disclosed as required or authorised by law*

*and to anyone authorised by you.*

- *Your adviser and Watershed 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 your adviser or Watershed holds about you at any time to correct or update it as set out in the Watershed Privacy Policy. The Watershed Privacy Policy also contains information about how to make a complaint about a breach of the Australian Privacy Principles.

For a copy of Watershed's Privacy Policy visit [Watershed Privacy Policy](#) or you can contact the licensee directly on 03 9674 899 or via e-mail at [contact@watershedgroup.com.au](mailto:contact@watershedgroup.com.au)

## **Confidence in the quality of our advice**

### **Complaints & Disputes**

If at any time you feel like you 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.
- If your complaint is not satisfactorily resolved within three days, please contact [clientservices@kudawealth.com.au](mailto:clientservices@kudawealth.com.au) who will work collectively with Watershed Dealer Services to address your complaint quickly and fairly.
- Watershed Dealer Services will try to resolve your complaint quickly

and fairly within 45 days. If your complaint has not been addressed to your satisfaction within this time frame, Watershed may ask for an extension of time to address your complaint or if your complaint has not been resolved satisfactorily, you may escalate your complaint to one of the following external dispute resolution schemes listed below.

**Any issues relating to financial advice, investments, superannuation or insurance matters**

Credit and Investment  
Ombudsman (CIO)  
Reply Paid 252  
South Sydney NSW 1234  
1800 138 422  
[www.cio.org.au](http://www.cio.org.au)

**Any issue relating to your personal information**

The Privacy Commissioner GPO  
Box 5278  
Sydney NSW 2007  
7300 363 992  
[privacy@privacy.gov.au](mailto:privacy@privacy.gov.au)

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.

You can also contact the Financial Planning Association (FPA) at <http://fpa.com.au> to make a complaint (please note that the FPA cannot award compensation).

## Meeting your Financial Planner



## **Version 2.0 (Michael Davie)**

This profile is part of the Financial Services Guide and is only complete when the business profile Version 2.0, issued on 1st April 2019, is attached.

Your financial adviser, **Michael Davie** SSA, Adv DIP FS Authorised Representative (ASIC number 443579) is authorised by Watershed Dealer Services Pty Ltd to provide financial advice and deal in financial services. [michael@kudawealth.com.au](mailto:michael@kudawealth.com.au)

### **Michael's education and qualifications:**

- SMSF Specialist Advisor
- Advanced Diploma Financial Services (Financial Planning)

### **Michael's experience**

Michael is a dedicated finance professional, delivering tangible improvement to the lives of his clients, his employees & peers throughout his eighteen years within the financial services industry.

Michael was the first financial planner in Australia to be awarded all three professional designations with the Financial Planning Association of Australia (FPA).

Michael has since ceased his relationship and changed his professional membership alliance from the FPA to the SMSF Association of Australia (formerly known as SPAA). Michael currently holds their premier SMSF Specialist Advisor (SSA) designation.

Michael has completed an Advanced Diploma in Financial Services (Financial Planning) & many other specialist courses associated with financial advice and strategy.

Michael was formerly the joint creator & co-owner of Pekada. A generalist financial planning practice delivering financial freedom to its members, via a full suite of strategic advice solutions.

Michael has since narrowed his specialist advisory focus and is now the sole owner and creator of Kuda Wealth. Kuda Wealth provides specialist portfolio, investment management and retirement advice for high net worth clients seeking specialist advice solutions to grow, manage and protect their wealth.

Michael and his team at Kuda Wealth provide thought leadership &

innovation across Portfolio Management, Self Managed Superannuation, Retirement Planning, Wealth Creation & Business Succession.

**On a personal level;** Michael prefers Netflix, Foxtel, Stan and Amazon Prime Video to the detriment of his waistline and his under-utilised gym membership. He is supported by his partner Millicent and children Ruby, James, Thomas and Belle. He's an Essendon supporter with a love and appreciation for everything the beautiful City of Melbourne has to offer.

**On a business level;** Michael prefers the road less travelled & unlike the lone traveller in Frost's poem; he feels privileged to be the chief economic travelling companion for his clients.

Furthermore, as their trusted financial planner; he helps them make better financial decisions, when they're faced with diverging roads in Life's yellow woods.

### **Michael's memberships**

SMSF Association of Australia

### **The advice & services Michael can provide**

Michael is authorised to provide all of the advice strategies and services listed in the "Our strategic advice and services" section enclosed within the attached Financial Services Guide.

### **How Michael is paid**

Michael receives the following from our practice:

Kuda Wealth profit distribution - Michael holds equity in Kuda Wealth Pty Ltd and receives both capital and profit related benefits.

### **Commissions**

Michael and Kuda Wealth do not receive commissions on investments for any new superannuation, managed funds or retirement products. However, some products, particularly older products, may attract commissions and any commission amounts will be disclosed to you when advice is provided.

**KUDA WEALTH**  
CURRENCY FOR LIFE



