

# **FINANCIAL SERVICES GUIDE**

**Generate Wealth Financial  
Services Pty Ltd AFSL 549 198**

**10th July 2025**

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

## PURPOSE

This **Financial Services Guide** (FSG) explains the financial services and advice provided by Generate Wealth Holdings Pty Ltd ATF Generate Wealth Trust – Trading as Generate Wealth and your Financial Adviser (Adviser), who is an authorised representative of Generate Wealth Financial Services Pty Ltd. The FSG provides information on what to expect during the financial advice process including the types of documents you are likely to receive, our related parties and potential conflicts of interests, how we manage privacy and complaints. It also contains information about how we are paid and fees you may be charged.

This FSG contains an **Adviser Profile** for your Adviser. It contains important information about your Adviser including relevant authorised representative number and areas of authorisation.

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

### NOT INDEPENDENT

Generate Wealth Financial Services Pty Ltd may receive commissions associated with the issue of life insurance products.

We may receive benefits from product issuers.

For these reasons, we do not represent ourselves as independent, impartial or unbiased.

Please refer to the 'Remuneration' section for more information.

## HOW TO CONTACT US

Generate Wealth Financial Services Pty Ltd  
73 667 534 518



02 8765 1091

Suite 104 43 Majors Bay Road  
Concord NSW 2137



[contact@generatewealth.com.au](mailto:contact@generatewealth.com.au)

PO Box 732  
Concord NSW 2137



[www.generatewealth.com.au](http://www.generatewealth.com.au)

## FINANCIAL SERVICES AND PRODUCTS WE CAN PROVIDE

Generate Wealth Financial 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



### Wealth Creation and Investments

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



### Wealth Protection

- Term Life Insurance
- Total and Permanent Disability (TPD) Insurance
- Trauma Insurance
- Income Protection 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 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.

Alternatively, you may agree to a **Fixed Term Arrangement** with your Adviser. This arrangement will outline the services you will be provided for a fee over a specific term not greater than 12 months.

You may be required to sign a **Consent Form** that is provided to your relevant investment or superannuation provider. The Consent Form will detail the services offered and estimated fees for the next 12 months.

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

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
- Commissions paid by insurance providers

The following table summarises the types of fees or commissions that applicable to the services that we provide. Before providing you with advice, your Adviser will agree with you the fees that apply. All amounts are inclusive of Goods and Services Tax (GST).

Remuneration	Up to	
Initial SoA Preparation Fee	\$10,000	
Implementation Fee	\$10,000	
Hourly Rate	\$550.00	
Remuneration	Initial	Per Annum
Adviser Service Fee	Up to \$10,000	Up to \$60,000
Adviser Service Fee (asset based)*	Up to 1.1%	Up to 1.1%
Insurance Commission**	0% to 66%^	0% to 33%

\*Based on a % of funds invested

For example, a 1% Adviser Service Fee based on a \$200,000 investment would equal a \$2,000 fee payable.

\*\*Based on a % of insurance premiums

^Applicable from 1 January 2020 to new policies. If the policy was issued before 1 January 2020 commission of up to 130% will apply to additional cover.

## Your Adviser

All fees and commissions are initially paid to Generate Wealth Financial Services Pty Ltd before being distributed to your Adviser or to the financial planning business.

Information about how your Adviser is remunerated will be disclosed in the Adviser Profile. 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.

## BENEFITS, INTERESTS AND ASSOCIATIONS

The Licensee, your Adviser and the financial planning business do not have related parties, shareholdings or referral arrangements that may influencing my advice.

## COMPLAINTS

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

1. Contact Generate Wealth to discuss your complaint.

Phone 02 8765 1091  
Online [www.generatewealth.com.au](http://www.generatewealth.com.au)  
Email [contact@generatewealth.com.au](mailto:contact@generatewealth.com.au)  
Mail Philip White  
PO Box 732  
Concord NSW 2137

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.

Generate Wealth Financial Services Pty Ltd 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 here [www.generatewealth.com.au/privacy](http://www.generatewealth.com.au/privacy).

## ADVISER PROFILE

**Philip Michael White | Authorised Representative Number 1003243**

### Contact Details

**Office:** Suite 104 43 Majors Bay Road Concord NSW 2137

**Phone:** 02 8765 1091

**Mobile:** 0428 807 007

**Email:** [pwhite@generatewealth.com.au](mailto:pwhite@generatewealth.com.au)

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



### About Me

With over a decade of experience in providing financial guidance, my journey began at Westpac Group, where I advanced to the role of Partner – Executive Financial Adviser. This progression was a result of my deep expertise in financial advice, strong compliance standards, and commitment to building lasting relationships with high-net-worth clients.

After ten years in the corporate world, I decided to take the next step and founded Generate Wealth in 2018. At Generate Wealth, we take pride in offering personalized, boutique client service that adopts a holistic approach to addressing both current and future financial needs.

As a Certified Financial Planner (CFP), I bring professional knowledge and dedication to every client relationship. Our firm has also established strong partnerships with experts in tax, legal, and lending fields, ensuring we can offer comprehensive, end-to-end solutions. I'm passionate about helping you design a financial future tailored to your unique needs and goals.

I hold the following qualifications:

- Certified Financial Planner
- Advanced Diploma of Financial Services (Financial Planning)
- Diploma of Financial Services

I hold the following memberships:

- FAAA Member (Financial Advice Association Australia)

### Authorisations

I am authorised in the following financial services and products

- |   |                                     |
|---|-------------------------------------|
| • Superannuation                                | • Investment Bonds                  |
| • Pensions and Annuities                        | • Life Insurance                    |
| • Cash and Term Deposits                        | • Budgeting and Cashflow Management |
| • Managed Investments                           | • Debt Management                   |
| • Listed Securities (shares and other products) | • Tax (financial) advice service    |

### Remuneration

I am remunerated by:

- Salary and Profit Share as the director of the company.