

Asena

## *A guide to our relationship with you and others*



### **Financial Services Guide**

**The financial services referred to in this guide are offered by:**

**Asena Family Office Pty Ltd**

ABN 51 151 978 755

AFSL No. 412146

Level 9

410 Collins Street

MELBOURNE VIC 3000

Phone Number (03) 9670 6070

Email [info@asenaadvisors.com](mailto:info@asenaadvisors.com)

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



## 1. About this Financial Services Guide

### a) This Financial Services Guide is important please make sure you read and understand it

This Financial Services Guide will help you decide if you want to use our financial services. It contains information on who we are and:-

- our services and the process we follow to give you quality financial planning advice
- where to get details on our privacy policy
- what to do if you're unhappy with the services you receive from us
- how we are paid
- our relationships that may influence the advice we give you.

### b) Other documents you may receive

If we provide you with personal advice, it will normally be documented in a **Statement of Advice (SOA)**, which sets out our advice, the basis of that advice and details about the fees, costs and other benefits payable as a result of the advice given. If we give you additional advice, we will also give you a copy of that advice in writing. If your personal circumstances or the basis of the previous recommendations are not significantly different, a SOA may not be required. We will keep a record of any verbal advice we provide you. You can ask for a copy of our advice at any time using our contact details in this guide.

On an ongoing basis, a Record of Advice (ROA) will be provided instead of an SOA if there have been no significant changes in your personal circumstances or the basis of the advice has not significantly changed since your last SOA was provided. You have the right to request a copy of your ROA at any time.

If we recommend a financial product or arrange for you to apply for a financial product, we will also provide you with a **Product Disclosure Statement (PDS)**, which provides you with important information about the product, such as its features and risks, to help you decide whether or not to purchase that product.

## 2. Who we are and what services we provide

### a) Who is responsible for the financial services provided?

Asena Family Office is responsible for the delivery of this Financial Services Guide including the Advisor Profiles and for the services provided. Asena Family Office operates under Australian Financial Services Licence No 412146.

Asena Family Office is licensed under the Tax Practitioners Board as a Tax Agent (TAN 18075006). Also, we hold a Public Practising Certificate and are a member of CPA Australia and as such we adhere to the requirements and guidelines of APES 230.



Asena Family Office's principal place of business is:-

Level 9  
410 Collins Street  
MELBOURNE VIC 3000

Phone (03) 9670 6070  
Email [info@asenaadvisors.com](mailto:info@asenaadvisors.com)

## **b) Our Financial Advisors**

Please refer to the attached Advisor Profiles.

## **c) What financial services are available to me?**

Asena Family Office offers the following services:-

- superannuation and retirement strategies;
- wealth creation and accumulation strategies;
- structuring of companies, trusts and self managed super funds;
- asset management;
- investment strategies (including asset allocation);
- portfolio management and reporting;
- budgeting and cash flow strategies;
- estate planning;
- life insurance planning; and
- accounting and taxation services.

We only recommend an investment or investment structure to you after considering its suitability for your individual investment objectives, financial situation and needs.

The current authorisations as contained in our Australian Financial Services Licence allow us to advise and deal on the following financial products and services:-

- interests in managed investments schemes (including investor directed portfolio services);
- deposit and payment products (basic and non-basic)
- debentures, stocks or bonds issued or proposed to be issued by a government;
- securities, such as listed and unlisted ordinary shares, preference shares and commercial debentures;
- superannuation;
- life products (including investment life products and life risk insurance products); and
- retirement savings account products.

## NOT INDEPENDENT

Aseña receives commission payment on Life Insurance Products. This allows us to advise and place your insurance without charging you, the client, directly but rather receiving remuneration from product issuers. By doing this we are not allowed to use the words Independent, Impartial or Unbiased when describing our business. For more information on this please ask your advisor.

Commissions received by Aseña are on legacy products and where possible are refunded to clients. Where insurance commissions are not refunded to clients, these payments are donated in June and December each year to charities that support causes such as:

- Training and Education of indigenous communities
- Funding to improve the health and wellbeing of women in Australia
- Aid following natural disasters
- Helping vulnerable families stay together while escaping violence and abuse
- Raising funds for research into prevention and treatment for dementia
- Supporting mentorship for youth facing adversity

## d) Understanding our advice process

We follow a quality advice process in the delivery of service to you, which involves:-

**Meeting with you for an initial consultation.** During this meeting we will find out your goals and objectives, expectations and provide you with details of the services we are authorised to provide. We will also explain how our fees are structured.

**Collecting all the information needed from you.** We call this 'fact-finding'. Before giving you any advice we need to understand your personal circumstances. Fact-finding requires us to ask questions about you, including, if relevant, helping you to determine your attitude towards investment risk.

**Helping you to identify your goals and current financial position,** including any issues or constraints, which may affect the advice we give you.

**Considering strategies and related issues** such as taxation, social security and estate planning. We will develop and present you with written recommendations.

**Discussing our recommendations with you,** making any changes you require and obtaining your agreement to go ahead with those recommendations.

**Taking the necessary steps** to implement our recommendations.

**Offering to help you review your objectives,** financial situation and needs on a suitable basis.



### **e) What information should I provide to receive personalised service?**

You need to provide us with details of your personal objectives, your current financial situation and any other relevant information so that we can offer you the most appropriate advice possible. This information will be set out in your Statement of Advice (SOA).

As our advice is based on our understanding of your personal objectives, your current financial situation and any relevant information, you should inform us of any changes to this information as soon as possible as it may affect our advice.

You have the right to withhold private information, but this may compromise the effectiveness of the advice you receive and it may not be appropriate to your needs, objectives and financial situation.

You should read the warnings (where applicable) contained in the SOA carefully before making any decision relating to any financial products.

As a financial service provider, we have an obligation under the Anti Money Laundering Counter Terrorism Finance Act to verify your identity and the source of any funds. This means we will ask you to present identification documents such as passport and drivers licence. We will also retain copies of this information. We assure you that this information will be held securely.

### **f) What information do you maintain in my file and can I examine my file?**

We maintain a record of your personal profile that includes details of your investment objectives, financial situation and needs. We also maintain records of any recommendations made to you. If you wish to examine your file, you should ask us and we will make arrangements for you to do so. Please refer to Aseña's Privacy Policy.

We may utilise outsourced service providers and cloud computing service providers including:

- BGL 360 SMSF – to maintain accounting data for all SMSFs
- BGL 360 CAS – to maintain ASIC records for corporate entities
- Access – to maintain taxation records, client data and accounting information
- Xero – to maintain accounting records
- Reckon online hosted – to maintain accounting records
- MYOB online hosted – to maintain accounting records
- AccSource – for data processing of Australian tax & compliance requirements

We may utilise the services of other third parties from time to time and where relevant the name of the third party and location would be notified to you.

To perform these services, we provide these third parties with access to your data to the extent this is required to perform these services.

Your data will be stored in servers physically located in Australia (unless otherwise specified) and in accordance with the security practices of the third party service provider and our Privacy Policy.



**g) Where can I access more information about the Privacy Policy?**

We are committed to implementing and promoting a privacy policy, which will ensure the privacy and security of your personal information.

Our Privacy Policy sets out in detail our policies on the management of your personal information. You can obtain a copy of this brochure, free of charge, from your advisor or on our website – [www.asenaadvisors.com.au](http://www.asenaadvisors.com.au).

**h) How do I give instructions to my advisor?**

We will not act without your prior approval. Instructions will generally be provided in writing unless you consent to other methods (such as electronic mail).

**i) What should I know about the risks of the investments, investment strategies and services you recommend to me?**

We will explain the risks of financial products and strategies which we recommend to you, and outline these in the SOA. If you require more clarification on risks, please do not hesitate to ask your advisor to provide you with a further explanation or additional information.

**j) Do I get detailed information about actual commissions and other benefits my advisor gets from making the recommendations?**

Yes. You have the right to know about details of commissions and other benefits your advisor receives for recommending investments. We will provide this information to you when we make specific recommendations.

**k) Will you give me advice that is suitable to my investment needs and financial circumstances?**

Yes. However, to do so we need to find out your individual investment objectives, financial situation and needs before we recommend any investment to you. You have the right not to divulge this information to us, if you do not wish to do so. In that case, we are required to warn you about the possible consequences of us not having your full personal information. You should read the warnings carefully.



### **3. How we are paid and any other benefits that we may receive**

#### **a) How are any commissions, fees or other benefits calculated for providing the financial services?**

Our charges vary depending on the services provided. The factors taken into account are the complexity of the work, the time involved, the resources required and the level of attention you require.

We charge fees on a quoted basis. Fees will be fully disclosed in the Terms of Engagement and SOA. Generally the payment we receive will depend on the type of services you require.

#### **Statement of Advice Fee**

We charge a fee for developing your initial Statement of Advice (SOA) based on estimate of work invoiced. The fee depends on the complexity of your situation and will be agreed prior to the preparation of the SOA. We invoice you for the SOA when finalised.

#### **Ongoing Advice Fee**

If you choose to engage Asena Family Office to provide ongoing strategic and investment advice we will charge a fee. This will take the form of a pre-agreed annual fee which is payable in monthly instalments (in arrears) as we do not accept asset-based remuneration (i.e. a percentage of assets managed). Considerations in setting the fee include the following:-

- The level of services agreed upon;
- The number of entities for which advice is required;
- The amount of assets which are managed;
- The level of reporting required; and,
- The expected amount of time required to deliver these services.

#### **Transaction Fees**

Asena has an arrangement with OpenMarkets Australia under which Asena determines the rate of brokerage charged by OpenMarkets Australia for Australian Securities Exchange (ASX) listed security transactions.

The brokerage fee is deducted from the settlement proceeds of the transaction. OpenMarkets Australia retains \$13.95 or 0.07% of the value of the trade, whichever is higher, with the balance paid to Asena. This amount will be between 0.0% and 0.1% of the value of trade, with a minimum amount payable to Asena of \$13.55. At all times the actual cost to you will be disclosed in your Statement of Advice.

Any fee receipted by Asena from this source is quarantined from other income and directed into investment research and related activities.

#### **Product Fees & Commissions**

We may receive ongoing payments from financial product issuers. Details of the payment received are contained in the PDS for most financial products and fully disclosed to you in the Statement of Advice (SOA). A copy of the PDS will be available from your advisor.



As an alternative to the above, we may be paid commission by the financial product issuer at the time you invest or contract, and during the life of your investment or contract.

Any of these payments will be fully disclosed to you and in most cases will be rebated. Any payments which are not rebated will be quarantined from other business funds and directed to non-profit related activities. This could include:-

- Donations to Registered Charities
- Sponsorship to Not-For-Profit Organisations.
- Sponsorship for Individuals for which there is a charitable aspect.

#### **External Fees**

In the situation where another service provider is recommended, you may incur additional fees by that service provider which would be directly payable by you. Your advisor will explain the fees to you in more detail. Full details of the fees and charges will also be provided in the Terms of Engagement and SOA.

#### **b) How will my advisor be paid for the services provided?**

There are a range of different remuneration structures in place for our advisors. Your advisor may be paid an annual contract fee, plus a discretionary bonus; or by meeting certain performance benchmarks; or an annual salary, plus a discretionary bonus; or any combination of the above.

We will tell you in more detail in your SOA how your advisor will be paid.

#### **c) Are there any other benefits direct or indirect that my advisor or the Licensee receives?**

From time to time, various fund managers, stock-broking houses, legal firms and other business relationships have the opportunity to provide support for training programs, client events and seminars conducted by Asena Family Office only for the ongoing development of our advisors and client relationships.

This support is at no additional cost to you and does not influence any business or investment decisions taken by Asena Family Office. However, any significant indirect benefits will be fully disclosed to you. We also maintain a register for alternative remuneration that may be paid which records the names of the providers and the recipients. Please contact our office to obtain a copy (free of charge).



## **4. Complaints and resolution**

### **a) What should I do if I have a complaint?**

We are committed to providing quality advice to our clients. This commitment extends to providing accessible complaint resolution mechanisms for our clients.

If you have any complaints about the service provided to you, you should take the following steps.

1. Contact us and tell us about your complaint.
2. If your complaint is not satisfactorily resolved within 30 days, please contact Asena Family Office or put your complaint in writing and send it to us at Level 9, 410 Collins Street, MELBOURNE VIC 3000.

We will try and resolve your complaint quickly and fairly. If we cannot reach a satisfactory resolution, you can raise your concerns with the Australian Financial Complaints Authority (AFCA), contact number 1800 367 287.

Asena Family Office is a member of this complaints resolution service. The Australian Securities & Investments Commission also has a freecall infoline on 1300 300 630 which you may use to make a complaint or obtain information about your rights.

### **b) Compensation arrangements**

Asena Family Office is covered by professional indemnity insurance which it believes meets the requirements under the Corporations Act for compensation arrangements.

The insurance is subject to terms and exclusions. However the insurance covers claims arising from the actions of former employees or representatives of Asena Family Office, even where subsequent to these actions they have ceased to be employed by or act for Asena Family Office.

## **5. Our Relationships**

### **a) Banque Bonhote**

Asena Family Office has a relationship with the Swiss boutique bank, Banque Bonhote. Banque Bonhote is a minority shareholder of the business. Although Asena may recommend Banque Bonhote's investment products and services, we are under no obligation to do so.



## *Advisor Profile*

### **Liza Janakievski - Chief Executive Officer & Managing Director**

Liza co-founded the Australian business after identifying an opportunity to deliver a full in house service combining financial advisory and asset management. Her specialist expertise lies in tax (both domestic and international), strategy, structuring and intergenerational wealth transfer.

Prior to forming Asena, Liza has worked for boutique advisory firms. Liza started her career as a tax accountant at Melbourne Water before moving to National Australia Bank in Group Finance.

Liza was awarded Bachelor of Business and Masters in Business from Victoria University. She is also a Registered Tax Agent, Chartered Tax Advisor (CTA) with the Taxation Institute and Certified Practicing Accountant (CPA) with CPA Australia.

Liza is recognised in both commercial and academic circles for her expertise and volunteers for the Television Education Network, providing technical advice. She has also worked as a University lecturer and tutor in Taxation Law for RMIT in both Australia and Singapore.

### **Academic and Professional Qualifications**

- Bachelor of Business (Accounting) Victoria University
- Master of Business (Accounting) Victoria University
- Grad Dip Financial Planning
- Registered Tax Agent
- Investment Advisor Representative (US)

### **Membership**

- Member of CPA Australia (CPA)
- Taxation Institute of Australia
- Member at Institute of Chartered Accountants of Australia & New Zealand

### **Contact**

**Email:** [ljanakievski@asenaadvisors.com](mailto:ljanakievski@asenaadvisors.com)  
**Website:** [www.asenaadvisors.com.au](http://www.asenaadvisors.com.au)  
**Head Office:** Level 9, 410 Collins Street, Melbourne, Vic, 3000  
**Postal:** PO Box 130, Collins Street West, Vic, 8007  
**Mobile:** 0412 234 469  
**Head Office:** +61 3 9670 6070

Liza Janakievski  
Authorised Representative No. 1004438  
of Asena Family Office Pty Ltd



## *Advisor Profile*

### **Maddison Price – Senior Advisor**

Maddison joined the team in January 2022 with more than 10 years' financial planning experience, Maddison is passionate about providing holistic strategic advice to assist clients to achieve their life goals.

As the landscape continues to evolve, Maddison enjoys being at the forefront of advice delivery, particularly in relation to wealth creation and investment structuring, retirement planning, superannuation and risk management advice.

Maddison holds a Bachelor of Commerce from Deakin University, majoring in finance and financial planning, and holds a Self-Managed Super Fund qualification from Integrity Education Group. He also holds a Diploma of Commerce and is a qualified Tax Financial Advisor.

Maddison enjoys supporting the children of his local community, by being involved with Anglicare foster care support services and local sporting activities.

### **Academic and Professional Qualifications**

- Bachelor of Commerce (Majoring in Finance and Financial Planning) Deakin
- Diploma of Commerce
- Industry Recognised Qualified Financial Advisor

### **Membership**

- Member of the FPA (Financial Planning Association of Australia)

### **Contact**

**Email:** [mprice@asenaadvisors.com](mailto:mprice@asenaadvisors.com)  
**Website:** [www.asenaadvisors.com.au](http://www.asenaadvisors.com.au)  
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**Mobile:** 0477 004 152  
**Head Office:** +61 3 9670 6070

Maddison Price  
Authorised Representative No. 1003483  
of Aseña Family Office Pty Ltd



## *Advisor Profile*

### **Kenneth Thomson -Advisor**

Kenneth joined the business as an Associate in April 2022, assisting with the delivery of strategic and investment advice to clients through the preparation of client information, participation in regular client meetings, assistance with client ad-hoc queries and regular engagement with the Asena Investment Committee.

Kenneth first entered the financial advice industry in 2018 in Geelong, working within a specialist risk advisor firm and completing his FASEA Exam and Professional Year obligations. After moving to Melbourne in early 2022, Kenneth has been focused on the continuous development of his professional skill set as he pursues his passion for helping clients achieve their personal goals, through building a brighter financial future.

Outside of work, Kenneth lives an active lifestyle and enjoys exploring Melbourne, while also travelling regularly to country Victoria to spend time with family. He has recently come out of retirement to play AFL for local amateur league and enjoys playing and following various sports, with a strong determination to witness a St Kilda premiership in his lifetime.

### **Academic and Professional Qualifications**

- Bachelor of Commerce (Financial Planning) Deakin University
- Industry Recognised Qualified Financial Advisor
- ASIC Approved Qualified Tax Financial Advisor

### **Contact**

**Email:** [kthomson@asenaadvisors.com](mailto:kthomson@asenaadvisors.com)  
**Website:** [www.asenaadvisors.com.au](http://www.asenaadvisors.com.au)  
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