



**PERSONAL  
FINANCIAL  
SERVICES**

SINCE 2001

**Financial Services Guide  
Part 2 – Adviser Profile**

Effective date: 29 November 2024

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This document is incorporated with, and must be read in conjunction with, the Financial Services Guide - Part 1, issued by Personal Financial Services Ltd (**PFS**). When read together, the Financial Services Guide will explain to you how I can provide services to you as an authorised representative of PFS.

<b><i>My authorisation</i></b>	<p>I am authorised by PFS under its Australian Financial Services Licence to provide financial advice. My ASIC authorisation number is 299233.</p> <p>I am a director of Fairway Capital Pty Ltd which is a Corporate Authorised Representative of PFS.</p>
<b><i>My experience, qualifications and professional memberships</i></b>	<p>I have worked in financial services in Australia for over 19 years and have held the position of Principal Financial Planner since 2009 in my company, Fairway Capital Pty Ltd. I provide a wide range of financial advice and enjoy helping my clients to find peace of mind when making financial decisions.</p> <p>My career started on the floor of the London Stock Exchange. I graduated with a degree in Management Science from Kent University, Canterbury UK, before qualifying as a Chartered Accountant. I have held senior finance positions within multinational organisations covering the UK, Europe, Africa and the Middle East.</p> <p>This broad knowledge and diverse experience enables me to help clients achieve their financial goals on a personal and business level. I have a passion in educating people about their financial life journey.</p> <p>Away from work, I have a great family, with four children who keep me and my wife busy.</p> <p>My qualifications and designations include:</p> <ul style="list-style-type: none"> <li>• Graduate Diploma of Financial Planning</li> </ul>
<b><i>The areas in which I can provide financial planning services</i></b>	<p>I am authorised by PFS to provide financial services including advice or services in the following areas:</p> <ul style="list-style-type: none"> <li>• Superannuation</li> <li>• Retirement Planning</li> <li>• Managed Investments</li> <li>• Gearing</li> <li>• Cashflow and debt management</li> <li>• Personal Risk Insurance</li> <li>• Business Protection Insurance</li> <li>• Direct Equities</li> <li>• Margin Lending</li> <li>• Specific aspects of Self Managed Superannuation Funds (suitability, comparison with other types of superannuation vehicles, general structure, investments and personal risk insurances)</li> </ul> <p>If you require services that are outside the areas stated above, which I am not authorised to provide advice on, I can provide a referral to a professional who can assist.</p> <p>If Fairway Capital Pty Ltd receives a specific fee for this referral, it is disclosed below. It will also be disclosed in an advice document such as a Statement of Advice (SoA) or Record of Advice (RoA) if I provide you with personal advice.</p>
<b><i>Remuneration or other benefits arising from my referral arrangements</i></b>	<p>I have no particular referral arrangements with other professionals, but if I do receive a benefit as a result of referring you to another person or pay a benefit as a result of you being referred to me by another person, written disclosure of full particulars shall be provided to you in an SoA or RoA.</p>
<b><i>How the fees you pay are shared between me, my employer and PFS</i></b>	<p>All of the fees you pay are received by PFS, who retains a portion to cover the costs associated with operating and providing a financial services business. PFS retains 10% of fees (or a minimum of \$40,000 + GST) per annum up to \$1 million, after which it retains a reduced rate of 5% of fees. The remaining fees are passed to Fairway Capital Pty Ltd.</p> <p>I receive a salary, profit share and bonus as a director of Fairway Capital Pty Ltd. I could also receive a performance bonus which may be based upon the amount of revenue I generate for Fairway Capital Pty Ltd in advice fees and commissions, as well as other performance measures including compliance.</p>

**Fees that you pay for the financial services I provide**

All fees shown below are inclusive of GST.

**Initial meeting fees:**

An initial meeting fee of \$330 will be charged and is rebated against any advice fees.

**Initial advice fees:**

Fees are charged for my initial advice and the preparation of an SoA. Fees are based on the complexity of the advice provided and range from \$3,300 (minimum) to \$7,700 (maximum). I will confirm the exact amount, which we will agree on before commencing any work.

You will be sent an invoice and payment is required within 7 days from the invoice date. Please note that my initial advice fees still apply where you decide not to implement my advice.

**Implementation fees:**

If you proceed with the advice given and additional work is required for implementing that advice, I may charge to cover the costs associated with implementing the recommendations in your SoA. The fee could range from \$3,300 to \$7,700.

**Execution-only service or ad hoc advice fees:**

Fees for execution-only services and ad hoc advice may be charged at a rate in the range of \$330 and \$550 per hour depending on the complexity of the work involved.

An estimate of the time required will be provided and agreed upon prior to commencing the work. You will be invoiced for these fees after the service is provided and payment is required within 7 from the invoice date.

**Ongoing service fees:**

Once your financial plan is implemented, you may choose to participate in an ongoing review service.

Fees for ongoing services and reviews are all based on an annual fee. This fee incorporates a fixed fee and percentage fee component for Funds Under Management (FUM) as per the table below:

<b>Fixed fee component based on client type</b>	<b>Fee</b>
For an individual	\$1,650 pa
For a couple	\$2,200 pa
For each additional entity e.g. SMSF	\$1,650 pa
<i>Plus</i>	
<b>Percentage fee component</b>	
Between 0.55% to 1.10% for funds under advice	0.88% of FUM

For example, if you are an individual with \$300,000 invested, my annual fee is \$4,290, made up of an individual fixed fee of \$1,650 plus a FUM fee of \$2,640 [\$300,000 at 0.88%]. Our minimum annual ongoing service fee is \$3,300 pa.

The agreed ongoing service will comprise review meetings (with the frequency and number of reviews per annum agreed with you), periodic portfolio rebalancing and other ancillary services such as educational resources and newsletters. Full details of the services offered in the ongoing service package will be provided at the time my advice is given.

**Methods of payment for my fees include:**

- Invoice directly to you
- Deducted from your investments (where this option is available and your authorisation to do so is obtained)

Full details of all fees and commissions received in consequence of my financial services will be provided to you in an SoA or RoA and Product Disclosure Statements at the time of receiving any recommendation.

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***Other benefits and payments which may be (directly or indirectly) received because of the services provided to you***

**Insurance products**

Where I arrange a life insurance product, the insurer pays us an upfront commission and an ongoing commission when the product is renewed each year. The rate of upfront commission payable ranges from 0% up to 66% of the base premium. The rate of ongoing commission payable ranges from 0% - 31%. For some products, the rate of commission payment may affect the amount of premium payable.

For example, if you purchase a life insurance policy with an annual premium of \$1,500 PFS may receive an initial payment of up to \$990, calculated as  $\$1,500 \times 66\% = \$990$ ; and an ongoing commission of \$465 calculated as  $\$1,500 \times 31\% = \$465$ .

You should also refer to Part 1 of the FSG “*The benefits or payments which may be (directly or indirectly) received by us because of the provision of financial planning services*” for details of payments and benefits which my licensee may receive in consequence of individual services provided by me to you.

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***Alternative benefits that I may receive***

From time to time, I may receive alternative forms of non-monetary benefits from product providers or other parties which have a value of less than \$300. These may include hospitality or education and training in relation to my professional development. Details of any alternative benefits I receive are maintained on a register. A copy of the register is available upon request.

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