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Hi,

I have been in the life insurance industry as a 'face to face' provider of quality life insurance for clients... the last 8 of which have been in Australia. I emigrated to Australia with my family with very little in 2007 and was employed as a financial adviser for 3 years in a small financial planning business in the suburbs (2 advisers and 4 staff). I took the plunge and with a huge risk, I backed myself and went on my own and started my own risk insurance business in 2011. It was very difficult in the first 3 years and yes I had a bit of help with the family benefit in the early years which helped tremendously but I got through the first 3 years and am now relatively established and about to upgrade my business to the next level and grow.

My point is this, if the the LIF proposals go through in it's current format, real life stories like the above will not happen and that is 100% fact. I needed the up front commission to survive and build my practice but it was always a short term plan for me as I have moved to lower initial commission structures like hybrid and level for over half of my business for almost 3 years now. I now have 160 clients.

**I can also state that most clients will not pay a fee for a product/service (it is a combination) that is not guaranteed (ie they can be declined the insurance) and is something that they certainly do not 'want' but they definitely need if things go wrong. The alternative for families who are not responsible and who do not have sufficient insurance is their families or government. I teach people to be responsible.**

I am not a cowboy. I have 3 financial dependants who need me. My industry is so heavily regulated that the cowboys should be caught if they break the law. ASIC is proving to be doing this. **All parties have agreed in the past (including ASIC), that a hybrid style commission is fair and reasonable.** This is the solution. Then we can move onto other issues in the industry such as premium sustainability for consumers etc etc.

The fact is, under the new LIF proposals, I would have had to go and work for a bank/institution and be completely stifled in doing what they want and not necessarily what the customer needs. Independent advisers are needed in the industry as competition is a good thing.

I am not happy with the way the FSC has positioned this debate to the various committees. It is totally designed to suit themselves and their shareholders at the expense of the independent advisers and the customers. It is only the independent advisers who 'see through' the FSC.

Please proceed with caution and get the facts. The independent advisers have not been adequately represented in this debate.

Regards

**Gavin Polmans**

B Soc Sci, Adv Dip. FS (Financial Planning)  
Risk Specialist  
Fortnum Financial Advisers



3/30 Conifer Ave, Brooklyn, Melbourne VIC 3012  
Highpoint Post Shop, PO Box 147, HighPoint City, VIC, 3032  
M:  
E:  
W: [www.fortnum.com.au](http://www.fortnum.com.au)



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