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From: bruce.baker@puzzlefinancialadvice.com.au
Sent: Saturday, 31 May 2008 11:30 AM
To: Senator Nick Sherry
Cc: Shane May (shane.may@treasury.gov.au); bruce.baker@puzzlefinancialadvice.com.au; financialservices@treasury.gov.au
Subject: An approach at creating shorter and simple disclosure when recommending financial product
Attachments: What should be in a 2 page SoA 080503 03.pdf

Dear Sir

I enclose a format for Financial Product disclosure which would ensure clear concise and effective disclosure of all factors which might influence the recommendation.

This is an approach I have been working on, on and off when I had time – but it has been an incredibly busy period.

I can see your progress on simplifying SoAs is moving fairly fast, so in the interests of timeliness let me pass the partially complete document in to you.

I think the concept is best seen in the attached 2 page template SoA, which conveys the concept clearer than any discussion might. The approach still needs a fair bit of refinement – and would need a consumer reference document to be developed by ASIC/industry – to help consumers understand the implications of the various varieties of conflict of interest. Failure to adequately disclose conflicts of interest is still a major problem. A very short prescribed format disclosure document can force this to a resolution that would pass the Bernie Pub Test.

Best regards

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Please help us to help you. Email is great, but sometimes we get buried in emails. If it is urgent, please ring.

28/10/2008