



Representative profile – Version 5.4
Preparation Date 20 February 2024

This document forms the second part of the Oreana Financial Services Guide. This FSG is divided into two parts and both parts must be read together. This document is designed to clarify who we are, what we do, and aims to help you decide whether to use our services.

Who we Are

Your financial advisor(s) are Representatives of and offer services on behalf of Oreana Financial Services Pty Ltd, AFSL License No. 482234:

- Julian Battistella Authorised Representative No. 320799
- Declan Freeman Authorised Representative No. 1271827

The Financial Services that the above financial advisor(s) offer are provided by Battistella Financial Services Pty Ltd, ABN 78 128 239 305, trading as Battistella Financial Services, Authorised Representative (AR) No. 320798.

Battistella Financial Services specialise in providing advice to Executives, Professionals, Expatriates, Business Owners and Retirees. Our range of services and advice are designed to enhance your financial wellbeing and assist with managing your financial complexity, allowing you to focus on your business, family and/or retirement needs.

Oreana has authorised your advisor to provide you with this Financial Services Guide.

About Julian Battistella -

Julian Battistella has worked in the financial services industry for over 28 years gaining considerable experience in the areas of strategic financial planning, investment management, estate management, personal financial management, banking and small business lending.

Prior to establishing Battistella Financial Services in 2007, Julian was employed by Wilson HTM Investment Group - a boutique National Stockbroking firm.

Upon joining Wilson HTM as the sole Financial Planner in the Melbourne office in April 2002, Julian was responsible for establishing a successful Financial Planning business. Working closely with other specialists, including tax lawyers, accountants and stockbrokers, Julian was recognised as being a leading provider of sophisticated financial planning advice to high net worth individuals. This culminated

in Julian being awarded Money Management Financial Planner of the Year - 2007 after being runner up in the 2005 and 2006 Awards.

Having been employed by some of Australia's most highly regarded financial services businesses including Deutsche Bank AG, Perpetual Private Clients, Wilson HTM Investment Group and ANZ Banking Group, Julian's focus has always been to assist his clients – both in the workforce as well as those in or approaching retirement – whose goal it is to achieve and maintain financial independence.

Julian successfully completed the Graduate Diploma in Financial Planning (Grad Dip FP) at Deakin University, graduating in 2021, as well as the 8 unit Diploma in Financial Planning (Dip FP) in 1997 and has been a CFP® practitioner of the Financial Planning Association of Australia since July 1, 1999. Julian obtained the professional designation 'Self Managed Superannuation Specialist Advisor' from the SMSF Association of Australia in 2007 and was appointed a Fellow of the Association in 2021. Julian is a Justice of the Peace, and was granted Registered Tax Agent status in 2012, as a Tax (financial) Adviser. Julian successfully completed the mandatory FASEA financial adviser exam in February 2020.

In addition to advising high net worth clients and servicing his existing client base, Julian served as a member of the MLC National Advisory Council from 2006 until it was dissolved in 2020. Previously, Julian served as Chairperson of the Financial Planning Association CFP1 Curriculum Taskforce, 'Professionalism, Ethics and Compliance' as well as sitting on various other FPA committees. Julian was appointed to the Finance Committee of St Kevin's College Toorak in 2013, and remains in that role today.

About Declan Freeman -

Declan joined Battistella Financial Services in 2022, with over 15 years' experience in Financial Services.

Declan has a broad technical skill set with extensive knowledge in wealth creation strategies, risk management, self-managed superannuation, retirement planning, aged care and estate planning.

Declan is driven to achieve the best outcome for client's and is passionate about the provision of high quality, personalised advice.

Declan holds a Bachelor of Business (Financial Planning) with distinction from RMIT University, an Advanced Diploma of Financial Planning, a Diploma of Financial Planning and is an Accredited Aged Care Professional.

What we do

We are authorised by Oreana Financial Services to provide financial advice in relation to:

- Wealth Accumulation
- Income & Asset Protection
- Tax Strategies
- Superannuation (Inc. SMSFs)
- Retirement & Redundancy Planning
- Estate Planning
- Aged Care
- Government Benefits
- Debt Management

- Margin Lending
- Expatriate Financial Planning

What financial products and services are we authorised to provide?

We are authorised to provide personal financial advice, general financial advice, and transact on your behalf (dealing) in relation to the following types of financial products:

- Basic / Non-Basic Deposit Products
- Debentures, stocks or bonds issued or proposed to be issued by a government;
- Life products - Investment Life Insurance
- Life products – Life Risk Insurance
- Managed investment schemes, including Investor Directed Portfolio Services (IDPS)
- Retirement savings accounts ("RSA") products
- Securities; and
- Superannuation;
- Standard Margin Lending.

How we charge for our services

All fees and commissions are inclusive of GST and the fees could be greater than those disclosed below in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing.

Schedule of fees

Type of advice	Fee charged
Initial consultation	At our expense
Initial advice (advice preparation and implementation)	Fees may range from \$3,300 - \$9,900 and will vary depending on the level of complexity of your situation. The advice preparation fee is charged for the preparation for a written Statement of Advice.
Implementation (fee for advice)	If you elect to pay us a fee for advice the following fees will apply. The fees are based on time and complexity taken to implement your recommended strategy: The minimum fee charged is \$2,200 while the maximum fee is \$9,900, unless otherwise negotiated.
Ongoing / Annual advice	Battistella Financial Services offers our clients an ongoing advisory service or an annual service depending on your needs. The ongoing or annual advice fee will be based on the level of service required, the frequency of the review and the complexity of the advice. The Ongoing or annual Advice Fee may range from \$7,700- \$39,999 pa, unless otherwise negotiated.
Ad hoc advice	The fees for the provision of ad hoc advice not covered by an Ongoing Service arrangement will be charged on an hourly basis at a rate of \$186 -

	\$655 (as at 1/7/2025). Our hourly rates are indexed by 4% per annum.
Insurance products	<p>Unless you wish to operate on a fee for service basis, we will receive commission for our initial and ongoing services to you.</p> <p>Initial commission is between 0% and 66% and the ongoing commission is between 0% and 30% of the annual premium and is paid by the insurance product issuer to us.</p>

How I am paid – Julian Battistella

As a director of Battistella Financial Services, I am entitled to receive director fees or distributions from Battistella Financial Services Pty Ltd and Battistella Advisory Services Pty Ltd ATF Battistella Financial Services Unit Trust. I do not receive any bonuses, benefits or additional payments for recommending specific products or providers and the remuneration scheme of which I am part has been designed to ensure that your interests are prioritised, conflicts are minimised and that my advice is not inappropriately influenced.

How I am paid – Declan Freeman

I receive a salary as an employee of Battistella Financial Services Pty Ltd. I may also receive a performance bonus based on criteria including the quality of my advice, my compliance with my ethical and professional obligation, client retention rates and my contribution to the financial performance of Battistella Financial Services Pty Ltd. I do not receive any bonuses, benefits or additional payments for recommending specific products or providers and the remuneration scheme of which I am part has been designed to ensure that your interests are prioritised, conflicts are minimised and that my advice is not inappropriately influenced.

Referral relationships

The table below outlines the referral relationship(s) we have. If we do refer you, we may receive a fee payment or commission for the services stated below. We will not refer you for this service unless it is in your best interest and necessary for you to achieve your goals and objectives.

Name of referral partner	Services	Payment received for referral
n/a	n/a	n/a

Associated & related entities

The table below outlines the associated or related entities we are involved in and the details of any direct or indirect benefit we may receive if we refer you to them.

Regardless of any benefits we may receive, we will not refer you unless it is in your best interest and necessary for you to achieve your goals and objectives.

Table – Other Business Activities, Associated Entities and Related Third Parties:

Name of Entity	Nature of association
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<p>Battistella Advisory Services Pty Ltd As Trustee For the Battistella Financial Services Unit Trust</p>	<p>Battistella Financial Services Pty Ltd (BFS) pays an ongoing Licence Fee to Battistella Advisory Services Pty Ltd ATF Battistella Financial Services Unit Trust (BAS). This payment relates to the engagement of BAS to provide a range of administration services to the clients of BFS. BAS is a 100% related party of BFS.</p> <p>Julian Battistella is a Director of Battistella Advisory Services Pty Ltd and has a controlling shareholding in the entity. As a result, Julian Battistella will benefit from indirect distributions made from the Battistella Financial Services Unit Trust.</p>
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Please note that Oreana Financial Services is not responsible for the advice and services provided by Battistella Advisory Services Pty Ltd ATF Battistella Financial Services Unit Trust.

Payment of Fees

All fees and commissions disclosed in this FSG are paid to Oreana, who pays all fees and commissions it receives to Battistella Financial Services Pty Ltd.

For more information or if you have any questions, please contact us at:

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19 Milton Parade
MALVERN VIC 3144

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