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Please be aware that the Pro Forma documentation we provide will not guarantee that the licensee will meet all of its obligations under the law. It needs to be tailored by the licensee to reflect its business practices and processes. There are also a myriad of other factors which may result in the license breaching its legal obligations.

This procedure is normally 3 pages long. We've only provided 1.5 pages in this example.

This procedure was last reviewed on: / /

3 Ensuring appropriate information in promotional material / advertising

3.1 Responsibility

This procedure is reviewed every year by [insert name]. In addition, if there is a major compliance breach in this area, the Compliance Manager shall review the relevant procedure, or [insert name of external compliance provider] is engaged to review the procedure.

[insert responsible person] is responsible for overseeing this area. This procedure should be followed before any promotional material is used.

Promotional material and advertising must be checked with the Compliance Manager and/or external compliance/legal services provider

[insert name of compliance or legal services provider] for compliance before it is published or circulated.

3.2 Overview

Promotional material / advertising must comply with the financial services laws and the licensee's licence conditions.

Advertising and promotional material covered by this procedure includes [add or delete materials as appropriate]:

- website
- brochures
- Financial Services Guide
- Product Disclosure Statements

- print advertisements
- TV advertisements
- radio advertisements
- [other]

When reviewing advertising and promotional material, the Compliance Manager will use a copy of the following checklist (see next page). Then the Compliance Manager will keep the completed copy of the checklist with a copy (or proof) of the corresponding advertising or promotional material in a ring binder marked “Advertising and Promotional Material”.

3.3 Promotional Material Checklist	Material checked?
1. <i>Who is the principal?</i> The licensee’s name and logo should be more prominent than a representative’s name and logo.	r
2. <i>General advice.</i> If the material contains general advice, it must contain a warning that: <ul style="list-style-type: none"> • the advice has been prepared without taking into account the client’s objectives, financial situation or needs • before acting on the advice, the client should consider whether it is appropriate to them, in light of their objectives, financial situation or needs • (if the advice relates to a financial product) the client should obtain and consider the Product Disclosure Statement before making a decision in relation to the product. <p>Note: this warning can be in your own words, and in a way which is meaningful to your client/target audience.</p>	r

[procedure truncated]