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**Sent:** Thursday, 22 June 2017 2:39 PM

**To:** Sub APESB <[sub@apesb.org.au](mailto:sub@apesb.org.au)>

**Subject:** Submission on APES230 Financial Planning Services

The Chairman  
Accounting Professional & Ethical Standards Board Limited  
Level 11, 99 William Street  
Melbourne VIC 3000

Dear Ms Roxon,

I am writing to you concerning the APESB's current review of ethical standard APES230. I am a licensed financial planner who is delivering a genuine fee for service basis to my advice clients.

I encourage the APESB to amend APES230 to mandate a genuine fee for service approach for accountants who offer financial planning services. The removal of any perceived or real conflict regarding how advisers are remunerated for their advice is the only approach which is consistent with a true profession acting in the public interest. It is also the only approach fundamental for the impartiality and integrity required between financial advisers and the public if we are to serve as advice professionals.

I acknowledge that some advisers who are currently receiving conflicted remuneration may need some time to make the transition. Therefore, I recommend a reasonable period in which to do so (perhaps, 2-3 years).

Thank you for the opportunity to make a submission on this important topic. If you have any questions, please contact me.

Kind Regards,

**Alan Keal**, ADFS (FP), CERTIFIED FINANCIAL PLANNER™



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