

ADVISER PROFILE

Practice Details

Company Name	EMU ADVISORY PTY LTD T/A EMU ADVISORY
Corporate Authorised Representative Number	1306421
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Adviser Name	LUCIAN FRANCIS RUSS
Authorised Representative Number	000407510
Email	lucian@emuadvisory.com.au
Phone	0418 724 246
Advice Authorisations	<p>LUCIAN FRANCIS RUSS is authorised by Cobalt Advisers to provide financial services, including advice or services in the following areas:</p> <ul style="list-style-type: none"> • Basic deposit products • Debentures, stocks and bonds • Life insurance (personal and business) • Managed investments • Investor Directed Portfolio Services (IDPS) • Retirement Savings Accounts (RSA) • Securities • Superannuation • Self-Managed Superannuation
What qualifications and professional memberships does your financial adviser have?	<p>Lucian Russ holds the following qualifications and designations:-</p> <ul style="list-style-type: none"> - Bachelor of Arts (1994) – Humanities (Philosophy) - Advanced Financial Planning Certificate (2000) UK - Certified Financial Planner FPA (2005) - Diploma of Financial Planning (2010) - Advanced Diploma of Financial Planning (2012) - SMSF Specialist Adviser SPAA (2013) - Graduate Certificate in SMSF – Adelaide Uni (2013) - Professional Practice Designation FPA (2015) - AMP Adviser of the Year 2016 - Graduate of Australian Institute of Company Directors (2021)
What payments do my employer and other related entities including myself receive?	<p>Adviser Revenue – Emu Advisory Pty Ltd receives 100% of fees, commissions and incentives. Business expenses are deducted from this payment like any other business. no incentives or commissions are paid to me apart from wages and any share of profit as a shareholder.”</p> <p>Referral Fees – Your adviser does not receive referral fees personally from any party.</p>
About Me	<p>Lucian started in financial planning in 1996 in London (UK). He always loved meeting with Fund Managers and learning about money and how investment markets actually work.</p> <p>Despite being a bit of a numbers man and financial geek, he remained in financial planning because he enjoys meeting people and supporting clients along their journey to financial freedom.</p> <p>He took a break from hectic London life in 2005, and after developing and running an enterprise skills-based charity in Cape Town (South Africa) for a few years, he decided to move to Australia.</p> <p>By 2012, Lucian had become the managing director and Senior Financial Planner at his own firm, Ginn & Russ, as part of the AMP network. It was a large successful practice with offices in Adelaide and Alice Springs with around 12 staff. But this was just the start as Lucian identified opportunities to improve his client services.</p> <p>This resulted in him founding “Emu Wealth”, the predecessor to Emu Advisory Pty Ltd. The latter is a firm comprising 7 staff members with a strong client focus and showcases the culmination of Lucian’s experience, wisdom and dedication to his clients.</p>