

Target Market Determination

Deposit accounts

Product	Christmas Cracker account
Issuer	Community First Credit Union Limited ABN 80087649938 AFSL/Australian credit licence 231204
Date of TMD	21 September 2021

Target Market ***Description of target market***

Members seeking savings for Christmas expenses such as presents, food and holidays, where they can access the funds from November to January each year and not able to easily withdraw their savings outside this time.

Description of product, including key attributes

This is a Christmas Cracker savings account and the key features of this product are:

- no minimum deposit
- variable interest rate
- withdraw funds without penalty between 1 November and 31 January
- access via internet banking, telephone banking and mobile banking app
- eStatements
- no monthly account keeping fee
- early withdrawal fee applies
- some transaction fees, service fees and staff assisted transaction fees apply
- other fees and charges may apply. Refer to the current fees and charges schedule

Distribution Conditions ***Distribution conditions***

This product is distributed by the issuer through the following channels:

- Stores
- Mobile lenders
- Call centre
- Online
- Third party introducer

Distribution conditions for this product include:

- ensuring that retail clients meet the eligibility requirements for the product
- ensuring that distribution is by appropriately trained staff

There are no other distributors for this product.

Review Triggers

The review triggers that would reasonably suggest that the TMD is no longer appropriate are:

- A significant dealing of the product to consumers outside the target market occurs;
- A significant number of complaints is received from customers in relation to their purchase or use of the product that reasonably suggests that the TMD is no longer appropriate;
- A material change to the product or the terms and conditions of the product occurs which would cause the TMD to no longer be appropriate;
- Material change to fees or interest rates
- Material changes to withdrawal or transaction methods
- 20% or more of members aged under 18
- 20% or more of accounts close within any one month
- 20% or more of accounts have 12 or more withdrawals between February-October (high number of consumers who transact at negligible levels such that the account is effectively used as a transaction account)

The *Product Governance Framework* includes regular consideration of whether there has been a review trigger following each distribution information report. That consideration is by reference to paragraphs 154 to 156 of RG 274.

Review Periods

First review date: 5 October 2022

Periodic reviews: every 2 years after the initial and each subsequent review.

Distribution Information Reporting Requirements

The following information must be provided to Community First Credit Union by distributors who engage in retail product distribution conduct in relation to this product:

Type of information	Description	Reporting period
Complaints	Number of complaints	

Significant dealing(s)	Date or date range of the significant dealing(s) and description of the significant dealing (eg, why it is not consistent with the TMD)	As soon as practicable, and in any case within 10 business days after becoming aware
Sales outside the target market	Number of sales \$ value of sales	