

# Target Market Determination

## Debit cards

<b>Product</b>	Debit Card
<b>Issuer</b>	Community First Credit Union Limited ABN 80087649938   Operating as Community First Bank   AFSL and Australian credit licence 231204
<b>Date of TMD</b>	22 November 2024
<b>Target Market</b>	<p><b><i>Description of target market</i></b></p> <p>Retail clients who:</p> <ul style="list-style-type: none"> <li>• have an eligible account to which the card can be linked</li> <li>• are seeking a non-cash payment facility to make purchases and pay bills from their linked account</li> <li>• are seeking the ability to withdraw cash</li> <li>• are aged 12 and over (subject to eligible linked account)</li> </ul> <p><b><i>Description of product, including key attributes</i></b></p> <p>This is a Visa debit card and the key features of this product are:</p> <ul style="list-style-type: none"> <li>• only able to access funds from the linked account</li> <li>• cash withdrawals over the counter or by ATM</li> <li>• point of sale payments using the card</li> <li>• card not present payments including, online, over the phone or mail</li> <li>• digital wallet payments such as Apple Pay, Google Pay and Samsung Pay</li> <li>• pay bills, deposit and withdraw cash at Australia Post via Bank@Post</li> <li>• transaction fees, service fees, staff assisted transaction fees and monthly fees may apply. This depends on the type of account the card is linked to and whether the member is eligible for a fee rebate.</li> <li>• other fees and charges may apply. Refer to the current fees and charges schedule</li> </ul>
<b>Distribution Conditions</b>	<p><b><i>Distribution conditions</i></b></p> <p>This product is distributed by the issuer through the following channels:</p> <ul style="list-style-type: none"> <li>• Stores</li> <li>• Mobile lenders</li> <li>• Call centre</li> <li>• Online</li> <li>• Third party introducer</li> </ul> <p>Distribution conditions for this product include:</p>

- 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
- Material changes to withdrawal or transaction methods

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**

**Next review date:** 1 November 2025

**Periodic reviews:** annually.

**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	As soon as practicable, and in any case within 10 business days after becoming aware
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)	
Sales <b>outside</b> the target market	Number of sales \$ value of sales	