



Target Market Determination (TMD) Visa Debit Card

Product	Visa Debit Card
Issuer	Goulburn Murray Credit Union Co-operative Ltd ABN 87 087 651 509 AFSL 241364
Date of TMD	05/10/2021
Target Market	<p>Description of target market</p> <p>The Visa Debit card is an access facility linked to an eligible transaction account. The visa debit is available to personal customers >13 years of age.</p> <p>It is designed for the class of customers who are looking for a convenient and global access to their funds.</p> <p>Description of product, including key attributes</p> <p>Visa debit is a card that provides access to your transaction and spending account.</p> <p>The following access methods are available:</p> <ul style="list-style-type: none">• Online using an authorised visa merchant;• Direct debit;• EFTPOS;• ATM. <p>Transaction fees, general service & ATM fees may apply.</p> <p>Description of likely objectives, financial situation and needs of consumers in the target market</p> <p>This product is designed for consumers who are:</p> <ul style="list-style-type: none">• <u>Likely objectives</u>: seeking multiple ways to access their funds globally; seeking the ability to draw on funds for everyday transactions; seeking flexibility in the way funds can be accessed; seeking security of funds.• <u>Likely financial situation</u>: wide range of income and savings levels; wide range of employment statuses; wide range of spending habits; wide range of ages and life stages.• <u>Likely needs</u> ability to withdraw funds easily and immediately; security of funds (low risk product). Ability to access a wide range of transaction and payment methods. <p>Explanation of why the product is likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market</p> <p>This product is easy to use, flexible and not complex; the low fees and low risk associated with the product; the product's applicability to a wide range of potential financial situations and life stages.</p>
Distribution Conditions	<p>Distribution conditions</p> <p>This product may be distributed in branch by appropriate authorised bankers.</p> <p>Why the distribution conditions and restrictions will make it more likely that the consumers who acquire the product are in the target market</p> <p>Bankers will consider personal circumstances in recommending appropriate products.</p>



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Review Triggers	<p>The review triggers that would reasonably suggest that the TMD is no longer appropriate include:</p> <ul style="list-style-type: none"> • 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; • High number of customers switching from this account. 		
Distribution Reporting Requirements	<p>The following information must be provided to gmcu by distributors who engage in retail product distribution conduct in relation to this product:</p>		
	Type of information	Description	Reporting period
	Complaints	Number of complaints	Monthly to gmcu
Significant dealing(s)	Date or date range of the significant dealing(s) and description of the significant dealing (e.g., why it is not consistent with the TMD)	As soon as practicable, and in any case within 10 business days after becoming aware	
Review Periods	<p>First review date: within twelve months.</p> <p>Periodic reviews: at least every three years after the initial and each subsequent review.</p>		