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## Target Market Determination: Debit Cards

Effective Date: 5 October 2021



The purpose of this Target Market Determination (TMD) is to describe:

- the type of customer the Debit Card is designed for
- how it is distributed
- when this document will be reviewed; and
- what information is required to be provided to help maintain the accuracy of this document.



### Who is this product designed for?

This product has been designed to suit the needs and objectives of retail clients who:

- have an account to which the card can be linked
- are seeking a non-cash payment facility to make purchases and pay bills from their linked account
- are seeking the ability to withdraw cash
- are Australian residents aged 12 years or more

### Everyday Saver - Key Attributes

This is a Visa debit card and the key features of this product are:

- only able to access funds from the linked account
- cash withdrawals over the counter or by ATM
- point of sale payments using the card
- card not present payments including, online, over the phone or mail
- digital wallet payments such as Apple Pay or Google Pay at point of sale or online
- Australia Post, including bill payments, deposits and withdrawals

### Distribution Conditions

This product is only distributed through the following channels:

- MOVE Bank website by visiting [movebank.com.au](http://movebank.com.au)
- MOVE Bank contact centre by calling 1300 362 216
- MOVE Bank branch located at Central Station

The target market is broad, and this product is simple, so these distribution conditions are adequate to ensure it is more likely that the consumers who acquire the product are in the target market.

Distribution conditions for this product include:

- Systems and processes in place to ensure consumers meet product eligibility requirements
- Ensuring that distribution through our branch and call centre is conducted by appropriately trained staff
- Clear terms and conditions on the website for the product to ensure consumers understand the features

## Reviewing this document

Initial review date: 5 October 2022

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

We will also review this TMD if circumstances (called “review triggers”) occur that would reasonably suggest that the TMD is no longer appropriate, such as:

- a significant dealing of the product to retail clients outside the target market occurs
- a significant number of complaints are 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
- a material and relevant reduction in key product suitability metrics including:
  - member satisfaction
  - product acceptance
  - financial performance
  - benefits to members
  - product value and affordability

MOVE Bank will review this TMD within 10 business days in the event of a review trigger occurring.

The Product Management Policy 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.

## Reporting

MOVE Bank will record all feedback and/or complaints about this product as they occur. This data will be reviewed quarterly to determine whether there has been a material reduction in any of the key product suitability metrics that would indicate that a review of this TMD may be necessary.