

Target Market Determination



**Queensland
Country
Bank**

Product	Learners and Earners All Access Account
Issuer	Queensland Country Bank Limited ABN 77 087 651 027 (Queensland Country Bank) AFSL/Australian Credit Licence 244 533
Date of Target Market Determination (TMD)	at 5 October 2021

Target Market

Description of target market

Current and future Members of Queensland Country Bank who are looking to have an everyday transaction account with unlimited free transactions. Members must be between 18 and 23 years of age, be an Australian Citizen or have a valid Australian Visa, be undertaking full-time studies or an Australian apprenticeship. Members must also meet Queensland Country Bank's Know Your Customer and anti-money laundering/counter terrorism financing (AML/CTF) requirements.

Description of product, including key attributes

Learners and Earners All Access Account for everyday transactions.

- Unlimited free everyday transactions
- No monthly account service fee
- Your choice of Visa Debit Card or CueCard access
- Google Pay & Apple Pay
- 24/7 online, mobile and phone banking access
- Mobile App
- Worldwide access
- Bank@Post

Description of likely objectives, financial situation and needs of consumers in the target market

This product is designed for Members and future Members of Queensland Country Bank who:

- are looking for an everyday transaction account
- are seeking unlimited transactions and no monthly fee
- are between 18 and 23 years of age who are undertaking full-time studies or and Australian apprenticeship and who meet Queensland Country Bank Know Your Customer and AML/CTF requirements



Target Market

Classes of consumers for whom the product is clearly unsuitable

This product is not suitable for Members or future Members who:

- who are not between 18 and 23 years of age and either full-time student or apprentices
- do not meet the target market determination
- are without capacity (without appropriate representation)

Distribution Conditions

Distribution conditions

Distribution of the Learners and Earners All Access Account can be provided through all channels which include, in branch, online or by phone. Marketing of the Learners and Earners All Access Account may include website and other media channels such as online, radio, TV and paper articles.

Why the distribution conditions and restrictions will make it more likely that the consumers who acquire the product are in the target market

Irrespective of the distribution channel, this account cannot be opened by Members without meeting the key eligibility requirements.

Reviewing this Target Market Determination

We will review this Target Market Determination in accordance with the below:

Initial review

Within twelve (12) months of the effective date

Periodic reviews

Review to be undertaken each 12 month period after the initial commencement date

Review triggers or events

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
- Where applicable, feedback from Members
- A systemic issue across the product lifecycle
- Material change to the product features, benefits, fee structure or the terms and conditions
- External events such as adverse media coverage



Reporting and monitoring this Target Market Determination

We will collect and review/report on the following information in relation to this TMD

Complaints

All complaints in relation to this product on a monthly basis. This will include written details of the complaint.

Significant dealing(s)

Report if we become aware of a significant dealing in relation to the product that is inconsistent with the TMD as soon as practicable and in any case within 10 business days.

Material Change

Review any material detrimental member impact from product changes at the time of effective material change.