

# Target Market Determination



Product	SmartBudget
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 account to manage their household bills and expenses. Members must be at least 17 years of age, be an Australian Citizen or have a valid Australian Visa and meet Queensland Country Bank's Know Your Customer and anti-money laundering/counter terrorism financing (AML/CTF) requirements.

### Description of product, including key attributes

**SmartBudget is a transaction account that assists Members to budget their regular personal household bills and expenses over a 12 month period.**

- Control your nominated household bills and expenses across the year into weekly, fortnightly or monthly payments
- Ease the pressure of Bill Shock by spreading out the payment of your nominated bills and expenses
- Assists member to budget better
- Monitor your account through our Online portal
- Low monthly account service fee
- No fees for BPAY, automatic transfers or direct debits

### 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 account to manage their nominated household bills and expenses by spreading the costs into weekly, fortnightly or monthly payments; and
- are of a Minimum age of 17 years who meet Queensland Country Bank's 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:

- are under the age of 17
- are a prior bankrupt or currently involved in a part 9 agreement
- do not meet the target market determination
- are without capacity (without appropriate representation) to be bound by contract

## Distribution Conditions

### Distribution conditions

Distribution of the SmartBudget Account can be provided through all channels which include, in branch, online or by phone. Marketing of the SmartBudget 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 or regulative attention



## 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.