



# Target Market Determination

## Platinum Debit Mastercard

Start date: 5 October 2021

Next review due: By 30 September 2024

Review period: At least every 36 months from the start date of this Target Market Determination

### **What is a Target Market Determination?**

A Target Market Determination describes the cohort of customers that the product is targeted at (the Target Market) and any conditions around how the product is distributed to customers (the Distribution Conditions).

It also describes the events or circumstances where we are required to review the Target Market Determination for a financial product (the Review Triggers).

### **Why does Bankwest need to have Target Market Determinations?**

We're required to have Target Market Determinations under law. The purpose of the law is to make sure customers are at the centre of our approach when designing and distributing our financial products.

This document is not a substitute for the product's terms and conditions or other disclosure documents. When making a decision about this product, customers must refer to the relevant Product Disclosure Statement (PDS), Terms and Conditions or other disclosure documents.

## Target Market

### Objectives, financial situation and needs of the Target Market

This product is targeted at customers with the likely objectives, financial situation, and needs of wanting to access funds held in, and deposit funds into, an eligible linked Bankwest account (anywhere Mastercard is accepted) using a variety of methods, and access the Mastercard rewards program and other benefits.

### Eligibility criteria for the product

To hold this product, customers will need to satisfy certain eligibility criteria, including that each customer must:

- Be an individual aged 16 years and above;
- Have a residential address in Australia and be an Australian citizen, temporary or permanent Australian resident (limited exceptions may apply subject to conditions);
- Intend to meet minimum deposit requirements; and
- Have an eligible Bankwest transaction account to which the card will be linked.

### Key features of the product

- Access funds held in an eligible linked Bankwest account within Australia or overseas (where Mastercard is accepted) using one or more of the following methods:
  - Electronic Point of Sale (EFTPOS) (including digital wallet tokenisation);
  - Over the phone (e.g. with merchants);
  - Via an arrangement with a merchant/third party that accepts Mastercard;
  - Self-service channels (including online and ATMs); and
  - Staff assisted channels (Including Bankwest branches and participating Australia Post outlets).
- Deposit funds within Australia using one or more of the following methods:
  - Self-service channels (including online and selected Bankwest ATMs); and
  - Staff assisted channels (including Bankwest branches and participating Australia Post outlets).
- Access the following benefits:
  - Mastercard rewards program benefits;
  - Purchase Security Insurance for certain purchases made using the Platinum Debit Mastercard; and
  - Extended Warranty Insurance on certain purchases made using the Platinum Debit Mastercard in Australia.

A separate Target Market Determination (TMD) has been made for each of the eligible linked Bankwest accounts referred to above. Refer to [bankwest.com.au/tmd](https://bankwest.com.au/tmd).

## Target Market continued

### Why the product is likely to be consistent with the likely objectives, financial situation and needs of the Target Market

- Customers can access funds held in, and deposit funds into, an eligible linked Bankwest account anywhere Mastercard is accepted using a variety of methods;
- Customers can access a range of benefits and discounts with the Mastercard rewards program;
- Customers can access complimentary insurances; and
- Customers can only obtain the product if they meet the eligibility criteria.

## Distribution Conditions

The distribution of this product is subject to the following conditions and restrictions:

- The product may be applied for by the customer:
  - Through Bankwest Online Banking;
  - Through a Bankwest branch, over the phone or through Bankwest employees who meet Bankwest's qualification criteria (e.g. trained lenders, home lending specialists, private bankers and relationship managers); or
  - Through the Bankwest website or Bankwest Online Banking as part of applying for another product.
- The product cannot be distributed or offered through third parties; and
- The product can only be distributed to customers in accordance with Bankwest's product terms and conditions and process requirements.

Bankwest views that these distribution conditions are appropriate and are of a nature that it is likely that the product will be distributed to the Target Market given that:

- Bankwest will have oversight of how the product is promoted and issued, including that Bankwest staff are appropriately trained to discuss the features of the product with customers.

## Review Triggers

Upon the occurrence of any of the below review triggers, the TMD may no longer be considered appropriate and a review of this TMD must be undertaken by Bankwest:

- A significant number of complaints received from customers who acquired the product, which relate to the customer’s purchase or use of the product and which show that the TMD may no longer be appropriate.
- A material incident or significant number of incidents, which relate to the customer’s purchase or use of the product and which shows that the TMD may no longer be appropriate.
- A significant dealing of this product to customers who are outside the Target Market.
- The receipt of a product intervention power order from ASIC requiring Bankwest to immediately cease retail product distribution conduct in respect of the product.
- The material alteration of the product or product terms and conditions, which would cause the TMD to no longer be appropriate.
- Any other event or circumstance that Bankwest views would materially change a factor taken into account in making the TMD.

## Review Trigger Information Reporting

The following information must be provided to Bankwest by all third parties responsible for the retail product distribution conduct of each product in accordance with this TMD, within the required timeframes:

Information type	Description	Timeframe for reporting
Product complaints data	Information relating to complaints received including number of complaints, third party name, product name and complaint verbatim.	Quarterly and in any case no later than 10 business days from the end of the quarter.



Visit any branch.  
Call 13 17 19.  
[bankwest.com.au](http://bankwest.com.au)

Product Issuer:

Bankwest, a division of Commonwealth Bank of Australia ABN 48 123 123 124 AFSL and Australian credit license 234945