



## Target Market Determination

5 October 2021

Issuer	Victoria Teachers Limited, ABN 44 087 651 769, AFSL and Australian Credit Licence 240 960, trading as Bank Fir		
Target Market	Description of target market (including likely objectives, financial situation and needs of the consumer)		
	Retail clients who:		
	need a savings account for larger saving goals		
	need the ability to withdraw funds at call		
	Description of product, including key attributes		
	This is a Cash Management account and the key features of this product are:		
	minimum \$5,000 initial deposit		
	variable interest rate		
	interest paid quarterly		
	interest rate tiers     interest hapking		
	<ul><li>internet banking</li><li>banking app</li></ul>		
	• no account fees		
<b>Distribution Conditions</b>	Distribution conditions		
	This product is distributed by the issuer through the following channels:		
	• branches		
	relationship officers		
	• call centre		
	• online		
	Distribution conditions for this product include:		
	<ul> <li>ensuring that retail customers meet the eligibility requirements for the product</li> </ul>		
	<ul> <li>ensuring that distribution through the above channels is by appropriately trained staff</li> </ul>		
	There are no other distributors for this product.		
	Why the distribution conditions and restrictions will make it more likely that the consumers who acquire the product are in the target market		
	Bank accounts issued by Bank First are simple, well understood, and suitable for the vast bulk of our customers.		
	The nature of the bank accounts issued by Bank First means that distribution through all of its usual channels will generally be appropriate.		
	The distribution conditions will enable the product to reach consumers in the target market while providing relevant and sufficient information about the product through the distribution channels. Eligibility requirements are enforced in each distribution channel to ensure that only eligible consumers can acquire the product.		

Review Triggers	The review triggers that would reasonably suggest that the TMD is no longer appropriate include:			
	a significant dealing of the product to consumers outside the target market occurs			
	<ul> <li>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</li> </ul>			
	<ul> <li>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</li> </ul>			
Review Periods	First review date: 30 September 2022			
	Periodic reviews: Every 2 years after the initial and each subsequent review			
Distribution Information Reporting Requirements	The following information must be provided to Bank First by distributors who engage in retail product distribution conduct in relation to this product:			
	Type of information	Description	Reporting period	
	Complaints	Number of complaints	Every 3 months	
		Summary of each complaint including nature of complaint, resolution undertaken and customer outcome		
	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	

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