

Target Market Determination (TMD)

Product: Credit Cards



Made by	Credit Union SA Ltd ABN 36 087 651 232 AFSL/Australian Credit Licence 241066
Version Number	3.0

Effective date	9 May 2024
Last review date	15 April 2024
Ceased date	In use

Target Market

a) Product description (including key attributes)

Members in the target market for these products are members (current or future) who wish to make purchases and payments on credit by using a card linked to a credit facility and who want a credit card for their everyday spending or for large purchases with the flexibility to manage their monthly budgets. They want a product with the following key attributes listed below:

- Facility can be accessed using the card anywhere including retailers who accept Visa purchases and from ATMs.
- Card can be attached to digital wallet and payments can be made in this way.
- Ability to make balance transfers
- 0% introductory rate on balance transfers for 6 months
- Up to 55 days interest free on purchases

Members in the target market for our Education Community Credit Card are members (current or future) who are part of the education community, students carrying out studies in education and their immediate family members (parents, children, grandparents, grandchildren, siblings and partners only).

Members in the target market for our Workplace Benefits Card are members (current or future) who are current employees of SA Power Networks.

Education community and Workplace Banking Benefits members may be eligible for additional and exclusive benefits offered by Credit Union SA.

Please visit these pages on our website for more information:

[Knowledge Counts](#)

[Workplace Banking Benefits](#)

b) The likely objectives, financial situation and needs of members in the target market for these products are that they:

- Wish to make purchases and payments on credit by using a card linked to a credit facility
- Wish to use the card for their everyday spending
- Wish to use the card for larger purchases for their household
- Wish to use the card to manage their monthly budget.
- Meet Credit Union SA's lending criteria

c) These products have not been designed for members who:

- Do not want to make purchases on credit and potentially pay interest
- Do not want a card with rewards points
- Do not meet Credit Union SA's lending criteria

d) Other information:

Personal Loan and Visa Credit Card Interest Rates and Fees and Charges relating to this product:

[Download](#)

This TMD does not replace the product terms and conditions and members (future or current) should refer to these before purchasing a product.

Visa Credit Card Terms and Conditions relating to this product:

[Download](#)

Distribution Conditions

The product to which this TMD applies may be distributed through any of the following means:

- Online through our digital channels
- In our branch
- Via our Member Experience Centre
- Through third-party distributors such as loan brokers who are accredited to submit loan applications to us ('third-party distributors')

All channels are monitored by Credit Union SA and staffed by persons trained and accredited in the distribution of the products in accordance with our terms and conditions.

Review Triggers

The following review triggers apply for these products:

- There are significant dealings in the products that are not consistent with this TMD
- Material changes to the regulatory environment
- Material changes to the product terms and conditions, other than changes to interest rates and consequential changes to repayments, or material changes to distribution
- More than 10% member complaints in any 6-monthly period claiming that the products, or their features, did not satisfy the member's needs

Review Period

We will review this TMD at least every 12 months.

Information Reporting

The below sets out the information Credit Union SA requires to be reported to us related to the products by persons who engage in the distribution of the products.

Unless otherwise stated, the first reporting period commences on the date this TMD is made. Each subsequent reporting period begins on the day following the end of the prior reporting period.

Credit Union SA or distributors of Credit Union SA products will report on the following:

- The number of complaints received in relation to the products during the reporting period (which may be 0) every 6 months
- Complaints about the products escalated to the Australian Financial Complaints Authority (AFCA) status ('Yes' or 'No'), if applicable every 6 months
- Complaint details (date the Distributor first received the complaint, substance of complaint and general feedback relating to the products and their performance) every 6 months

Significant dealing(s) including date and description of the significant dealing (as soon as practicable or in any case within 10 business days).

Appendix

This TMD applies to the following products:

- Visa Credit Card
- Education Community Credit Card
- Workplace Benefits Credit Card