Target Market Determination

Bankwest Zero Platinum Mastercard

Start date: 27 September 2025
Next review due: By 27 September 2026
Review period: At least every 12 months from the start date of this Target Market Determination

What is a Target Market Determination?

A Target Market Determination (TMD) 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

The table below matches the Product Attributes to the Objectives and Needs of the Target Market for this Product. Bankwest has assessed that the Product - including its Key Attributes - are likely to be consistent with the Objectives and Needs of the Target Market.

Objectives and Needs	**Product Attributes**
Require a revolving credit facility with a convenient way to make payments and access cash by using the card attached to the facility	Funds in a revolving credit facility can be accessed within Australia and overseas (where Mastercard is accepted) using the following methods: - Digital wallet payments, including point of sale and online; - Card-present payments, including point of sale (excluding Virtual Cards and digital cards); - Card-not-present payments, including over the phone, online or via mail; and - Self-service channels, including cash advances at ATMs (physical cards only), and cash advance transfers via Bankwest Online Banking and the Bankwest App (physical and digital cards). Self-service channels to access funds is not available for Virtual Cards.
No annual fee	No annual fee.
Waiving of foreign transaction fees	Foreign transaction fees waived.
Access to interest free days	Access up to 55 days interest free on purchases.
Access to promotional offers	Promotional offers may periodically apply (e.g. balance transfer rates, Easy Instalment Plan/s).

Financial Situation

The Financial Situation of the Target Market are customers that:

- meet Bankwest's credit assessment criteria which includes demonstrating the capacity to make the required repayments without substantial hardship;
- choose a credit limit typically above $6,000; and
- will pay a higher interest rate when required under the card contract (compared to some other Bankwest credit cards).

Bankwest views that its processes in place, including assessing the customer's ability to service the facility, will mean that the product will likely be consistent with the Financial Situation of the Target Market.

Customers outside of the Target Market

This product is not targeted at customers who:

- can only service a credit limit typically lower than $6,000;
- require a lower rate credit card; and/or
- are likely to carry a substantial balance over a prolonged period of time (unless a promotional rate and/or grace period applies).

Eligibility criteria for the Product

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

- be an individual 18 years or older; and
- be living in Australia as an Australian citizen or Australian permanent resident (exceptions may apply); and
- meet Bankwest's credit assessment criteria which includes demonstrating the capacity to service the credit facility.

Distribution Conditions

Bankwest will have oversight over how the product is promoted and issued. The product can only be distributed to customers in accordance with Bankwest's product and process requirements. All customers must satisfy Bankwest's credit assessment criteria which demonstrates the customer's capacity to make the required repayments. In addition, the below table identifies the distribution channels which the product can be sold through and sets out the conditions that apply to each channel. Bankwest views that the conditions specified are appropriate and are of a nature that it will be likely that the product will be distributed to the Target Market.

Distribution Channels	**Conditions that make product distribution through the channel appropriate**
Proprietary:	
Staff assisted channels* (e.g. trained consultants, lenders or home lending specialists) * A Virtual Card that is attached to the revolving credit facility cannot be applied for through staff assisted channels	Bankwest staff that distribute this product: - are appropriately trained to understand and discuss the benefits, rates and fees of the product and the key differences between credit card products; - must follow procedures that outline application eligibility and processes, including scripting; - have access to product resources such as comparison tools; and - are monitored through controls such as sample call/conversation monitoring or sampling applications for errors to ensure proprietary distribution adheres to procedures.

Online channels (e.g. Bankwest Website and Bankwest Online Banking/App*)	Bankwest's online channels provide customers with access to the following: - the ability to apply for the credit card*; - card selection tools that assist customers to select the credit card product; and - information about the products with a summary of key benefits, trade-offs and rates/fees, in an easy to navigate format. *A Virtual Card that is attached to the revolving credit facility can only be applied for via the Bankwest App
Third Party:	

Accredited third party brokers*
 	
* A Virtual Card that is attached to the revolving credit facility can only be applied for via the Bankwest App, and not via brokers
	Bankwest only permits third parties to distribute this product who are approved aggregators and their authorised brokers who have been accredited by Bankwest. Bankwest also requires that:
	
	- Aggregators responsible for third party brokers involved in the distribution of the product comply with their agreement in place with Bankwest and must procure compliance by their authorised brokers with:
	  • Bankwest's mortgage broking requirements; and
	  • Their legal obligations, which includes the obligation for brokers to act in the best interests of their client when providing credit assistance.
	- Third party brokers meet Bankwest's accreditation requirements which includes holding appropriate qualifications, industry membership and authorisations to engage in credit activities, as well as completion of background checks.
	
	If aggregators and their authorised brokers fail to comply with the above requirements, it may result in Bankwest terminating their authority to distribute this product.

Review Triggers

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

Information Type	Description
Customer Outcomes	Unexpected trends in customer outcomes which are significantly inconsistent with the intended product performance, including: - customers who are closing their account prior to usage; - customers in hardship arrangements; - persistent credit card debt indicators such as customers who carry a substantial balance over a prolonged period of time;
Complaints	Unexpected trends in complaints received from customers who acquired the product, which relate to the customer's purchase or use of the product, for example: - distribution (e.g. misrepresentation or mis-selling from staff); - product suitability (e.g. customers unable to service the credit facility at origination); and - product attributes (e.g. certain product features can't be accessed).
Incident Data	A material incident or significant number of incidents in relation to the product's design or distribution, identifying potential breaches of our legal or regulatory obligations.
Changes to the Product	The material alteration of the product or product Terms and Conditions (e.g. adding to, removing or changing a key product attribute; significant change to distribution channel and distribution strategy).
Significant Dealings	Any significant dealing of the product to customers who are outside of the Target Market.
Notification from ASIC	The receipt of a product intervention power order from ASIC requiring Bankwest to immediately cease retail product distribution conduct in respect of the product.

Review Trigger Information Reporting Requirements

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

Information Type	Description	Time Frame for Reporting
Product complaints data	Information relating to complaints received including number of complaints, third party distributor identifier information, product name and complaint verbatim.	Quarterly and in any case no later than 10 business days from the end of the quarter.
Significant Dealings	Any significant dealing of the product to customers who are outside of the Target Market.	As soon as practicable and in any case no later than 10 business days after becoming aware.

Product Issuer: Bankwest, a division of Commonwealth Bank of Australia ABN 48 123 123 124 AFSL and Australian Credit Licence 234945.