

# Target Market Determination

## For the Bendigo Concession Account

14-CONC

### Product

This target market determination (TMD) applies to the Bendigo Concession Account.

### Issuer

Bendigo and Adelaide Bank Limited ABN 11 068 049 178 AFSL / Australian Credit Licence 237879 (Bendigo Bank).

### Date from which this target market determination is effective

31 March 2025.

## 1. Target market for this product

### Target Market

The retail clients for whom this product has been designed are individuals who:

- want a transaction account with convenient access to funds
- want a low-cost transaction account with no ongoing monthly service fee
- want to access their account electronically or at a local branch
- receive an Australian Government payment that makes them eligible to hold a Concession or Health Care Card or hold a current physical or digital Health Care Card, Pensioner Concession Card, Commonwealth Seniors Health Card or Department of Veterans' Affairs (DVA) Health Card (Gold Card or Repatriation Health Card) and any Australian Government payments (where applicable) and paid consistently into the account or are otherwise deemed to be eligible by Bendigo Bank.

### Product Description

A Bendigo Concession Account is a deposit account specifically for retail clients who are in receipt of an eligible Australian Government payment. The account is designed for receiving funds, performing day to day transactions and giving customers the option of accessing their money online, at a branch or by card. This low-cost account has no monthly service fee, however ongoing verification of concession is required. Once a customer no longer qualifies as someone in receipt of an eligible Australian Government payment that makes them eligible, the account will convert to a [Bendigo Everyday Account](#).

### Product key attributes

The key attributes of this product that make it likely to be consistent with the target market described above, include:

Attribute	Appropriate for
Low-cost transaction account	Eligible retail clients who want a low-cost transaction account with no monthly service fee and reduced fees. Account allows convenient access to funds.
Eligibility	Generally, retail clients are eligible if: <ul style="list-style-type: none"><li>• they receive an Australian Government payment that makes them eligible to hold a Concession or Health Care Card, or;</li><li>• they hold a current physical or digital Health Care Card, Pensioner Concession Card, Commonwealth Seniors Health Card or Department of Veterans' Affairs (DVA) Health Card (Gold Card or Repatriation Health Card) and any Australian Government payments (where applicable) and paid consistently into the account, or;</li></ul>

Attribute	Appropriate for
	<ul style="list-style-type: none"> <li>are otherwise deemed eligible by Bendigo Bank.</li> </ul> <p>Customers who no longer meet the eligibility requirements may be converted to a Bendigo Bank Everyday Account.</p>
Your choice of account access	Retail clients who would like to access their account online, via phone, at a branch or by debit card as they choose.
Unlimited transactions	Retail clients who intend or would like the flexibility to make a lot of transactions without being charged for most transaction types. See Current Transaction Accounts** for details.
No monthly service fees	Retail clients who do not want to pay monthly service fees.
Fees and charges**	<p>No Bank@Post fees on withdrawal or deposits</p> <p>No Direct Debit or Periodical Payment Dishonour fees</p> <p>Retail clients who accept that other fees may apply where we are requested to provide an additional service**</p> <p>Retail clients who accept that if they are no longer eligible for our Concession Account, the account will convert to an Everyday Account which charges other fees that are not applicable to our Concession Account. Retail clients should refer to our <a href="#">Everyday Account TMD</a>.</p>

\*\*Refer to the 'Transaction fees' (specifically, "Current Transaction Accounts") and 'Other fees and charges' section of our [Bendigo Bank Schedule of Fees, Charges and Transaction Account Rebates](#)

## 2. How this product is to be distributed

Bendigo Bank applies certain conditions and restrictions to the distribution of this product so that distribution is likely to be to clients within the target market for this product. The conditions and restrictions are:

<b>Channel</b>	<p>This product is to be distributed only through the following channels:</p> <ul style="list-style-type: none"> <li>Bendigo Bank's contact centre;</li> <li>Bendigo Bank's Virtual Branch;</li> <li>Bendigo Bank's Agribusiness Bankers;</li> <li>Bendigo Bank's Business Bankers;</li> <li>Bendigo Bank and Community Bank branches; and</li> <li>Bendigo Bank Agencies</li> </ul>
<b>Additional conditions or restrictions</b>	<p>The following additional conditions and restrictions also apply to the distribution of this product:</p> <ul style="list-style-type: none"> <li>Only prospective retail clients who meet Bendigo Bank's minimum eligibility criteria for the product should submit an application for this product;</li> <li>This product can only be issued to retail clients after applying Bendigo Bank's application and assessment processes;</li> <li>This product can only be issued (or arranged to be issued) by persons who are trained and accredited; and</li> <li>This product can only be issued to retail clients.</li> </ul>

### 3. Reviewing this target market determination

Bendigo Bank will review this TMD as set out below:

<b>Initial review</b>	Within 18 months of the effective date.
<b>Periodic reviews</b>	At least every 24 months from the initial review.
<b>Review triggers or events</b>	<p>Any event or circumstances arising that would reasonably suggest the TMD is no longer appropriate. This may include (but is not limited to):</p> <ul style="list-style-type: none"><li>• a material change to the design or distribution of the product, including related documentation;</li><li>• occurrence of a significant dealing;</li><li>• distribution conditions found to be inadequate in ensuring that the product is issued to retail clients who are likely to be in the target market;</li><li>• relevant changes in the law or its application, a change in an industry code or decision of a court or other body (including through regulatory guidance) that materially affects the product;</li><li>• significant changes in metrics, including, but not limited to:<ul style="list-style-type: none"><li>○ a material increase in the number of complaints in relation to a product or aspect of a product; and</li><li>○ an increase in early termination of the product; and</li></ul></li><li>• any other event occurs, or information is received that reasonably suggests this TMD is no longer appropriate.</li></ul>

### 4. Reporting and monitoring this target market determination

Bendigo Bank's third-party distributors who are regulated persons will need to collect, keep and report the following information to Bendigo Bank:

Type	Description of information	Frequency of reporting
<b>Complaints</b>	<p>Customer complaints made in relation to this product. This includes:</p> <ul style="list-style-type: none"><li>• written details of the complaint; and</li><li>• the number of complaints during the reporting period.</li></ul>	<p><b>Reporting period:</b> Monthly</p> <p><b>When does the regulated person have to report:</b> Within 10 business days of the end of the reporting period.</p>
<b>Sales data</b>	<p>Sales and customer data in relation to this product as requested by Bendigo Bank.</p>	<p><b>Reporting period:</b> Monthly</p> <p><b>When does the regulated person have to report:</b> Within 10 business days of the end of the reporting period.</p>
<b>Significant dealings</b>	<p>The following information:</p> <ul style="list-style-type: none"><li>• details of the significant dealing;</li><li>• the date (or range) on which the significant dealing occurred;</li><li>• why the distributor considers the dealing to be significant (including why it is inconsistent with this TMD); and</li><li>• how the dealing was identified.</li></ul>	<p><b>When does the regulated person have to report:</b> Within 10 business days of the distributor becoming aware of the dealing.</p>