

RACQ Household Insurance Target Market Determination



This Target Market Determination (TMD) is designed to provide consumers, distributors and representatives with information about who this product has been designed for by describing the class of consumers that comprise the target market for the product and other matters relevant to the product's distribution and review.

In this document the terms "RACQ", "we", "us" or "our" refer to RACQ Insurance Limited, AFSL 233082.

In this document the term "RACQDS" refers to RACQ Distribution Services Pty Limited AFSL 567130.

In this document the term "RACQ Group" refers to RACQDS and its related bodies corporate.

This document is not a Product Disclosure Statement (PDS) and is not a description of full product terms and features.

RACQ Household Insurance Product

The RACQ Household Insurance Product provides insurance for units, apartments, townhouses, transportable homes, and houses, and the contents contained within.

This TMD sets out the target market for:

- Home Insurance
- Contents Insurance

Both target markets are set out separately in the Appendix to this statement. The likely needs and objectives of consumers in the target market for this product are likely to be met because the product provides:

- Insurance cover that can wholly or partially contribute to the repair or replacement of their home or contents after an incident.
- Financial protection if they are sued for property damage or bodily injury to another person, for which they are liable.
- Financial support to avoid or minimise other costs that may occur when they make a claim, such as clean-up costs, demolition and removal of debris, or counselling services (see the product descriptions in the Appendix for more examples).

This product is for someone who can pay their premiums, including any additional costs like fees, government charges and excesses when payable.

When considering a consumer's financial situation, it is important that they can:

- Choose between paying premiums annually or monthly.
- Adjust their premium by choosing the available cover and optional benefits, and
- Adjust their premium by changing the selected basic excess where available.

Distribution of this product

This product is distributed by RACQDS representatives only via the RACQ Group distribution network, being the RACQ Group's:

- contact centres by calling 13 1905,
- website by visiting racq.com (where available), and
- stores (including agencies).

We have distribution conditions in place designed to help ensure this product is only sold to consumers in the target market.

These conditions include measures such as:

- Suitability and eligibility questions on application, to determine whether the consumer meets the eligibility requirements for the product.
- Risk-based acceptance criteria based on particular features of the consumer or the home or contents to be insured. Some of the key acceptance criteria include:
 - the condition and use of the home or contents
- Production and distribution of materials that explain and document the covers that are designed for consumers in the target market.
- Analysis of review triggers and other suitability data in the formation of renewal decisions.
- Training and authorisation of representatives in RACQ Group's distribution network for this product. These representatives understand the market this product has been designed for, have been trained in the relevant acceptance criteria, and have the appropriate levels of authority.
- Systems and processes that support our suitability and eligibility assessments, and the delivery of other information relevant to the consumer's understanding of the market for the product.
- Controls on marketing and sales conduct to those outside the target market.

Reviewing this document

We will review this TMD within 2 years from the effective date, and then within every 2 years from the preceding review, to ensure it remains appropriate.

We will also review this TMD if any event or circumstances (called 'review triggers') occur that would reasonably suggest that the determination is no longer appropriate, or the product is no longer consistent with the likely objectives, financial situation and needs of consumers in the target market, such as:

- A material change occurs to the cover provided by the product,
- Our acceptance criteria changes and that impacts the suitability of the product for the target market,
- The distribution of the product changes,
- A relevant and material deficiency in the product's disclosure documentation is discovered,
- Systemic issues or complaints indicate the product is no longer suitable for the described target market,
- Distribution conditions, systematic issues or complaints indicate it is likely that consumers who acquire the product are not in the target market,
- Material and relevant reductions in our key product suitability metrics such as:
 - Member satisfaction,
 - Product acceptance,
 - Financial performance,
 - Benefits to members,
 - Product value and affordability.

We will review this TMD within 10 business days of the occurrence of any review trigger.

Reporting

RACQ and all distributors must record all complaints received about this product on a quarterly basis (Complaints Reporting Period).

Distributors are required to provide to us written details of any complaints about the product they have received during the Complaints Reporting Period within 10 business days of the end of the period.

Our distributors are required to provide monthly and incident-based reporting on key metrics (see the heading "Reviewing this document") to allow us to review this TMD.

Distributors are also required to report to RACQ if they become aware of a significant dealing in this product which is not consistent with this TMD within 10 business days of becoming aware of such dealing.

All distributors must report sales data including the number of policies issued, renewed and cancelled on a monthly basis.

Record keeping

RACQ and its distributors will maintain records of the reasonable steps they have taken to ensure that this product is sold in a manner consistent with this TMD.

We will also prepare and maintain complete and accurate records of our decisions, and the reasons for those decisions, in relation to:

- All target market determinations for this product,
- Identifying and tracking review triggers,
- Setting review periods, and
- The matters documented in this TMD.

RACQ Household Insurance Target Market Determination Appendix



Home Insurance Target Market

The RACQ Home Insurance product has been designed for people who want to be covered against financial loss caused by an incident involving their home and are seeking an appropriate level of cover relevant to their personal circumstances.

This product is suitable for people who:

- ✓ Own and reside in the insured home or,
- ✓ Are the landlords of a residential building,
- ✓ Require insurance protection for their home and associated legal liabilities,
- ✓ Want the ability to select optional benefits to suit their individual needs.

This product is not suitable for:

- ✗ Homes outside of Australia,
- ✗ Homes that are used primarily for business/commercial purposes,
- ✗ Homes that are under a Body Corporate or Owners Corporation,
- ✗ Landlords that require full landlord protection for their tenanted property.

Product Description Summary

Below is a description of the features that affect whether this product is likely to be suitable for the needs of the target market. Refer to the PDS for full details of product coverage and limits.

This product is subject to our acceptance criteria described under the heading "Distribution of this product".

Home Insurance - Summary of cover for loss or damage caused by the listed Insured Events

Animal damage	Flood	Riots	Tsunami
Earthquake	Impact	Storm	Vandalism
Explosion	Leaks	Storm surge	
Fire	Lightning	Theft	

Home Insurance - summary of other benefits

Broken glass	Design	Investigating leaks	Replacing trees, shrubs, plants & hedges
Clean up costs	Emergency services damage	Lifetime guarantee on authorised repairs	Temporary accommodation
Counselling services	Funeral costs	Locks	Legal liability
Demolition and removal of debris	Home modifications after a serious injury	Redundancy premium waiver	

Home Insurance - included landlord benefits

Accidental damage, malicious damage or theft by a tenant	Lost rent
Landlord fixtures and fittings	Rent default

Home Insurance - optional benefits

Advanced cover	Increased landlord fixtures and fittings
Motor burnout	

Contents Insurance Target Market

The RACQ Contents Insurance product has been designed for people who want to be covered against financial loss caused by an incident involving their contents and are seeking an appropriate level of cover relevant to their personal circumstances.

This product is suitable for people who:

- ✓ Require cover for their contents within a home they own, or rent and reside in or,
- ✓ Are the landlord of a residential building,
- ✓ Require insurance protection for their contents and associated legal liabilities,
- ✓ Want the ability to select optional benefits to suit their individual needs,
- ✓ Only want limited cover for illness and injury for their pet in addition to their contents.

This product is not suitable for:

- ✗ Contents kept outside of Australia,
- ✗ Contents located at a home that is primarily used for business/commercial purposes,
- ✗ Landlords that require full landlord protection for their tenanted property.

Product Description Summary

Below is a description of the features that affect whether this product is likely to be suitable for the needs of the target market. Refer to the PDS for full details of product coverage and limits.

This product is subject to our acceptance criteria described under the heading "Distribution of this product".

Contents Insurance - Summary of cover for loss or damage caused by the listed Insured Events

Animal damage	Flood	Riots	Tsunami
Earthquake	Impact	Storm	Vandalism
Explosion	Leaks	Storm surge	
Fire	Lightning	Theft	

Contents Insurance - summary of other benefits

Broken glass	Counselling services	Gifts	Storage costs after an event
Broken glass contents (tenant and strata owner)	Credit card misuse	Lifetime guarantee on authorised repairs	Temporary accommodation (tenant and strata owner)
Clean up costs	Demolition and removal of debris	Locks	Temporary removal of contents
Contents in a safe deposit box	Extra living expenses	Redundancy premium waiver	Visitor's contents
Contents in storage	Food spoilage	Replacing documents	Legal liability
Contents in transit	Funeral costs	Security firm response	

Contents Insurance - included landlord benefits

Accidental damage, malicious damage or theft by a tenant	Rent default
Lost rent	

Contents Insurance - Optional benefits

Advanced cover	Small business contents
Motor burnout	Specified items
Mobile phones	Items away from home
Pet cover	