

RACQ Pet Insurance

Target Market Determination



This Target Market Determination (TMD) is designed to provide consumers, distributors and our 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.

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

RACQ Pet Insurance Product

The RACQ Pet Insurance Product can provide insurance for acceptable breeds of domestic and personal use cats and dogs.

Pet Insurance Target Market

The RACQ Pet Insurance product has been designed for people who want to be covered against financial loss caused by an illness or injury of their domestic and personal use cat or dog and are seeking an appropriate level of cover relevant to their personal circumstances.

This product is suitable for people who:	This product is not suitable for:
☒ Require cover for financial loss for the treatment of accidental injury or illness as directed by a vet,	☒ People seeking cover for pets other than a domestic cat or dog,
☒ Have the financial means to incur the full costs of treatment to their pet and then seek reimbursement later from us,	☒ People seeking cover for all costs associated with the treatment of accidental injury or illness,
☒ Want the ability to select an optional benefit to cover some preventative healthcare treatments.	☒ People wanting to be covered for any legal liability associated with their pet,
	☒ People or their pets who permanently live outside of Queensland or outside the following New South Wales postcodes: 2371 - 2372, 2406, 2460 - 2466, and 2469 - 2490,
	☒ People or their pets who permanently live outside of Australia,
	☒ People seeking a payment from RACQ direct to the vet,
	☒ People wanting cover for pre-existing conditions.

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 contribute to vet costs for treatment of illness or injury to their pet.
- Financial support to avoid or minimise other costs that may occur when they make a claim for vet treatment, such as the cost of emergency boarding, or euthanasia of their pet.

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 optional benefit, and
- Adjust their premium by changing the selected basic excess where available.

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".

Pet Insurance	
Illness and injury to the pet (cat or dog only)	Emergency boarding costs
Euthanasia costs	Pets abroad
Optional benefit	
Tender loving care (TLC)	

Distribution of this product

This product is distributed by our representatives only via our distribution network, being:

- RACQ contact centres by calling 13 1905,
- RACQ's website by visiting racq.com (where available),
- RACQ branches (including agencies), and
- Selected third parties.

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 pet to be insured. Some of the key acceptance criteria include:
 - details of the pet's pre-existing conditions, illnesses or injuries,
 - the age and breed of the pet, and its intended use,
 - whether the pet is a dog that has been declared dangerous or restricted by a government authority.
- 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 our 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.