

Target Market Determination

for Landlord Buildings and/or Landlord Contents Insurance cover

About this document

This Target Market Determination (TMD) applies to the Landlord Buildings and/or Landlord Contents Insurance products. It seeks to offer customers, distributors and employees an understanding of the class of customers for which these products have been designed, considering their needs, objectives and financial situation.

This document is not intended to provide financial advice regarding coverage, nor does it form a part of the terms of cover. In addition to the key eligibility requirements outlined in this document, the product is also subject to acceptance criteria. Customers must refer to the Product Disclosure Statement (PDS) and any supplementary document(s), which outline the relevant terms, conditions, exclusions and insurance cover being provided under the product, when making a decision about this product.

1. Issuer

Insurance Manufacturers of Australia Pty Limited, ABN 93 004 208 084, AFS Licence No. 227678

2. Date from which this Target Market Determination is effective

5 October 2021.

This Target Market Determination is effective from the date shown above. This Target Market Determination will apply to policies that are purchased or renewed on or after 5 October 2021. For historical versions of this document, please contact your insurer or distributor, or refer to our website at iag.com.au/tmd.

3. Class of customers that fall within this target market

The Landlord Buildings and/or Landlord Contents Insurance products are designed to offer choices of cover for a class of customers whose likely needs, objectives and financial situation outlined below, are aligned with the product and its key attributes and eligibility criteria.

3.1 Product description and key attributes

The Landlord Buildings and/or Landlord Contents Insurance products can be tailored to suit the individual person. This can be based on the value of their building and/or contents, options for excess and premium payment arrangements.

Depending on your needs you can choose Landlord Buildings, Landlord Contents or you can choose both products.

The key eligibility requirements to purchase this insurance product include:

3.1.1 Landlord Buildings Insurance

Key eligibility criteria	This product is appropriate for	This product is not appropriate for
The type of property you own	Providing cover for a private residential building, including the fixtures and fittings, such as a: <ul style="list-style-type: none">Free standing houseTownhouse, villa or duplexSemi-detached house or terrace	Buildings which are, but not limited to: <ul style="list-style-type: none">Under registered body corporateLocated on a commercial farmRetirement village unitHouseboats Note: different products may be available for these types of buildings
How the property is used and occupied	A private residential building that: <ul style="list-style-type: none">Is rented out to tenants, orHas an occasional short-term rental agreement of more than 1 month	The property is a business, including but not limited to: <ul style="list-style-type: none">Hotels, motels, or hostelsBed & breakfastNursing homeRetirement VillageBoarding housesUsed predominantly for commercial or business reasons (other than for residential rental purposes)

The condition of your property that you rent out	The property meets the acceptable dwelling criteria, including being: <ul style="list-style-type: none"> • Secure • Watertight • Structurally sound, and • Well maintained 	The property fails the acceptable dwelling criteria, including being: <ul style="list-style-type: none"> • Under initial construction • For Liability cover: if under renovations with a cost of more than \$50,000
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3.1.2 Landlord Contents Insurance

Key eligibility criteria	This product is appropriate for	This product is not appropriate for
The type of property you own	General Contents that you own within a private residence that is rented out to tenants, including buildings such as a: <ul style="list-style-type: none"> • Free standing house • Townhouse, villa or duplex • Unit, flat or apartment • Semi-detached house or terrace • Strata Titled properties 	Contents you own within, but not limited to: <ul style="list-style-type: none"> • Commercial farm homes • Caravans • Houseboats Note: different products may be available to insure contents within these types of buildings
The type of Contents you own	<ul style="list-style-type: none"> • Household goods or items that you own or are legally responsible for, and • Are items which you have left at the property for use by the tenant as defined in the PDS 	Contents listed as excluded and/or under 'contents that we don't insure' in the PDS such as: <ul style="list-style-type: none"> • Animals • Trailers
How the property is used and occupied	A private residential building that: <ul style="list-style-type: none"> • Is rented out to tenants, or • Has an occasional short-term rental agreement of more than 1 month 	The Property is a business, including but not limited to: <ul style="list-style-type: none"> • Hotels, motels, or hostels • Bed & breakfast • Used predominantly for commercial or business reasons (other than for residential rental purposes)
The condition of the property that you rent out	The property meets the acceptable dwelling criteria, including being: <ul style="list-style-type: none"> • Secure • Watertight • Structurally sound, and • Well maintained 	The property fails the acceptable dwelling criteria, including being: <ul style="list-style-type: none"> • Under initial construction • For Liability cover: if under renovations with a cost of more than \$50,000

3.2 Needs and objectives

This product has been designed for people who require a choice of different covers as set out in the table below. The crosses indicate the needs and objectives that each choice of cover has not been designed for.

Needs and objectives	Choice of cover	
	Buildings	Contents
Are seeking cover for damage to the Buildings and/or General Contents items which you own and have been left for use by the tenants at the property	✓	✓
Are seeking Liability cover	✓	✗
Are seeking Liability cover when Contents cover is taken out and the property is under a Strata Title or similar scheme	✗	✓
Are considering cover for Flood	✓	✓
Are seeking cover for damage caused by tenants to the Buildings and/or General Contents items which you own and have been left for use by the tenants at the property	✓	✓
Are seeking Rent Default cover	✓	✓
Are seeking Loss of Rent during repairs cover	✓	✗

Each PDS has specific coverage and limitations.

3.3 Financial situation

A person who is able to pay premiums in accordance with the chosen premium structure, excess, fees and government charges, having regard to personal circumstances and vulnerability or hardship considerations.

Relevant financial situation considerations include:

- Ability to potentially vary your premium level by choosing your excess
- Ability to choose to pay your premium annually or by instalment.

3.4 Consistency with the target market

The insurance product including its key attributes is likely to be consistent with the likely objectives, financial situation and needs of the class of customers in the target market, as we consider that it provides the required type of insurance cover for that class of customers. This has been determined based on an assessment of the insurance product including its key attributes. Individual customers will need to consider whether this insurance product meets their specific objectives, financial situation and needs.

4. How this product can be distributed and distribution conditions

The following distribution conditions apply:

- This product is designed to be distributed by us or our distributors through the following means, where authorised:
 - Online
 - In shops and agencies
 - By calling contact centres
- This product can only be issued to people where they are eligible for that cover in accordance with the application and/or acceptance/renewal criteria that has been approved in writing by the issuer and which complies with relevant laws
- This product can only be distributed by us or distributors where we or our distributors have received training and relevant accreditation (if required) and have met annual compliance reviews.

The distribution conditions will make it likely that customers who acquire the insurance product are in the target market, as we consider that the distribution conditions are appropriate and will enable us and our distributors to direct the insurance product to the class of customers who fall within the target market set out above. This has been determined based on an assessment of the distribution conditions and the target market.

5. Reviewing this Target Market Determination

We will review this Target Market Determination in accordance with the below.

Initial review	Within three (3) years of the effective date
Periodic reviews	At least every three (3) years from the initial review
Review triggers or events	Any event or circumstances arise that would suggest the TMD is no longer appropriate. This may include (but not limited to): <ul style="list-style-type: none">• A material change to the design or distribution of the insurance cover, including related documentation• An alteration in acceptance criteria or underwriting criteria• Systemic issues across the product lifecycle• Distribution conditions are no longer appropriate• We have determined that a significant dealing has occurred• Where applicable, feedback from distributors and customers• External events such as adverse media coverage or regulatory attention, and• Significant changes in metrics including claims, complaints and loss ratios

Where a review trigger has been identified, this Target Market Determination will be reviewed within 10 business days.

6. Reporting and monitoring this Target Market Determination

We will collect and may require our distributors to report on the following information in relation to this TMD:

Complaints	All complaints in relation to this product on a monthly basis. This will include written details of the complaints.
Sales data	Relevant sales and customer data in relation to this product on a monthly basis.
Claims data	Where relevant, claims data in relation to this product on a monthly basis.
Significant dealings	Report if we or they become aware of a significant dealing in relation to the product that is inconsistent with the TMD within 10 business days.

7. PDS to which this Target Market Determination applies

This TMD applies to the following PDS:

PDS Reference	
Landlord	