

# Target Market Determination

## for WFI Livestock Insurance cover

### About this document

This Target Market Determination (TMD) applies to WFI Livestock Insurance products. It covers the retail sections of WFI Livestock Insurance products. Other sections may also be available, but as they are not covered by ASIC's Product Design and Distribution Obligations and they do not form part of this TMD. The TMD seeks to offer customers, distributors and employees an understanding of the class of customers for which this product has 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 Australia Limited, ABN 11 000 016 722, AFS Licence No. 227681

### 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](http://iag.com.au/tmd).

### 3. Class of customers that fall within this target market

The WFI Livestock 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 WFI Livestock Insurance products can be tailored to suit the individual person. This can be based on the value of their livestock, and options for excess, certain optional covers and premium payment arrangements.

This TMD applies to Insurance for Livestock. This cover can also be tailored to suit the individual person by selecting from different types of coverage, selecting different options or adding options or adding optional covers to the main cover.

The key eligibility requirements to purchase this insurance product include:

Key eligibility criteria	This product is appropriate for	This product is not appropriate for
The type of animal(s) you own	Customers own farm animal(s) such as beef/sheep cattle that are utilised in an agricultural primary production setting	<ul style="list-style-type: none"><li>Customers seeking cover for domestic pets</li><li>Customers seeking cover for animals involved in dangerous or high risk activities such as rodeo or hunting</li><li>Customers seeking cover for certain diseases as listed in the PDS</li></ul>

### 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		
	Death of an animal	Loss of use of an animal by accident only	Loss of use of an animal by accident or disease
Seeking cover for the accidental death of an animal	✓	X	X
Seeking cover for the death of an animal due to certain diseases	✓	X	X
Seeking cover for the loss of use of a stallion due to an accident	X	X	X
Seeking cover for the loss of use of a stallion due to certain disease	X	X	X

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:

- Ability to potentially vary your premium level by choosing your excess.

### 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 is to be distributed

The following distribution conditions apply:

- This product is designed to be distributed by our distributors by any of the following means, where authorised:
  - Online through relevant websites
  - By contacting a branch or contact centre
  - In person (e.g branch, agency or premises visit)
- 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.

<b>Initial review</b>	Within three (3) years of the effective date
<b>Periodic reviews</b>	At least every three (3) years from the initial review
<b>Review triggers or events</b>	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"><li>• A material change to the design or distribution of the insurance cover, including related documentation</li><li>• An alteration in acceptance criteria or underwriting criteria</li><li>• Systemic issues across the product lifecycle</li><li>• Distribution conditions are no longer appropriate</li><li>• We have determined that a significant dealing has occurred</li><li>• Where applicable, feedback from third party distributors or customers</li><li>• External events such as adverse media coverage or regulatory attention, and</li><li>• Significant changes in metrics including claims, complaints and loss ratios</li></ul>

Where a review trigger has occurred, 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:

<b>Complaints</b>	All complaints in relation to this product on a monthly basis. This will include written details of the complaints.
<b>Sales data</b>	Relevant sales and customer data in relation to this product on a monthly basis.
<b>Claims data</b>	Where relevant, claims data in relation to this product on a monthly basis.
<b>Significant dealings</b>	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	
Livestock Policy	