

Target Market Determination

for Large Farm Insurance

About this document

This Target Market Determination (TMD) applies to the CGU Large Farm Insurance product. It covers Part A of the Large Farm Product Disclosure Statement excluding Consequential Loss of Profits Insurance' and Part C. 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 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, exclusion 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.

3. Class of customers that fall within this target market

The Large Farm 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 Large Farm Policy can be tailored to suit the individual customer. This can be based on a choice of any combination of the following products according to their needs: Home Building, Home Contents & Motor Vehicles. Each product can be tailored to suit the individual customer, based on the value of the assets they are insuring, options for excess, certain optional covers and premium payment arrangements.

The key eligibility requirements to purchase this insurance product include:

3.1.1 Domestic Farm Building Insurance

Key eligibility criteria	This product is appropriate for	This product is not appropriate for
The type of Home 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 body corporate or strata titleNot used in connection with a primary production or farming businessHouseboats Note: different products may be available for these types of buildings
How you use the Home you own	A private residential building that: <ul style="list-style-type: none">Is your Primary ResidenceUsed as Accommodation for employeesUsed as a Holiday HomeIs located on a primary production farm	The Home is a business, for example: <ul style="list-style-type: none">Hotels, motels, or hostelsFor the purposes of an exhibition or displayUsed predominantly for commercial or non-primary production business reasons

The condition of your Home	The Home meets the acceptable dwelling criteria, including being: <ul style="list-style-type: none"> • Secure • Undamaged • Structurally sound, and • Well maintained 	<ul style="list-style-type: none"> • Buildings under initial construction • Buildings not in habitable condition • Buildings under renovation that cost more than specified in the PDS
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3.1.2 Domestic Farm Contents Insurance

Key eligibility criteria	This product is appropriate for	This product is not appropriate for
The type of Home you live in as the owner or as a tenant	Home Contents you own within a private residence that is utilised primarily as a place of residence	Contents you own and are permanently located within, but not limited to: <ul style="list-style-type: none"> • Houseboats • Motor Homes Note: different products may be available to insure contents within these types of buildings
The type of Contents	General Contents cover, including items that are not permanently attached or fixed to the structure of your Home that you or your family: <ul style="list-style-type: none"> • Own • Are responsible for as part of a written employment contract or a hire or lease agreement (except a tenancy agreement), and • Are items which you or your family keep in and around your Home 	Contents listed as excluded and/or under 'contents do not include' in the PDS such as: <ul style="list-style-type: none"> • A Boat • A Jet ski • Animals
How you use the Home you live in as the owner or as a tenant	A private residential building that: <ul style="list-style-type: none"> • Is your Primary Residence • Used as Accommodation for employees • Used as a Holiday Home • Is located on a primary production farm 	The Home is a business, for example: <ul style="list-style-type: none"> • Hotels, motels, or hostels • For the purposes of an exhibition or display • Used predominantly for commercial or non-primary productions business reasons
The condition of the Home you live in as the owner or as a tenant	The Home meets the acceptable dwelling criteria, including being: <ul style="list-style-type: none"> • Secure • Undamaged • Structurally sound, and • Well maintained 	<ul style="list-style-type: none"> • Buildings under initial construction • Buildings not in habitable condition • Buildings under renovation that cost more than specified in the PDS

3.1.3 Farm Motor Fleet Insurance

Key eligibility criteria	This product is appropriate for	This product is not appropriate for
The type of Vehicle you own	<ul style="list-style-type: none"> • Agricultural Vehicle, implement, Machine or Motorcycle • Goods carrying vehicles, including utes and small trucks, passenger vehicles • Private use vehicles • Trailers and Horse Floats 	<ul style="list-style-type: none"> • Taxies, heavy transport vehicles
How you use your Vehicle	<ul style="list-style-type: none"> • The vehicle is used for farm and farm related use only • Private use • Incidental farm contracting use 	<ul style="list-style-type: none"> • The vehicle is used for commercial use, carrying paying customers, hire, or driver tuition • More than incidental farm contracting use
The condition of Vehicle	<ul style="list-style-type: none"> • Roadworthy, undamaged, and safe vehicles • Registered vehicles except for Agricultural Machinery and implements 	<ul style="list-style-type: none"> • Unroadworthy and unsafe vehicles

Optional covers may be available to meet the individual coverage requirements.

Each PDS has specific coverage and limitations.

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.

3.2.1 Domestic Farm Building and Contents Insurance

Level of cover	Type of cover
Are seeking cover for damage to your Home Buildings and/or Contents	Cover for Accidental Damage, Accidental Loss and Listed Events with Additional Benefits
Location of where cover is provided if Contents cover is chosen	<ul style="list-style-type: none"> At your Home At your Home in the open air, and Away from your Home
Are seeking Liability cover – as the property owner or occupier of the property	✓
Are seeking cover for Flood	✓
Are seeking optional covers	✓

3.2.2 Farm Motor Fleet Insurance

Needs and objectives	Choice of cover		
	Comprehensive	Third Party Fire and Theft Insurance	Third Party Insurance
Level of cover	High level of cover	Mid level of cover	Lowest level of cover
Requiring cover for damage to your motor vehicle	✓	✓ Only if caused by fire or theft	✗
Requiring protection for your Legal Liability in respect of another person's vehicles or property caused by a motor vehicle accident	✓	✓	✓
Requiring protection for your Legal Liability for injury caused by a motor vehicle accident	✗	✗	✗
Requiring automatic inclusion of Optional covers	✗	✗	✗

Each PDS has specific coverage and limitations.

Optional covers may be available to tailor coverage where required.

3.3 Financial situation

An individual 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.

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 our distributors by any of the following means, where authorised:
 - 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.

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	<p>Any event or circumstances arise that would suggest the TMD is no longer appropriate. This may include (but not limited to):</p> <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 third party distributors or 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 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:

Complaints	All complaints in relation to this product on a monthly basis. This will include written details of the new 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	
Large Farm	