

# Target Market Determination

## for Boat Insurance cover

### About this document

This Target Market Determination (TMD) applies to the Boat 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

18 October 2024.

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 18 October 2024. 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 Boat 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 Boat Insurance products can be tailored to suit the individual person. This can be based on the value of the boat, trailer and equipment, and options for excess, certain optional covers and premium payment arrangements.

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 Boat you own	<ul style="list-style-type: none"><li>Runabouts</li><li>Sailboats (single hull and catamarans)</li><li>Kayaks</li><li>Cuddy cabins (half cabins)</li><li>Dinghies</li><li>Cruisers</li><li>House boats</li><li>Ski boats</li><li>Canoes</li></ul>	Boats including but not limited to: <ul style="list-style-type: none"><li>Boats capable of doing speeds of over 60 knots</li><li>Personal watercraft (PWC) e.g. Jet Ski</li><li>Multi-hull boats longer than 34 ft</li></ul>
How the Boat is used	<ul style="list-style-type: none"><li>The Boat is used for private purposes</li><li>The Boat is being used no more than 200 nautical miles from the Australian mainland or Tasmania</li></ul>	Boats used for, but not limited to: <ul style="list-style-type: none"><li>Commercial use including hire, charter, or any other business purposes</li><li>Customers and/or authorised users who do not have a valid boat licence as required by law</li></ul>
The condition of your Boat	<ul style="list-style-type: none"><li>The Boat must be structurally sound</li><li>The Boat must be capable of making a safe return from a journey on water</li></ul>	Boats that are, but not limited to: <ul style="list-style-type: none"><li>Unsafe or unseaworthy</li><li>Boats which have previous unrepaired damage, or faulty design or workmanship/repairs</li></ul>

### 3.2 Needs and objectives

This product has been designed for people who require a choice of different covers as set out below:

- Customers that want to be covered for financial loss where their boat, is destroyed, lost or damaged as a result of a listed event and/or accidental damage
- Customers seeking protection from financial loss where someone makes a claim or seeks compensation for death or injury to that person or another person and for loss or damage to that person's property
- Customers seeking optional covers, for example, contents, liability for water-skiing, sailboat racing.

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.

<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 distributors and 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 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:

<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	
Boat Insurance	