

# Target Market Determination

## for Owner Builder Insurance cover

### About this document

This Target Market Determination (TMD) applies to Owner Builder Insurance products. It covers the retail sections of Owner Builder 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

23 October 2024.

This Target Market Determination is effective from the date shown above. This Target Market Determination will apply to policies that are purchased on or after 23 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 Owner Builder Insurance product is 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 Owner Builder Insurance products can be tailored to suit the individual person. This can be based on the value and type of project being insured, options for excess, or selection of certain options.

The key eligibility requirements to purchase this insurance product include:

Key eligibility criteria	This product is appropriate for	This product is not appropriate for
Who you are	<ul style="list-style-type: none"><li>A customer who has an owner builder licence and or permit</li></ul>	<ul style="list-style-type: none"><li>A registered licensed builder, or</li><li>Customers who don't have an approved owner builder licence and or permit from a relevant authority or statutory body</li></ul>
The type of building work you do	<ul style="list-style-type: none"><li>A customer who intends to build or renovate a house on their own land by carrying out the building work themselves or by co-ordinating the necessary tasks to construct the building, and</li><li>A single construction project</li></ul>	<ul style="list-style-type: none"><li>Customers who do not own the land on which the project is to be built, or</li><li>Multiple construction projects</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 tables below. The crosses indicate the needs and objectives that each choice of cover has not been designed for.

Needs and objectives	Owner Builder Insurance
Seeking cover for their home whilst being constructed or renovated and on land they own, which they currently live in or intend to live in	Cover for Listed events with additional benefits
Seeking cover for Building materials kept at the construction site	✓
Seeking Liability cover – as the property owner or occupier of the property	✓
Seeking cover for Building materials kept away from the construction site	✓
Seeking cover for Personal contents kept at the site	X
Seeking cover for a Home after the construction or renovation is completed	X
Seeking cover for Workers compensation	X

Optional covers may be available to increase coverage where required.

**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.

### 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:
  - 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 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 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 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	
Owner Builder Construction & Liability	