

# Home and Contents Insurance

Target Market Determination (TMD)

1 July 2025



# RAA Home and Contents Insurance Target Market Determination (TMD)

For each RAA insurance product, we are required to make a determination as to who our target market is by considering the attributes of the product together with the likely need, objectives and financial situation of persons in the target market. This helps to ensure our products continue to be designed and distributed for the benefit of our customers. In this document 'we', 'us' or 'our' refer to Allianz South Australia Insurance Limited (**Allianz SA**) AFSL 232525.

This Target Market Determination (**TMD**) sets out the target market for our Home and Contents Insurance product (this **Product**). The terms and conditions of this Product are set out in the Home and Contents Product Disclosure Statement (**PDS**) available at [raa.com.au](http://raa.com.au).

We have determined that our target market for this Product is as set out in this document. Where a person falls within our target market, this does not mean that the Product is right for their individual needs, objectives and financial situation. We do not consider these. A person needs to consider the PDS, and other information provided by us (and/or seek professional advice) before deciding to apply for this Product.

More information on the design and distribution of this Product and our review of this TMD is provided over page.

## 1 July 2025

This TMD is effective from the date shown above and will apply to policies that are purchased or renewed on or after **1 July 2025**.

Allianz South Australia Insurance Limited ABN 14 007 872 602 AFSL 232525 (Allianz SA) is the insurer of this policy.

Royal Automobile Association of South Australia Limited ABN 90 020 001 807 (RAA) has been authorised under a binder by Allianz SA to issue this policy on behalf of Allianz SA. RAA acts as the agent of Allianz SA, not as your agent.

# Home Insurance

## The Target Market for Home Insurance is persons who:

- owns a home located in South Australia;
- want cover for:
  - loss or damage to their home as a result of a fire, explosion, lightning, earthquake or tsunami, storm or rainwater runoff, bursting discharge or overflow of water, riot or civil commotion, flood, malicious damage, impact, damage by non-domestic animal and theft or attempted theft, generally up to the sum insured;
  - legal liability to a third party as a result of an incident occurring at their home and arising out of ownership of the home which causes death, bodily injury or damage to someone else's property, up to \$20 million;
- at their election and at an additional premium want an 'Optional Cover' for:
  - loss or damage to their fixtures and fittings, without obtaining contents insurance cover;
  - the additional benefits provided by our optional 'Premium Choice Home Benefit' cover.
- meet our eligibility criteria which will determine whether we can offer them insurance. Our decision to offer the Product is based on the information we receive from them, including, but not limited to, the answers to the questions we ask regarding the property they want to insure. For example, claims history, condition of the home; and
- are prepared to accept the terms and conditions of the product, including payment of the premium and excess(es) and limitations, exclusions, and specific limits on benefits.

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# Home Insurance

## **A person won't be in our Target Market for Home Insurance if they:**

- do not reside in South Australia;
- only want or need a more limited form of cover for loss or damage to a particular part of their building (e.g. roof, fixtures);
- only want to access the additional or optional benefits;
- want to use their home for a business purpose which is not accepted by us (eg. retail shop);
- don't have an insurable interest in the home;
- want to claim for an amount beyond any applicable limit identified in the PDS;
- want cover against loss or damage caused by or relating to a tenant in the Home (including rental default, malicious damage);
- want cover exceeding or differing from the additional benefits identified in the PDS;
- want cover for loss or damage that occurs outside of Australia;
- do not want their claim to be settled in accordance with the Claims section of the PDS;
- want cover for accidental damage to their contents items;
- want cover for the cost of veterinary treatment for their cat or dog;
- want immediate cover for fire, bushfire, burglary, storm, or flood;
- want cover for damage that has already occurred;
- want cover for theft and malicious damage after the property has been unoccupied for more than 90 days;
- for our fixtures and fittings optional cover – if they obtain cover for those items under standard contents insurance cover;
- want cover for all insurances that a strata corporation is required to maintain under the Strata Titles Act (1988) SA; or
- want cover in circumstances that fall within the general exclusions listed in our PDS.

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# Contents Insurance

## **The Target Market for Contents Insurance is persons who:**

- lives in a home located in South Australia;
- want 'standard cover' for:
  - the contents of their home against loss or damage as a result of a fire, explosion, lightning, earthquake or tsunami, storm or rainwater runoff, bursting discharge or overflow of water, riot or civil commotion, flood, malicious damage, impact, damage by non-domestic animal and theft or attempted theft, generally up to the sum insured;
  - legal liability to a third party as a result of an incident which causes death or bodily injury to, or damages property owned by, someone who does not normally reside at their home, up to \$20 million;
- at their election and at an additional premium want an 'Optional Cover' for:
  - accidental damage to their contents items;
  - accidental damage to a specific item;
  - the cost of veterinary treatment for their cat or dog, up to \$500.
- meet our eligibility criteria which will determine whether we can offer them insurance. Our decision to offer the Product is based on the information we receive from them, including, but not limited to, the answers to the questions we ask regarding the property they want to insure. For example, claims history, condition of the property; and
- are prepared to accept the terms and conditions of the product, including payment of the premium and excess(es) and limitations, exclusions, and specific limits on benefits.

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## Contents Insurance

### **A person won't be in our Target Market for Contents Insurance if they:**

- do not reside in South Australia;
- only want or need a more limited form of cover for loss or damage to a particular item or a particular type (e.g. jewellery, bike, pet cover);
- only want to access the additional or optional benefits;
- want to use their contents for a business purpose which is not accepted by us (eg. retail shop);
- don't have an insurable interest in the contents
- want to claim for an amount beyond any applicable limit identified in the PDS;
- want cover exceeding or differing from the additional benefits identified in the PDS;
- want cover for their general contents items for loss or damage that occurs outside of Australia;
- want cover against loss or damage caused by or relating to a tenant in the home (including rental default, malicious damage);
- do not want their claim to be settled in accordance with the Claims section of the PDS;
- want immediate cover for fire, bushfire, burglary, storm, or flood;
- want cover for damage that has already occurred;
- want cover for theft and malicious damage after the property has been unoccupied for more than 90 days;
- for our optional pet cover - want cover for the cost of veterinary treatment for their cat or dog above \$500;
- for our optional accidental cover - if they want cover above our limit for accidental damage cover;
- for our specified items cover – if they want cover for tools of trade, fishing equipment, firearms or musical instruments whilst in use or sporting equipment whilst in professional or competitive use; or
- want cover in circumstances that fall within the general exclusions listed in our PDS.

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## Design of this Product

The key attributes of this Product are that it provides cover for:

- **Home Insurance**

- loss or damage as a result of a fire, explosion, lightning, earthquake or tsunami, storm or rainwater runoff, bursting discharge or overflow of water, riot or civil commotion, flood, malicious damage, impact, damage by non-domestic animal and theft or attempted theft, up to the specified amount; and
- legal liability to a third party as a result of an incident occurring at the home and arising out of ownership of the home which causes death, bodily injury or damage to someone else's property, up to \$20 million.

- **Contents Insurance**

- loss or damage as a result of a fire, explosion, lightning, earthquake or tsunami, storm or rainwater runoff, bursting discharge or overflow of water, riot or civil commotion, flood, malicious damage, impact, damage by non-domestic animal and theft or attempted theft, up to the specified amount; and
- legal liability to a third party as a result of an incident which causes death or bodily injury to, or damage to property of, someone who does not normally reside at their home, up to \$20 million.

- only to persons who meet our eligibility criteria.

The Product has been designed for persons:

- with a likely need or objective to protect themselves from a financial loss arising from the types of loss, damage or liability set out above;
- who are willing to select an appropriate level of cover relevant to their own circumstances; and
- who are in a financial situation where they will be able to afford to pay the premium as well as the excess which might apply when making a claim.

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## Distribution conditions for this Product

This Product can only be distributed by our representatives via:

- RAA call centres by calling **8202 4600**
- RAA's website by visiting **www.raa.com.au**; and
- RAA's branches (including Agents acting as Authorised Representatives).

Our branches and our staff are authorised representatives of **Allianz SA** and they are the only persons authorised to distribute the products.

Our representatives are only authorised to arrange products:

- for customers who are eligible for this product as determined by our eligibility criteria and
- in accordance with the Sales and Distribution Policy and the terms of their appointment as our representative.

Our representatives are required to provide regular reporting to us of complaints and other information relevant to the distribution of our products, as well as reporting to us on any situations or circumstances where our product is distributed to a person who does not meet our eligibility criteria or any significant dealings which are inconsistent with this TMD.

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## Review of this TMD

In addition to making a determination of our target market, we are also required to let you know when and how our determination will be reviewed. In accordance with our Product Governance Framework, this TMD will be reviewed within 12 months of the issue date and subsequently at every anniversary of the issue date. We will also review the TMD within 10 business days of becoming aware of a Review Trigger specified below and where otherwise required by law.

We have identified the following events or circumstances which may reasonably suggest that this determination is no longer appropriate (each as a **Review Trigger**):

- material changes to the information or circumstances we considered when developing this TMD, including the:
  - approved eligibility criteria;
  - cover and pricing of the product;
  - PDS;
  - distribution conditions; and
  - reinsurance requirements;
- any significant dealings by us or our representatives that are inconsistent with the TMD;
- nature and number of complaints, complaints data, or claims data;
- number of cancellations and lapses of the product;
- systemic complaints which indicate that the product is no longer suitable for the target market;
- customer feedback and testing;
- information received by or from our representatives; and
- information and feedback from ASIC, APRA and other regulators as well as AFCA, the Insurance Council of Australia and Code Governance Committee.

These are each a Review Trigger.

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## **Important Information about this TMD**

This TMD is not intended to be a consumer facing disclosure document and does not form part of the terms of the product. Any information or examples given in the TMD must not be read as a complete list of eligibility or the standard terms and conditions and limitations that apply to the product. Any terms used in this TMD that are defined in the Corporations Act have the same meaning as in that Act.

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## **We are here to help**

Call 8202 4567 or visit us at an RAA Shop

[raa.com.au](http://raa.com.au)

