

Target Market Determination

Steadfast Pleasure Craft



QBE Insurance (Australia) Limited ABN 78 003 191 035 AFSL 239 545

This Target Market Determination (TMD) is effective from 05.10.2021 and relates to the Steadfast Pleasure Craft Product Disclosure Statement (QM2707).

This TMD provides QBE's distributors and customers information regarding:

- which class of customers this product is suitable for (the target market) and which class of customers this product is likely unsuitable for;
- optional benefits that have been designed for customers within this product's target market;
- any distribution conditions and restrictions on distribution for this product;
- reporting obligations of our distributors; and
- the review period and events or circumstances that may trigger a review.

This TMD describes the customers within our target market. This TMD doesn't consider a customer's personal needs, objectives and financial situation.

A customer should always refer to their Steadfast Pleasure Craft Product Disclosure Statement (PDS), and any Supplementary Product Disclosure Statements (SPDS) that may apply, to ensure the product is right for them.

Comprehensive

This product has been designed for customers in the target market to provide financial protection for:

- accidental loss or damage to their pleasure craft, while it is in use, storage or in transit;
- theft of their pleasure craft;
- legal liability for injury to third parties or damage to their property, arising out of the ownership of the pleasure craft;
- personal accident resulting in death or bodily injury to them arising out of the ownership of the pleasure craft.

It offers optional cover to choose from to enable customers to tailor the product to suit their individual needs.

Who is within the Target Market for Comprehensive?

Customers within the Target Market (Customers are within the target market if all the following conditions apply)	
✓	Customers who own a pleasure craft that is used for used for recreational purposes and only for private use.
✓	Customers whose pleasure craft is only used within Australian waters, no further than 250 nautical miles from the Australia coastline.
✓	Customers who want financial protection for: <ul style="list-style-type: none">• the loss or damage occurring to their pleasure craft and equipment or accessories;• legal liability for injury to third parties or damage their property, arising out of the ownership of the boat;• personal accident resulting in death or bodily injury to them, arising out of the use or ownership of the boat.

Customers **NOT** within the Target Market

(Customers are not within the target market if any of the following conditions apply)

X	Customers whose pleasure craft is used for hire/charter or business purposes.
X	Customers whose pleasure craft is being used as their permanent living accommodation.
X	Customers whose pleasure craft is undergoing major hull repair or alteration, for example extending the length of the vessel or a major refurbishment of the deck, cabin or hull.
X	Customers whose pleasure craft motor has been enhanced to greater than the manufactures specifications or can exceed speeds of 60 knots.
X	Customers whose pleasure craft is used for racing, speed tests or trials (unless they have purchased optional cover available for yacht racing).

Target Market for Optional Benefits

Customers within the target market for this product may want to purchase the following optional covers:

Optional benefit – Racing (Comprehensive cover)

Customers within the Target Market for the Racing (Comprehensive cover) optional benefit

✓	Customers who want financial protection for accidental loss or damage to their pleasure craft while participating in an organised racing competition with other vessels over a designated distance or route.
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Customers **NOT** within the Target Market for the Racing (Comprehensive cover) extension optional benefit

X	Customers who participate in races that exceed 200 nautical miles in distance.
X	Customers who participate in power boat racing.

Distribution Conditions

This product has been appropriately designed to be distributed through Steadfast Group Limited (Steadfast). The product and the systems it is distributed through have been designed for a customer seeking insurance through Steadfast Group Limited. Steadfast Group Limited has taken reasonable steps to understand the key product attributes and align distribution to customers in the target market.

Distribution Restrictions	This product can only be sold via Steadfast Group Limited, ABN 98 073 659 677, AFSL 254928.
Distribution Conditions	<ul style="list-style-type: none">• This product can only be sold via a QBE approved application system within the eligibility and underwriting rules.• Any quoting outside the system must always be referred to a QBE authorised representative.• It can be sold to customers within the target market without the customer being provided with any financial product advice or, with either general or personal advice.• Make the TMD available to customers who wish to refer to it.
Distribution Method	<p>This product can be sold via direct contact between the customer and Brokers of the Steadfast network.</p> <p>This product is not available online for customers to purchase directly.</p>

Reporting Obligations for Distributors

Distributors of this product are required to provide QBE with complaints information about this product through the agreed complaints submission process including:

- The number of complaints the distributor has received about this product during the reporting period;
- A brief summary about the nature of the complaint raised and any steps taken to address the complaint; and
- Any general feedback our distributor may have received on this product.

Distributors should include sufficient details about the complaint that would allow QBE to identify whether the TMD may no longer be appropriate to the class of customers.

Reporting Period: 6 monthly or as otherwise agreed with the Distributor and no later than 10 business days after the agreed complaints reporting date.

Dealings outside the target market

Distributors of this product need to report to QBE when they become aware a dealing outside the target market that has not been approved by QBE. Their report to QBE must include information such as the date (or date range) the dealing occurred, details about the dealing(s) and any steps or actions taken to mitigate.

Reporting Period: As soon as practicable and, subject to our distribution agreement, no later than 10 business days of the date on which the Distributor became aware of the dealing.

TMD Reviews

Review Period	The initial review of this TMD will occur no later than 2 years from the date this TMD is first published and every 2 years thereafter.
What may trigger a review prior to periodic review	<p>The events or circumstances that may suggest the product is no longer suitable to the target class of customers and would trigger a review (prior to the scheduled periodic review date) include, but are not limited to, QBE becoming aware of:</p> <ul style="list-style-type: none">• a significant increase in the number of complaints relating to the product received by QBE or reported by distributors;• a material change to the product including Product Disclosure Statement, information or assumptions upon which the target market was formulated;• a change of relevant law, regulatory guidance or industry code which has a material effect on the terms or distribution of the product;• the product being distributed and purchased in a way that is significantly inconsistent with this TMD;• adverse trends in policy and claims data indicating the product is not performing as expected by the customer.