

# Boat Insurance

Target Market Determination (TMD)

1 May 2024



# RAA Boat 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 'RAA Insurance', 'we', 'us' or 'our' refer to RAA Insurance Limited AFSL 232525.

This Target Market Determination (**TMD**) sets out the target market for our Boat Insurance product. The terms and conditions of our Boat Insurance product (this **Product**) are set out in the Boat 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. RAA Insurance does 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 May 2024

This TMD is effective from the date shown above and will apply to policies that are purchased or renewed on or after **1 May 2024**

## Boat Insurance

### The Target Market for this Product is persons who:

- own and use a boat for private use or an approved business use;
- want cover which extends to:
  - loss or damage to their boat as a result of an accident, fire, flood, hail, malicious damage, perils of the sea, storm and theft or attempted theft, up to the sum insured;
  - legal liability for loss or damage other persons property arising from the use of the boat, up to \$20 million;
  - legal liability to pay for death or bodily injury to other persons (unless covered by statutory schemes), up to \$5 million;
  - various additional benefits as listed in the PDS, and covers such loss, damage or liability where any person is driving the boat, provided they have been authorised to drive the boat.
- at their election and at an additional premium want 'Optional Cover' for:
  - Racing risk (yachts and sailing boats only) – providing cover if racing a yacht or sailing boat under sail or travelling to or from a race on water and other benefits described in the PDS; and
  - Waterskier's liability – providing an extension of the 'Legal Liability' cover to extend to claims arising out of waterskiing and/or towing a waterskier, as described in the PDS.
- 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 boat they want to insure. For example, accident and claims history, condition of the boat; 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.

## Boat Insurance

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

- do not reside in South Australia;
- only want or need a more limited form of cover for loss or damage e.g without accidental damage to their boat or without cover for legal liability to others;
- only want to access the additional or optional benefits;
- want cover for drivers without a current boat licence;
- don't have an insurable interest in the boat;
- want cover for damage that has already occurred;
- want to use their boat for a business purpose which is not accepted by us (eg. commercial fishing, boat charters);
- want to be covered for a boat with a sum insured greater than \$100,000;
- want to be covered for something which is not a boat (i.e. motorbike, caravan/campervan, mobility scooters, car);
- want to claim for an amount beyond any applicable limit identified in the PDS;
- want cover for loss or damage that occurs more than 200 nautical miles off Australia;
- do not want their claim to be settled in accordance with the Claims section of the PDS;
- want to be covered under our optional racing risk cover but don't have a yacht or sailing boat;
- want the contents of the boat to be covered for an amount greater than the limit specified in the PDS; or
- want cover in circumstances that fall within the general exclusions listed in our PDS.

## Design of this Product

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

- against loss or damage to a boat as a result of an accident, fire, flood, hail, malicious damage, perils of the sea, storm and theft or attempted theft, up to the sum insured;
- for legal liability to pay for loss or damage to other persons property arising from the use of the boat, up to \$20 million;
- for legal liability to pay for death or bodily injury to other persons (unless covered by statutory schemes), up to \$5 million; and
- 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.

## Distribution conditions for this Product

Our Boat Insurance can only be distributed by our representatives via:

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

Our representatives are employees and appointed agents of the Royal Automotive Association of South Australia Inc (**RAA**) and they are the only persons authorised to distribute the product.

Our representatives are only authorised to issue products:

- to 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.

## 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;
  - 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.

## **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.





## **We are here to help**

Call 8202 4567 or visit us at an RAA Shop

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

