



# SURE INSURANCE HOME AND CONTENTS POLICY

## TARGET MARKET DETERMINATION

Version: PDS05/2025 Effective Date: 13 January 2025

### The purpose of this Target Market Determination (TMD)

The purpose of this TMD is to describe:

- the class of retail clients the Sure Insurance Home and Contents Policy (hereafter referred to as the 'product') is suitable for, called our Target Market;
- how the product is distributed to reach retail clients within the scope of the target market; and
- the target market review periods and triggers we use to ensure our product remains appropriate and is not being acquired by any person who is not within our target market.

This document is not a Product Disclosure Statement (**PDS**) and is not a summary of our full product features, terms and conditions. Retail clients should refer to our Product Disclosure Statement (PDS) and any supplementary documents which outline the relevant terms and conditions of the product when making a decision about this product. The PDS may be viewed at [www.sure-insurance.com.au](http://www.sure-insurance.com.au)

### Who is the product designed for?

The product provides cover to either *your* Home only, your Contents only or both *your* Home and Contents.

Home cover provides insurance protection for homeowners and those who have a financial interest in the home for specified causes of loss or damage and their legal liability in connection with the ownership of their Home. A retail client can be either an owner-occupier or a landlord who rent out all or part of their home. However, not all homeowners fall within our target market.

Contents cover provides insurance protection for loss or damage to household furniture, appliances, clothing and specified personal effects and any legal liability which arises from the ownership of those contents which may occur away from Home anywhere in Australia.

More detailed explanations of the target market are set out in the table below:

#### Home Building insurance

This product is appropriate for:	This product is not appropriate for:
<ul style="list-style-type: none"><li>▪ Homes that are situated in regional Queensland from Maryborough north to the Cape and west to Mount Isa. Refer to insurable postcode listing in underwriting guidelines.</li></ul>	<ul style="list-style-type: none"><li>▪ Homes which are situated outside of regional Queensland. Refer to insurable postcode listing in underwriting guidelines.</li></ul>
<ul style="list-style-type: none"><li>▪ Homeowners who own &amp; occupy their home.</li></ul>	<ul style="list-style-type: none"><li>▪ Unoccupied homes.</li><li>▪ New homes under construction.</li><li>▪ Homes undergoing renovations of \$75,000 or greater</li></ul>

<ul style="list-style-type: none"> <li>Homeowners/Landlords who rent out their property.</li> </ul>	<ul style="list-style-type: none"> <li>Homeowners/Landlords who are operating Hotel, motel, guest house, backpacker, bed &amp; breakfast accommodation, boarding home, private hotel, dormitory or nursing home operations.</li> </ul>
<ul style="list-style-type: none"> <li>Homes which are well maintained, secure, watertight and structurally sound.</li> </ul>	<ul style="list-style-type: none"> <li>Homes that have not been maintained in good condition to ensure they are watertight, structurally sound, secure and well maintained: examples of homes not maintained in good condition include rusted or leaking roof; bathroom waterproofing and tiles in poor condition.</li> </ul>
<ul style="list-style-type: none"> <li>Homes that are used primarily as a residential dwelling</li> </ul>	<ul style="list-style-type: none"> <li>Homes that are used primarily for or as:               <ul style="list-style-type: none"> <li>Business/ commercial purposes.</li> <li>A hotel, motel, guest house, backpacker, bed &amp; breakfast accommodation, boarding home, private hotel, dormitory or nursing home.</li> <li>Non-conventional homes including caravans, mobile homes, houseboats, houses below ground</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Duplexes and structures consisting of up to 4 residential units that are not strata titled</li> </ul>	<ul style="list-style-type: none"> <li>Homes or units that form part of a Community Title Scheme. (Strata Title).</li> <li>Residential structures consisting of more than 4 residential units or flats that are not strata titled</li> </ul>

### Contents insurance

<b>This product is appropriate for:</b>	<b>This product is not appropriate for:</b>
<ul style="list-style-type: none"> <li>Contents located in a residential home, unit, apartment or townhouse situated in regional Queensland, from Maryborough north to the Cape and west to Mount Isa. Refer to insurable postcode listing in underwriting guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>Contents located in a residential home, unit, apartment or townhouse situated outside of regional Queensland. Refer to insurable postcode listing in underwriting guidelines.</li> </ul>
<ul style="list-style-type: none"> <li>Contents kept in a residential home, unit, apartment, or townhouse they either own, rent or occupy as a tenant.</li> </ul>	<ul style="list-style-type: none"> <li>Contents kept in a home that is used primarily for               <ul style="list-style-type: none"> <li>business/ commercial purposes.</li> <li>Hotel, motel, guest house, backpacker, bed &amp; breakfast accommodation, boarding home, private hotel, dormitory or nursing home.</li> <li>Non-conventional homes including caravans, mobile homes, houseboats, houses below ground.</li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>▪ Contents kept in homes which are well maintained, secure, watertight and structurally sound.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Contents kept in homes that have not been maintained in good condition to ensure it is watertight, structurally sound, secure and well maintained for example, termite damage, rusted or leaking roofs, bathroom waterproofing and tiles in poor condition.</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Contents kept in an unoccupied home, unit, apartment or townhouse.</li> </ul>

**Working from a Home – self employed**

<b>This product is appropriate for:</b>	<b>This product is not appropriate for:</b>
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**Accommodation**

<ul style="list-style-type: none"> <li>▪ Homeowners/ Landlords who rent out their property for long term rental of 3 months or more.</li> <li>▪ Homeowners/ Landlords who rent out only one room at the insured address for short stay rental including Air BnB or similar online booking platforms.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Any part of the home that is used or occupied as a hotel, motel or boarding or guest house other than a home where only one bedroom is being leased or rented to a paying tenant, guest or boarder.</li> <li>▪ Homeowners/ Landlords who rent out more than 1 room of their property to 2 or more unrelated tenants or paying guests.</li> </ul>
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**Beauty services**

<ul style="list-style-type: none"> <li>▪ Hairdresser, makeup artist, nail technician, spray tanning.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Tattooists.</li> <li>▪ Piercing services.</li> </ul>
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**Child care services**

<ul style="list-style-type: none"> <li>▪ Casual baby/ child sitting.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Professional childcare center / services at the home, including professional after school care.</li> </ul>
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**Commercial Properties**

	<ul style="list-style-type: none"> <li>▪ Café, restaurants, offices, shops, warehouses, workshops, run from the home.</li> <li>▪ Display homes.</li> </ul>
<b>This product is appropriate for:</b>	<b>This product is not appropriate for:</b>

**Domestic Services**

<ul style="list-style-type: none"> <li>▪ Handyman, domestic cleaner.</li> <li>▪ Pet groomer, pet walker, pet minding for less than 3 pets at any one time.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Commercial cleaners.</li> <li>▪ Pet walker, pet minding for 3 or more pets at any one time.</li> </ul>
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**Farming & Agriculture activities**

<b>This product is appropriate for:</b>	<b>This product is not appropriate for:</b>
<ul style="list-style-type: none"> <li>▪ Residential homes on a farm property or hobby farm property.</li> <li>▪ Roadside honesty box – farm gate fruit, veg, eggs and honey.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Farm or hobby farm buildings (except for residential homes) or farm contents or equipment.</li> </ul>

**Fitness and well being**

<ul style="list-style-type: none"> <li>▪ Natural healing therapists, nutritionists, therapeutic massage, yoga instructor.</li> <li>▪ Personal trainers where your primary place of work is away from home</li> </ul>	<ul style="list-style-type: none"> <li>▪ Non-therapeutic massage.</li> <li>▪ Gym instructors, personal trainers where your primary place of work is at the home.</li> <li>▪ Swimming instructors where your primary place of work is at the home.</li> <li>▪ Individuals or entities associated with the sex industry or brothels.</li> </ul>
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**Health and medical services**

<ul style="list-style-type: none"> <li>▪ Chiropractic, doctor, dentist, physiotherapist, psychologists.</li> </ul>	
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**Hospitality**

<ul style="list-style-type: none"> <li>▪ Home baking, cupcakes non-commercial equipped kitchen.</li> <li>▪ Food truck where your primary place of work is away from home.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Baking, café, catering, food manufacturing, restaurant, where your primary place of work at the home.</li> </ul>
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**IT & Media**

<ul style="list-style-type: none"> <li>▪ IT Support, photographer, programmer, project manager, web designer.</li> <li>▪ Journalist, freelance writer.</li> <li>▪ Social media consultant.</li> </ul>	
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**Manufacturing**

<ul style="list-style-type: none"> <li>▪ Cottage industry, costume jewellery, cupcakes, jam, knitting, pottery.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Cabinet makers, carpenter &amp; wood workers where your primary place of work is in a workshop at the home.</li> <li>▪ Clothing, leather &amp; textile manufacturing</li> <li>▪ Ammunition, guns</li> <li>▪ Upholsters</li> </ul>
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**This product is appropriate for:**

**This product is not appropriate for:**

**Professionals & Consultants**

<ul style="list-style-type: none"> <li>▪ Accountant, architect, graphic designer, home loan advisor, insurance agent, solicitor, barrister, real estate agent, tax agent.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bookmakers.</li> </ul>
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**Repair and Maintenance**

<ul style="list-style-type: none"> <li>▪ Automotive repair &amp; maintenance, machinery repair and maintenance where</li> </ul>	<ul style="list-style-type: none"> <li>▪ Automotive repair &amp; maintenance, machinery repair and maintenance where</li> </ul>
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This product is appropriate for:	This product is not appropriate for:
your primary place of work is away from home.	your primary place of work is in a workshop at the home.
<b>Trades</b>	
<ul style="list-style-type: none"> <li>▪ Builders, carpenter, electrician, gardener, landscaper, lawn mowing, painter, plumber or welder where your primary place of work is away from home.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Builders, carpenter, electrician, gardener, landscaper, lawn mowing, painter, plumber or welder where your primary place of work is at the home.</li> </ul>
<b>Tutors</b>	
<ul style="list-style-type: none"> <li>▪ Art, education, music, tutors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Boxing, martial art instructors</li> </ul>
<b>Wholesale, Retail &amp; Market Stall</b>	
<ul style="list-style-type: none"> <li>▪ E Commerce (e.g., eBay, Facebook).</li> <li>▪ Garage sale.</li> <li>▪ Market stall where your primary place of work is away from home.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Jewellers.</li> <li>▪ Gun dealers, manufactures or, repairers,</li> <li>▪ Ammunition dealers, manufactures or, repairers.</li> <li>▪ Market stall where your primary place of work is at the home.</li> <li>▪ Professional stamp and coin dealers.</li> <li>▪ Retail stores.</li> </ul>



## Key Attributes

This product includes cover for insured events set out below, subject to the policy terms and conditions including:

▪ Burglary, theft or attempted burglary or theft	▪ Flood (including water runoff)	▪ Motor burnout
▪ Burglary or theft by a tenant or their guest	▪ Garden and plants	▪ Moving to a new address
▪ Clean up following death	▪ Glass	▪ Paraplegia or quadriplegia assistance
▪ Contents in the open air	▪ Landlords - additional benefits	▪ Removal of debris and rebuilding costs
▪ Credit card or ATM card cover	▪ Impact	▪ Replacement of locks
▪ Cyclone, storm and water runoff	▪ Legal Liability	▪ Riot or civil commotion
▪ Damage by an animal	▪ Lightning	▪ Spoilage of food and medication
▪ Earthquake or tsunami	▪ Loss of Rent	▪ Storm surge
▪ Escape of water or liquids	▪ Malicious damage, intentional damage or damage by vandals	▪ Supplementary living expenses
▪ Exploratory costs of a leak	▪ Malicious damage by a tenant or their guest	▪ Temporary accommodation
▪ Explosion	▪ Matching repairs	▪ Temporary removal of contents
▪ Fatal injury compensation	▪ Mitigation improvements	▪ Temporary storage of undamaged contents
▪ Fire (including bushfire)	▪ Mortgage discharge cost	▪ Unfixed building materials
		▪ Visitors' contents

The above insured events make it likely that the product is consistent with the likely objectives, financial situation and needs of the target market because it provides insurance cover, or the option to add cover, for events that may result in loss or damage to the home and or contents at the insured address. The product also provides cover for legal liability at the insured address for home insurance and Australia wide for contents insurance.

### Options available at an additional cost:

#### Accidental Damage to Home and or Contents

In addition to the key attributes listed above, you can choose to cover your home and or contents for accidental damage for an additional cost.

#### Contents away from home

In addition to the key attributes listed above, you can choose to cover your contents for accidental loss or damage away from home for an additional cost.

#### Higher Excess for reduced premium

The standard policy excess is \$500. This is the amount you must pay towards a claim. You can choose to have a higher excess for a premium reduction. However, this option is not suitable if you cannot afford to pay the higher excess in the event of a claim.



## Distribution Conditions

The product is designed to be purchased via:

- the Sure Insurance Call Centre, call 1300 392 535, or
- from a Sure Authorised Insurance Broker (see our website for details).

Only these representatives are trained and authorised by Sure to deal and advise in the product and must follow any guidelines we give them with regard to ensuring this product is only offered and sold to retail client who fall within our target market.

Alternatively, you can purchase this product via the Sure Insurance Website at [www.sure-insurance.com.au](http://www.sure-insurance.com.au)

We have designed a series of questions to help us determine if you fall within our target market for this product. However, you should always check with us if you are not sure what a question means.

Our distribution conditions and restrictions will assist *us* to ensure that only customers who fall within the class of retail clients for whom the product has been designed purchase the product. Our distribution conditions and restrictions will also assist *us* to ensure that the distribution is being directed towards the target market.

## Review Triggers

Sure Insurance collects information and prepares reports regarding sales performance, claims performance, complaints and competitors' activities on a monthly basis, which will identify review triggers that may suggest that the TMD is no longer appropriate.

In addition to these review triggers, we will carry out reviews every 2 years from the effective date to ensure the TMD remains appropriate.

We will also review this TMD within 10 business days of any of the following events occurring:

- there are material amendments to the product, including to our acceptance criteria;
- there are material changes to our underwriting guidelines;
- the distribution method for the product changes;
- we receive a complaint that indicate retail clients who acquire the product do not fall within our Target Market.

## Reporting and Monitoring

We will review any direct written complaint we receive relating to this product on a monthly basis.

Sure Authorised Insurance Brokers are also required to provide *us* information regarding any complaint made by a retail client about this product on a monthly basis.

Any complaint made to *us* is managed in accordance with the Sure Complaints resolution process.

## Questions?

If you have any questions about our products, please call us on 1300 392 535.

## **For Home and Contents, and Residential Strata policies with an effective date prior to 1/9/2022**

All financial services in connection with *your* insurance are provided by *us* under our AFS licence on behalf of the product issuer Liberty Mutual Insurance Company, Australia Branch (ABN 61 086 083 605), a company incorporated under the laws of Massachusetts, USA (the liability of members is limited), trading as Liberty Specialty Markets (Liberty).

## **For Home and Contents, and Residential Strata, policies with an effective date prior to 1/7/2023**

Financial services in connection with *your* insurance are provided by *us* on behalf of the product issuers Liberty and Pacific International Insurance Pty Ltd (ABN 83 169 311 193),



trading as Pacific International (Pacific).

**For Home and Contents, and Residential Strata, policies with an effective date from 1/07/2023**

Financial services in connection with *your* insurance are provided by *us* on behalf of the product issuers Liberty, Pacific and The New India Assurance Co. Ltd. (ABN 93 000 151 593) (New India Assurance).