



Target Market Determination

Home Building Insurance

Defence Service Home Insurance Scheme ABN 97 191 187 638

This Target Market Determination (TMD) is effective from 5 October 2021 and relates to the Home Building Insurance Product Disclosure Statement P03824 Effective date 1 September 2020.

This TMD provides DSH Insurance customers information regarding:

- which class of customers this product is suitable for (the target market) and which class of customers this product is likely to be unsuitable for.
- any distribution conditions for this product;
- reporting obligations; 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 the Home Building Insurance Product Disclosure Statement (PDS), and any Supplementary Product Disclosure Statements (SPDS) that may apply, to ensure the product is right for them.

Home Building Insurance

This product has been designed for current and former serving Australian Defence Force (ADF) members. If you have ever served in the Australian Defence Force (for one day or more) or you are the widow/widower of someone who has ever served in the Australian Defence Force (one day or more), and you are the owner of the property, you are eligible for DSH Insurance Home Building Insurance.

This product is designed to provide financial protection for:

- loss or damage occurring to residential home buildings caused by insured events, such as fire, storm, or flood; and
- Our cover also includes legal liability cover for loss or damage to property owned or controlled by someone other than you or your family, if the accident happens at the home or site

Who is within the Target Market for Building Insurance?

Customers within the Target Market

(Customers are within the target market if the following conditions apply)

✓	Customers that own a home that is used for residential purposes that is your: <ul style="list-style-type: none"> • Primary Residence, including any part of the building used for home office purposes or surgery • Holiday Home, or • Rental Property that you rent out to tenants under a lease agreement.
✓	Customers who want nil excess (except for Earthquake and Accidental Damage)
✓	Customers who want fusion cover
✓	Customers who want accidental damage cover
✓	Customers who require, temporary accommodation following an insured event and the house is unfit to live in
✓	Customers who want financial protection for: <ul style="list-style-type: none"> • Liability cover – as the property owner or occupier of the property
✓	Loss of rent due to an insured event
✓	Customers who want cover for Flood

Customers NOT within the Target Market

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

✗	Customers whose land or building(s) is used for, manufacturing or trade purposes
✗	Customers who want rent default cover
✗	Customers who want malicious damage cover
✗	Customers who are running a business other than home office
✗	Customers whose new home is under construction
✗	Customers who want cover for wear and tear or costs associated with maintenance
✗	Customers who use the home to generate income through short stay accommodation (for example, Airbnb accommodation).
✗	Customers whose property is not a standard residential home (for example, houseboats, caravans, motor homes)

Distribution Conditions	
<p>This product has been appropriately designed to be distributed through Defence Service Homes Insurance Scheme. The product and the systems it is distributed through have been designed for a customer seeking insurance through Defence Service Homes Insurance Scheme. Defence Service Homes Insurance Scheme has taken reasonable steps to understand the key product attributes and align distribution to customers in the target market.</p>	
Distribution Restrictions	<p>This product can only be sold via Defence Service Homes Insurance Scheme, ABN 97 191 187 638.</p>
Distribution Conditions	<p>This product can only be sold via a Defence Service Homes Insurance Scheme approved application system within the eligibility and underwriting rules.</p> <p>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.</p> <p>Make the TMD available to customers who wish to refer to it.</p>
Distribution Method	<p>The distribution method of selling this product may comprise of:</p> <ul style="list-style-type: none"> • Online via a quote portal approved by Defence Service Homes Insurance Scheme. • Direct contact between the customer and Defence Services Homes Insurance.

TMD Reviews	
Review Period	<p>The initial review of this TMD will occur no later than two years from the date this TMD is first published and every two years thereafter.</p>
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, Defence Service Homes Insurance Scheme becoming aware of:</p> <ul style="list-style-type: none"> • a significant increase in the number of complaints relating to the product received by Defence Service Homes Insurance Scheme; • 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.

Where a review trigger has been identified, this Target Market Determination will be reviewed within 10 business days.