



Target Market Determination

for Allstate Farm Insurance

Product Disclosure Statement (PDS)	Allstate Farm Insurance Product Disclosure Statement PDS V2.1
Effective Date	01 December 2024
Product Issuers:	For Home Building and Contents Cover: Certain Underwriters at Lloyd's of London for their respective shares. For Home Liability Cover: Certain Underwriters at Lloyd's of London for their respective shares. For Motor Vehicle Cover: Berkshire Hathaway Specialty Insurance Company ABN 84 600 643 034, AFS Licence No 466713

About this document

This Target Market Determination (**TMD**) applies to the Home Building and Contents Cover, Home Liability Cover, and the Motor Vehicle Cover described in the Farm Insurance Allstate Farm Insurance Product Disclosure Statement PDSV2.1 and any Supplementary Product Disclosure Statement (together, **PDS**) which is issued by the **Product Issuers** through Allstate Underwriting Agencies Pty Ltd ABN 51 121 066 180, AFS 00306153 (**Allstate**) under a binding authority. It applies to these covers to the extent they are deemed to be *Retail Insurance* provided to a *Retail Client* as defined under the Corporations Act 2001 (**Act**). Other covers are available in the PDS, but as they are not covered by the Product Design and Distribution Obligations, they do not form part of this TMD.

What is a Target Market Determination?

This TMD provides our distributors and customers with information regarding:

- which class of customers this product has been designed for, and which class of customers this product is likely to be unsuitable for;
- any distribution conditions for this product;
- reporting obligations and restrictions on distribution of our distributors; and
- the review period and events that may trigger a review.

This TMD is not intended to provide financial advice, and does not consider a customer's personal needs, objectives or financial situation, nor does it form a part of the terms of cover provided by the Product Issuers. In addition to the key eligibility requirements outlined in this document, the product is also subject to acceptance criteria.

Terms used in this TMD that are defined in the Act, have the same meaning as under the Act.

A customer must always refer to the PDS and other policy documents to understand the terms, conditions, exclusions and insurance cover being provided before making a decision to purchase this product.

1. Class of customers that fall within this target market

The Farm Insurance package is designed to offer choices of cover for a class of customers whose likely needs, objectives and financial situation outlined below, are aligned with the product and its key attributes and eligibility criteria.

1.1 Product description and key attributes

The Farm Insurance package can be tailored to suit the individual customer. A customer can choose a minimum of any 2 covers from the broader list of coverage (including sections of cover which do not form part of this TMD) depending on their needs. The *Retail Insurance* sections covered by this TMD are Home Buildings and Contents Cover, Home Liability and Motor Vehicle Cover.

1.1.1 Relevant Section- Home Building & Contents Cover

Within this cover section, Customers can select cover for Buildings only or Contents only, or both.

	Building Cover	Contents Cover	Home Liability Cover
Main Cover	This cover provides protection to owners or occupiers of farms, for specified residential buildings, including residential buildings leased to tenants caused by accidental and sudden damage.	This cover provides protection to owners or occupiers of farms, for the cost of repairing or replacing residential contents caused by accidental and sudden damage and theft.	<p>This cover provides legal liability cover for death or bodily injury to other people, or loss or damage to other people's property, arising in connection with the insured residential property.</p> <p>This cover also provides legal liability cover for death or bodily injury to other people, or loss or damage to other people's property, as a result of an accident caused by the insured's negligence.</p>
Key Exclusions	<p>The PDS has key exclusions, including but not limited to:</p> <ul style="list-style-type: none"> - No cover for flood - No cover if building has been unoccupied for longer than 100 days - No cover for loss or damage caused by: <ul style="list-style-type: none"> - Gradual deterioration including wear and tear and inherent defects; - insects or vermin - electronic data or computer virus; - Intentional damage caused by the customer or their family; - War, terrorism, nuclear radioactivity; - subsidence; or - machinery breakdown. <p>No liability cover for asbestos, fines, penalties, interest or workers' compensation, among others.</p>		
Limitations & Excess	Cover is subject to the payment of premium and applicable excess and other limitations as specified in the PDS and policy schedule. Total loss claims are subject to the sums insured limits stated in the policy schedule.		

1.1.2 Motor Vehicle Cover

The motor vehicle cover can be further tailored to suit the individual customer based on the type or value of their motor vehicle, the inclusion of additional or specific assets, and the opportunity to purchase additional cover or benefits. Within this section, customers can select any one (1) of the following types of cover required for motor vehicles, or they can select Third Party Damage and Fire and Theft combined.

	Comprehensive	Third Party Damage	Fire and Theft
Summary of Cover	Cover for damage to your motor vehicle, including fire and theft. Cover for your legal liability following a motor vehicle accident causing: <ul style="list-style-type: none"> - loss or damage to a third party's property; and/or - injury to a third party (this cover is strictly limited – please review the PDS for full terms, conditions and exclusions). 	Cover for your legal liability following a motor vehicle accident causing: <ul style="list-style-type: none"> - loss or damage to a third party's property; and/or - injury to a third party (this cover is strictly limited – please review the PDS for full terms, conditions and exclusions). 	Cover for damage to your motor vehicle caused by fire and theft only.
Key Exclusions	The PDS has key exclusions including, but not limited to, no cover for: <ul style="list-style-type: none"> - Unlicensed drivers; - Unroadworthy vehicles; - Drivers under the influence of alcohol or any drug; - Loss or damage caused by wear and tear, rust or corrosion, pre-existing or old damage; - Structural, mechanical or electrical failures, malfunctions or breakdowns; - Vehicles, machines or implements used for farm contracting activities where such activities produce 35% or more of the combined annual turnover for the farm business; and/or - Loss, damage or injury otherwise covered, or required to be covered, by compulsory third party insurance or similar. 		
Limitations & Excess	Total loss claims are subject to the market value or sum insured of the vehicle (whichever is the lesser), and multiple excesses (including, for example, a basic excess, age excess or tipping excess) may apply. Please refer to the PDS for further information as to the applicable Limits & Excess.		

1.2 What is the target market for these covers?

The relevant covers within this product are designed to be consistent with the following likely objectives, financial situation and needs of customers:

1.2.1 Home Building and Contents Cover

Key Eligibility Criteria	Product has been designed for persons:	Product has not been designed for persons:
Requirement to be part of a Farm	<ul style="list-style-type: none"> • Who own residential buildings and or contents on or connected with Farm properties • Who lease residential buildings and or contents on or connected with Farm properties 	<ul style="list-style-type: none"> • Whose homes or dwellings (or their contents) are not part of or connected with a Farm property. • With Hobby Farms with less than \$10,000 in annual turnover from Hobby farm operations
No Flood Cover	<ul style="list-style-type: none"> • Who do not require flood cover 	<ul style="list-style-type: none"> • Who require flood cover
Minimum Property Size (of the whole Farm)	<ul style="list-style-type: none"> • Whose property is more than 1 acre 	<ul style="list-style-type: none"> • Whose property is less than 1 acre
The condition of the Home Buildings	<ul style="list-style-type: none"> • Whose buildings are in good and well- maintained condition 	<ul style="list-style-type: none"> • Whose buildings are poorly maintained or in bad condition
The location of the Farm	<ul style="list-style-type: none"> • Whose Farm is located on mainland Australia 	<ul style="list-style-type: none"> • Whose Farm is not located on mainland Australia

The Type of Contents	<ul style="list-style-type: none"> Household goods or personal belongings which belong to the customer for which the customer is legally responsible and that are not used for earning income. 	<ul style="list-style-type: none"> Unset precious stones Plants and trees Sporting equipment whilst it is being used Motor vehicles, ride on mowers (other than those included in the definition of contents), motor cycles, caravans, trailers, pedal cycles whilst in use Office equipment or goods used for earning income
Customer's Likely Objectives, Financial Situation & Needs	<ul style="list-style-type: none"> require and seek financial protection for sudden and unexpected accidental loss or damage to the farm residential buildings and or contents due to an accident, theft or any other incident not excluded by this product require and seek legal liability cover for death or bodily injury to other people, or loss or damage to other people's property as a result of an accident caused by the customer's negligence 	

1.2.2 Motor Vehicle Cover

Key Eligibility Criteria	Product has been designed for:	Product has not been designed for:
The type of vehicle	<ul style="list-style-type: none"> Mechanically propelled motor vehicles designed for use on land only; Agricultural vehicles, implements, machines or motorcycles; A trailer (provided the number of trailers being towed does not exceed the number permitted by Law); Goods carrying vehicles (including utilities, small trucks, and passenger vehicles). 	<ul style="list-style-type: none"> Motor vehicles designed to run on rails; Non-farming vehicles; Grey imports; Motorhomes and caravans; Vintage or prestige cars; Aircraft (including aerial surveillance or drones) or Watercraft.
How you use your vehicle	Motor vehicles used for: <ul style="list-style-type: none"> farm and farm related purposes (including incidental farm contracting use); and/or private use 	Motor vehicles used for: <ul style="list-style-type: none"> experiments, stunts, racing, or other motor sports; commercial use (including carrying paying customers, driver tuition, or where such use produces 35% or more of the combined annual turnover for the farm business)
The condition of your vehicle	<ul style="list-style-type: none"> Motor vehicles in good repair and condition (including meeting the registration requirements in the applicable State or Territory, if applicable). 	<ul style="list-style-type: none"> Motor vehicles in an unsafe or unroadworthy condition.
Your likely objectives, needs and financial situation	<ul style="list-style-type: none"> require cover for loss or damage to your farm motor vehicles as a result of an accident, fire or theft, or any other event not excluded by this product; and/or require cover for your legal liability for loss or damage to third party property, or in respect of a third party's injury (this cover is strictly limited – terms, conditions and limitations apply), caused by the use of your farm motor vehicles; and are able to pay premiums and excesses in accordance with the chosen premium and excess structure (including any fees and government charges that may apply) and having regard to any applicable personal circumstances, vulnerability or hardship considerations. 	

1.3 Consistency with the target market

Each of these covers, including their key attributes, are likely to be consistent with the likely objectives, financial situation and needs of the respective classes of customers in their Target Markets because:

- they provide cover for the type of loss or damage that customers in the Target Markets are seeking to insure against; and
- the Target Markets for the covers includes those customers who are eligible for the cover.

(Individual customers will need to consider whether these covers, or any combination therein, meet their specific objectives, financial situation and needs).

2. What distribution conditions apply to this product?

The product application process has been designed to guide customers directly to the product most likely to meet their needs and objectives based on their responses to the questions in our product application.

Allstate’s staff have been adequately trained in the product, the customer(s) it is intended for and the underwriting criteria applicable to the product.

Distribution Restrictions	<p>This product can only be distributed if the following conditions are met:</p> <ul style="list-style-type: none"> ■ It can only be sold via an insurance broker and cannot be sold directly to the public. ■ The insurance product distributor must; <ul style="list-style-type: none"> – be authorised by Allstate to distribute the product and those arrangements must not have been cancelled or suspended; – hold all necessary licensing and accreditation; – agree to comply with all underwriting criteria and levels of authority (as applicable); – agree not to distribute the product where they receive notice from Allstate that this TMD is not up to date and no new TMD has been provided; and – where a new TMD has been provided, agree to distribute in accordance with the new TMD. ■ The TMD is not currently subject to any ASIC action that might suggest that the TMD is no longer appropriate. ■ Where an insurance broker provides personal advice in relation to the product, it is that broker’s responsibility to ensure that the financial product advice provided is in the best interests of the customer having regard to the customer’s objective, financial situation and needs.
Distribution Conditions	<ul style="list-style-type: none"> – This product can only be sold via an offer of cover and acceptance of cover. <ul style="list-style-type: none"> ■ This product can be sold to customers within the target market without the customer being provided with any financial product advice or general or personal advice.
Distribution Method	<ul style="list-style-type: none"> – This product can only be distributed by an insurance broker through either face to face or telephone contact, using the Allstate online platform or manually quoting as applicable and in accordance with the agreement between that broker and Allstate.

These distribution restrictions and conditions make it likely that customers who are issued the product are in the relevant Target Market as they are appropriate having regard to the product and enable Allstate and its distributors to direct the product to the specific class of customers who fall within the target market set out above. This has been determined based on an assessment of the distribution conditions and the target market.

3. Information required from Distributors and Reporting Periods

Distributors of this product are required to provide the Product Issuers, via Allstate, with information in relation to the products covered by this TMD on the following basis:

Information	Persons required to report	Reporting period
Complaints, including: <ul style="list-style-type: none"> - Number received during the relevant reporting period; - Summary of the nature of each complaint and the steps taken to address the complaint. The information included is to provide sufficient details about the complaint to enable the Product Issuer to identify whether the TMD may no longer be appropriate.	Allstate and other distributors via Allstate	Monthly, and no later than ten (10) business days after the agreed complaints reporting date. Note Allstate is required to notify the Product Issuers of the complaint within two (2) business days of receipt.
Dealings of the product outside the TMD	Allstate and other distributors via Allstate	As soon as practicable but within ten (10) Business Days of occurring
Feedback, regulatory orders or directions received from a regulator or AFCA regarding the product	Allstate and other distributors via Allstate	Same day

SIGNIFICANT DEALINGS

If an actual or possible significant dealing that is inconsistent with this TMD occurs, the Product Issuer requires information such as the date (or date range) the dealing occurred, details about the dealing(s) and any steps or actions taken to mitigate.

Distributors should have regard to current ASIC guidelines when determining what may constitute a significant dealing.

Allstate and other distributors via Allstate will notify the Product Issuer of any significant dealing that is not consistent with the TMD as soon as practicable (within 10 business days). This notice shall include, but is not limited to, consideration of the nature and degree of harm resulting from the significant dealing.

4. When will we Review the Target Market Determination

The Product Issuers, via Allstate, will review this TMD on the following basis:

First Review	Within twelve (12) months of the TMD's effective date.
Ongoing Reviews	At least every twenty-four (24) months following the First Review.

Review Triggers	<p>The occurrence of any event or circumstance that would suggest that the TMD is no longer appropriate including, but not limited to:</p> <ul style="list-style-type: none">• a material change in the Application Process, acceptance criteria, underwriting or pricing requirements;• a material change in the distribution or purchase of this product which is significantly inconsistent with this TMD;• the receipt of significant feedback, such as systemic complaints or claims issues from insurance brokers, distributors or customers who purchased the product and which suggest to the Product Issuers or Allstate that the TMD is no longer appropriate;• a change in relevant law, regulatory guidance, industry code or feedback from regulators such as ASIC, APRA or other interested parties which has a material effect on the terms or distribution of the product.
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