

Target Market Determination

This target market determination is designed to provide customers, distributors and IMALIA staff with the appropriate information to understand who this product has been designed for and our approach to determining that the product is likely to be consistent with the objectives, financial situations and needs of the customer and the distribution conditions.

In this document the terms “IMALIA”, “we”, “us” or “our” refer to IMALIA Pty Ltd, AFSL 451867.

IMALIA Family Day Care Insurance Product (Combined liability and Personal Accident for Children)

The IMALIA Family Day Care Insurance Products provides insurance for Family Day Care Educators registered with an Approved Family Day Care Service.

This Target Market Determination (TMD) sets out the target market for:

- Combined Liability Insurance
- Personal Accident for Children Insurance

This is set out in the Appendix to this statement.

Distribution of this product

This product is designed to be distributed by our representatives via:

- Calling IMALIA on **T 1300 302 952**,
- IMALIA’s website by visiting imalia.com.au (where available), and
- Through Insurance Brokers promoting Imalia Family Day Care Insurance

Only these representatives are authorised to distribute this product as they understand the market this product has been designed for, have been trained in the relevant acceptance criteria and have the appropriate levels of authority.

IMALIA will make risk-based decisions to determine its acceptance criteria about insurance cover that can be offered to you. Some of the key acceptance criteria relating to this target market determination may include:

- Your age
- Your registration with an Approved Service
- Your claims history

Reviewing this document

We will review this TMD within 2 years from the effective date to ensure it remains appropriate.

We will also review this TMD if any event or circumstances (called ‘review triggers’) occur that would reasonably suggest that the determination is no longer appropriate, such as:

- We make a material change to the cover provided by the product,
- A change in our acceptance criteria that impacts on the suitability of the product for the target market,
- A material change to the distribution of the product,
- The discovery of a relevant and material deficiency in the product’s disclosure documentation,
- Systemic complaints and claims issues which indicate that the product is no longer suitable for the described target market,

- Material and relevant reductions in our key product suitability metrics such as:
- Customer satisfaction,
- Product acceptance,
- Financial performance,
- Benefits to Customers,
- Product value and affordability.

We will review this TMD within 10 business days of the occurrence of any review trigger.

Reporting

IMALIA and all distributors must record all complaints received about this product on a quarterly basis (Complaints Reporting Period). Distributors are required to provide to us written details of any complaints about the product they have received during the Complaints Reporting Period within 10 business days of the end of the period.

Our distributors and authorised representatives, are required to provide regular and incident-based reporting on key metrics (see the heading “Reviewing this document”) to allow us to review this TMD.

Distributors are also required to report to IMALIA if they become aware of significant dealing in this product which is not consistent with this TMD within 10 business days of becoming aware of such dealing.

Record keeping

IMALIA and its distributors will maintain records of the reasonable steps they have taken to ensure that this product is sold in a manner consistent with this TMD.

We will also prepare and maintain complete and accurate records of our decisions, and the reasons for those decisions, in relation to:

- All target market determinations for this product,
 - Identifying and tracking review triggers,
 - Setting review periods, and
- The matters documented in this TMD.