

# Target Market Determination

## Early Learning Business Insurance Section – Personal Accident

This Target Market Determination (TMD) applies to:

- > **Issuer:** Guild Insurance, ABN 55 004 538 863, AFS Licence No: 233791
- > **Product:** Early Learning Business Insurance, Section – Personal Accident

This TMD is intended to provide Guild's distributors and customers with information regarding the class of customers this product has been designed for, taking into consideration their likely objectives, financial situation and personal needs.

This TMD sets out:

- > who is in our target market and who the product is not designed for;
- > any distribution conditions and restrictions for this product;
- > review periods and events that may trigger a review; and
- > reporting obligations of our distributors.

### Personal Accident – Voluntary Workers

**Voluntary Workers** cover has been designed for early learning service providers (Organisations) in Australia that are seeking to provide financial support for their voluntary workers who sustain a range of injuries or die whilst providing voluntary services for them.

#### The product is suitable for:

Y	Organisations in Australia that engage voluntary workers
Y	Organisations that are seeking to provide lump sum payments and weekly payments to their voluntary workers who are injured whilst working for them
Y	Organisations with volunteers aged between 15 and 75 years

#### This product may NOT be suitable for:

N	Organisations that are seeking cover for high risk activities
N	Organisations that are seeking cover for any Medicare gap payment costs or an alternative to health insurance
N	Organisations that are seeking cover for any accident occurring outside of Australia

1800 810 213  
[guildinsurance.com.au](http://guildinsurance.com.au)



**Don't go it alone**

## Personal Accident – Children’s Accident Protection

Children’s Accident Protection cover has been designed for early learning providers (Organisations) in Australia that are seeking to provide financial support to families of children who sustain a range of injuries or die whilst under their care.

### The product is suitable for:

Y	Organisations in Australia that have registered or enrolled children under their care
Y	Organisations that are seeking lump sum payments for the families of children who are injured whilst under their care

### This product may NOT be suitable for:

N	Organisations that are seeking cover for any Medicare gap payment costs or an alternative to health insurance
N	Organisations that are seeking cover for any accident occurring outside of Australia

### Distribution Conditions

<b>Distribution Conditions</b>	This product can only be purchased as part of an Early Learning Business Insurance policy
<b>Distribution Restrictions</b>	This product is only available for customers to purchase directly through Guild Insurance
<b>Distribution Method</b>	<ul style="list-style-type: none"> <li>&gt; The product may only be purchased by contacting Guild Insurance directly</li> <li>&gt; Any sale is subject to Guild Insurance’s quote, bind and product eligibility criteria</li> <li>&gt; Any advice provided is of a general nature only and does not take into consideration the customer’s objectives, financial situation or needs</li> </ul>

### Review Triggers

<b>First Review</b>	> 3 years from the 5th October 2021
<b>Periodic Review</b>	> At least every 3 years
<b>Other circumstances that may trigger a review of this document prior to a periodic review</b>	<p>It is possible that certain events or circumstances may trigger a review prior to the scheduled periodic review. This could include Guild Insurance becoming aware of:</p> <ul style="list-style-type: none"> <li>&gt; a material change to the product including Product Disclosure Statement, information or assumptions upon which the target market was formulated;</li> <li>&gt; a change of relevant law, regulatory guidance or industry code which has a material effect on the terms or distribution of the product;</li> <li>&gt; a material change to the terms or availability of reinsurance for the product;</li> <li>&gt; a determination of the Australian Financial Complaints Authority (AFCA), a court or other tribunal which suggests that the target market may no longer be appropriate;</li> <li>&gt; the product being distributed and purchased in a way that is significantly inconsistent with this TMD;</li> <li>&gt; a significant increase in the number of or systemic complaints or claims issues relating to the product received by us or reported by distributors;</li> <li>&gt; the nature and extent of feedback from distributors, customers or industry bodies which is materially different to what we expected;</li> <li>&gt; data on claims, complaints or cancellations which suggests the target market may no longer be appropriate; and</li> <li>&gt; any significant dealings outside the TMD and which we consider reasonably suggests that this TMD is no longer appropriate.</li> </ul> <p>If any circumstances trigger a review of this document prior to the Periodic Review, then this TMD will be reviewed within 10 business days of Guild Insurance first becoming aware of such trigger.</p>

## Reporting Obligations

All reporting data is collected and monitored by Guild Insurance, as the Issuer and Distributor of this product.

Information Required	Description	Reporting Period
Complaints	Number and nature of complaints received for this product	Quarterly
Feedback	Any feedback that will assist us to improve the product, including customer feedback and verbatims that may imply confusion or dissatisfaction about product cover	Quarterly
Sales	Relevant sales, policy and risk data	Quarterly
Claims	Claims data including the number of claims that are paid, finalised and declined	Quarterly
Significant Dealings	Information such as the date (or date range) the dealing occurred, details and actions taken to mitigate the dealing(s)	As soon as practicable and within 10 business days of significant dealing being identified

This document is not intended to contain all details of customers who are suitable for this product, as that is determined via our application process. Whilst we provide details of who the product is not designed for, the list is not exhaustive. A customer should always refer to the Product Disclosure Statement to ensure the product is right for them. If you require further information, please contact us on: [gilbsc@guildinsurance.com.au](mailto:gilbsc@guildinsurance.com.au) or **1800 810 213**.

1800 810 213  
[guildinsurance.com.au](http://guildinsurance.com.au)



**Don't go it alone**