

# Target Market Determination: Home Building & Contents Insurance

This document is the Target Market Determination (TMD) for Blue Zebra's Home Building and/or Home Contents Insurance Products issued by the insurers. Blue Zebra Insurance (BZI) arranges and administers the products and acts under a binding authority for the insurers.

## About the insurers

This insurance is jointly underwritten, for their respective shares, by:

- Chubb Insurance Australia Limited (Chubb) of Level 38, 225 George Street, Sydney NSW 2000 (ABN 23 001 642 020, AFSL 239687);
- AIG Australia Limited (AIG) of Level 19, 2 Park Street, Sydney NSW 2000 (ABN 93 004 727 753, AFSL 381686);
- HDI Global Specialty SE (HDI), acting through its Australian branch, HDI Global Specialty SE – Australia of Level 19, 20 Martin Place, Sydney NSW 2000 (ABN 58 129 395 544, AFSL 458776)

(the insurers).

## About this document

We want to make sure that our products are suitable for the customers who buy them. The purpose of this TMD is to set out how we do this. It seeks to offer customers, distributors, and employees an understanding of the class of customers for which these products have been designed, considering their needs, objectives and financial situation, how the products are distributed, when the TMD will be reviewed and what information is required to maintain the accuracy of this TMD.

This TMD is not intended to provide financial advice regarding coverage, nor does it form part of the terms of cover. It has been prepared without taking into account any individual person's particular objectives, financial situations or needs. In addition to the key eligibility requirements outlined in this document, the product is also subject to acceptance criteria, for example we have a set of underwriting rules we use to assess whether a risk is of a type or level we wish to insure. These factors may change over time or in different circumstances. We apply these factors when we decide whether to offer, issue, renew or agree to vary a policy.

More information about this product is contained in the Product Disclosure Statement (PDS), which contains full details of coverage, conditions, limitations, and exclusions. Consider whether the product is appropriate for you before making any decisions about whether to buy or continue to hold a policy. If you have already purchased this product, you should review the information we have provided to you whenever your circumstances change.

### PDSs that this TMD applies to:

- Blue Zebra | Home Buildings & Contents | Accidental Damage  
Version: BZH\_AD\_PDS\_260701
- Blue Zebra | Home Buildings & Contents | Listed Events  
Version: BZH\_LE\_PDS\_260701
- Blue Zebra | Home Building & Contents | Basic .  
Version: BZH\_B\_PDS\_260701

*This Home Insurance is issued and underwritten by Chubb Insurance Australia Limited ABN 23 001 642 020 AFSL No. 239687, AIG Australia Limited ABN 93 004 727 753 AFSL No. 381686 and HDI Global Specialty SE, acting through its Australian branch, HDI Global Specialty SE – Australia ABN 58 129 395 544 AFSL No. 458776 (together, the Insurers). Blue Zebra Insurance Pty Ltd ABN 12 622 465 838 AFSL No. 504130 (BZI), has binding authority to issue and distribute Home Insurance on behalf of the Insurers, acting under its own AFSL*

## Home Building Insurance

### Who this product is designed for:

Our Home Building Insurance is designed for homeowners who want to protect themselves and the residential property they live in or their holiday home from risks such as fire, natural disasters, theft, or vandalism and liability coverage in relation to the ownership or occupancy of the insured building.

### The key attributes of home building insurance are:

1. **Coverage for the dwelling:** Home Building Insurance is designed to cover all residential dwellings at an insured address. Our target market comprises a range of property types, including free-standing homes, townhouses, terrace homes and duplex/triplexes (adjoining residences with common walls and on separate titles), and semi-detached homes (a residence which shares one common wall with a similar residence on separate titles). Home building insurance provides coverage for the dwelling at your property, including the walls, roof, floors, foundation, and any permanent fixtures like built-in cabinets or countertops. It also provides cover for other domestic outbuildings on your property, such as garages, sheds, or fences.
2. **Perils Covered:** It typically protects against specific risks, such as fire, flood storm (including hail and lightning), earthquake, liquid escaping from burst pipes, theft and attempted theft, and impact of a vehicle or tree.
3. **Liability Coverage:** Home Building Insurance provides liability coverage, protecting homeowners from potential legal and financial consequences if someone is injured on their property. This provides protection to the homeowner if they become liable to pay for the death of or injury to unrelated people, or damage to their property, for incidents in relation to the ownership or occupancy of the insured building.

**The key eligibility criteria of home building insurance are:**

Key eligibility criteria	This product is suitable for	This product is not suitable for
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The type of home you own	<p>Providing cover for a private residential building, including the permanently attached fixtures and fittings and structural improvements (excluding land), such as a:</p> <ul style="list-style-type: none"> <li>▪ free standing home;</li> <li>▪ townhouse or villa;</li> <li>▪ semi-detached house, terrace house or duplex/triplex;</li> <li>▪ any of the above, within a retirement living community.</li> </ul>	<p>A home which is:</p> <ul style="list-style-type: none"> <li>▪ under a strata plan, owners corporation, body corporate or similar entities that are responsible for the administration, maintenance, and management of common property and shared facilities and are legally responsible to insure the building in that state or territory;</li> <li>▪ an apartment.</li> </ul>
How you use the home you own	<p>A home that is your:</p> <ul style="list-style-type: none"> <li>• primary residence; or</li> <li>• holiday home.</li> </ul> <p>A home where the primary use of the dwellings at the insured address are residential.</p>	<p>A home which is:</p> <ul style="list-style-type: none"> <li>▪ primarily rented out, on either a long term or short-term basis;</li> <li>▪ used as a hotel, motel, bed &amp; breakfast, homestay, hostel, serviced apartment, boarding house or guesthouse;</li> <li>▪ located in a caravan park or holiday park;</li> <li>▪ aged care facility (where care services are provided);</li> <li>▪ used for community or public housing;</li> <li>▪ used predominantly for commercial or business purposes;</li> <li>▪ used partially for commercial or business purposes unless it is permitted by the Issuers;</li> <li>▪ unoccupied for an extended period of time*.</li> </ul>
The condition of your home	<p>The home meets the necessary acceptance criteria, including being:</p> <ul style="list-style-type: none"> <li>▪ secure;</li> <li>▪ watertight;</li> <li>▪ structurally sound; and</li> <li>▪ well maintained and in a good state of repair.</li> </ul>	<p>The home does not meet the necessary acceptance criteria, including:</p> <ul style="list-style-type: none"> <li>▪ being under initial construction;</li> <li>▪ undergoing significant alterations, additions, demolition, repairs or decorations to the home building unless permitted by the Issuers;</li> <li>▪ being poorly maintained or in poor condition (for example for example gutters overflowing due to a build-up of leaves or other debris);</li> <li>▪ not in an occupiable condition (for example not connected to electricity or running water).</li> </ul>

*\*Please refer to the relevant PDS for unoccupancy conditions.*

## Home Contents Insurance

### Who this product is designed for:

Home Contents Insurance is designed for homeowners or renters who want to protect their personal belongings and possessions (furniture, appliances, electronics, clothing, jewellery, and other valuable items) inside their home, and for some aspects of the cover away from the home depending on the level of cover chosen, against various risks such as theft, fire, water damage, or natural disasters and personal liability coverage.

### The key attributes of home contents insurance are:

1. **Coverage for Personal Belongings:** Home contents insurance protects the items inside your home and sometimes away from your home, such as furniture, electronics, clothing, appliances, and other personal belongings.
2. **Perils Covered:** Contents insurance covers specific risks like fire, flood storm (including hail and lightning), earthquake, liquid escaping or leaking from burst pipes, theft and attempted theft, and impact of a vehicle or tree. Accidental damage is also available for certain items or coverage types (refer to the choice of cover table below).
3. **Limitations and Valuables:** Contents insurance may have limits on certain types of items, like money, bullion, expensive jewellery, art, or collectibles. For some of these items you may be able to purchase additional coverage to insure them for their full value.
4. **Additional benefits:** In addition to repairing or replacing contents items when they are damaged, the product will also provide for additional benefits that cover things such as temporary accommodation, removal of debris and/or storing undamaged contents. The product also provides some additional covers for certain events when your contents items are being moved to a new address, where keys are lost or stolen, or where there is mechanical or electrical breakdown to certain contents items.
5. **Liability Coverage:** Our contents insurance policies also include liability coverage, protecting you against a claim for compensation or expenses which you become legally liability to pay for the death of, or personal injury to a person, or damage to property anywhere in the world.

It's important to note that these attributes can vary depending on the specific product you choose.

The key eligibility criteria of home contents insurance are:

Key eligibility criteria	This product is suitable for	This product is not suitable for
<p>The type of home you live in as the owner or as a tenant or where your contents are permanently kept</p>	<p style="text-align: center;"><input checked="" type="checkbox"/></p> <p>General contents you own within a private residence that is a:</p> <ul style="list-style-type: none"> <li>• free standing home;</li> <li>• townhouse or villa;</li> <li>• semi-detached house, terrace house or duplex/triplex</li> <li>• a unit, flat or apartment.</li> </ul> <p>This includes homes under a strata plan, owners corporation, body corporate or similar entity, or within a retirement living community.</p>	<p style="text-align: center;"><input checked="" type="checkbox"/></p> <p>Contents you own within:</p> <ul style="list-style-type: none"> <li>• part of a dwelling you own and rent out i.e. landlord’s fixtures and fittings;</li> <li>• an aged care facility (where care services are provided);</li> <li>• a hotel, motel, bed &amp; breakfast, homestay, hostel, serviced apartment, boarding house or guesthouse;</li> <li>• community or public housing;</li> <li>• storage that is not a commercial storage facility that is fully enclosed, lockable, and only accessible by them (or someone authorised by them);</li> <li>• commercial storage where all your contents are in storage (if your contents are in a commercial storage facility– limits apply).</li> </ul>
<p>The type of contents</p>	<p>We will cover household goods or personal effects that you own or are legally responsible for.</p>	<p>Contents listed as excluded and/or under ‘contents that we don’t insure’ in the PDS such as:</p> <ul style="list-style-type: none"> <li>• animals;</li> <li>• trailers;</li> <li>• plant or trees growing outdoors;</li> <li>• quadbikes;</li> <li>• electric scooters, electric or pedelec bicycles that are not compliant with the relevant power output and speed regulations allowed under state or territory laws, regulations or rules, or that require registration;</li> <li>• watercraft more than four meters long or that require registration;</li> <li>• personal watercraft (for example, jet skis);</li> <li>• certain items whilst used to earn an income (such as photographic equipment and musical instruments).</li> </ul>

Key eligibility criteria	This product is suitable for	This product is not suitable for
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
The type of contents	We will cover household goods or personal effects that you own or are legally responsible for.	<p>Contents listed as excluded and/or under 'contents that we don't insure' in the PDS such as:</p> <ul style="list-style-type: none"> <li>• animals;</li> <li>• trailers;</li> <li>• plant or trees growing outdoors;</li> <li>• quadbikes;</li> <li>• electric scooters, electric or pedelec bicycles that are not compliant with the relevant power output and speed regulations allowed under state or territory laws, regulations or rules, or that require registration;</li> <li>• watercraft more than four meters long or that require registration;</li> <li>• personal watercraft (for example, jet skis);</li> <li>• certain items whilst used to earn an income (such as photographic equipment and musical instruments).</li> </ul>
How you use the home you live in as the owner or as a tenant	<p>A home that is your:</p> <ul style="list-style-type: none"> <li>• primary residence; or</li> <li>• holiday home.</li> </ul> <p>A home where the primary use of the dwellings at the insured address are residential.</p>	<p>A home which is:</p> <ul style="list-style-type: none"> <li>• used as a hotel, motel, bed &amp; breakfast, homestay, hostel, serviced apartment, boarding house or guesthouse;</li> <li>• located in a caravan park or holiday park;</li> <li>• an aged care facility (where care services are provided);</li> <li>• used for community or public housing;</li> <li>• used predominantly for commercial or business purposes;</li> <li>• used partially for commercial or business purposes unless it is permitted by the Issuers;</li> <li>• unoccupied for an extended period of time*.</li> </ul>
The condition of the home you live in as the owner or as a tenant	<p>The home meets the necessary acceptance criteria, including being:</p> <ul style="list-style-type: none"> <li>• secure;</li> <li>• watertight;</li> <li>• structurally sound; and</li> <li>• well maintained and in a good state of repair.</li> </ul>	<p>The home does not meet the necessary acceptance criteria, including being:</p> <ul style="list-style-type: none"> <li>• under initial construction;</li> <li>• undergoing significant alterations, additions, demolition, repairs or decorations to the home building unless permitted by the Issuers;</li> <li>• being poorly maintained or in poor condition (for example for example gutters overflowing due to a build-up of leaves or other debris);</li> <li>• in an unoccupiable condition (for example not connected to electricity or running water).</li> </ul>

\*Please refer to the relevant PDS for unoccupancy conditions.

## Meeting the needs and objectives of our target market

Whether you are seeking basic protection, a mid-level cover, or comprehensive high-level coverage, we have tailored our products to accommodate your specific financial circumstances. This flexibility empowers you to choose the level of coverage that aligns with your budget and provides the peace of mind you deserve.

	CHOICE OF PRODUCT		
	Accidental Damage	Listed Events	Basic
<b>Level of cover</b>	★★★	★★★☆☆	★★☆☆
Cover for damage to your home buildings and/or contents	Cover for accidental damage, accidental loss and listed events with additional benefits	Cover for listed events with additional benefits	Cover for a restricted listed events and limited additional benefits
Location of where cover is provided if contents cover is chosen	<ul style="list-style-type: none"> <li>At your home;</li> <li>At your home in the open air; and</li> <li>Away from your home.</li> </ul>	<ul style="list-style-type: none"> <li>At your home;</li> <li>At your home in the open air;</li> <li>Limited cover away from your home for listed events.</li> </ul>	<ul style="list-style-type: none"> <li>At your home; and</li> <li>At your home in the open air.</li> </ul>
Accidental loss or damage away from your home	<input checked="" type="checkbox"/>	Optional	Optional
Liability cover – as the property owner or occupier of the property	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Flood cover	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Optional covers</b>			
Ability to specify certain valuable items to increase their limits and/or cover them for accidental loss or damage and/or away from the home	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ability to specify certain valuable items for accidental loss or damage and/or away from the home	Automatically Covered	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Each PDS has specific coverage and limitations.

## Understanding your financial flexibility

We want to make insurance decisions easy for you, by allowing you to take into account your unique circumstances and financial needs. Your financial situation is an essential factor in determining the most suitable coverage options, premium payments, applicable excesses, and your ability to pay amounts that may exceed any policy limits in the event of a loss. Here are some key considerations:

**Tailored Premiums:** We offer the flexibility to customise your premiums based on different levels of cover and options. This way, you can find the perfect balance between protection and affordability. Whether you're looking for comprehensive coverage or a more budget-friendly option, we have choices that cater to your needs.

**Excess Choices:** We offer a range of excesses - the amount you pay towards a claim before your coverage kicks in - giving you greater control over your insurance costs. For example, selecting a higher excess will reduce your premium, however you will have to pay the higher excess in the event of a claim.

## Distribution conditions

Blue Zebra's Home Building and/or Home Contents Insurance Products can only be purchased through an intermediary authorised by BZI. BZI has contractual arrangements with brokers (including their Authorised Representatives) who are appropriately licensed to sell their products, and as part of their licensing these brokers have adequate training to provide this product to their customers. BZI has a range of supervision and monitoring procedures and provides training and support regarding the process to follow for getting quotes for this product and administering the policies once purchased.

When completing a quote, the BZI processes include a number of questions that enable the collection of information that help to determine if the applicant is within the target market for this product, if we will insure them and their buildings and contents, and for what premium and excess. The customer should always answer these questions accurately and check with their intermediary if they are not sure what a question means.

These conditions make it likely that Blue Zebra's Home Building and/or Home Contents Insurance Products will only be distributed to consumers within the target market for this product because the brokers have knowledge of the policy terms and conditions, and processes are designed to identify instances where a policy is not suitable for the applicant.

## Reporting

BZI (as distributor of this product and agent of the insurers) collects information and prepares reports regarding sales activity, product performance, claims data and complaints on a quarterly basis (at least) and provides this to the insurers. All brokers who have been authorised by BZI to sell and administer this product must report the following information to BZI, who will incorporate it within their reporting requirements to the insurers:

Reportable information	Reported by	Frequency
Complaints data including the number and nature of any complaints (where these have not already been raised with BZI)	BZI Brokers	Quarterly (within 10 business days of the end of quarter)
Any occasions where this product has been sold contrary to the TMD	BZI Brokers	As soon as practicable after becoming aware of the matter, and no later than 10 business days
Any feedback, regulatory orders or directions regarding the product or its distribution that are received from a regulator, The General Insurance Code Governance Committee, or AFCA	BZI Brokers	As soon as practicable after becoming aware of the matter, and no later than 10 business days

Where necessary, BZI may request additional information from brokers to determine if this product has been sold contrary to the TMD.

## Reviewing this document

We will review this TMD if:

- there are amendments to our PDS that change the cover provided;
- material changes are made to our underwriting guidelines;
- we introduce other ways in which this product can be sold;
- we receive a significant number of complaints regarding the design or distribution of this product;
- the business performance and value provided by this product indicate the TMD is no longer appropriate, having regard to appropriate data such as claims ratios, claims denied or withdrawn, policy sales, lapse and cancellation rates; or
- we identify that there has been a significant dealing in the product that is not consistent with the TMD.

Our review will occur within 10 business days of any of the above events occurring.

In any event, a review of this TMD will be completed no later than two years from the publication date of this TMD and subsequently at two-yearly intervals.

## Questions?

**Phone** 1300 171 535

**Email** [info@bzi.com.au](mailto:info@bzi.com.au)

**Date made** 1 June 2026

**Issuers**

- Chubb Insurance Australia Limited (ABN 23 001 642 020, AFSL 239687)
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