

# Chubb Target Market Determination

Arena Underwriting  
Gearsure Equipment Insurance

CHUBB®

# Chubb Target Market Determination

## Important Information

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This Target Market Determination (**TMD**) is required under section 994B of the Corporations Act 2001 (Cth) and has been prepared by the product issuer Chubb Insurance Australia Limited (**Chubb**) AFSL 239687 ABN 23 001 642 020. The TMD is designed to assist customers, distributors and Chubb staff to understand who this product has been designed for and who it is not suitable for. The TMD identifies triggers for Chubb to review the target market and sets out the conditions and restrictions on distribution of the product described below. It also sets out the reporting obligations of Chubb's distributors. This document is not a Product Disclosure Statement (**PDS**) and is not a summary of the product features or terms of the product. This document does not take into account any person's individual objectives, financial situation or needs and is not intended to constitute personal advice. Persons interested in acquiring this product should carefully read the PDS before deciding whether to purchase this product.

This TMD is effective from the date of publication until its replacement or withdrawal.

Where a word is capitalised in this TMD and not otherwise defined, the definition of the word can be found in the policy wording/PDS.

The PDS for the product can be found here [Arena Underwriting Gearsure Equipment Insurance](#).

## Target Market Determination

### 1. Details

<b>Product Name/s:</b>	Arena Underwriting Gearsure Equipment Insurance (21PDSGEARSURE01, Ed.06-21) (the <b>Product</b> )
<b>Publication Date of TMD:</b>	5 October 2021
<b>Initial Review Date:</b>	5 October 2023
<b>Frequency of Product Reviews:</b>	Every 2 years from date of publication, subject to intervening review triggers as outlined in section 4 of this TMD

### 2. Product Target Market

#### What is the Product?

This Product provides insurance to cover physical loss or damage to equipment used for entertainment, events, productions, photography or film related activities to generate an income or for personal use.

#### Key covers/attributes

The main benefits of this Product include:

- ✓ cover for accidental damage or theft to equipment whilst in use or in transit;
- ✓ Emergency Hire Costs – cover for costs of hiring replacement equipment to enable the continuation of normal business activities (maximum AUD100,000);
- ✓ worldwide cover (subject to international sanctions);
- ✓ cover for broad range of equipment used in media, arts and entertainment industries such as musical equipment, DJ equipment, audio visual, sound and lighting equipment, staging equipment, props and sets, costumes, film and photography equipment, recording equipment, mobile equipment (laptops, tablets and smart phones).

#### Key exclusions

The Product excludes claims arising from (among other things):

- ✗ damage caused by or resulting from:
  - natural ageing, gradual deterioration, inherent defect, rust oxidisation, moth or vermin;
  - any repairing, restoring, retouching or similar process;
  - latent defect or any quality within the insured property which caused loss or damage to them;
- ✗ losses that occur in countries where trade or economic sanctions or other laws or regulations prohibit such insurance;
- ✗ equipment that is not listed in the Policy schedule (unless specifically agreed and covers is issued on a 'blanket cover basis').
- ✗ any financial loss/consequential loss resulting from damaged or lost equipment.

## Customers the Product was designed for

- ✓ This Product was designed for individuals, businesses and organisations who work in the musical, entertainment, events, theatre, conferencing, film and photography industries.

## Classes of Customers

The class of customers for whom this Product is targeted can be categorised as:

- ✓ individuals, small to medium sized businesses, and not-for-profit organisations;
- ✓ who use their equipment to generate part or all of their income or for personal use

## Customer's likely objectives, financial situation, and need

<b>Objectives</b>	The likely objective for customers in this target market is to have financial protection for equipment in the event accidental damage or theft.
<b>Financial situation</b>	The likely financial situation of customers in this target market is broad, however they are likely to experience a financial burden should an insurable event cause loss or damage to their equipment. Customers should be able to afford the premium and any applicable excesses payable.
<b>Needs</b>	Customers in this target market will likely need an insurance product which can offer them cover for loss or damage occurring to their equipment anywhere in the world including cover for the costs of hiring replacement equipment in an emergency.

## Customers the Product was not designed for

This Product is not suitable for those customers who:

- ✗ cannot provide proof of ownership and cost of equipment in the event of a claim (where equipment is owned by the insured);
- ✗ cannot provide proof of lease or hiring agreement which makes the insured responsible for loss or damage, in the event of a claim (where equipment is leased or hired by the insured);
- ✗ intend to use or take to and use their equipment in countries subject to sanctions, other laws or regulations that prohibit such insurance.

## Why Product is consistent with the Target Market

Chubb views that the Product is consistent with the target market as the target market comprises mainly small to medium sized businesses, individuals and not-for-profit organisations who may use their equipment to generate income and the Product provides cover for replacement cost for items lost or damaged beyond repair and emergency hire costs of replacement equipment to help them keep working. It is therefore likely that the Product will meet the needs, or go towards meeting the needs, of those in the target market.

### 3. Conditions/Restrictions on product Distribution

Restriction/Condition	Description
<b>Method of distribution</b>	<p>This Product may be distributed by:</p> <ul style="list-style-type: none"> <li>• Arena Underwriting Pty Limited (ABN 26 125 869 481 AFS Licence No. 317617); and</li> <li>• Action Entertainment Insurance Pty Ltd (ABN 39 080 844 426 AFS Licence No. 225047)</li> </ul> <p><b>(Distributors)</b></p> <p>The Distributors are acting under a binding underwriting authority from Chubb, as agents for Chubb.</p> <p>Products distributed on behalf of Chubb/as agent of Chubb must only be distributed under a general advice model.</p>
<b>Underwriting criteria</b>	The Distributor is required to distribute the product in accordance with Chubb's underwriting criteria.
<b>Promotional Material</b>	Any promotional material which is used by the Distributor in relation to the Product must be pre-approved by Chubb and must contain an electronic link to this TMD.
<b>Distribution in accordance with TMD</b>	The Product must only be distributed in accordance with this TMD and the contractual arrangements in place between Chubb and the Distributors.

#### Explanation

Customers that obtain the Product in accordance with the distribution conditions set out above are more likely to be in the target market for this Product because the Distributors specialise in the distribution of equipment insurance in the media, arts and entertainment industries.

### 4. Product Review

<b>Periods of review:</b>	Mandatory periodic reviews of the TMD will occur at least every <b>2 years</b> subject to intervening review triggers (see below).
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#### Review triggers:

Review triggers are events that suggest the TMD may no longer be appropriate and may trigger a review **prior** to periodic review as set out above. The review triggers for this product are set out below.

1.	Any material change to the Product, including a change to the PDS.
2.	Changes to relevant laws, regulatory guidance, or industry codes.
3.	Any determination of or feedback from regulators, the Australian Financial Complaints Authority, a court or a tribunal suggesting that the target market may no longer be appropriate (including the use of Product Intervention Powers).

4.	The nature of feedback regarding the Product, including whether complaints have increased significantly from consumers or distributors.
5.	Distribution or purchasing of the Product in a manner significantly inconsistent with the TMD.
6.	A Significant dealing outside the TMD.

## 5. Reporting Obligations

Chubb's third party distributors must report the following information to [tmd.reporting@chubb.com](mailto:tmd.reporting@chubb.com) in order to ascertain whether or not the TMD remains appropriate to assist us in improving our product for our customers.

### Distributors authorised by Chubb to distribute the Product

Distributor	Role of Distributor	Distributor Contact Details
Arena Underwriting Pty Limited (ABN 26 125 869 481 AFS Licence No. 317617)	The Distributor acts under its own Australian Financial Services (AFSL) as agent of Chubb under a binding authority	02 4952 4477 info@arenaunderwriting.com.au
Action Entertainment Insurance Pty Ltd (ABN 39 080 844 426 AFS Licence No. 225047)	The Distributor acts under its own AFSL as agent of Chubb under a binding authority	02 4952 4477 info@arenaunderwriting.com.au

### Distributor Reporting Obligations

Type of Report	Description	Reporting Period
<b>Complaints</b>	The number of complaints received regarding the Product during the reporting period and the nature and details of the complaints.  Complaint is defined in the Australian Securities and Investment Commission (ASIC) Regulatory Guide RG 271.	<b>Quarterly</b> (10 business days after the quarter has closed)  <i>(even when the number of complaints received is zero)</i>
<b>Significant dealings</b>	A significant dealing in the Product which is not consistent with this TMD must be notified to ASIC. What amounts to a "significant dealing" will be determined by the circumstances of each case but generally regard should be had to: <ul style="list-style-type: none"> <li>the proportion of consumers purchasing the product who are not in the target market;</li> <li>the actual or potential harm to those consumers;</li> <li>the nature and extent of the inconsistency of distribution with the TMD; and</li> <li>current ASIC guidelines when determining what may constitute a significant dealing.</li> </ul>	Within <b>10 business days</b> of becoming aware of the significant dealing.

	<p>If in doubt, Distributors must report the dealing to Chubb, so that Chubb can undertake the necessary assessments.</p> <p>The report must include:</p> <ul style="list-style-type: none"> <li>• Date(s) of the significant dealing;</li> <li>• Description of the significant dealing;</li> <li>• Why the dealing is considered significant;</li> <li>• How the significant dealing was identified;</li> <li>• What steps, if any, have been taken in relation to persons affected by the significant dealing; and</li> <li>• Steps which have been, or will be, taken to ensure that the significant dealing does not occur again.</li> </ul>	
<b>Sales information</b>	The number of sales of the Product (only if Distributor has binding authority).	In accordance with contractual arrangements .

## 6. Appropriateness

The issuer has assessed the Product's key attributes and formed the view that it is likely to be consistent with the likely objectives, financial situation and needs of consumers in the target market as described within this TMD.

## About Chubb in Australia

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Chubb is the world's largest publicly traded property and casualty insurer. Chubb, via acquisitions by its predecessor companies, has been present in Australia for 100 years. Its operation in Australia (Chubb Insurance Australia Limited) provides specialised and customised coverages including Business Package, Marine, Property, Liability, Energy, Professional Indemnity, Directors & Officers, Financial Lines, Utilities as well as Accident & Health, to a broad client base, including many of the country's largest companies. Chubb also serves successful individuals with substantial assets to insure and consumers purchasing travel insurance.

More information can be found at [www.chubb.com/au](http://www.chubb.com/au).

## Contact Us

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