

# Target Market Determination

## Police Blue Ribbon Super (USI 53 226 460 365 001)

Effective date 5 October 2021 | Next scheduled review to be completed by 4 October 2022

### 1 About this document

The purpose of a Target Market Determination (TMD) is to give customers, distributors and staff an understanding of the group of customers this product has been designed for, taking into account their objectives, financial situation and needs.

This TMD is not a full summary of the Police Blue Ribbon Super product's terms and conditions and is not intended to provide financial advice. Customers should refer to the Aware Super: *Police Blue Ribbon Super Member booklet* (Product Disclosure Statement (PDS)), available at [aware.com.au/pds](http://aware.com.au/pds), and any supplementary documents, when making a decision about this product.

#### Product to which this target market determination applies

This TMD applies to the Police Blue Ribbon Super product referred to in the following PDS:

- **Police Blue Ribbon Super Member Booklet (Product Disclosure Statement)**

It does not apply to the MySuper product in the Police Blue Ribbon Super product.

### 2 Important dates

Date from which this target market determination is <b>effective</b>	5 October 2021
Date when this target market determination was <b>last reviewed</b>	5 October 2021
Date when this target market determination will be <b>next reviewed</b>	4 October 2022

### 3 Target market for Police Blue Ribbon Super product

The information below summarises the overall class of customers that fall within the target market for the Police Blue Ribbon Super product.

The Product **is** designed for employees of the NSW Police Force who are looking for a tax effective investment vehicle to save for their retirement with the option to choose their own investment strategy, the option to apply for personal insurance cover, and the provision of compulsory supplemental insurance cover.

The Police Blue Ribbon Super product **is not** designed for customers who:

- Are not employees of the NSW Police Force
- Are not saving for retirement
- Need to access funds before they meet a condition of release e.g. age 65
- Are not receiving superannuation contributions, do not want to make personal contributions and do not have existing funds to rollover
- Are looking for a MySuper or 'life-stage' linked superannuation product
- Are looking for a superannuation product with the option of adding additional Total Permanent Disability and income protection cover.

## Profiles of customers for investment options

Investment options with a lower allocation to growth assets are unlikely to provide the growth required for customers to meet their retirement goals over the medium to long-term and as such are not likely to be suitable for many customers saving for retirement. Investment options with a lower allocation to growth assets are likely to be suitable for customers with a short-term investment timeframe, for example, because customers are seeking to better maintain capital in the lead up to retirement. These investment options are:

- Cash
- Australian Fixed Interest
- International Fixed Interest
- Conservative Growth.

Accordingly, these investment options are likely to be suitable for customers with a short-term investment timeframe.

Investment options with a higher allocation to growth assets are designed to be invested for the medium to long term and as such are more likely to be suitable for many customers saving for retirement. However, they are unlikely to be suitable for customers with a short-term investment timeframe, such as customers approaching retirement because of their higher volatility. These investment options are:

- Growth
- Balanced Growth
- High Growth
- Australian Equities
- International Equities
- Diversified Socially Responsible Investment (SRI)
- Australian Equities SRI
- Property.

Accordingly, these investment options are likely to be suitable for customers with a medium to long term investment timeframe.

## Profiles of customers for insurance options

The supplemental Death (including terminal illness) & Total Permanent Disability and Income Protection insurance is provided on a compulsory basis to all eligible employees of the NSW Police Force who are employed as sworn police officers, have not received a D&D award benefit<sup>1</sup>, and are not members of the Police Superannuation Scheme or the State Superannuation Scheme.

Personal insurance for death and terminal illness is offered on an opt-in basis and members can specify the level of cover they would like to apply for. It is likely to be suitable for customers between the ages of 15 and 70 who are Australian residents and wish to protect themselves and/or dependants from financial hardship associated with the adverse financial risks of death and terminal illness.

The personal insurance is unlikely to be suitable for customers in the military service, customers who are outside of the age ranges specified above or customers that are seeking TPD or Income Protection on an opt-in basis or more than \$5 million in terminal illness cover.

<sup>1</sup> Means a partial and permanent disability benefit or a total and permanent disablement benefit prescribed by the Crown Employees (Police Officer Death and Disability Award 2005).

## Product description and key attributes

The Police Blue Ribbon Super product is designed for managing and investing a customer's savings until their retirement (or other condition of release). The product is designed to allow customers to select an investment and insurance option that suits them and to adjust their investments and/or insurance as they move through various stages of their life. Further, the product is designed to provide compulsory supplemental insurance where customers are eligible. Customers have access to a range of support services to help them understand the Product and solve any issues that might arise.

The key attributes of this Police Blue Ribbon Super product are:

- An accumulation account in a superannuation fund designed to invest customers' savings until they reach retirement or another condition of release.
- A choice of multiple investment options, including 5 diversified (mix of assets) and 7 single asset class (one asset only) investment options.
- Investment options with a higher allocation to growth and medium to long term investment timeframes as well as those with a lower allocation to growth assets which have short term investment timeframes.
- Death Only (including Terminal Illness) insurance on an opt-in basis.
- Death (including Terminal Illness) insurance is available to members of Aware Super (the Fund) between the ages of 15 and 70 other than those in the military service. The maximum Terminal Illness cover is \$5 million, there is no maximum amount of death cover.
- Supplemental Death (including terminal illness) & Total Permanent Disability and Income Protection insurance on a compulsory basis with premiums paid by the employer.

## Objectives, financial situation, and needs

The likely objectives, financial situation and needs of customers within the target market for the Police Blue Ribbon Super product are:

<b>Objectives</b>	<ul style="list-style-type: none"><li>• <b>Police Blue Ribbon Super product:</b><ul style="list-style-type: none"><li>– Achieving a relatively consistent return on investments until they are able to access their savings upon reaching a condition of release and holding a superannuation product that provides investment and insurance options.</li></ul></li><li>• <b>Investment options:</b><ul style="list-style-type: none"><li>– To have access to investment options which better maintain capital over the short-term whilst still achieving some growth, and investment options which achieve consistent long-term performance to support a lump sum or an income in retirement alongside other savings, the aged pension, and other financial assets and home ownership.</li></ul></li><li>• <b>Insurance:</b><ul style="list-style-type: none"><li>– <b>Death (including terminal illness) &amp; TPD:</b> to protect themselves and their dependants from financial hardship associated with the adverse financial risks of death, terminal illness and total and permanent disability.</li><li>– <b>Income protection:</b> to enable members to support their lifestyle and their dependant's lifestyle in the event of adverse financial risks of permanent or temporary disability that prevents them from working.</li></ul></li></ul>
<b>Financial Situation</b>	<ul style="list-style-type: none"><li>• <b>Police Blue Ribbon Super product:</b><ul style="list-style-type: none"><li>– Someone who has been mandated to or has chosen to put a portion of this income into the superannuation environment.</li><li>– Someone who is employed with the NSW Police Force.</li></ul></li><li>• <b>Investment options:</b><ul style="list-style-type: none"><li>– Someone who has been mandated to or has chosen to put savings into the superannuation environment.</li></ul></li><li>• <b>Insurance:</b><ul style="list-style-type: none"><li>– For someone applying for opt-in insurance cover, someone who has determined they can afford to divert some of their savings to insurance whilst still comfortable with the projected retirement outcomes.</li></ul></li></ul>
<b>Needs</b>	<ul style="list-style-type: none"><li>• <b>Police Blue Ribbon Super product:</b><ul style="list-style-type: none"><li>– Someone who requires a tax effective investment vehicle to support their financial goals for retirement which offers a reasonable range of investment and insurance options.</li></ul></li><li>• <b>Investment options:</b><ul style="list-style-type: none"><li>– Someone who requires access to a reasonable range of investment options to meet retirement saving goals.</li></ul></li><li>• <b>Insurance:</b><ul style="list-style-type: none"><li>– Someone who has a need to protect themselves and/or dependants from financial hardship associated with the adverse financial risks of death, terminal illness, temporary or total and permanent disability.</li></ul></li></ul>

## Consistency between target market and the product

The Police Blue Ribbon Super product is consistent with the objectives, financial situation and needs of the target market based on our understanding of the target market and analysis of the product's key features and attributes.

## 4 How this product is to be distributed

### Distribution channels

The Product is designed to be distributed through the following means:

- The Aware Super Member Service Centre (call centre)
- The Aware Super Client Service Centre (call centre)
- Walk-in Service Centre (in-person service)
- The Aware Super Business Development Team
- Internal Aware Super Financial Advisers
- External Financial Advisers
- Direct-to-Member Marketing

### Distribution conditions

The Police Blue Ribbon Super product must only be distributed through the above distribution channels. Further, distributors should take reasonable steps not to distribute the Police Blue Ribbon Super product to a person for whom the product is not designed for.

There are no other restrictions on the distribution of the product.

If it is determined that significant distribution has occurred outside the target market, Aware Super will:

- Review this TMD and amend as necessary, and
- Consider if distribution of the Police Blue Ribbon Super product should cease or be changed.

### Adequacy of distribution conditions and restrictions

The above distribution conditions are adequate as this will control the distribution of the Product to channels known to us in our capacity as issuer. Additional distribution conditions and restrictions are not required given the breadth of the target market and the fact that the Police Blue Ribbon Super product is governed by eligibility and/or regulatory restrictions and otherwise target markets are at an investment option and insurance level.

## 5 Reviewing this target market determination

We will review this target market determination in accordance with the below:

<b>Initial review</b>	4 October 2022
<b>Next periodic review</b>	4 October 2024
<b>Review triggers or events</b>	<p>There are several events/circumstances that could arise and would suggest that the TMD is no longer appropriate. This may include the following review triggers:</p> <ul style="list-style-type: none"><li>• Material changes to the Police Blue Ribbon Super product's design, features or fees</li><li>• The occurrence of a significant dealing in the Police Blue Ribbon Super product outside the target market, including sub-markets</li><li>• A significant number of complaints regarding the design, features, fees or investment performance of the Police Blue Ribbon Super product</li><li>• A material change to product usage having regard to:<ul style="list-style-type: none"><li>– Percentage of total customers who do an external rollover from the product</li><li>– Number of customers acquiring the product</li><li>– Number of insurance claims declined because of ineligibility</li><li>– Number of declined insurance applications</li><li>– Number of insurance covers that lapsed and cancellation rates</li></ul></li><li>• Change to regulation or interpretation of regulation which has a material impact on the Police Blue Ribbon Super product's design, features or fees</li></ul>

### Significant dealings in the product

A significant dealing outside the target market would be considered if:

- For the high growth investment options:
  - a significant portion of older members have a majority of their account invested in high growth options in the medium to long term.
- For the low growth investment options:
  - a significant portion of younger members have a majority of their account invested in low growth options in the medium to long term.
- For insurance:
  - a significant portion of members are declined at claims time for age eligibility, residency status, non-disclosure, or because of military service reasons.

## 6 Reporting and monitoring this target market determination

We will collect the following information from our distributors in relation to this TMD.

<b>Complaints</b>	<p>Distributors must report the number of complaints in relation to the Police Blue Ribbon Super product at least quarterly. Reporting is still required if the number of complaints is zero.</p> <p>Complaints information must include the nature of complaints and general feedback from customers relating to the product and its performance.</p>
<b>Significant dealings</b>	<p>Distributors must report if they become aware of a significant dealing in relation to this TMD within 10 business days of becoming aware.</p>

### Contact us

**Phone** 1300 650 873

**Email** [enquiries@aware.com.au](mailto:enquiries@aware.com.au)

**Web** [aware.com.au](http://aware.com.au)

**Post** PO Box 1229, Wollongong NSW 2500



### Important information

Personal advice requires the provider to act in the client's best interests and take into account the client's circumstances. These rules do not apply to general advice. This communication contains general advice only and no personal advice. We have not taken into consideration any of your objectives, financial situation or needs or any information we hold about you when providing this general advice. Further this communication does not contain, and should not be read as containing, any recommendations to you in relation to your product. Before taking any action, you should consider whether the general advice contained in this communication is appropriate to you having regard to your circumstances and needs, and seek appropriate professional advice if you think you need it. Contact us to make an appointment to see one of our representatives. You should also read the following documents before making a decision about Aware Super – Target Market Determination (TMD) available at [aware.com.au/tmd](http://aware.com.au/tmd), and our product disclosure statement (PDS) available at [aware.com.au/pds](http://aware.com.au/pds). These documents are available on our website or call us and we'll send you a copy. Call us or visit our website for a copy. Issued by Aware Super Pty Ltd ABN 11 118 202 672, AFSL 293340, the trustee of Aware Super ABN 53 226 460 365. Financial planning services are provided by our wholly owned financial planning business Aware Financial Services Australia Limited, ABN 86 003 742 756, AFSL No. 238430. You should read their Financial Services Guide before making a decision.