

Geocoded PAF

Use the Geocoded Postal Address File (PAF) dataset to help you develop and improve solutions for your clients, based on customer geo-demographics.



Looking to expand your existing services? By becoming a Geocoded PAF partner you can provide your customers an improved Geospatial address dataset which delivers greater insights.

What is the GEOCODED PAF?

Geocoded Postal Address File (PAF) is a new dataset that builds on the PAF, featuring the geo-coordinates to each mailing address in Australia. This dataset will consist of 2 files:

1. DPID enhanced file of delivery point (letterbox, or other delivery area of a property) coordinates, as captured by our Posties.
2. DPID enhanced file of centroid geo-coordinates sourced from data.gov.au

The Geocoded PAF can help you:

- Develop new or improved solutions for your clients that make customer lists based on a geographic area
- Improve asset management by having more relevant address geo-coordinates
- Improve ability to send resources to an address by having access to more geo-coordinates
- Help your clients generate new insights based on more accurate spatial location that links better to geo-demographic datasets, such as the data released by Australian Bureau of Statistics



What other Datasets can Australia Post collect?

- Australia Post can now collect more accurate and frequently updated location data than our competitors as a result of being able to leverage our extensive delivery networks.

How is data collected for Geocoded PAF?

Utilising our Posties, we collect longitude and latitude data points of interest, via modern smart devices, ensuring accuracy and area know-how.

What has Australia Post done so far?

We have captured delivery locations at approximately 1.15M points in Australia focusing on delivery point locations, such as a letterbox.

How can the Geocoded PAF assist customers?

The Geocoded PAF can help in three broad areas:

- Strategic functions – entry into a new market, and mergers and acquisitions
- Tactical functions – determining acceptable risk levels when developing offers for customers
- Operational function – fraud detection and customer service

How can you use Geocoded PAF?

Geo-coordinate data can help in three broad areas:

- Strategic functions – such as entry into a new market, vertical and horizontal, and mergers and acquisitions.
- Tactical functions – like determining acceptable risk levels when developing offers for customers.
- Operational functions – such as improving the accuracy of online transactions and enhancing the experience when customers contact call centres.

How can you access the Geocoded PAF?

You can access the Geocoded PAF dataset via the current method, via APST. To develop a solution for your customers utilising the Geocoded PAF, please contact AP Data Help - apdata.help@auspost.com.au so that we can assist you with updating your contracts for the new product up-take.

What is next to come?

Get in touch: apdata.help@auspost.com.au

