

Rebate Offer for New Users of Addressed Promotional Mail

What is it?

To encourage businesses that have never used addressed mail for promotional purposes (i.e. never sent addressed mail that promotes their goods, services or cause), Australia Post is offering an account rebate for mailing their first campaign. The rebate is 20% of the postage cost for sending up to 10,000 addressed promotional mail pieces.¹

Which customers are eligible for the offer?

The offer is available for new or existing commercial businesses and Not for Profits (charities) who haven't previously used addressed mail to promote their goods, services or cause. It is not available for use by third parties (e.g. mail houses, printers or agencies) sending mail on behalf of advertisers, government departments, councils and local governments, political parties, elected federal, state or local government members or candidates for federal, state or local government elections.

The business/organisation must not have previously used addressed mail to promote their goods, services or cause.

What can they send?

To qualify for the rebate a business/organisation needs to send a minimum of 2,000 mail pieces (or 4,000 articles if they are using the Promo Post mail service).

The mail piece being sent must meet Australia Post's definition of "Promotional Mail" which is "where the main purpose of a mailing is to promote the business or organisation's goods, services or cause." This is further outlined in Australia Post's Mail Type Reference Guide available at auspost.com.au/mail-type-reference-guide

Classification: PUBLIC



Which of Australia Post's mail services can be used with the offer?

Applicants can utilise any of the services listed below to send the mail campaign

- Promo Post
- Charity Mail
- Print Post
- Pre-Sort

How does a business/organisation access the offer?

To apply for the offer a business needs to have an Australia Post Business Credit Account. Applications are available at Post Offices.

To obtain the offer a business should complete and email the New User Addressed Promotional Mail Rebate Application. Once they are advised their application is successful, they have 90 days to prepare and lodge their mail. The mail should be prepared in accordance with the guidelines in the Australia Post Service Guide for the service they are using and must be lodged on the advertiser's Business Credit Account.

Within 30 days of lodgement, they should complete and email the New User Addressed Promotional Mail Rebate Request (provided in the acceptance notification email). Australia Post will review and process the rebate, which should appear on their account within 45 days.

Where can customers get more information?

Customers should speak to their Australia Post Account Manager. Australia Post has also provided the offer details and application information to many mail houses and printers.

¹ New User Addressed Promotional Mail Rebate customers may be eligible for a one-off rebate (in the form of credit on your Business Credit Account) of 20% of the applicable rate of the service where minimum quantities are met (up to 10,000 articles). Full terms and conditions are listed on the New User Addressed Promotional Mail Rebate Application.