

# Data Partner Program Overview

Data & AI Partnerships



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## Becoming an Australia Post Data Partner

Use our data to provide customers with address validation and management solutions

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- As an **Australia Post Data Partner**, we are committed to enhancing your role as a leading provider of solutions to organisations in Australia and globally.
- By providing you with one of the most comprehensive and up-to-date address databases in the country, the **Postal Address File (PAF)**, you'll be listed as a registered Data Partner and will be licensed to on-sell our data to your customers.
- The benefits you can expect include:
  - opportunity to generate **additional revenue** through our reseller agreement;
  - assisting **credibility** in market through Australia Post's solution certification process;
  - the ability to **combine data** with other datasets to create solutions to help solve your customer problems.



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## What do we provide our Australia Post Data Partner network?

### Our service and product offering

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- As an Australia Post Data Partner, you will get access to the PAF, which contains details on **every delivery point in Australia (over 15m records)**, including Delivery Point Identifiers (DPID's) unique to every delivery point in the country.
- Updated and delivered to you on a **monthly basis**, you will have up-to-date address data to be ingested in your solutions as the Australian population grows.
- Becoming an Australia Post Data Partner **provides access** to:
  - the Australia-wide PAF data, updated on a monthly basis and delivered by Australia Post Secure Transfer Portal (APST);
  - additional data packages including GeoPAF, Permission & Delivery and the Suppression file; and
  - support and other benefits such as new dataset trials.

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## How it works

### Our service and product offering

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- As an Australia Post Data Partner, you will be able to provide address validation and DPID append solutions under a number of licence options:
  - **real-time or bureau address management solutions:** particularly useful to keep customer databases up-to-date with Australia Post formatted address (and DPID's) to take advantage of pre-sort postage discounts and accurate address capture;
  - **raw data:** address data in flat file format for easy manipulation and address data update;
  - **insights:** useful for appending other data points to the PAF for use in mapping applications, geo-spatial analysis, population forecasting and targeted marketing solutions.
- Each year a Registration fee plus an AMAS Certification fees (if your solution is to be certified) apply. In addition, quarterly royalties are to be reported to Australia Post on a charge per use basis.

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## Contact Us

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For any further information and more about how the Data & AI Partnerships team can assist your business please contact [apdata.help@auspost.com.au](mailto:apdata.help@auspost.com.au)