MEDIA RELEASE

VMA SECURES 20% AUSTRALIA POST REBATE TO DRIVE NEW MAIL VOLUMES

FOR IMMEDIATE RELEASE

The Visual Media Association (VMA) has worked with Australia Post to deliver a new 20% postage rebate, providing businesses and charities with an incentive to enter the addressed promotional mail channel and creating new opportunities for Australia's print and mail industry.

The Visual Media Association (VMA) has announced a new industry incentive developed in partnership with Australia Post, offering eligible first-time addressed promotional mail users a 20% rebate on postage costs for their first campaign. This is on top of the Business Mail discount rates already applied giving strong incentive for brands, retailers and customers looking to try the channel.

Effective from November 2026, the New User Addressed Promotional Mail Rebate applies to eligible campaigns of up to 10,000 mail articles across PreSort Letters, Print Post, Promo Post and Charity Mail, providing a new opportunity for businesses and charities to explore addressed mail as part of their marketing and customer engagement strategies.

The initiative follows ongoing VMA advocacy and negotiations with Australia Post to support the commercial sustainability of the mail channel, encourage new mail volumes and deliver meaningful opportunities for industry businesses.

VMA Chief Executive Officer Kellie Northwood said the rebate represents an important outcome from the Association's continued representation of Australia's print, mail and distribution industries and the renewed approach to Stakeholder Engagement with Australia Post.

"Throughout COVID and the years that followed, the VMA has consistently fought for our industry, negotiating with Australia Post to protect mail volumes, support commercial viability and ensure the industry's voice is heard in decisions impacting the future of mail.

"Our position has always been that the future of the mail channel cannot be built on postage pricing discussions alone. We need initiatives that bring new customers into mail, support our printers and mail houses and encourage businesses to recognise the commercial value of physical communications.

"This new 20% rebate is exactly the type of practical initiative we have been advocating for and we hope a first in many more initiatives to continue. It provides a genuine incentive for businesses to trial addressed mail, and importantly, creates opportunities for our members to secure new customers and build longer-term mailing relationships," said Northwood.

The rebate is available to eligible commercial businesses and registered charities that have not previously used addressed promotional mail, including businesses that may already hold Australia Post accounts for parcel delivery or other services.

Qualifying campaigns must contain a minimum of 2,000 mail articles, or 4,000 barcoded articles for Promo Post, with the rebate applying to a maximum of 10,000 articles. The rebate is credited directly to the eligible advertiser's Australia Post Business Credit Account.

While printers, mail houses and agencies are not eligible to claim the rebate on behalf of advertisers, the VMA believes the incentive creates a significant opportunity for industry businesses to engage new customers and demonstrate the effectiveness of mail within integrated marketing campaigns.

"Australia's print and mail businesses have the capability, technology and expertise to deliver highly targeted, effective marketing campaigns. What we need is to keep bringing new advertisers into the channel.

"We thank Australia Post for working constructively with the VMA to develop this incentive. Our industry has demonstrated that when we work together on solutions, rather than simply debating pricing, we can deliver outcomes that support both Australia Post and the broader mail supply chain.

"The VMA will continue to push for initiatives that strengthen mail volumes, improve commercial opportunities for our members and ensure physical mail remains a competitive and valued communications channel," concluded Northwood.

The VMA has released a New User Postage Offer Guide and Frequently Asked Questions to assist industry businesses and advertisers in understanding eligibility, application requirements and opportunities to leverage the incentive.

The Association is also consulting with members regarding a dedicated sales briefing webinar in early December to support printers and mail houses in taking the offer to market.

For further information, contact the VMA at hello@visualmediaassociation.org.au or visit www.visualmediaassociation.org.au.

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About the Visual Media Association

The Visual Media Association is the recognised peak industry body for the print, paper, publishing, packaging, graphic design, distribution, and media technology industries in Australia, operating for over 144 years, formerly known as the Print and Visual Communication Association (PVCA).

A registered organisation with direct signatory to the nine (9) Awards across our industry and membership. Offering an end-to-end industry association solution that is relevant in all that it undertakes. Whether advocating the relevance of the established media – print – that we all belong to, developing global partnerships and translating to regional requirements, awarding excellence, investing in products, and arming our industry with sales tools, sustainability collateral, industrial relations representation and more.

The largest print industry body committed to building a stronger united leadership to deliver the goals of our members. United we will lead strong advocacy, government advisory, skills and training programs, protection, and promotion of our industry channels and more to ensure our member's businesses operate within a future-proofed strategy for success.

Please visit the Visual Media Association for more information or contact: hello@visualmediaassociation.org.au.