

Visual Media Association

NEW USER POSTAGE OFFER

What IS IT?

Australia Post, in partnership with the Visual Media Association (VMA), have developed a 'new user' incentive offering across their Bulk Mail promotional products, these include:

- **Promo Post**
- **Charity Mail**
- **Print Post**
- **PreSort Letters**

The 'New User Addressed Promotional Mail' incentive, offers new users to the mail channel an additional 20% rebate above and beyond the existing Bulk Mail discount. This provides an opportunity to consider the mail channel in line with your multi-channel marketing strategies. VMA provides additional information to assist you, your clients and/or your advertisers to take advantage of this incentive.

What does this mean for me?

The 'New User Addressed Promotional Mail' incentive is available for you, but what does that mean for my business and what can I consider doing to leverage the opportunity?

Below we break down the opportunities you can consider to drive your subscriptions and possible onboarding initiatives, adding increased return on investment, more customers and greater value for advertisers.

Also think about your digital channels and how you can connect opportunities to and from physical media and marketing activities to enhance your brand equity, sales acquisition and other business marketing activities.

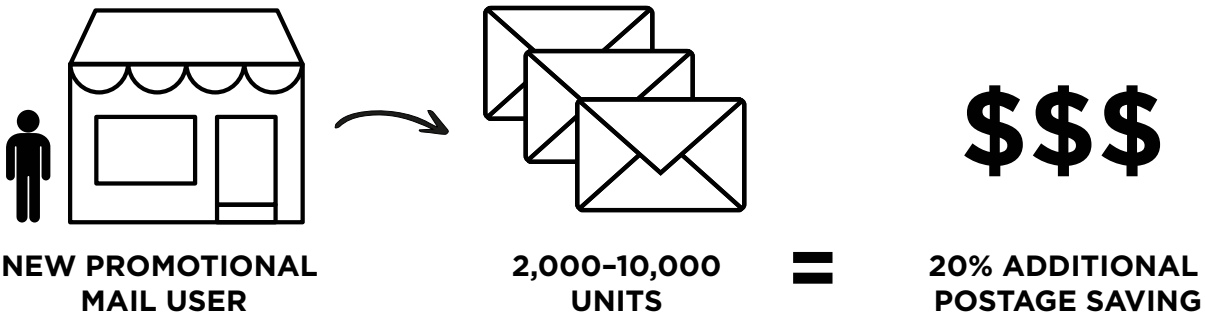
This is effective from 9 November so its time to hold those brain-storming sessions and work with your teams to take the opportunity. For more information contact: hello@visualmediaassociation.org.au, we are here to help.

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NEW USER POSTAGE



Benefits you can achieve

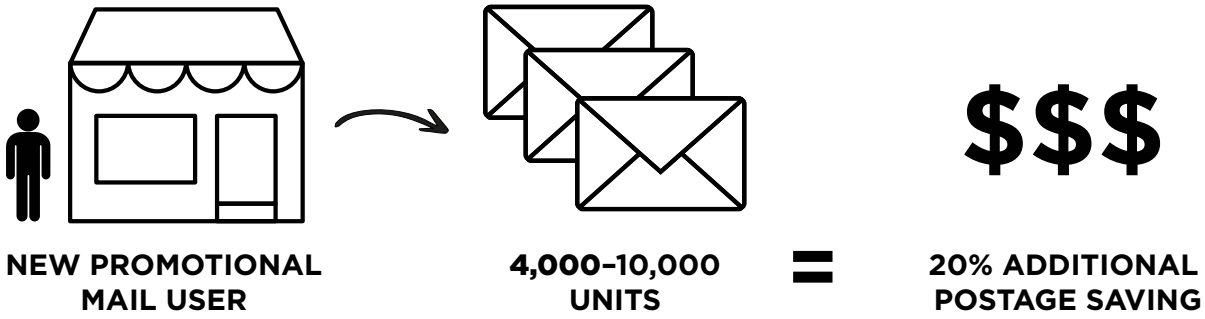


#1 **PRESORT LETTERS AND PRINT POST**

If you are a new promotional mail user, you can receive a rebate of 20% on your first addressed promotional mail. You can start by sending minimum of 2,000 articles for the mailing campaign via Australia Post.

Please note: the material for the mailing campaign must meet Australia Posts definition of 'Promotional Mail' which is 'mail that advertises goods or services, including the promotion of organisations, causes and/ or customer relationships'.

Please refer to the Australia Post Mail Type Reference Guide for further clarification.



#2 **PROMO POST ONLY**

To be eligible for the 20% rebate using Promo Post services, a minimum of 4,000 barcoded mail articles to be sent via Australia Post.

Visual Media Association

United, stronger, together.
We work for your success.

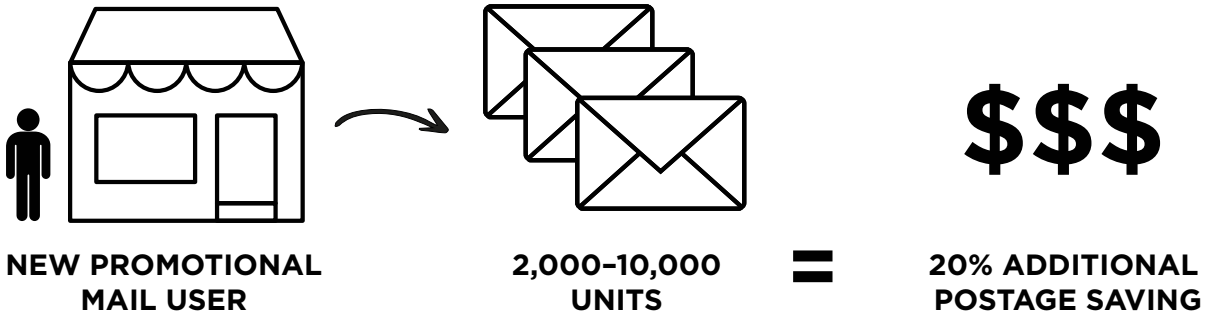
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Benefits you can achieve cont...

FOR CHARITIES WHO HAVE NOT USED MAIL BEFORE:



NEW PROMOTIONAL MAIL USER

2,000–10,000 UNITS

=

20% ADDITIONAL POSTAGE SAVING

#3

CHARITY MAIL NEW USER

If you are a Not-For-Profit or Charity, you are eligible for the rebate. To be eligible you must be a registered charity and have successfully applied to Australia Post to use the Charity Mail Service.

You must. meet a minimum of 2,000 units with the material falling under Australia Posts definition of 'Promotional Mail'.

Eligible customers



HAVE EXISTING AUSTRALIA POST ACCOUNT

#4

ELIGIBLE CUSTOMER #1

If you have an Australia Post account and use Australia Post mailing or parcel services but, you have never used 'Promotional Addressed Mail' before, you are eligible for the rebate. This means that you can set up a promotional mailing campaign for your business and receive a rebate of 20% on your first promotional mail campaign.

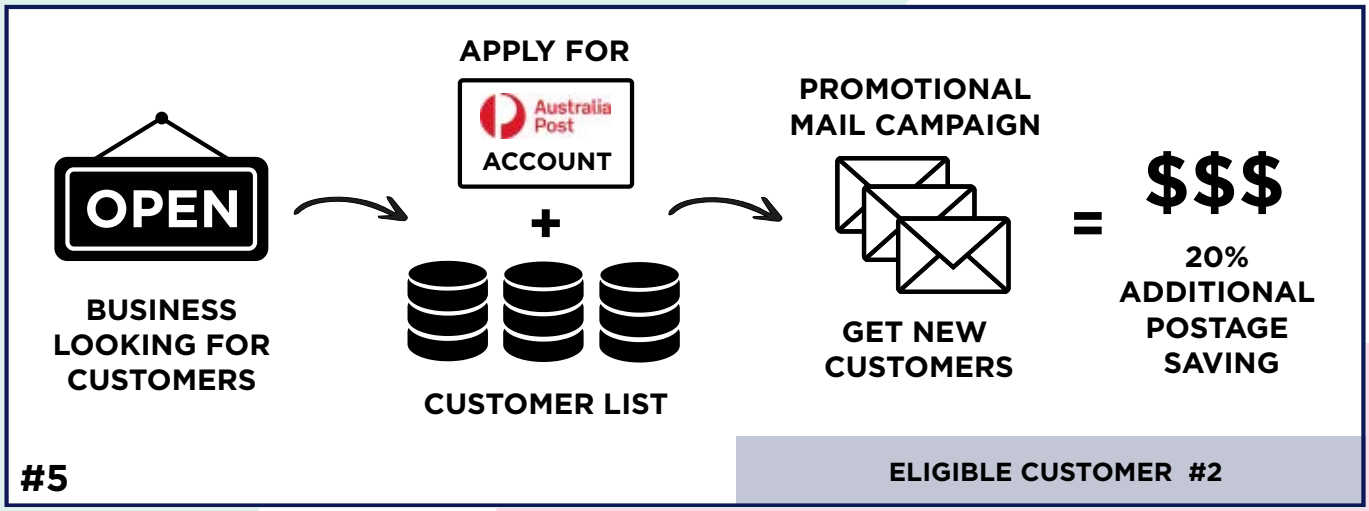
Note: This excludes Mail-houses and Government.

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Eligible customers cont...



If you do not have an Australian Post account and want to reach out to customers, you can sign up for an Australia Post account and develop an addressed promotional mail campaign.

Bring in new customers, engage with existing loyal customers and grow your business with mail.

Useful links

Rebate Offer for New Users of Addressed Promotional Mail

Australia Post Business Credit Account Application

New User Addressed Promotional Mail Rebate Application

Australia Post

Apply for Australia Post's Charity Mail

Australia Post Mail Type Reference Guide

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Checklist

- [ ] Record your existing Australia Post Business Credit Account number for your rebate application. Should you not have an existing Australia Post Business Credit Account, you will need to make your applied with Australia Post. Apply for your account.
- [ ] Please note, a new Australia Post Business Credit Account application may take 7-10 business days to process.
- [ ] Once your campaign has been developed, complete the Australia Post New User Addressed Promotional Mail Rebate application. The rebate requires your Australia Post Business Credit Account number and your mail campaign must be lodged on this campaign.
- [ ] Before filling in the Application Details, please read the Declaration section of this form to ensure your completed application will be valid.
- [ ] Once completed and signed, email a copy of this form to apmrebate@auspost.com.au, you will receive a response within three business days.
- [ ] Within 90 days of notification of acceptance, prepare and lodge the mail on your Australia Post Business Credit Account. Please ensure the mail is prepared in accordance with the applicable service guide for the Eligible Mail Service you are using - available at www.auspost.com.au/bulkmail, your mail solutions provider can assist you with this.
- [ ] Following lodgement, please complete and email. Once verified, we will provision the rebate, which may take up to 45 days to appear on the account.
- [ ] Get ready to enjoy new customers and donors and the benefits of mail marketing.

If you need more information on how this suits your business, contact your mail solutions provider or Australia Post account manager.

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