

Visual Media Association

# NEW USERS OF ADDRESSED PROMOTIONAL MAIL REBATE OFFER - FAQ

## What's the offer?

Australia Post is offering an account rebate for new users of promotional mail for their first campaign to promote their business, services or cause. The rebate is 20% of the postage cost for sending up to 10,000 addressed promotional mail pieces.[1]

## Who's eligible?

The offer is available for commercial businesses and not-for-profits (charities) who haven't previously used addressed mail for promotional purposes. It is not available to government departments, councils and local governments, political parties, elected federal, state or local government members or candidates for federal, state or local government elections, nor is it available to third parties sending mail on behalf of advertisers (e.g. mail houses, printers or agencies).

## Why aren't government departments, councils and local governments, political parties, elected federal, state or local government members or candidates for federal, state or local government elections eligible for the offer?

They are excluded from this offer in the interests of equality and fairness across all these roles and functions. Australia Post takes it's role of neutrality very seriously and if one candidate, for example, took up the rebate offer and another didn't, it could be considered an unfair advantage.

## Why aren't mail houses, printers or other third parties eligible?

The offer applies to advertisers who are new to mail. To easily identify their mailing activities and ensure they receive the offer in the most efficient manner, the application and rebate needs to be made via their account, not a third party's.



T. +61 3 9421 2206
E. hello@visualmediaassociation.org.au
W. visualmediaassociation.org.au
A. Suite 3, 5-7 Compark Circuit, Mulgrave VIC 3170

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## What can be sent?

A minimum of 2,000 mail pieces (or 4,000 for the Promo Post service) that meet Australia Post's definition of "promotional mail" (outlined in Australia Post's Mail Type Reference Guide).

## Which mail services can be used?

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

## When is it available?

From 9 November 2026.

## How do you get started?

Applicants must have an Australia Post Business Credit Account. Applications are available on the website.

If applying for the offer for the Charity Mail service, you must be a registered charity and have applied to Australia Post to use this service. Refer to the Australia Post website.

To apply, complete and email the New User Addressed Promotional Mail Rebate Application.

Applicants will be notified within 5 business days and have 90 days to lodge their mail. All mail must be prepared according to the Service Guide for the applicable mail service and it must be lodged on the advertiser's Business Credit Account.

Within 30 days of lodgement, send the mailing statement to apmrebate@auspost.com.au. We will then process the rebate, which should appear in your account within 45 days.

## Need more information?

Speak to your Australia Post Account Manager or mailing agent.

[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.



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