

Whitepaper

Maximising Your Postage Discounts

*By
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Australia Post is one of Australia's largest companies. Organisations throughout Australia rely on Australia Post every day for the delivery of marketing material, invoices and statements, and a range of other customer communications.

Australia Post offers a wide range of discount programs for their services that can ultimately save you hundreds and thousands of dollars. Although, it can be tricky trying to wrap your head around all of the different options available and figuring out which discounts apply to you can be quite a task.

That's why we have created this white paper, designed to be a quick reference guide to take you through the range of Australia Post discounts available to Australian organisations for mail based services (parcel based services and other services are not included in this guide). Hopefully it will provide you with the information you need to further investigate the Australia Post discount options available to your organisation.

For additional information you should contact your local Australia Post representative on 13 13 18.

Disclaimer: Direct Marketing Software is not a part of Australia Post nor is it associated with Australia Post in any way other than in its role as a developer of AMAS approved software and other barcoding products.

Australia Post may change its products, services and pricing from time to time. Prices are listed as at June 2010. This white paper is intended to be a guide only. You should check with your Post Office or Australia Post representative for current and definitive details on Australia Post's services and pricing.

Direct Marketing Software is the major provider of postal barcoding software products to the major mailing equipment manufacturers in Australia including Pitney Bowes and GBC Fordigraph.

An electronic version of this document can be downloaded from
www.dmsw.com.au

Which Service Is Right For Me?

(Follow the links to find the section that suits your needs)

Sending Ordinary Mail or
Periodicals?

Periodicals

[Print Post](#)

Standard

In Bulk (Over 300 Pieces) or
Incidental?

Incidental

[Postage Meter](#)

Bulk Mail

Are you a Registered
Charity?

Yes

[Barcoded Charity Mail](#)

No

Is delivery urgent?

Yes

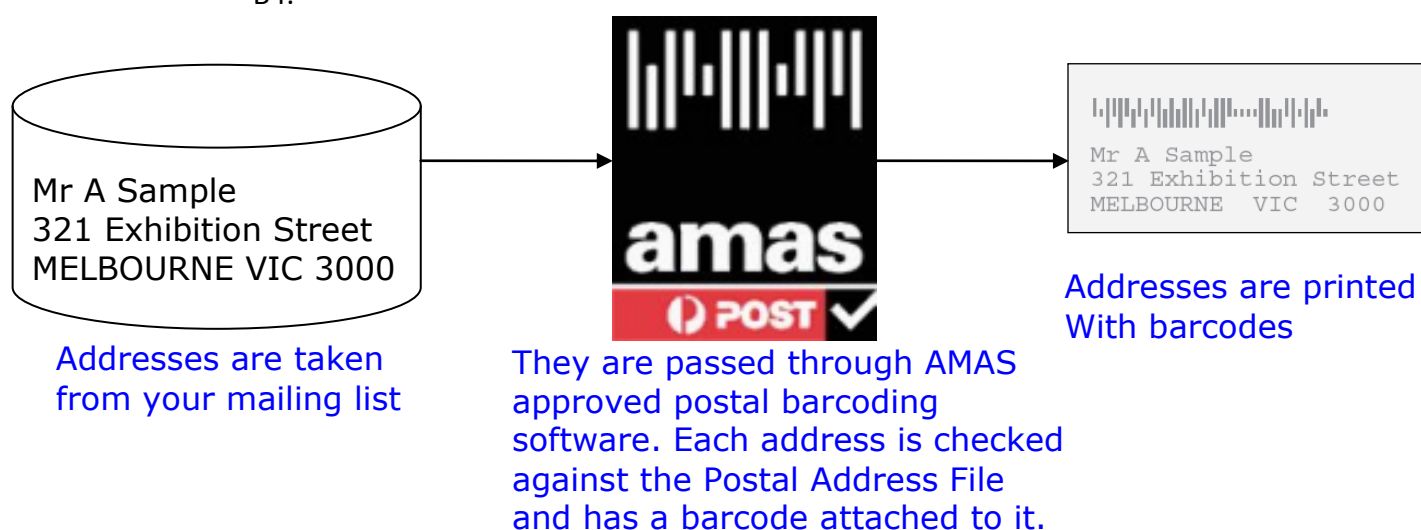
[Barcoded Mail](#)

No

[Barcoded Mail Off Peak](#)

Description

- The postal barcoding system was introduced by Australia Post to reduce postal handling costs and improve the deliverability of mail.
- Postal barcodes are added to your database using Address Matching Approval System (AMAS) certified software products that read your database and append a barcode to each record.
- The barcode assigns a specific delivery point within Australia for the mail piece, allowing Australia Post machines to sort mail into the order it will be delivered.
- Barcoded mail lodgements support a variety of sizes including DL, C4-C6 and B4.



Conditions

- You must lodge over 300 barcoded mail pieces at a time.
- Lodgements over 2000 pieces should be sorted according to Australia Post rules and lodged in Australia Post trays with a manifest.

What You Need

- Postal barcoding software.
- A database containing your mailing list.

What You Need to Do

- Run your mailing list through the postal barcoding software so that barcodes are appended.
- Print the addresses and barcodes on your mail pieces in accordance with Australia Post guidelines.
- For lodgements over 2000 pieces you can sort your mail and produce a manifest (usually a function of your barcoding software) and lodge in Australia Post trays with the manifest to receive the maximum discount rates.

Discount Rates

- There are a range of barcoded lodgement types:
 - Barcoded mail lodgements over 300 pieces can be lodged at the barcoded residue rates, receiving a minimum 17.5% discount.
 - Lodgements over 2000 pieces that undergo an additional step of pre-sorting (a function of most AMAS approved software products) can attract discounts of between 17.5% and 54.1%.

Prices in cents

PreSort Letters		Direct Trays		Residue	Unbarcoded
Size	Weight up to (g)	Same State	Other State		
Small	125g	42.7 28.8%	43.8 27%	47.7 20.5%	51.0 23%
Small Plus	125g	55.0 54.1%	57.2 52.3%	66.0 45%	80.0 33.3%
Medium	125g	69.3 42.3%	73.7 38.6%	83.1 30.8%	96.8 19.3%
	250g	91.3 49.3%	100.1 44.4%	110.6 38.5%	124.9 30.6%
Large	125g	82.5 31.3%	86.9 27.6%	99.0 17.5%	103.4 13.8%
	250g	115.5 35.4%	124.3 30.9%	137.5 23.6%	148.5 17.5%
	500g	159.5 46.8%	172.7 42.6%	181.5 39.5%	203.5 32.2%

% Percentage saved over full rates

Other Features

- Higher delivery rates.
- Higher data quality.
- Greater freedom in mail piece design.
- Can be lodged for “Off Peak” delivery (refer to [Off-Peak](#) section).
- Charities can claim “[Charity Mail](#)” discounts
- Can be used in conjunction with Postage Paid and Reply Paid services.

Also Refer To

- The PreSort Letters Service Guide, available from your post office or from <http://auspost.com.au/media/documents/presort-letters-service-guide.pdf>
- The [Postage Savings Calculator](#) provided by Direct Marketing Software

Description

- Sorting mail into the order it will be physically delivered is a costly exercise for Australia Post. Barcodes reduce the expense of this sorting by allowing Australia Post to automatically sort mail into 'walk order' and Australia Post offers a further mailing discount if you do some of this sorting work for them (ordering your mail and placing it in appropriate trays etc. before you lodge it with the post office).
- Many Australia Post approved barcoding software products are also capable of pre-sorting your mail according to Australia Post rules, allowing you to take advantage of these extra discounts.
- When you lodge unsorted barcoded mail it is at "Residue" rates (refer to [Barcoded Mail pricing table](#)). Pre-sorted lodgements allow you to take advantage of the Barcode Direct prices.
- Recommended for lodgments of over 2000 items.

Conditions

- Your mail must be barcoded.
- You must lodge over 300 barcoded pieces at a time.
- Your mail must be placed in Australia Post approved and labelled trays.
- You must provide a postal manifest and bulk mailing lodgement form.
- You must have an Australia Post account.

What you need

- Postal barcoding & pre-sorting software.
- An Australia Post account.
- Trays and tray labels or label printing software (available free from Australia Post).

What you need to do

- Run your mailing list through pre-sorting software.
- Place your mail into Australia Post approved trays with tray labels.
- Lodge your mail with a postal manifest and Bulk Mail Lodgement form.

Discount Rates

- Refer to the [discount table](#) in the Barcoded Mail section.

Also Refer To

- The PreSort Letters Service Guide, available from your post office or from <http://auspost.com.au/media/documents/presort-letters-service-guide.pdf>

Charity Mail

Description

Charity mail is a form of barcoded mail lodgements specifically for ATO registered tax deductible charities lodging standard sized envelopes. It provides a higher discount rate than standard barcoded mail discounts; however, it has greater limitations placed on the scope of mail pieces that can be lodged. It includes options for both regular and off-peak delivery.

Conditions

- You must have a registered tax deductible charity and an Australia Post account.
- Only standard size envelopes are supported.

What You Need

- Charity mail has the same requirements as Barcoded Mail. Refer to the section on [Barcoded Mail](#)

What You Need to Do

- You must lodge a charity mail application with Australia Post and they will flag your account as being approved for charity mail lodgements.
- Charity mail has the same requirements as Barcoded Mail. Refer to the section on [Barcoded Mail](#).
- When making your barcoded mail lodgement, note your charity mail code on the lodgement form.

Discount Rates

PreSort Letters		Direct Trays		Residue		Unbarcoded	
Size	Weight (g)	Same State	Other State				
Small	Up to 125	37.2 38%	38.3 36.2%	42.2 29.6%	51.0 15%		
Off-Peak PreSort Letters		Direct Trays		Residue		Unbarcoded	
Size	Weight (g)	Same State					
Small	Up to 125	35.6 40.6%	36.7 38.8%	40.5 32.5%	50.5 15.8%		

% Percentage saved over full rates – all prices in cents

Other Features

- Can be lodged for “Off Peak” delivery (refer to [Off Peak](#) section).

Also refer to

- The PreSort Letters Service Guide, available from your post office or from <http://auspost.com.au/media/documents/presort-letters-service-guide.pdf>

Description

- Barcoded mail lodgements can be lodged for either normal or off peak delivery.
- Off peak delivery can be selected for non-critical mail pieces where a delay of a couple of days is not an issue.
- An additional discount of up to 28% is available for off peak lodgements.

Conditions

- Refer to the barcoded mail section.

What You Need

- Refer to the barcoded mail section.

What You Need to Do

- When making your barcoded mail lodgement, check the “off peak delivery” option on the postal lodgement form.

Off Peak Discount Rates

PreSort Letters		Barcode Direct		Residue	Unbarcoded
Size	Weight (g)	Same State	Other State		
Small	Up to 125	41.6 30.6	42.7 28.8	46.5 22.5	50.5 15.8
Small Plus	Up to 125	53.9 10.1	56.1 6.5	64.9 4.1	79.5 2.3
Medium	Up to 125	67.1 44.1	70.4 41.3	82.0 31.6	96.3 19.8
	Over 125-250	87.5 51.4	91.9 48.9	108.4 39.7	123.8 31.2
Large	Up to 125	80.3 33.1	83.6 30.3	97.9 18.4	102.9 14.3
	Over 125-250	108.9 39.5	115.5 35.8	133.1 26.0	147.4 18.1
	Over 250-500	137.5 54.2	146.3 51.2	165.0 45.0	192.5 35.8

% Percentage saved over full rates – all prices in cents

Also Refer To

- The PreSort Letters Service Guide, available from your post office or from <http://auspost.com.au/media/documents/presort-letters-service-guide.pdf>

Postage Meters

Description

- A postage meter is a device that takes the place of the old franking machines and is used for printing postage marks onto mail pieces.
- Ideal for organisations doing large numbers of incidental mail or small to medium pre-sized print runs.
- Higher discounts can be achieved by combining a postage meter with postal barcoding software for bulk lodgements.
- Refer to the section on [Postal Barcoding](#).



What You Need

- Postage meters can be purchased from a range of manufacturers including Pitney Bowes (Ph 13 23 63) and GBC Fordigraph (Ph 1800 422 349).

Discount Rates

- 2.5% rebate applies to all postage through a postage meter.

Letters		Barcoded & Metered	
Size	Weight (g)	Individual	Over 300 Pieces
Small	Up to 125	58	47.7
	Up to 125	1.16	99.0
Large	Over 125-250	1.74	137.5
	Over 250-500	2.90	181.5

- All prices in cents

- For over 2000 pieces, refer to the [Barcoded Mail](#) section

Other Features

- Postage meters eliminate the need for stamps and can be recharged via a telephone connection using your Australia Post account.
- Some postage metres support the inclusion of messages and/or logos on the postage mark, allowing you to include advertising or return to sender details on each mail piece.

Description

- Designed for organisations who publish periodicals, including newsletters and magazines.

Conditions

- Over 2000 pieces.
- Limited personalisation options in the contents of each item.
- Lodgements must be barcoded and pre-sorted using Australia Post's Print Post pre-sort rules.

What You Need

- Print Post pre-sorting is available in some AMAS approved software products.

What You Need to Do

- Print Post lodgements require a Print Post mark with the details of the Print Post publisher.



Discount Rates

- Refer to the Print Post Service Guide for postage rates

Also Refer To

- The Print Post Service Guide, available from your post office or from <http://auspost.com.au/media/documents/print-post-service-guide.pdf>

Large Volume Lodgements

Description

- Designed for organisations lodging very large quantities (over fifty thousand) of pre-sorted mail pieces.
- Optionally involves the mass transportation of large quantities of mail items to pre-sort centres in other states so that lower “same state” discounts can be applied.
- Mail is lodged in unit loading devices (large volume cages).
- Large Volume Lodgements must be made in coordination with Australia Post.

What You Need

- AMAS approved software and Print Post products that support Large Volume Lodgements and sorting.

What You Need to Do

- Large Volume Lodgements must be pre-sorted and lodged according to the Large Volume Lodgement guidelines.
- Advanced notice must be given to the officer in charge of the lodgement facility no later than the Friday of the week prior to lodgement.

Discount Rates

- Refer to your Australia Post account representative.

Also Refer To

- The PreSort Letters Service Guide, available from your post office or from <http://auspost.com.au/media/documents/presort-letters-service-guide.pdf>

Description

- Poor data quality manifests itself in a number of ways and can affect the deliverability of your mail pieces.
- Common data quality issues include:
 - Incorrect data: Misspelt information
 - Incomplete Data: Missing unit information or incorrect Suburb, State, Postcode field combinations
 - Out of date data
- Up to 20% of residents in Australia move every 12 months.
- Failure to keep your database up to date can result in old details being kept on your database.

What You Need

- Address Validation Software.
- Deduping Software.

What You Need to Do

- Solutions:
 - Employ Rapid Data Entry and/ or data cleansing software such as POSTman Enterprise with Rapid
 - Utilise Australia Post's National Change of Address Service
 - Maintain regular contact with your customers and process returned mail pieces immediately
 - Phone regular customers who have had mail pieces returned to ensure their details haven't changed
- Many databases include duplicate records where the same customer record has been entered more than once, often with slight variations. For example:
Mr. Mike Templeton
1/84 Jefferson Rd, Garfield, VIC, 3814
OR
Mr. Michael Temperton
Unit 1 84 Jepherson Rd, Garfield, VIC, 3814
- For small databases try loading the database into Excel or Microsoft Access and sorting by different fields and field combinations
 - EG Last name + first name, last name + suburb
- For larger databases consider specialised Deduping software such as POSTman Professional or LISTman.
- It is not unusual to find up to 10% of records in a database are duplicates.

Also Refer To

- DMS can provide you with additional resources and information regarding various data quality issues. Contact us on **1800 334 060**.

Products from Direct Marketing Software

	Bizeo	POSTman	POSTman Professional	POSTman Enterprise with Rapid	LISTman
Mail Barcoding	✓	✓	✓	✓	✓
Mail Presorting		✓	✓	✓	✓
Charity Mail	✓	✓	✓	✓	✓
Suitable for Postage Meters	✓	✓	✓	✓	✓
Print Post			✓		✓
Duplicate Record Detection			✓		✓
Data Cleansing Features	✓		✓	✓	✓
Rapid Data Entry & Validation				✓	
Large Data Capacity			✓	✓	✓
Price Range	FREE*	\$749	\$2,995	from \$4,000	from \$12,000

*** Bizeo software is free to download and install. Usage requires the purchase of Bizeo credits which cost less than 5c per record.**