



# Mail Industry Working Group

## Summary of meeting held 17 April 2019

### Background

This document provides a summary of items covered in the Mail Industry Working Group (MIWG) of 17 April 2019.

- Further background on the MIWG is at the end of this document.

This document has been provided to attendees for distribution within their organisation or to their members.

This document is not a complete record of the MIWG meeting, due to confidentiality of some items. MIWG attendees receive full meeting minutes.

### Meeting Summary

#### Mail Channel Innovation Concepts

- The MIWG spent most time discussing and providing feedback on three potential mail innovations.
  - o A panel of suppliers providing direct mail design, target, print and preparation services
  - o A dashboard or notification service for senders providing daily updates on delivery status of individual mail campaigns
  - o A daily consumer email notification service with images of mail articles scheduled to be delivered
- The feedback will assist with evaluation of the concepts including potential and next steps.

#### Letters Business Update:

At each meeting an update is provided for the letters business with a focus on volume trends and delivery performance:

- Total addressed mail volume decline year to date end March was slightly over 10%. Print Post, Promo Post and Charity Mail decline rates were lower whilst stamps and clean mail decline rates were higher.
- For year to date PreSort volumes; banking, finance, superannuation, and utilities sector declines were lower whilst telecommunication, retail and federal government decline rates were higher. An uplift is expected for federal government in the last quarter from election activity.
- Delivery performance is well over the legislated minimum of 94% on time delivery for both the basic and bulk delivery performance monitors.

## **Member Updates:**

At each meeting, MIWG members provide an update on letters related activity, topics, trends or issues:

- Environment
  - o Indications pointing to a ban on single use plastics at some future point.
  - o Alternatives to plastic wrap including fibre or environmentally acceptable plastic solutions are being investigated by the industry
- Promotion activity
  - o Open Up to Mail Campaign: Second mailing sent recently and third mailing, which will have an environmental focus currently being planned.
  - o DM design competition being planned in partnership with another industry association
  - o Latest VoPP magazine released with a focus on food and wine
  - o Letter sent to all politicians promoting mail and alternative signage options (fibre based versus corflute)
  - o The Real Media Collective is planning a seminar series for June in Brisbane, Sydney and Melbourne
  - o PIAA co-sponsored a DM seminar in Brisbane in March and plans to roll out to other states
- Fundraisers continue to use direct mail as a key channel in their fundraising activity though digital channels are gaining ground. There is some disruption even in the digital channels with the likes of Facebook/PayPal jumping on the bandwagon of charitable giving activity. Energy costs are still a major issue for printers.
- Programs being developed to assist printers leverage digital to grow business.
- Envelope volumes and demand for postage meters tracking along similar lines to letter volume trends

## **Mail Channel Promotion:**

- Post provided an overview of a sales and marketing program currently being developed to promote the effectiveness of mail. Elements include specific sector promotions, tactics to encourage trial by non-users, and compiling suitable evidence including research and case studies

## **Australia Post Product & Operational Initiatives**

- Updates provided on current developments with Campaign Targeter, Domestic Letter with Tracking trial, Large Letters up to 2 kg and Charity Mail.
- Operational updates provided on reviews of lodgement processes for large letters, sorting of C5 articles and machine processing of letters with non-flexible items

## **Mail Industry Working Group (MIWG) Background**

- At the Postal Industry Consultative Forum held in October 2015 there was a proposal to form a working group for consultation on business mail services and products.
- The MIWG held its first meeting in 2016 and has continued to meet two to three times each year.
- Current members of the MIWG are an envelope supplier group (ESG), the Fundraising Institute of Australia (FIA), Printing Industries Association of Australia (PIAA), a postage meter supplier group (PMSG) and The Real Media Collective (TRMC).
- The primary objective of the MIWG is to focus on initiatives that sustain mail volumes and maintain the relevance of addressed mail