<DATE>

Re: Call for Business Mail pricing stability

Dear Kellie,

I write in concern to the latest price increase notification from Australia Post. Our business, <NAME OF COMPANY>, has been in operation since <YEAR> and employs <NUMBER> staff across the <STATE/LOCATIONS>.

Since the Reform the ongoing price increases to Business Mail have

<USE THOSE WHICH ARE MOST RELEVANT>

* Accelerated volume declines as our clients <RETAILERS/SMALL BUSINESSES/CHARITIES/BRANDS> have not been able to sustain the marketing budgets to accommodate postage price increases.
* Impacted my business with negative effect as the processing for mail presentment has created additional cost burdens to our businesses, including the software and data requirements.
* Eroded the opportunities to develop additional growth mail campaigns due to cost considerations.
* Cost my business money in regular consultation and engagement with customers to develop new mailing strategies under revised costing models.
* The communications my business receives from Australia Post are uniform and not specific to my business, nor the account I or my clients have, which keeps me at arms-length and within an ongoing information seeking environment.
* Created confusion with mixed messages coming from Australia Post head office and my Account Manager from Australia Post, this has led to confusion across our business to the appropriate process, mail product and/or quoting application.

My organization is seeking ongoing operational improvement to deliver commercially viable outcomes for our customers to continue investing in established marketing channels, Australia Post pricing does not align with these commercial applications and provides a distribution model that lacks future growth opportunities.

My organization does not support the Basic Postage Rate (BPR) increase as it’s impact on Business mail products is unclear. We seek transparency and forecasting models to provide stability to the <paper, print, mail and publishing> industry we operate within.

Yours Sincerely,

<SIGNATURE>

**<NAME>**

<TITLE>

<COMPANY>