
THE REAL MEDIA COLLECTIVE PARTNERS WITH FUNDRAISING INSTITUTE AUSTRALIA TO SECURE POSTAGE RELIEF FOR *CHARITY MAIL*.

For immediate release.

The Real Media Collective have announced further success in negotiations with Australia Post, this time across *Charity Mail* during the COVID-19 pandemic, effective 25th May.

“Our members include printers and mail-houses across Australia, working with Fundraising Institute Australia and Australia Post to develop relaxations for the Charities provides solid volumes for our members and broader industry, as well as support to Charities who use direct mail for donor acquisition campaigns,” commented Kellie Northwood, CEO, The Real Media Collective.

The relaxations will provide temporary relief on thickness and weight break for campaigns previously mailed as small sized articles, provide charities with a postage rebate of 10% on any incremental *Charity Mail* mailing activity undertaken in May and June 2020 compared to May and June 2019 and PO Box application fee assistance to assist quicker donation returns.

“These initiatives assist all charities – those larger organisations who are already lodging large fundraising appeals at this time of year will benefit from the thickness and weight latitude to include new material and information for their regular donors, new entrants will receive benefit from the 10% incremental solution and the smaller, grass-roots charities will be able to set up faster donation receipts. We are delighted to be part of this initiative for our members – a great example of how working with Industry, Australia Post and charities can deliver support for us all during this difficult time,” commented Katherine Raskob, CEO, Fundraising Institute Australia.

This isn’t the first time TRMC has secured postage relief, with *Print Post* seeing the first relaxations and now *Charity Mail*. Northwood is on record as continuing to review the three major mail products with the final under review being *Promo Post*.

“These discussions take some time to work through the regulations, the impact on Australia Post processes and the benefit to the industry. We are in regular contact with Australia Post on all postage matters and I have to commend the Australia Post team who have worked with a strong focus on outcomes to provide solutions. I would like to thank Australia Post, Fundraising Institute Australia, the Charities and our Members who worked through the possible solutions – without your insights we wouldn’t have been able to develop these relaxations,” furthered Northwood.

TRMC has released a working sheet which outlines how to apply these relaxations and provides contact assistance on hello@thermc.com.au for more information.

The Real Media Collective

The Real Media Collective is an industry association representing the paper, print, publishing, mail and distribution sectors across the Australian and New Zealand landscape.

Kellie Northwood is the Chief Executive Officer of The Real Media Collective. Northwood also holds the Executive position for the Australasian Paper Industry Association (APIA).

For more information contact: 03 9421 2296 or hello@thermc.com.au

www.therealmediacollective.com.au

Fundraising Institute Australia

Fundraising Institute Australia (FIA) is the national peak body representing professional fundraising in Australia. With a network of more than 200 volunteers across Australia servicing members with expertise, advice and oversight.

Katherine Raskob is the Chief Executive Officer of the Fundraising Institute Australia.

For more information please contact Kim Carter via email: kcarter@fia.org.au

www.fia.org.au