

New User Addressed Promotional Mail Rebate Application

Before filling in the Application Details, please read the Declaration section of this form to ensure your completed application will be valid.

Once completed and signed email a copy of this form to apmrebate@auspost.com.au

We will endeavour to respond to the application within 3 business days

Within 90 days of notification of acceptance, prepare and lodge the mail on your Business Credit Account. Please ensure the mail is prepared in accordance with the applicable service guide for the Eligible Mail Service you are using - available at www.auspost.com.au/bulkmail

After lodgement, please complete and email the New User Addressed Promotional Mail Rebate Request Form, which is provided in the acceptance notification email. Once verified, we will provision the rebate, which may take up to 45 days to appear on the account.

Classification: PUBLIC



Australia Post acknowledges the Traditional Custodians of the land on which we operate, live and gather as employees, and recognise their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.

Application Details

Business Name:

Business ABN:

Contact Person:

Contact Number:

Australia Post Business Credit Account Number:

Applications are available at local Post Offices for businesses/organisations that don't have an account.

Has the business named above ever used addressed mail to promote its goods, services or cause?

Yes

No

Which eligible mail service will you be using?

Acquisition Mail

Charity Mail

Detailed information on each of the eligible mail services can be found on www.auspost.com.au

Print Post

Promo Post

PreSort Letters

Campaign Description:

Campaign Objective:

How will you measure success? *e.g. Return on investment, retail foot traffic, site traffic, phone enquiries, promoting and tracking a unique offer*

Forecast Lodgement details

Approximate Lodgement Date:

Forecast Volume:

Classification: PUBLIC

Declaration

I am an owner, director, employee or volunteer of the business named in this application and declare:

- the business/organisation named in the application is the business being promoted in the mailing;
- the business/organisation is a registered commercial or not for profit business and is not a political party, government entity, mail house or printer;
- the primary purpose of the mailing is to promote the goods, services or cause of the business/organisation and; you are satisfied it meets the definition of promotional mail that's outlined in the Mail Type Reference Guide available at www.auspost.com.au/content/dam/auspost_corp/media/documents/mail-type-reference-guide-may2016.pdf ;
- I have checked, and can confirm, the business/organisation has never used addressed mail for promotional purposes; and
- I have read and agree to the Offer Terms for New User Addressed Promotional Rebate, which accompany this form below.

Signature:

Signatory Name:

Date:

Offer Terms for New User Addressed Promotional Mail Rebate

1. A business/organisation may be eligible to receive a one-off rebate (in the form of credit) of 20% of the applicable postage rate for lodging an **Eligible Mail Service** with Australia Post where Australia Post is satisfied it meets the **Eligibility Criteria** (up to a maximum of 10,000 articles) (**New User Addressed Promotional Mail Rebate**).
2. If a business/organisation meets the Eligibility Criteria:
 - a. it will be eligible to receive a once-off rebate on its Australia Post Business Credit Account of 20% of the applicable postage rates of the **Eligible Mail Service** for posting a maximum of 10,000 articles. In instances where more than 10,000 articles are lodged, the 20% rebate only applies to 10,000 articles and the pre-rebated cost of those articles will be calculated as: $(\text{total lodgement charge} / \text{total number of articles lodged}) \times 10,000$; and
 - b. it will be billed the full rate for the **Eligible Mail Service** and the rebate will be credited to your Australia Post Business Credit Account within 45 days and can be put towards future mail costs or other products and services charged to your account.
3. The use of the **Eligible Mail Service** is subject to the individual terms and conditions that apply to those individual services.
4. The **New User Addressed Promotional Mail Rebate** cannot be used in conjunction with any other promotional offers that Australia Post may have in market
5. Australia Post reserves the right to withdraw this offer at any time without further notice.
6. Australia Post collects your information to provide you with the Eligible Mail Service. Your information is handled in accordance with the Australia Post Group Privacy Statement, which outlines how to access and/or correct your information, or make a privacy related complaint. For more information, please visit www.auspost.com.au/privacy.

Eligibility Criteria means:

1. The business/organisation is a registered commercial or not for profit business and is not a political party, government entity or a third-party (eg. mailhouse, printer or agency) sending mail on behalf of an advertiser;
2. The business/organisation has never previously used an Eligible Mail Service or any other Australia Post addressed mail service to send “promotional mail”;
3. The business/organisation has or has successfully applied for an Australia Post Business Credit Account;

4. A New User Addressed Promotional Mail Rebate application has been completed for the business/organisation and emailed to apmrebate@auspost.com.au and a response email advising the application is approved has been received;
5. Within 90 days of receiving the approval email, a promotional mail campaign is to be lodged on the Business Credit Account of the business/organisation using an **Eligible Mail Service** that meets:
 - a. the **Minimum Quantity Requirements**; and
 - b. Australia Post's definition of “promotional mail” which is “mail that advertises goods or services, including the promotion of organisations, causes and / or customer relationships” and further outlined in Australia Post's Mail Type Reference Guide available at www.auspost.com.au/content/dam/auspost_corp/media/documents/mail-type-reference-guide-may2016.pdf
6. The business/organisation will be billed at the full rate for the **Eligible Mail Service**. To claim the rebate a New User Addressed Promotional Mail Rebate Request Form needs to be completed and emailed to apmrebate@auspost.com.au, with a copy of the **Eligible Mail Service** lodgement statement within 30 days of the lodgement. The credit may take up to 45 days to appear on the account.

Eligible Mail Service means the following Australia Post services:

1. Charity Mail
2. PreSort Letters
3. Acquisition Mail
4. Promo Post
5. Print Post

Minimum Quantity Requirements means:

1. For PreSort Letters, Acquisition Mail, Charity Mail and Print Post: lodgement of a minimum of 2,000 articles; or
7. For Promo Post: lodgement of a minimum of 4,000 articles.