



## **The Real Media Collective secures postage relief for industry.**

*For immediate release*

The Real Media Collective announced today successful negotiations with Australia Post across *Print Post* mailing products for industry to encourage volume stability across print and mail during the COVID-19 pandemic.

“We have been in negotiations with Australia Post to provide some temporary relief for our members and broader industry across *Print Post* products. *Print Post* is primarily used for magazines, periodicals and mail-order catalogues which our print and mail-house partners process and lodge daily. The current regulations include minimum volumes restrictions, however we approached Australia Post to reduce these volume restrictions for the wider industry to benefit. The solutions we worked through with Australia Post and allows companies to shift into quick onboarding of new subscribers, conversion of office subscribers to in-home subscriptions and more to maintain volumes and to start new one-off pieces with smaller lodgement entry units,” commented Kellie Northwood, CEO, The Real Media Collective.

The temporary shifts across *Print Post* are a relaxation on the minimum quantities, frequency of titles to allow for one-off print runs of publication specials and weight leniency credits. Additional solutions have been tabled by the Collective across *Promo Post* and *Sample Post* with possible expanded discussions into *Charity Mail*. These remain under review.

“When we moved into the COVID-19 pandemic, we immediately reached out to Australia Post with relief solutions that would encourage print volume stability, get content into homes to assist with Australians struggling with social connectivity whilst in isolation and incentivise advertisers to see the power of print as a highly effective in-home media channel,” furthered Northwood.

“From day one, Australia Post were positive and consultative, looking at all options to support the mail channel, and indirectly the industry, across this initiative. We thank the Australia Post team for pushing this through as quickly as they have, these product changes are often months in the making, however they have moved these discussions and execution in days,” said Northwood.

“There are a lot of complexities when you consider the size of Australia Post’s network so we will need to take it step by step. To all the members who assisted in this process, I personally thank you for your input – now is a time for actions and without your focus we couldn’t have achieved this,” concluded Northwood.

For more information please contact the Collective on [hello@thermccom.au](mailto:hello@thermccom.au) for more assistance.



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

Northwood also holds the Executive position for the Australasian Paper Industry Association (APIA).

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