

# Competition Mail

Australia Post Competition Mail™ can enable companies to receive a rebate of up to 7.7 cents on each fully stamped response received – a minimum number needs to be reached, and the competition needs to be an eligible trade promotion or lottery (sometimes called sweepstakes, contests or giveaways).

## What is Competition Mail?

Competition Mail is a rebate offered by Australia Post to promoters of competitions who choose mail as the medium of response, and request entrants to purchase a standard local postage stamp to post their entry.

## When mail is chosen as a competition entry method, companies can:

- capture all the information needed to make customer communications work harder
- build relationships with new and existing customers through future direct mail activities
- encourage involvement with their brand by asking entrants to answer a question, draw a picture, or write a story
- enable access to everyone via a convenient means – regardless of their location or lifestyle
- charge a single low rate nationally, and
- be certain their product or service has been purchased, by asking entrants to include a receipt or part of the product or packaging, suitable for posting in a small envelope with their competition entry
- use the free post office box address supplied by Australia Post for the duration of the competition

## Claiming the rebate:

Complete the Claim for Rebate form, and post or fax it along with the volume details provided by Australia Post, to us for payment. (Address and fax numbers are listed on the Claim form).

Payment will be made by cheque or direct deposit to the nominated bank account.

Claim for Rebate forms are available from [auspost.com.au/competitionmail](http://auspost.com.au/competitionmail) or call 13 11 18 to have one posted.

## To be eligible for the Competition Mail rebate the competition needs to:

- be registered with the appropriate State or Territory Authorities and have obtained the relevant permit/s if necessary
- be registered with Australia Post at least four (4) weeks before the promotion commences, as mail responses must be directed to the competition address supplied;
- attract a minimum number of stamped entries:

Competitions held wholly or partially in	Minimum entries	Rebate value
<b>VIC, NSW, QLD:</b>		
First three months of competition:	15,000	
Each subsequent month of competition:	5,000	<b>7.7c</b>
<b>Competitions held wholly or partially in SA, WA, NT, ACT or Tasmania:</b>		
First three months of competition:	5,000	
Each subsequent month of competition:	2,000	<b>4.4c</b>

### Minimum entries required for Rebate eligibility.

- Entries must be a Small Letter (no larger than 130 x 240mm, no thicker than 5mm, no heavier than 250 g and oblong in shape), eligible for the standard local postage rate. Entries that exceed these dimensions fall into the Large Letter or Small Parcel category, which require extra postage and are ineligible for the rebate.
- The content of entries should not be too rigid or stiff to ensure that they can be processed through automated letter sorting equipment and avoid damage to both the article and the equipment – ie bottle tops and other hard articles are unsuitable.
- The competition draw for allocation of prizes must not take place for at least five (5) clear business days after the closing date for submission of entries specified in the promotional material. After this the promoter can submit a Claim for Rebate to Australia Post.

# Fact Sheet

## Applying for Competition Mail

Complete an application form and post or fax it to the Competition Mail Co-ordinator in the appropriate state/s or territory/ies. (Addresses and fax numbers are listed on the application form).

Application forms are available from [auspost.com.au/competitionmail](http://auspost.com.au/competitionmail) or call 13 11 18 to have one posted.

- If all criteria are satisfied, the promoter will be advised of their approval in writing, including their Competition Approval Number, and the free post office box address to be used for the duration of the competition.
- The promoter is responsible for collecting entries received during the competition; however, if this is not convenient they can arrange for the mail to be onforwarded or delivered. Fees may apply to these services.
- When the competition closes, complete the Claim for Rebate form and send it, with the Competition Mail Delivery Record or other supporting evidence of the number of entries received, to the Competition Mail Coordinator.

## Want to know more?

Full details of the Competition Mail service are shown on both the Application form and the Claim for Rebate form. Both are available from [auspost.com.au/competitionmail](http://auspost.com.au/competitionmail) or call 13 11 18 to have one posted.

## Quick Facts

- Response envelopes can be up to 130mm x 240mm, 5mm thick, 250g in weight and oblong. This ensures smooth processing, and these are the maximum envelope dimensions for a standard local postage stamp.
- A standard local postage stamp on each entry. The rebate is calculated on the standard local postage stamp, and state regulations require that the entry cannot cost more than a standard local postage stamp.
- If the entries include proof of purchase, ensure it's not too stiff for our automated letter processing. Items such as bottle caps or ring pulls cannot travel through our letter processing machinery. They could damage the entry or our machinery and invalidate the rebate.
- Apply to Australia Post at least 4 weeks prior to the commencement of the competition. Approval from Australia Post is required to gain the rebate and prepare our systems to accommodate the competition. Include 3 copies of the proposed promotional material.
- Ensure the prize draw will be conducted at least 5 days after the competition ends. This ensures all eligible entries have been received.
- Show the competition address set out correctly (ideally shown on an envelope) in promotional material. Entrants can copy the address – it helps with accuracy and fast delivery.
- Reply paid envelopes are not eligible for Competition Mail rebates. The rebate is offered to encourage stamp sales. A Reply Paid envelope can be used when the promoter plans to pay the entry cost.
- Australia Post will provide a free Post Office (PO) box address for the duration of the competition. These PO Boxes are specially established to ensure rapid processing and validate response volumes.



Typical Small Envelope addressed to a competition address