



Impact Mail service guide

June 2010

CONTACTS FOR IMPACT MAIL ENQUIRIES

Australia Post

Website auspost.com.au/impactmail

Phone 13 11 18

Fax 1300 115 375

Email business@auspost.com.au

Address

Australia Post
Impact Mail Coordination Team
Centralised Services
GPO Box 9911
IN YOUR CAPITAL CITY

Australia Post account executive:

.....

Business phone:.....

Mobile phone:.....

Fax:.....

Email:.....

.....

Australia Post lodgement point:

.....

Manager:.....

Address:.....

.....

.....

Phone:.....

Fax:.....

Australia Post Business Credit
Account:

.....

Mailing house

Name:.....

Address:.....

.....

.....

Contact:.....

Contact phone (direct):.....

Contact email:.....

.....

Business phone:.....

Fax:.....

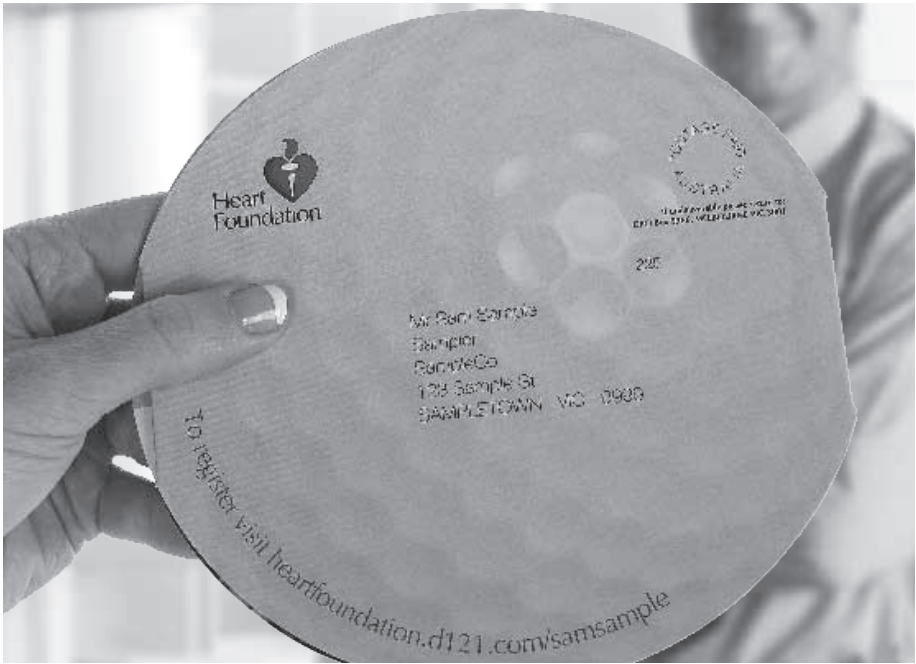
Business email:.....

.....

.....

Website:.....

.....



- ? *Do you lodge 300 or more addressed articles at a time?*
- ? *Do you want to achieve a maximum impact with your mail?*
- ? *Are you interested in unique shaped mail articles?*

Then **Impact Mail** may be for you!

BULK MAIL SERVICES COMPARED

Unaddressed



Deliver unaddressed leaflets, catalogues etc to all letterboxes in an area, at very low cost

Acquisition Mail



Deliver addressed (non-personalised) articles to reach prospects and acquire new customers

Print Post



Deliver approved regular publications, such as magazines or newsletters

Charity Mail



Deliver small PreSort Letters articles at lower prices for approved charitable organisations

What can bulk mail services do for me?

What size articles can I send?

What weight articles can I send?

Pricing applies for these weight limits (g)

Do I need to print barcodes on the articles?

Do I need to sort the articles?

What is the minimum volume of articles I need?

How fast is the delivery?

Do I need to apply to use this service?

How does the cost per article compare?

eg Small article, 125g, with maximum sorting, compared to Full Rate Mail

	Large
Small	
50	50
100	100
	250

	Small Plus
Small	
125	125

	Large
Small	
250	50, 125, 250, 375, 500, 625, 750, 875, 1kg

Small	
125	

No
(Not addressed)

Yes
To the maximum extent

Not required
(Recommended only)

Yes
On at least 300 articles

Yes
Put in trays for each delivery centre

Yes.
Trays for each sort plan number

Yes.
Bundles or trays for each postcode

Yes.
Trays for each sort plan number

One suburb, town or postcode

30,000 articles and 60% of the address data provided

50 articles, when lodged at the Office of Delivery

300 barcoded articles

Lodge seven days before your chosen delivery week

Off Peak: 4–7 days

1–7 days

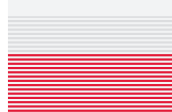
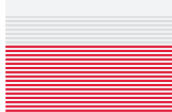
Regular: 1–4 days
Off Peak: 4–7 days

Yes
Book at least two weeks before the delivery week

Yes
Online registration

Yes
Apply for a Print Post Publication Number

Yes
Apply for a Charity Mail Approval Number



PreSort Letters



Deliver machine-addressed articles which are barcoded and sorted

Small	Small Plus	Med.	Large
125	125	125 250	125 250 500

Yes
On at least 300 articles

Yes.
Trays for each sort plan number

300 barcoded articles

Regular: 1–4 days
Off Peak: 4–7 days

Yes
Nominate your lodgement facility(s)

Clean Mail



Deliver machine-addressed smaller articles, without the need to barcode or sort them

Small	Small Plus
125	125

No

No

300 articles

1–4 days

No

Impact Mail



Deliver creatively shaped articles – great for direct mail campaigns

Small	Small Plus
125	125

No

Yes.
Trays for each postcode or sort plan number

300 articles

1–7 days

No.
Non-paper articles should be submitted for testing

Imprint/Metered



Deliver articles at a lower price than regular Full Rate mail, with no minimum volume

Small	Large
250	125 250 500

No

No

No minimum

1–4 days

No

Reply Paid



Make it easy for your customers to respond

Small	Large
250	125 250 500

Yes
(Preprinted)

No

No minimum

1–4 days

Yes
Apply for a Reply Paid Number

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CONTENTS

Contacts for Impact Mail enquiries	front
Bulk mail services compared	2
What's in the guide?	6
1 Impact Mail basics	7
1.1 What is Impact Mail?	7
1.2 Why use Impact Mail?	7
1.3 What qualifies for Impact Mail?	8
1.4 How to apply	8
1.5 Preparation basics	8
Article size, weight and type requirements; Correct addressing requirements	
1.6 Lodgement basics	10
1.7 Delivery standards	12
1.8 What will it cost?	14
Conditions for same state prices	
1.9 Other considerations	14
1.10 Summary checklist	15
2 Impact Mail preparation	16
2.1 Preparation overview	16
2.2 Article characteristics	17
Article size and weight; Article shape; Article type; Sealing of articles	
2.3 Article layout	19
2.4 Postage indicator	20
Postage Paid Imprint; Personalised Postage Paid Imprint; Postage Meter Impression; Colour of postage indicators	
2.5 Return address	21
2.6 Delivery address	22
Address layout	
2.7 Barcoding	23
2.8 Testing	24
2.9 Summary checklist	24

3	Impact Mail lodgement	25
3.1	Lodgement overview	25
	Sorting and lodgement flowchart	
3.2	Sort categories	27
	Sort plan	
3.3	Preparation of letter trays	28
	State separation of Residue trays	
3.4	Completing tray labels	29
	Preprinted tray labels; Labelling software; How to complete tray labels; How to affix tray labels to letter trays	
3.5	Lodgement of articles	32
	Lodgement documents; Supporting document; Where to lodge; Lodgement in ULDs; Use of pallets	
3.6	Summary checklist	35
4	Impact Mail Service Terms and Conditions	36

WHAT'S IN THE GUIDE?

This guide has been written to provide ease of reference to the reader within three simple sections: Impact Mail basics; Impact Mail preparation and Impact Mail lodgement.

Section 1 – Impact Mail basics

This is essential reading and should be read first, as it covers the service at a glance, including features and benefits. This section provides the reader with a brief overview of the service and enough knowledge to ensure the correct solution has been selected for their mailing needs. Readers then progress to the more detailed sections of Impact Mail preparation and Impact Mail lodgement.

Section 2 – Impact Mail preparation

This section provides the detail required to prepare articles ready for lodgement. It covers areas such as size and weight, shape, article type and paper stock, through to inscriptions, layout and addressing requirements. This section equips the reader with all they need to know in order to correctly prepare their Impact Mail articles.

Section 3 – Impact Mail lodgement

This section provides the detail required to lodge articles. It covers areas such as choosing sort categories, preparing letter trays and affixing tray labels, through to lodgement documentation and where to lodge articles. This section equips the reader with all they need to know in order to successfully lodge their Impact Mail articles.

1 IMPACT MAIL BASICS

1.1 What is Impact Mail?

Impact Mail is an Australia Post service for the delivery of unique shaped mail articles to addresses within Australia.

Businesses design and produce Impact Mail articles for direct mail campaigns, product launches, events and other marketing needs. They choose the service because it provides creative freedom. This ensures that the message stands out and achieves maximum impact with the target market.

1.2 Why use Impact Mail?

With Impact Mail, you can:

- lodge bulk mailings of 300 or more articles
- maximise the space available for creative artwork
- send non-rectangular articles of virtually any shape or design
- use your brand or logo as the shape of the article for instant brand recognition
- leverage the attention-getting power of a dimensional article without hiding it in an envelope.

The more unique the article, the more likely consumers are to retain and share it with friends and family, extending the life of the message.

When you prepare your lodgement according to the conditions of the service, Australia Post can more efficiently process and deliver this mail.

In addition, the Impact Mail service also:

- has access to private box addresses
- allows a postage meter to be used as a payment method
- has delivery with daily normal mail by the same professional delivery officers.



1.3 What qualifies for Impact Mail?

To qualify:

- the minimum quantity is 300 articles per lodgement
- articles must be shaped and not be square or rectangular¹
- each lodgement must consist of articles within the same size category
- all articles within a lodgement must originate from the same organisation.

Impact Mail cannot be lodged in street posting boxes.

Impact Mail cannot be used in conjunction with any other services (eg Registered Post).

Impact Mail articles do not need to be barcoded, however if you choose to apply barcodes they must be correct.

1.4 How to apply

You do not need to apply for the Impact Mail service, however you need to provide an *Impact Mail Lodgement Document* when lodging articles.

1.5 Preparation basics

Information in this section is designed to provide an overview of article preparation. More detailed information can be found in the Impact Mail preparation section.

1.5.1 Article size, weight and type requirements

Impact Mail is available for *Small* and *Small Plus* size categories.

Articles can weigh up to 125 grams.

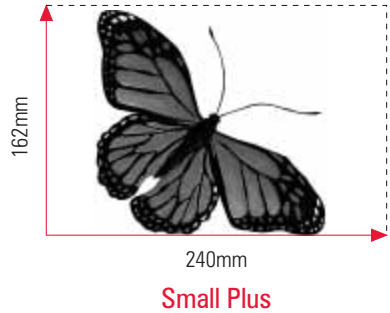
The construction of articles is not limited to paper based stock. Articles can be made from a range of non-paper materials such as rubber, plastic, vinyl, leather or wood.

All articles in a lodgement must be within the same size category.

Articles can be almost any shape as long as they fit entirely within these dimensions.

	Small	Small Plus
Maximum weight	125g	125g
Minimum size	88 x 138mm	—
Maximum size	130 x 240mm	162 x 240mm
Maximum thickness	5mm	5mm

¹ Some rectangular articles may be eligible for other bulk mail services. Please refer to the *Guide to bulk mail* booklet for information on other services.



▶ See section 2.2

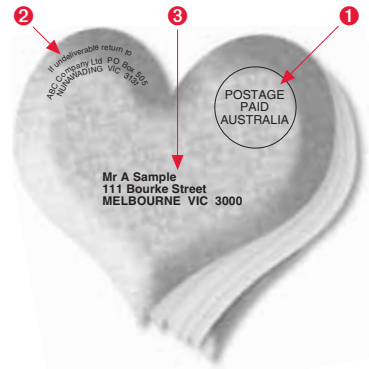
1.5.2 Correct addressing requirements

Due to their irregular shape, Impact Mail articles follow a specialised processing stream. You need to pay particular attention to addressing.

Articles need the addressed side to be printed with:

- 1 the Postage Paid Imprint (unless a postage meter is used)
- 2 the return address, here or on the back
- 3 a delivery address that observes the correct addressing conditions.

▶ See section 2.3



1.7 Delivery standards

Impact Mail is delivered Monday to Friday with letters and other mail.

The delivery standards are as follows (in business days).

Lodgement Region	Delivery Region									
	PSI 203–209, 299 (Sydney Metro)	PSI 270, 282, 258, 292, 295, 294, 293, 291	PSI 150 (C Canberra Metro)	PSI 150 (Other than Canberra Metro)	PSI 313–316 (Melbourne Metro)	PSI 350, 360, 368, 374, 380 (Brisbane Metro)	PSI 419, 410, 420, 430 (Brisbane Metro)	PSI 450, 440, 480, 454		
SYDNEY WEST LF	1	2	2	2	2	3	2	3		
South Coast - PSI 270	1	2	2	2	3	4	3	4		
Hunter Region - PSI 262	2	2	2	2	3	4	3	4		
Central West - PSI 292	2	2	2	2	3	4	3	4		
Murray Reg - PSI 190	2	2	2	2	3	4	3	4		
Riverina - PSI 198	2	2	2	2	3	4	3	4		
Mid North Coast - PSI 295	2	2	2	2	3	4	3	4		
Northern Rivers - PSI 294	2	2	2	2	3	4	3	4		
New England - PSI 293	2	2	2	2	3	4	3	4		
CANBERRA MC	2	2	1	1	2	3	3	4		
DANDENONG LC	2	3	2	2	1	2	3	4		
Geelong - PSI 350	3	4	3	3	2	2	4	5		
Ballarat - PSI 360	3	4	3	3	2	2	4	5		
Bendigo - PSI 368	3	4	3	3	2	2	4	5		
Seymour - PSI 374	3	4	3	3	2	2	4	5		
Gippsland - PSI 380	3	4	3	3	2	2	4	5		
NORTHGATE MC/UNDERWOOD MC	2	3	3	3	3	4	1	2		
Gold Coast - PSI 450	3	4	4	4	4	5	2	2		
Sunshine Coast - PSI 480	3	4	4	4	4	5	2	2		
Toowoomba - PSI 454	3	4	4	4	4	5	2	2		
Central Qld - PSI 470	3	4	4	4	4	5	2	2		
Mackay - PSI 466	3	4	4	4	4	5	3	2		
Townsville - PSI 460	3	5	4	5	4	6	3	3		
Cairns - PSI 459	3	5	4	5	4	6	3	3		
ADELAIDE MC	3	4	3	4	2	3	3	4		
PERTH MC	4	5	4	5	4	5	5	6		
HOBART MC	4	5	4	5	3	4	4	5		
LAUNCESTON MC	4	5	5	5	4	4	4	5		
DARWIN MC	4	5	5	5	5	4	4	5		

These timetables are guidelines only and based on reasonable expectations and experience. Australia Post will not be liable for any loss or damage (including but not

Impact Mail basics

Notes:

- Based on 12 noon lodgement, Monday to Friday
- Business days only – does not include weekends or public holidays
- Delivery within region of lodgement is on day 1.

	PSI 470	PSI 486	PSI 460, 459	PSI 524, 520 (Adelaide Metro)	PSI 530, 540	PSI 628, 610, 630 (Perth Metro)	PSI 684, 676, 650, 670	PSI 656	PSI 731, 710 (Hobart Region)	PSI 717	PSI 085 partial	PSI 087 (Darwin Subs)	NT (0822, 0835–0869, 0872–0899)
	3	3	4	3	4	4	5	7+	4	5	4	6	6+
	4	4	5	4	5	5	6	8+	5	6	5	7	7+
	4	4	5	4	5	5	6	8+	5	6	5	7	7+
	4	4	5	4	5	5	6	8+	5	6	5	7	7+
	4	4	5	4	5	5	6	8+	5	6	5	7	7+
	4	4	5	4	5	5	6	8+	5	6	5	7	7+
	4	4	5	4	5	5	6	8+	5	6	5	7	7+
	4	4	5	4	5	5	6	8+	5	6	5	7	7+
	4	4	5	4	5	5	6	8+	5	6	5	7	7+
	4	4	5	3	4	4	5	7+	4	5	5	7	7+
	4	4	5	2	3	4	5	7+	3	4	5	7	7+
	5	5	6	3	4	5	6	8+	4	5	6	8	8+
	5	5	6	3	4	5	6	8+	4	5	6	8	8+
	5	5	6	3	4	5	6	8+	4	5	6	8	8+
	5	5	6	3	4	5	6	8+	4	5	6	8	8+
	5	5	6	3	4	5	6	8+	4	5	6	8	8+
	2	2	3	4	5	5	6	8+	4	5	3	5	5+
	2	3	3	5	6	6	7	9+	5	6	4	6	6+
	2	2	3	5	6	6	7	9+	5	6	4	6	6+
	2	2	3	5	6	6	7	9+	5	6	4	6	6+
	2	2	2	5	6	6	7	9+	5	6	4	6	6+
	2	2	2	5	7	6	8	10+	5	7	5	7	7+
	2	2	2	5	7	6	8	10+	5	7	5	7	7+
	4	4	5	1	2	4	5	7+	3	4	4	4	4+
	6	6	7	3	4	1	2	4+	5	6	5	7	7+
	5	5	6	4	5	5	6	8+	1	2	6	8	8+
	5	5	6	4	5	5	6	8+	2	2	6	8	8+
	5	5	6	4	5	5	6	8+	6	7	1	3	3+

limited to consequential loss) resulting from a failure to deliver in accordance with these timetables.

1.8 What will it cost?

The prices for Impact Mail articles vary by size category, the sort category and the destination state.

Size category	Sort category					
	Postcode Direct tray		Area tray		Residue	
	Same State	Other State	Same State	Other State	Same State	Other State
Small	✓	✓	✓	✓	✓	✓
Small Plus	✓	✓	✓	✓	✓	✓

Current pricing is listed in the *Post charges* booklet (8833665), which can be obtained from any Australia Post retail outlet, or downloaded from auspost.com.au

Australia Post provides a variety of payment options. For details, please discuss with your lodgement point or account manager, or the contacts detailed at the front of this guide.

1.8.1 Conditions for same state prices

Articles attract same state prices when lodged within the same state as the delivery address (as defined in the Impact Mail Sort Plan).

For charging purposes, the Australian Capital Territory is considered to be part of New South Wales, and South Australia does not include Northern Territory.

1.9 Other considerations

How can I be sure an article is acceptable?

Australia Post staff inspect each lodgement to ensure that it satisfies correct addressing conditions, and that if used, barcodes are valid.

If you are concerned that your articles may not satisfy all service requirements you can request a preliminary test prior to lodgement:

bqp.help@auspost.com.au

Australia Post
Business Letter Services
GPO Box 1777
MELBOURNE VIC 3001



▶ See section 2.8

1.10 Summary checklist

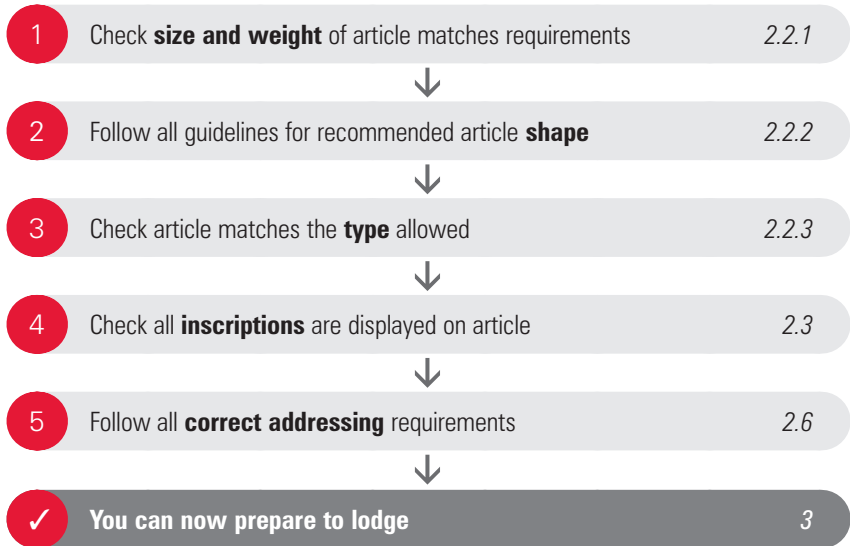
The key points covered in this section include:

- ✓ You must lodge at least 300 articles.
- ✓ Impact Mail is available for *Small* and *Small Plus* size category articles.
- ✓ Articles can be virtually any non-rectangular shape.
- ✓ Articles can be made from a range of non-paper materials.
- ✓ Articles do not need an envelope or plastic wrap.
- ✓ Correct addressing conditions apply.
- ✓ You have the choice to sort articles to three sort categories: *Residue*, *Area tray* and *Postcode Direct tray*.
- ✓ You do not need to apply for the Impact Mail service, however you need to provide an *Impact Mail Lodgement Document* when lodging articles.
- ✓ Prices can be located in the *Post charges* booklet (8833665) and the Australia Post website auspost.com.au.

2 IMPACT MAIL PREPARATION

2.1 Preparation overview

This section covers in detail all the information you need to prepare your articles. The diagram below illustrates the steps to prepare Impact Mail. Each requirement is covered in detail throughout the section.



2.2 Article characteristics

2.2.1 Article size and weight

The size categories eligible for the Impact Mail service are *Small* and *Small Plus*. All articles in a lodgement must be within the same size category.

	Small	Small Plus
Maximum weight	125g	125g
Minimum size	88 x 138mm	—
Maximum size	130 x 240mm	162 x 240mm
Maximum thickness	5mm	5mm

2.2.2 Article shape

When designing articles, Australia Post recommends that the following be considered:

- avoid shapes which have narrow parts that may tear, get entangled with other articles, cause injury to people or damage to postal equipment
- ensure a suitable surface area is provided to affix redirection or Return-To-Sender stickers
- articles must have sufficient area to clearly display the inscriptions, which are detailed in section 2.3
- the size of letter box apertures to accommodate the article.

▼ *Some suitable shapes for Impact Mail*



Impact Mail preparation

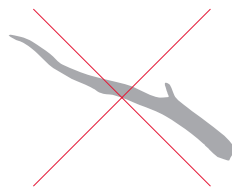
▼ *Some shapes not recommended for Impact Mail*



Not recommended because the long legs are likely to bend or break off during mail carriage.



Not recommended because the shape is likely to become entangled with other mail articles.



Not recommended because there is insufficient area to clearly show the address, return address and Postage Paid Imprint, or to affix a redirection or Return-To-Sender sticker.

2.2.3 Article type

The construction of Impact Mail articles is not limited to paper based stock. Articles can be made from a range of non-paper materials such as rubber, plastic, vinyl, leather or wood provided they are no more than 5mm in thickness and are not likely to cause injury to people or damage other postal articles or equipment.



Articles constructed of material other than paper based stock must be submitted to Australia Post for testing and approval prior to lodgement. Testing details are supplied in section 2.8.

Australia Post recommends that Impact Mail articles made of paper or card comply with Australian Standards for the production of envelopes, Spec 4611 – 1999 (available at: <http://infostore.saiglobal.com/store/>). For details refer to your paper supplier or envelope manufacturer or visit auspost.com.au/bulkmail

2.2.4 Sealing of articles

Australia Post recommends each article be secured in a manner which would prevent entrapment of other postal articles. Any opening should not exceed 88mm.

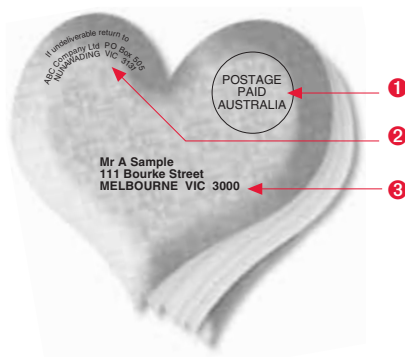
Each article must be secured by a fastening that is *not likely to damage other postal articles nor injure persons handling it*. Where fasteners are used, they must be appropriate to the thickness of the article, and the ends closed together. Staples and any metal fasteners are discouraged, as they are likely to cause injury to staff handling the articles.

2.3 Article layout

Because Impact Mail follows a specialised processing stream, specific zones do not apply – allowing flexibility in the placement of the delivery address and inscriptions.

The following sections specify the inscriptions required:

- ❶ **Postage indicator** section 2.4
- ❷ **Return address** section 2.5
- ❸ **Delivery address** section 2.6



2.4 Postage indicator

The Postage Indicator must be positioned on the address side of the article, above and to the right of the address.

2.4.1 Postage Paid Imprint

All articles that are not metered should bear a Postage Paid imprint.

The words POSTAGE PAID AUSTRALIA need to be printed within a border. The following dimensions are recommended:

- maximum: 26 x 40mm (see illustration)
- minimum: 19 x 25mm.



2.4.2 Personalised Postage Paid Imprint

Australia Post may approve a personalised imprint design. The design must not have the appearance of a postage stamp and the words POSTAGE PAID AUSTRALIA must be prominent (see example illustration).

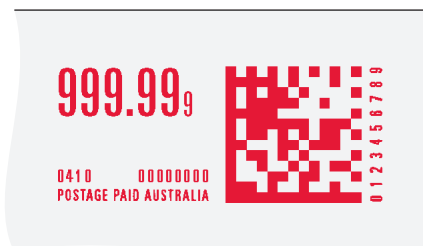
For approval please refer to the contact details at the front of this guide.



2.4.3 Postage Meter Impression

A postage meter may be used as a payment method for the Impact Mail service.

The published price must be printed above and to the right of the address. If a date is included in the meter impression it must be the date of lodgement.



Return address details appearing as part of a postage meter impression are acceptable.

For additional information on metering, refer to the *Postage Meters and Franking Machines Conditions of use* booklet (8833675).

2.4.4 Colour of postage indicators

Any coloured ink can be used. Australia Post prefers dark colours such as black, dark blue and dark green.

2.5 Return address

An Australian return address is required to be shown on each article within a lodgement. Either a street address or a post office box address is acceptable.

Australia Post prefers return addresses to be:

- on the address side of the article, above and to the left of the address
- no larger than 8 point font preferred
- with no bolding.

Alternatively, the return address may be printed on the back of the article.

Return address details appearing as part of a postage meter impression are acceptable.

It is preferred that the return address be prefixed with "If undeliverable, return to:".

If undeliverable, return to:

ABC Company Ltd
PO Box 575
NUNAWADING VIC 3181

Variations to these requirements should be submitted for approval. Refer section 2.8.

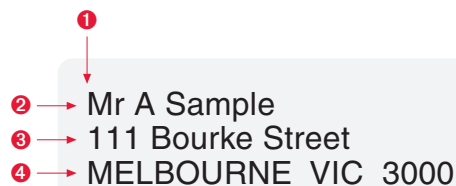
2.6 Delivery address

The address to which the article is to be delivered.

2.6.1 Address layout

Correct addressing conditions ensure the Australia Post delivery system can recognise and interpret the delivery address.

- ❶ **Address lines** should be aligned left.
Any font can be used for the delivery address as long as it is clearly readable, preferably in 12 point size.
- ❷ **Additional address information** such as business or persons name, must be placed above the last two lines of the address and not below, alongside or within these lines.
- ❸ **Second last line** – Must contain the number and name of the street or thoroughfare or post office box or bag number.
- ❹ **Bottom line** – Must contain the locality, the state or territory abbreviation and the postcode.¹
Australia Post requires that this line is printed in CAPITALS.



Address labels may be used but must be firmly affixed.

If using window panel envelopes, the entire address block must be clearly visible through the window panel when presented for lodgement.

The address must be parallel to the long side of the article.

¹ Any application for variations or additions to this format should be submitted and approved prior to lodgement. Refer to section 2.8.

2.7 Barcoding

Impact Mail articles do not need to be barcoded. However, if you choose to apply barcodes they must be correct and current against the latest version of the Postal Address File.

Articles that have incorrect, corrupt, out of specification or illegible 4-state barcodes are not eligible for access to the Impact Mail service.



Mr A Sample
111 Bourke Street
MELBOURNE VIC 3000

For more information please visit auspost.com.au/barcoding

2.8 Testing

Non-paper articles must be submitted to Australia Post for testing and approval prior to lodgement.

If you are concerned that your articles may not satisfy all service requirements you can request a preliminary test prior to lodgement. Tests can be conducted on the following:

- shape
- window panel quality
- article colour, patterns or watermarks
- article material or construction
- flexibility
- correct addressing compliance
- positioning of logos, advertising and other printing.

Requests for testing should be directed to:

bqp.help@auspost.com.au

Australia Post
Business Letter Services
GPO Box 1777
MELBOURNE VIC 3001



2.9 Summary checklist

Impact Mail preparation involves:

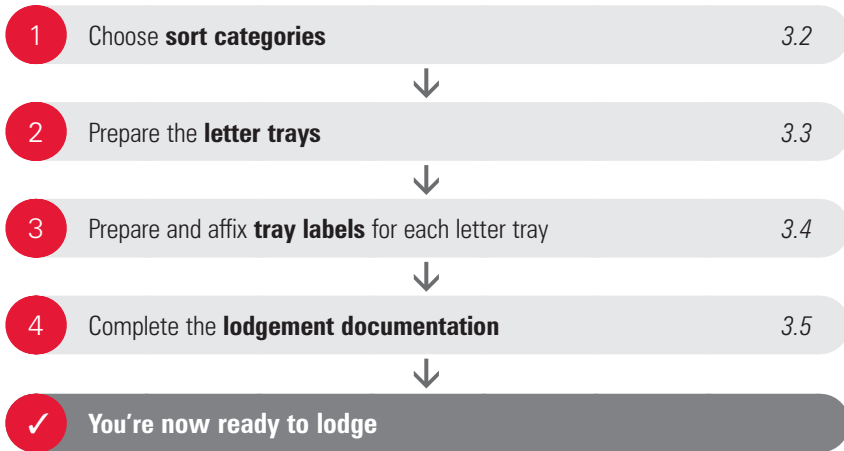
- Checking the size and weight of the article to ensure it is acceptable.
- Following all guidelines for recommended article shape.
- Ensuring the material used to construct the article is acceptable.
- Ensuring all inscriptions are displayed on the article.
- Ensuring all correct addressing guidelines are followed.

3 IMPACT MAIL LODGEMENT

3.1 Lodgement overview

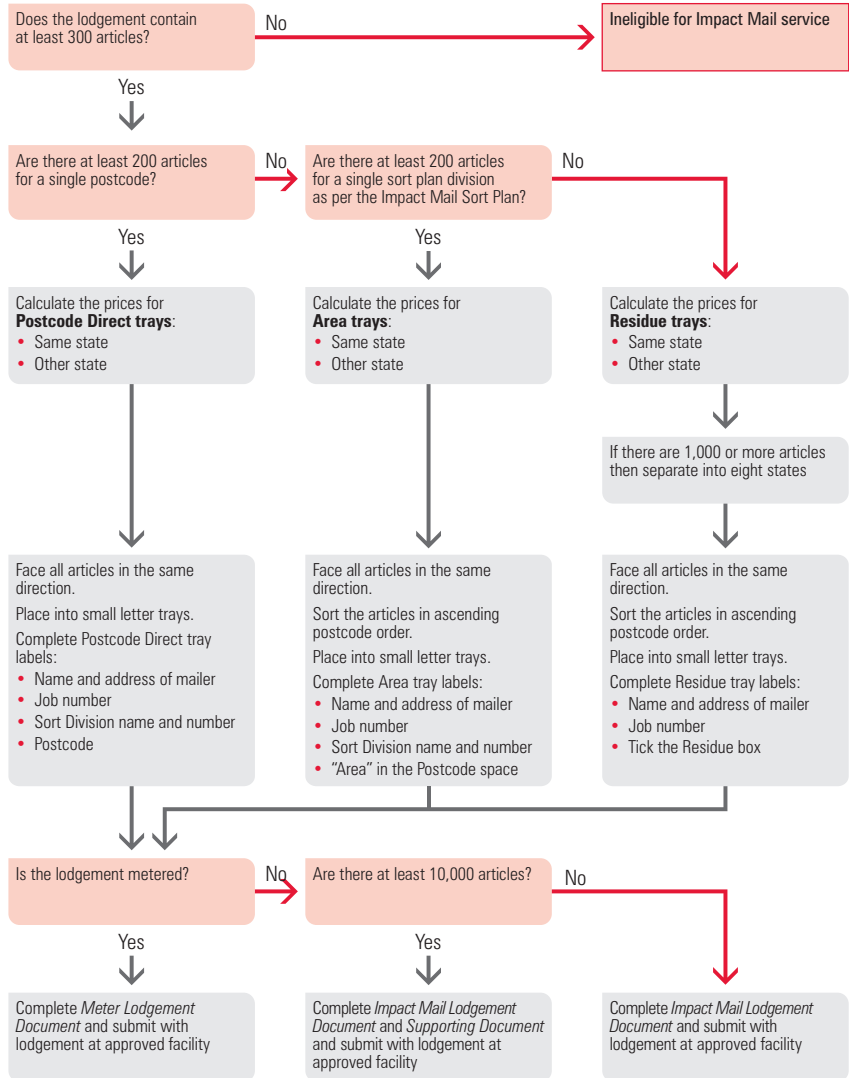
This section covers in detail all the information you need, to ensure you lodge your articles correctly.

The diagram below illustrates the steps to lodge Impact Mail. Each requirement is covered in detail throughout the section.



Impact Mail lodgement

Sorting and lodgement flowchart



3.2 Sort categories

To ensure optimum delivery of Impact Mail articles, you need to prepare and lodge articles correctly.

You have the choice to sort articles according to the following sort categories:

Sort category	Description	To qualify
Residue trays	Articles not sorted into a Sort Plan, arranged in ascending postcode order	No minimum quantity. (The total lodgement must contain at least 300 articles.)
Area trays	Articles in separate trays according to the Impact Mail Sort Plan of postcode ranges (refer below)	The minimum quantity is 200 articles per sort plan division. Remaining articles become 'Residue'
Postcode Direct trays	Articles in separate trays for each postcode	The minimum quantity is 200 articles per postcode. Remaining articles become 'Residue'

3.2.1 Sort plan

The Impact Mail Sort Plan allocates every Australian postcode into a specific range, allowing Australia Post to efficiently provide articles to their point of delivery, and is regularly updated (refer table). To ensure the current sort plan is used, download it from the Australia Post website auspost.com.au/sortplans

Version number	Release date	Active date	Expiry date
VYYYY1	1 February	1 March	31 August
VYYYY2	1 August	1 September	28/29 February

▼ Part of the Impact Mail Sort Plan – postcode ranges assigned to each division number

Postcode ranges	PreSort Indicator	Sort Division
AUSTRALIAN CAPITAL TERRITORY		
0200–0299; 2580–2589; 2591–2639; 2900–2920	150	CANBERRA MC; ALL 8 Nyrang Street FYSHWICK ACT 2609
1936–1940; 2640–2647; 2657–2660; 2708–2714; 2716	190	MURRAY REG MSC; ALL 54 Catherine Crescent LAVINGTON NSW 2641
1941–1945; 2590; 2649–2656; 2661–2707; 2720–2730	198	RIVERINA MSC; ALL

Upon lodgement, Australia Post staff perform a check to determine if articles have been sorted correctly.

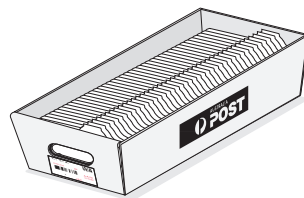
Australia Post reserves the right to reject a lodgement if an unacceptable number of articles are incorrectly sorted.

3.3 Preparation of letter trays

Obtain letter trays at no cost from your local lodgement facility.

The process for preparing and sorting Residue, Area and Postcode Direct trays is as follows:

- face all articles in the same direction
- sort the articles in ascending postcode order
- do not bundle or tie the articles
- place the article into small letter trays with addresses facing the front (label end) of the tray.



The maximum acceptable weight for a tray is 16kg (including the weight of the tray).

Overflow trays can be lodged. An overflow tray is a less-than-full tray that contains all articles remaining after the preparation of full trays for the same sort category. A maximum of one overflow tray for each postcode or area per lodgement is permitted.

3.3.1 State separation of Residue trays

For Residue volumes of:	Then:
Less than 1,000 articles	Affix tray labels for the state where the lodgement is occurring
1,000 or more articles	Separation of articles by state is optional but recommended, as follows: <ul style="list-style-type: none">• place articles into separate trays for each state – NSW, ACT, VIC, QLD, SA, WA, TAS and NT as defined in the Impact Mail Sort Plan• affix tray labels for the state of the destination.

3.4 Completing tray labels

Tray labels must be correctly completed and affixed to each tray.

3.4.1 Preprinted tray labels

Australia Post provides preprinted tray labels at no cost for each state: NSW, ACT, VIC, QLD, SA, WA, TAS and NT.

Order or obtain these labels from your local lodgement facility. Order forms may also be printed or downloaded from the Australia Post website auspost.com.au/traylabels.

3.4.2 Labelling software

Australia Post recommends the use of Print On Demand labelling systems for preparing lodgements. Print on Demand systems are available either free of charge from Australia Post (*VISA Labelling*) or may be purchased from third party suppliers.

These labels must conform to specifications, which are subject to periodic review. Specifications may be obtained by contacting the Technical Support Centre on 03 9106 8098 or by downloading documentation from the Australia Post website auspost.com.au/traylabels. Third party software must be approved by Australia Post prior to use.

Blank label stock is also provided free of charge by Australia Post. This label stock is heat sensitive, and is suitable for use only in direct thermal label printers.

Impact Mail lodgement

3.4.3 How to complete tray labels

- 1 Write name and address (or name and telephone including area code) of the mailer in the Sender space.
- 2 Write your Job Number in the Job No. space (this number is optional, and is created by and relevant to you and should match with lodgement documentation).
- 3 Write the lodgement date in the Date space (this is optional, but must be the correct date of lodgement if shown).
- 4 To indicate the correct sort category, see A, B and C examples below

The image shows a completed Western Australia Impact Mail tray label. The label is divided into several sections:

- Western Australia** (Large header)
- Date**: A red arrow points to this field, labeled with a circled 3.
- Sorting Division**: Contains the handwritten text *PERTH MC, CBD 628*. A red line connects this field to the circled 4.
- Postcode**: Contains the handwritten text *6000*. A red arrow points to this field, labeled with a circled 2.
- Residue**: A red arrow points to this field, labeled with a circled 1.
- Sender**: Contains the handwritten text *Ajax Mail NSW (02) 9333 8888*.
- Job No**: Contains the handwritten text *NAB 189*.
- Small Tray**: Contains the text **IMPACT Mail** and **8839143 JUL 2004**.
- Barcode**: A standard postal barcode is present.
- WA**: Large letters 'WA' are printed on the right side of the label.

4 A – For Residue trays

This label is for Residue trays. It features the 'Western Australia' header and a 'Residue' box with a red checkmark. The 'Sorting Division' and 'Postcode' fields are empty.

- Tick the Residue box

4 B – For Area trays

This label is for Area trays. It features the 'Western Australia' header. The 'Sorting Division' field contains *PERTH MC, CBD 628* and the 'Postcode' field contains *Area*. The 'Residue' box is empty.

- Write the Sort Division name and number in the Sorting Division space
- Write the word "Area" in the Postcode space

4 C – For Postcode Direct trays

This label is for Postcode Direct trays. It features the 'Western Australia' header. The 'Sorting Division' field contains *PERTH MC, CBD 628* and the 'Postcode' field contains *6000*. The 'Residue' box is empty.

- Write the Sort Division name and number in the Sorting Division space
- Write the postcode in the Postcode space

3.4.4 How to affix tray labels to letter trays

Label pockets are affixed to all letter trays.

Remove any old tray labels on trays prior to lodgement.

Place a completed tray label in the label pocket with the printed side visible.



3.5 Lodgement of articles

Once an lodgement is prepared and sorted, complete the required lodgement document(s) and lodge your articles.

3.5.1 Lodgement documents

The type of documentation will vary depending upon whether a postage meter has been used. Obtain these documents from your local lodgement facility or download from auspost.com.au/impactmail and auspost.com.au/metering

Non-metered articles

Impact Mail Lodgement Document
(8839151)

The form is titled 'IMPACT MAIL - LODGEMENT DOCUMENT' and includes the Australia Post logo. It contains several sections: 'Lodgement Details' with fields for registration number and date; 'Article Details' with checkboxes for 'Registered' and 'Non-Registered' and a table for 'Impact Mail' with columns for 'Item Size' and 'Item Value'; 'Customer's Details' with fields for name, address, and phone; 'Declaration' with a list of 5 statements to be agreed to; 'Payment Details' with checkboxes for 'Registered' and 'Non-Registered' and fields for 'Registered' and 'Non-Registered' amounts; and 'Australia Post Use Only' with fields for 'Registered' and 'Non-Registered' amounts.

Metered articles

Meter Lodgement Document
(8838236)

The form is titled 'METER LODGEMENT DOCUMENT' and includes the Australia Post logo. It contains several sections: 'Privacy Notice' with a checkbox for 'I agree'; 'Customer's Details' with fields for name, address, and phone; 'Post/Charity Mail Lodgement' with checkboxes for 'Post' and 'Charity' and a table for 'Post/Charity Mail Lodgement' with columns for 'Item Size' and 'Item Value'; 'Mail Details' with checkboxes for 'Registered' and 'Non-Registered' and a table for 'Mail Details' with columns for 'Item Size' and 'Item Value'; 'Declaration' with a list of 5 statements to be agreed to; 'Full Rate Lodgement' with a checkbox for 'Full Rate Lodgement' and a table for 'Full Rate Lodgement' with columns for 'Item Size' and 'Item Value'; and 'Australia Post Use Only' with fields for 'Registered' and 'Non-Registered' amounts.

3.5.2 Supporting document

Each lodgement in excess of 10,000 articles requires an *Impact Mail Supporting Document*. There is no standard form provided by Australia Post, so create your own supporting document – a simple Word (or equivalent) document suffices.

A sample supporting document can be downloaded from auspost.com.au/impactmail and the minimum description requirements are provided in the following table.

Impact Mail lodgement

Sort category	List the number of articles
Residue trays	<ol style="list-style-type: none"> 1 for each state 2 the total for Residue
Area trays	<ol style="list-style-type: none"> 3 for each PreSort Indicator 4 the total for Area trays
Postcode Direct trays	<ol style="list-style-type: none"> 5 for each postcode 6 the total for Postcode Direct trays

▼ *Example Impact Mail Supporting Document*

Impact Mail supporting document	Date: 20/1/2010	
Customer: ABC Company	Job no.: 26154	
Campaign name: Butterfly mailing		
Total articles: 3179	Weight per article: 120 grams	
State of lodgement: NSW Strathfield		
Postcode Direct tray	Postcode	Volume
	3101	256
	3102	305
	3103	268
	3104	568
Area tray	PreSort Indicator	Volume
	313	325
	314	332
	315	251
	316	624
Residue	State	Volume
	VIC	250
Lodgement summary		Volume
Postcode Direct tray		1397
Area tray		1532
Residue		250

3.5.3 Where to lodge

Articles must be presented during business hours at an approved lodgement facility.

Due to limited spare capacity at some lodgement points you are requested to provide advance notice to the Officer-In-Charge of the facility for lodgements over 50,000 articles, no later than Friday of the week prior to lodgement.

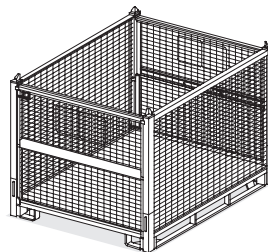
If you make regular lodgements at the same facility you can request a standing lodgement arrangement and avoid the need for notification.

Locate the closest, most appropriate lodgement facility by using the contact information at the front of this guide. Australia Post reserves the right to nominate a lodgement point.

Impact Mail articles cannot be lodged in street posting boxes.

3.5.4 Lodgement in ULDs

Steel cage containers known as Unit Loading Devices (ULDs) can be obtained from Australia Post, subject to availability and in instances where large mail volumes are to be lodged. Contact your mail facility for further information.



ULDs remain the property of Australia Post and all other rules and regulations pertaining to the use of the ULD are applicable. Australia Post reserves the right to charge for any ULD that you damage or do not return.

The maximum weight for a loaded ULD is 600kg (including the weight of the ULD which weigh around 100kg). This means that 500kg is available for the contents. Be aware that ULDs will often exceed the maximum weight limit before they are completely full. In order to maximise transportation efficiency and ULD utilisation, mailers should ensure that each ULD is used as efficiently as possible.

It is a requirement that you affix a label to each ULD declaring the lodging customer's name and the gross weight (actual or deemed).

3.5.5 Use of pallets

Where pallets are used to transport articles to the lodgement point, the dimensions of these pallets should conform with the Australian standards (1,165mm x 1,165mm) and the total load must weigh less than 600kg.

Pallets can only be used to transport articles to mail centres.

Australia Post does not accept responsibility for the pallets and will not accept any transfer of hiring charges.

3.6 Summary checklist

Lodgement of Impact Mail articles involves:

- ☑ Choosing sort categories.
- ☑ Preparing the letter trays by placing the articles correctly in each tray.
- ☑ Completing and affixing tray labels correctly.
- ☑ Completion of a lodgement document.
- ☑ Completion of a *Supporting Document*, if required.
- ☑ Lodgement of articles at an approved lodgement facility.



4 IMPACT MAIL SERVICE TERMS AND CONDITIONS

1 Introduction

- 1.1 These special service terms and conditions are supplementary to the *Australia Post Terms and Conditions*¹ and to the extent that any aspect of this special service is not expressly included herein, the *Australia Post Terms and Conditions* apply.
- 1.2 These special service terms and conditions apply when:
 - 1.2.1 a customer makes a written application to use the special service in or on a form prescribed by Australia Post for that purpose;
 - 1.2.2 Australia Post accepts that application; and
 - 1.2.3 the customer pays the fee, charge, premium, rate or price charged by Australia Post for the special service.

2 Interpretation

- 2.1 Except as where expressly defined, all words and phrases used in this agreement shall have the same meaning if any, given to them in the *Australian Postal Corporation Act 1989* and in the *Australia Post Terms and Conditions* provided, however, that where there is any inconsistency, the meaning shall be as defined in this agreement to the extent of that inconsistency.
- 2.2 In these terms and conditions unless the contrary intention appears:
 - 2.2.1 where a word or phrase is given a particular meaning, other parts of speech and grammatical forms of that word or phrase have a corresponding meaning;
 - 2.2.2 words importing a gender include any other gender; and
 - 2.2.3 words in the singular number include the plural and words in the plural number include the singular.
- 2.3 “**agreement**” means an agreement between Australia Post and a customer pursuant to clause 1.2.
- 2.4 “**Customer**” means a person who from time to time is approved by Australia Post as a customer of the service and any permitted transferee in respect thereof;
- 2.5 “**Insolvency Event**” means for any corporation, the liquidation, administration, official management, compromise, arrangement, amalgamation, reconstruction, winding up or dissolution or analogous occurrence of that corporation, and for a natural person means an assignment for the benefit of creditors, an arrangement or composition with creditors, bankruptcy, incapacity to deal with one’s affairs, gaoling, death or analogous occurrence;
- 2.6 “**Letters**” means small plus and small letters as defined in the *Impact Mail Service Guide* 8839152;
- 2.7 “**Mailing Conditions**” means the conditions set out in the *Impact Mail Service Guide* 8839152 or equivalent publication published by Australia Post from time to time;
- 2.8 “**Service**” means the Impact Mail Letter Service which is a special service available to customers who lodge 300 or more letters in accordance with the Mailing Conditions and providing the customer with reduced postage rates.

¹ The Australia Post Terms and Conditions are available for perusal at Australia Post retail outlets and on Australia Post’s website at auspost.com.au

3 Rates and Charges

- 3.1 The customer shall pay to Australia Post the postal charges for the provision of the service as determined by Australia Post.
- 3.2 The charges referred to in clause 3.1 shall be payable in cash at the time of lodgment of the letters or, where the customer has entered into an agreement with Australia Post for a charge account, charged to that charge account.
- 3.3 Notwithstanding any termination of this agreement, a person shall remain liable to pay to Australia Post any charges, fees or postage due for articles carried pursuant to these terms and conditions.

4 Customers Warranty

- 4.1 The customer warrants and agrees that:
 - 4.1.1 it has obtained the approval of Australia Post to use the service at the approved lodgment point/s; and
 - 4.1.2 all letters comply with the requirements set out in the Mailing Conditions current as at the date of lodgment of such letters.
- 4.2 The customer shall indemnify Australia Post against any loss or damage arising from a breach of any of the warranties in clause 4.1.

5 Discretionary Carriage and Lodgment

- 5.1 Australia Post may, in its sole and absolute discretion:
 - 5.1.1 refuse to carry; or
 - 5.1.2 charge the customer postage at ordinary post rates in respect of letters lodged contrary to clause 4.1.
- 5.2 Australia Post may, in its sole and absolute discretion, direct a customer to lodge letters at any Australia Post lodgment facility.

6 No Other Service

- 6.1 The service cannot be used in conjunction with any other Australia Post services except as described in the *Impact Mail Service Guide* 8839152 or as otherwise provided under a separate written agreement between a customer and Australia Post.

7 Assignment

- 7.1 This agreement shall not be transferred without the prior written consent of Australia Post. Any purported transfer without such consent shall be void and of no effect.
- 7.2 Where the customer, being a partnership, is reconstituted by the retirement or addition of partners, the reconstituted partnership is deemed to be the customer.

8 Limitation of Liability Release and Indemnity

- 8.1 Subject to clause 8.2 and the *Australia Post Terms and Conditions*, Australia Post shall not be liable to any person (whether in contract, tort or otherwise) for any loss or damage suffered, or that may be suffered, as a result of any act or omission, whether negligent or otherwise, by or on behalf of Australia Post in relation to the provision of the service, or any other matter or thing relating to this agreement.

- 8.2 To the extent permissible by law, Australia Post expressly disclaims all conditions and warranties, express or implied, in respect of the service and the carriage of letters pursuant to this agreement. Where the law precludes such exclusion and implies certain conditions and warranties into this agreement, the liability of Australia Post for breach of such condition or warranty shall be limited, at the option of Australia Post, to any one or more of the following:
- 8.2.1 supplying the service again; or
 - 8.2.2 payment of the cost of having the service supplied again.
- 8.3 The customer shall liaise and indemnify Australia Post against any loss or damage whatsoever which Australia Post may suffer as a result of any action, proceeding, claim, demand or prosecution arising from the provision of the service, or any other matter or thing arising as a result of this agreement, including loss or damage arising from the negligent acts or omissions of Australia Post, pursuant to this agreement.

9 Force Majeure

- 9.1 Australia Post shall not be in default under the terms of this agreement nor liable for failure to observe or perform in accordance with any provision of this agreement for any reason or cause which could not with reasonable diligence be controlled or prevented by it, including without limitation, war, insurrection, riot, civil commotion, strikes, lock-outs, labour or industrial disputes, acts of God, acts of Governments or flood, storm, tempest, power shortages or power failure, inability to obtain sufficient labour, raw materials, fuel or utilities. During the period of an incident or incidents of "Force Majeure" this agreement shall be suspended and delivery will recommence after the incident or incidents of "Force Majeure" end.

10 Merger

- 10.1 All the rights, immunities and limitations of liability in this Agreement shall continue to have their full force and effect in all circumstances notwithstanding any breach of contract or of any conditions hereof by Australia Post.

11 Termination

- 11.1 Australia Post may, in its sole and absolute discretion, terminate this agreement and/or any approval granted to a customer to use the service, effective immediately, on written notice to the customer where:
- 11.1.1 the customer breaches or otherwise acts in a manner contrary to the Act, Regulations, Australia Post Terms and Conditions, Mailing Conditions or other written instructions published by Australia Post;
 - 11.1.2 the customer fails, refuses, neglects or otherwise omits to properly discharge and perform any of its obligations under this agreement;
 - 11.1.3 the customer fails, refuses, neglects or otherwise omits to remedy any breach of this agreement as and when required to do so by Australia Post; or
 - 11.1.4 an insolvency event occurs in relation to the customer.
- 11.2 Australia Post may, without cause, in its sole and absolute discretion, terminate this agreement and/or any approval granted to a customer to use the service on fourteen days written notice to the customer.

12 Variation

- 12.1 These terms and conditions may be varied or added to from time to time by Australia Post by notice in writing to the customer.

13 Notice

- 13.1 Any notice required to be served by or under these terms and conditions shall be sufficiently given to the customer if left at or sent by post addressed to the customer at its last known or usual place of address and to Australia Post if sent by post to the appropriate State Administration at its current address.

14 Conditions of Carriage

- 14.1 This agreement shall not constitute or imply any agreement between Australia Post and the customer (or any undertaking or obligation whatsoever on the part of Australia Post) with respect of the carriage of any postal article. The Australian Postal Corporation Act 1989, the Regulations and the Australia Post Terms and Conditions and other written instructions published by Australia Post from time to time shall apply to the carriage of articles issued pursuant to the service except to the extent that they are inconsistent with this agreement.

15 Law

- 15.1 This agreement is governed by, and shall be construed in accordance with the laws in force in the State of Victoria and the courts and registries of courts in that State shall have jurisdiction in the event of a dispute.

16 Whole agreement

- 16.1 Subject to clause 1.1 this agreement contains the whole of the agreement between the parties in relation to the special service and any representation or warranty made by either party prior to entering into this Agreement shall have no force or effect unless otherwise stated herein.

This guide presents the Impact Mail service and explains its conditions of use. It is intended for the guidance of customers in preparing and lodging articles within Australia for carriage by Australia Post.

Although correct at the date of publication, postal charges and other conditions are subject to revision from time to time and services may be modified, added to or withdrawn. Up to date information may be obtained from any Australia Post retail outlet.

Approved by Group Manager Letters.