



Mail type reference guide

Assessing articles for Promo Post and Charity Mail



Australia Post

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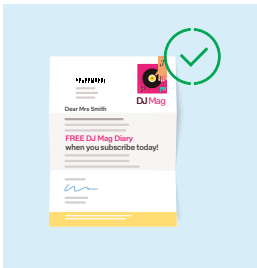
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Why classify mail?

If you are sending large quantities of promotional mail, you may qualify for lower prices by using either the Promo Post or Charity Mail services. For both services, articles are prepared as PreSort Letters but attract a lower rate if the mail qualifies as “promotional”.

This guide is to help assess the “communication purpose” of mail, as either promotional or transactional. If the mail is deemed transactional, you may send your articles using the PreSort Letters service, providing you meet the requirements of the service.



Promo Post is available for individual lodgements of 4,000 or more barcoded PreSort Letters that are promotional in nature.

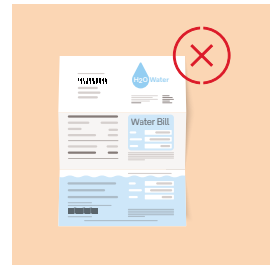
Charity Mail allows approved charities to send PreSort Letters at a lower price for fundraising or promotional purposes.

Classifying the “communication purpose” of mail as promotional or transactional can be open to interpretation and ambiguity. This guide includes a Classification Table that lists the various “mail types” and identifies whether their “communication purpose” is promotional or transactional.

Some “mail types” may not be listed in the guide or you may be unsure of the “communication purpose” of an article. In such cases you can email an image of your article to bulkmailproducts@auspost.com.au

This guide may be updated from time to time to reflect any new additional “mail types”.

Further information is at auspost.com.au/bulkmail, or in the *PreSort Letters service guide* (8833700).



The “communication purpose”

The “communication purpose” refers to the primary reason for the mailing or correspondence.

For business mail there are two broad “communication purpose” classifications: **Promotional** or **Transactional**. Only promotional mail can qualify for Promo Post or, if the sender is a recognised charity, they may qualify for Charity Mail. Typically transactional mail is sent using PreSort Letters. The mail also needs to meet the other requirements of the service. Refer to the *PreSort Letters service guide* for further information.



Promotional mail

Where the main purpose of a mailing is to promote the business, organisation or institution's goods, services or cause, the mailing is promotional.

- Brochure
- Flyer
- Pamphlet
- Loyalty correspondence
- Direct mail
- Competition
- Fund raising
- Entry form
- Promotional newsletter
- Coupon
- Voucher
- Offer
- Catalogue.



Transactional mail

Where the main purpose of a mailing is to ‘facilitate transactions’ of a business, organisation or institution with its customers, suppliers, employees or supporters, the mailing is transactional.

- Invoices
- Statements
- Receipts
- Bills
- Overdue notices
- Contracts
- Employee payments
- Group certificates
- Account keeping card
- Change notification.

Transactional articles that also contain a promotional message (sometimes referred as trans promotional) are classified as transactional. They do not qualify for Promo Post or Charity Mail.

Information and examples of promotional and transactional mailings can be found on the following pages. “Descriptions” and classifications of “communication purpose” are provided in the Mail classification table at page 12.

Promotional mail

Promotional mail advertises goods or services, including the promotion of organisations, causes and/or customer relationships.

To decide if a mailing is promotional, ask whether the main purpose is to stimulate activity of the business or organisation through:

- Promoting the sale or use of products or services

- Promoting the organisation's cause

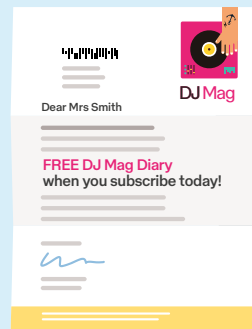
- Making an offer, invitation or promotional claim about the organisation's products, services or "cause"

If the answer is "yes" then the "communication purpose" is **promotional**.



Examples:

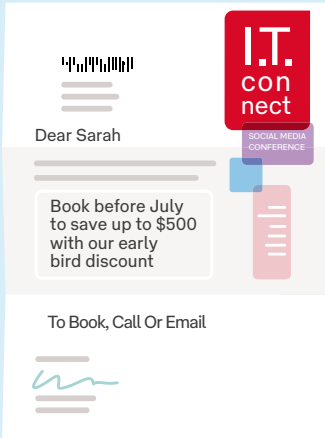
- Advertising letters and brochures
- Subscription offers
- Special offers
- Charity donation solicitations*
- Competitions
- Catalogues i.e. to encourage purchase of goods
- Loyalty program information i.e. offers to a loyalty program members
- Invitation to a promotional event (excludes appointment reminders).



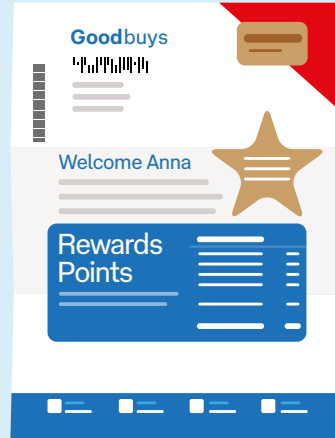
* Charity donation solicitations may also qualify to be sent using the Charity Mail service. Charity Mail provides lower prices for mailings of barcoded PreSort Letters from income tax exempt organisations. A minimum of 300 barcoded articles per lodgement applies. For more information go to auspost.com.au/charitymail

Promotional mail examples

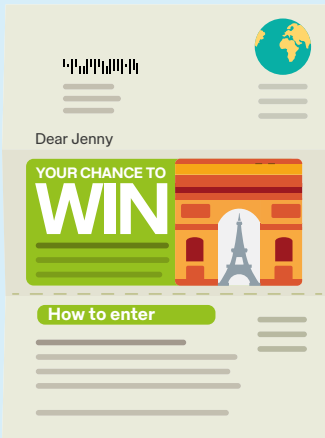
Invitation to a conference



Loyalty correspondence



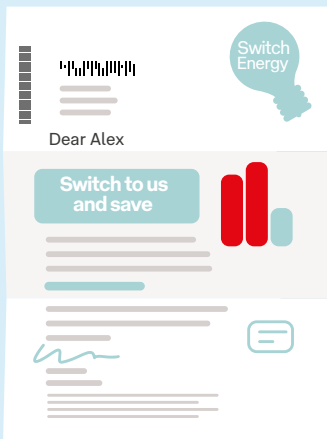
Competition entry



Offer to a former customer

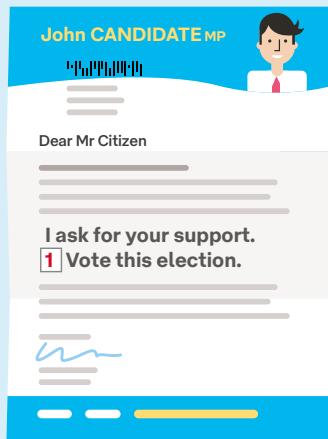


Offer from a utility company



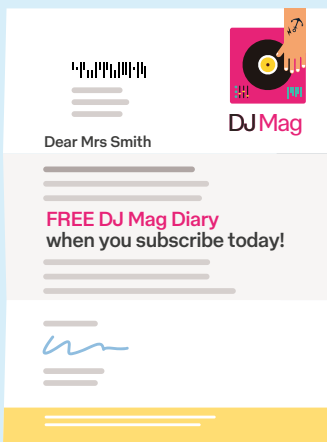
A utility company offer card. At the top left is a barcode and a vertical bar chart. To the right is a lightbulb icon with the text "Switch Energy". Below the barcode is the name "Dear Alex". The main body features a teal button with the text "Switch to us and save" next to a bar chart with three red bars and one teal bar. Below this is a signature and a speech bubble icon.

Election / political advertising



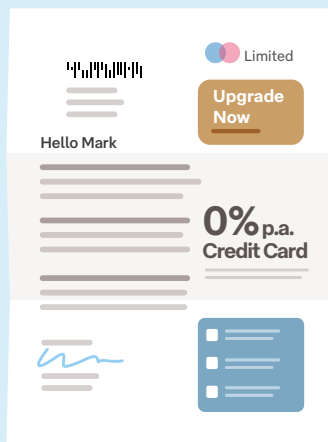
An election / political advertising card. At the top is a blue header with the name "John CANDIDATE MP" and a cartoon illustration of a man in a suit. Below the header is a barcode and the name "Dear Mr Citizen". The main body contains the text "I ask for your support. 1 Vote this election." followed by a signature and a blue bar at the bottom with three white segments.

Magazine subscription offer



A magazine subscription offer card. At the top left is a barcode and the name "Dear Mrs Smith". To the right is a DJ Mag logo featuring a vinyl record and the text "DJ Mag". The main body features the text "FREE DJ Mag Diary when you subscribe today!" followed by a signature and a yellow bar at the bottom.

Offer to upgrade credit limit



An offer to upgrade credit limit card. At the top left is a barcode and the name "Hello Mark". To the right is a "Limited" logo with two overlapping circles and a brown button with the text "Upgrade Now". The main body features the text "0% p.a. Credit Card" followed by a signature and a blue box with three white segments.



Transactional mail

Transactional mail primarily relates to facilitating a transaction or contractual/legal agreement between the sending organisation and the receiver.

To decide if a mailing is transactional, ask whether the main purpose is:

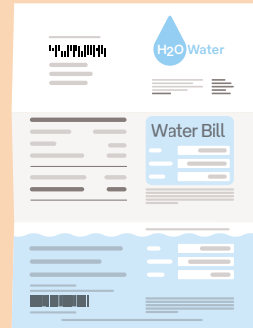
- To convey financial information (e.g. invoices, statement or receipts)
- Necessary for compliance standards
- Information or updates about the current “operating relationship” between the sender and the receiver

If the answer is “yes” then the “communication purpose” is **transactional**.



Examples:

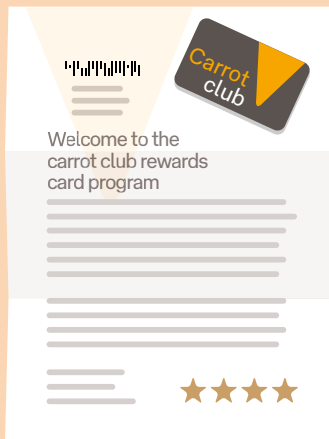
- Bills/invoices/accounts i.e. anything seeking payment
- Statements i.e. anything that provides an update of money available or owed
- Payments and payment advices/receipts i.e. anything that is making a payment
- Periodical financial/business reports i.e. annual reports or business updates sent to shareholders.



Transactional articles that also contain a promotional message (sometimes referred to as trans promotional) are classified as transactional. They do not qualify for Promo Post or Charity Mail.

Transactional mail examples

Loyalty card



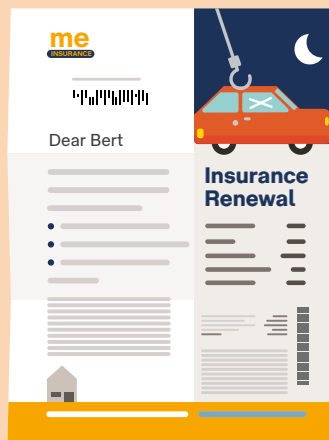
Electoral roll information



Notice of an annual meeting



Insurance renewal



A bill from a service provider



Product recall



A financial statement



A tax invoice/receipt



Mail classification table

This table lists the various types of mail and whether they are considered to be promotional or transactional.

Mail type	Description	Communication purpose
A		
Account card	The physical card and/or PIN details for customer account access, eg ATM, credit/debit, store, health care or loyalty cards, etc.	Transactional
Acknowledgement	Confirm an order or request and/or that a transaction has progressed.	Transactional
Advertising letter	A letter that advertises a business or organisation's goods, services or periodic promotions.	Promotional
Annual report	Provide financial status of a company or association normally as part of compliance standards, eg Annual, half year and quarterly reports.	Transactional
Application form (1)	When included as part of a promotion inviting the addressee to respond or join.	Promotional
Application form (2)	When dispatched to addressee upon their request or after their enquiry.	Transactional
B		
Bill	See "Invoice."	
Brochure	Information about the goods or services of a business or organisation.	Promotional
C		
Card	See either "Membership card" or "Account card."	
Catalogue	Information about the goods or services of a business or organisation.	Promotional
Certificate	See "Gift certificate" or "Results certificate."	
Change notification	Inform a customer or member about changes to their account, policy, contract or service agreement, eg price changes, changes to terms and conditions.	Transactional
Change of address advice	Inform a customer or member about a business' or organisation's change of premises, eg "We have moved."	Transactional
Charity	See "Fundraising."	

Mail type	Description	Communication purpose
Cheque	A cheque sent as payment, eg supplier payment, dividend or employee pay cheques.	Transactional
Communication preference request	Asking customer to confirm contact details or nominate preferred contact method, eg email, mail, or SMS.	Transactional
Competition	Offered by a business or organisation as a promotion, eg “Enter to win a holiday”. (See also “Entry form”).	Promotional
Confirmation	Notice to confirm previously arranged bookings, meetings, or appointments.	Transactional
Consent form	Consent for privacy, marketing or other legislative requirements.	Transactional
Contracts	See “Legal documents.”	
Coupon	Offered by a business or organisation as a promotion, eg Free offer, discount or two-for-one. (See also “Gift certificate”, “Voucher”).	Promotional
Course information (1) (education)	Promote an educational organisation with prospectus, course information and fees.	Promotional
Course information (2) (education)	Responding to a direct request by the receiver for a prospectus, course information and fees from an educational organisation.	Transactional
Credit card	See “Account card.”	
Credit increase approval request	A legislated requirement for financial institutions to request approval from their customers to send future credit increase offers.	Transactional
Credit increase offer	Letter of offer to apply or accept a credit limit increase on an existing account. (See also “Offer”).	Promotional
Cross-sell offer	An offer to existing customers of a different product or service to what they currently have. (See also “Offer”).	Promotional
D		
Dividend payment	The distribution of money arising from the ownership of a company or company shares.	Transactional
Donation (request)	See “Fundraising.”	

Mail type	Description	Communication purpose
E		
Election / political advertising	Newsletters, questionnaires, announcements and information mailed by, and intended to promote the activity, views and opinions of (can include how / where to vote): <ul style="list-style-type: none"> • Federal (MPs), State (MPs) or Local (Councillors) • Candidates seeking election to government, local government or registered organisations • Registered political parties. 	Promotional
Election / voting information	Information provided by the governing body, association or board with details about where and how to vote for an upcoming election, eg ballot papers.	Transactional
Electoral roll information	Forms and information intended to update and maintain electoral rolls.	Transactional
Employee payment	Payment or notification of payment (payslip) for an employee from their employer.	Transactional
Entry form	Part of a competition, promotion or event.	Promotional
F		
Flyer	May promote a business or an organization or its goods or services. (See also “Brochure” or “Pamphlet”).	Promotional
Fundraising	Encourage a recipient to make a purchase, donation, join or contribute to a cause, eg A not-for-profit organisation, club, or community or social service.	Promotional
G		
Gift certificate (1)	Offered by a business or organisation as a promotion, eg Free offer, discount or two-for-one. (See also “Coupon”, “Voucher”).	Promotional
Gift certificate (2)	Sent as fulfilment of a purchase or exchange transaction by a business or organisation.	Transactional
Government correspondence (1)	<p>General information / updates / newsletters from government or local government about activities, survey results, events or services which they aren’t required to send as part of the normal provision of services, eg a general community engagement piece informing what the council has achieved in the last six months.</p> <p>Promotion of government or local government services which are of a commercial nature and which they’re not mandated to provide to serve the community, and which may compete with businesses in the private sector, eg promotion of council child care facilities, sporting and fitness facilities, government funded festivals, etc.</p>	Promotional

Mail type	Description	Communication purpose
Government correspondence (2)	Any necessary or required communication from Federal, State or local government relating to services they are typically expected to provide to serve the community. It may constitute things such as service calendars, forms, surveys, payment requests, receipts, permits, licences, proposals, road/venue/park/service change or disruption notifications, local law or rule changes, planning scheme or policy proposal, amendment to any Act.	Transactional
Greeting cards	Cards sent to customers or members, current or otherwise, to mark a particular occasion, eg Religious holiday cards, birthday cards.	Promotional
Group certificate	Annual employee payment and taxation information from a business organisation.	Transactional
I		
Insurance policy	See “Policy document.”	
Investment offer	Information relating to a business investment opportunity such as an offer to buy shares for an Initial Public Offer (IPO) or a capital raising or real estate investments share float or other investment.	Promotional
Invitation (1)	Invitation to existing or potential customers or members to purchase, inspect, attend or participate in an event, eg “You’re invited to our new store..”	Promotional
Invitation (2)	Invitation to an event that is part of compliance standards, eg annual meeting. (See also “Meeting notice” or “Notice”).	Transactional
Invoice	Convey details of a transaction normally requesting payment.	Transactional
IPO (Initial Public Offer)	See “Investment offer.”	
L		
Legal documents	Business, property or personal legal transactions or agreements.	Transactional
Local government correspondence	See “Government correspondence.”	
Loyalty card	See “Membership card.”	
Loyalty card offer	Invitation to apply for a loyalty card.	Promotional
Loyalty correspondence	Correspondence or statements to customers, clients or members detailing their program status which may include privileges, product/service lists, shopping habits, new partners, accumulated points, points’ redemption, including updates to maintain membership/tier/status/complimentary membership. Note: Article does not contain a physical membership card.	Promotional

Mail type	Description	Communication purpose
Loyalty gift certificate	Gift certificate sent within a loyalty scheme. (See also "Gift certificate").	Promotional
M		
Medical results	Results associated with medical or health related tests.	Transactional
Meeting notice	Convey compulsory notice of meetings to shareholders, members or a group, eg "Annual General Meeting to be held at..."	Transactional
Member program update	Communication to existing customers to inform them of additional benefits, or an upgrade, included as part of membership where there is no change to the financial arrangements between member and organisation, eg "Introducing our new wellbeing program for members."	Promotional
Membership card / fulfilment	Delivery of card and/or membership details, welcoming, renewing, replacing or upgrading a customer or member and conveying information about the membership/program and how to activate and use their membership, eg Frequent flyer, loyalty/rewards or club membership cards.	Transactional
Membership offer	Mailing designed to gain new members by encouraging the recipient (or their family and friends) to become a member of a club/program or reactivate lapsed membership.	Promotional
Membership renewal	See "Renewal."	
Money order	See "Payment."	
N		
Newsletter (1)	Information bulletin directed to customers, subscribers, employees, agents, dealers, distributors or members that promotes an organisation and/or its activities without mandated legal or regulatory information.	Promotional
Newsletter (2)	Information bulletin directed to employees, agents, dealers or distributors or members of an organisation that contains mandated legal or regulatory information.	Transactional
Notice	Convey mandatory or important information to shareholders, members, customers or a group, eg notice of AGM.	Transactional
O		
Offer	Letter to customers, members or prospects that encourages the addressee to sign up, purchase, inspect, attend, upgrade or participate. (See also "Cross-sell offer").	Promotional
Order form	When dispatched to addressee upon their request.	Transactional
Overdue notice	Notice to inform customers or members of payment not received.	Transactional

Mail type	Description	Communication purpose
P		
Pamphlet	Contains information about the goods or services of a business, organisation or institution. (See also “Brochure” or “Flyer”).	Promotional
Payment	See “Cheque”, “Employee payment” or “Dividend payment”.	
Payment advice	Documentation that supports a payment that has occurred. (See also “Receipt”).	Transactional
Petition	Request to complete a petition in support of, or against, a particular cause.	Promotional
Policy document	Policy related documentation distributed to members or customers including renewals, changes to policy and terms and conditions.	Transactional
Pre-renewal notice	Communication outlining benefits of current membership often sent to customer prior to renewal notice.	Promotional
Price changes	Notices to customers or members about price changes to agreements, contracts products or policies.	Transactional
Price list	Contains descriptions and prices for the products or services of a business or organisation.	Transactional
Product recall	Notice to advise a product is being recalled.	Transactional
Prospectus (1)	Offer of investment information relating to shares or investment plans when conveyed as part of a promotion.	Promotional
Prospectus (2)	Sent in response to a request for information relating to shares or investment plans.	Transactional
Q		
Questionnaire	See “Survey.”	
R		
Rate change	Notice to customers or members about changes to interest rates, existing agreements, contracts or policies.	Transactional
Receipt	Confirmation of payment for goods, services or a customer account.	Transactional
Registration form (1)	When included with a promotional mail item inviting the addressee to respond or join.	Promotional
Registration form (2)	When dispatched to addressee upon their request.	Transactional
Remediation notification (1)	A notice that remediates previously sent promotional information, regardless of the communication channel used.	Promotional
Remediation notification (2)	A notice that remediates previously sent transactional information, regardless of the communication channel used, and irrespective whether it also contains an offer.	Transactional

Mail type	Description	Communication purpose
Reminder (1)	Notice reminding customers to make an appointment. (See also “Invitation (1)”).	Promotional
Reminder (2)	Notice to remind people of an upcoming, scheduled or committed service, appointment or event. (See also “Confirmation”).	Transactional
Reminder Notice	Notice of action outstanding, a failure to meet, pay or appear. (See also “Overdue notice”).	Transactional
Renewal existing	Notice calling for the renewal of an existing contract or membership.	Transactional
Renewal lapsed	Notice calling for the renewal of a lapsed contract or membership.	Promotional
Results / results certificate	Notice to students relating to exam results and course grading.	Transactional
S		
Sample	Example of product or service, gift or novelty, to promote a product, service or business.	Promotional
Share certificate / issue	Documentation arising from the sale or purchase of company shares.	Transactional
Statement	Convey financial transactions and status of a customer account.	Transactional
Store card	See “Membership card.”	
Subscription offer	Encourage the recipient to become a subscriber to a publication.	Promotional
Subscription renewal	Notice calling for the renewal of an existing subscription.	Promotional
Survey	Request or invitation to participate in research and/or questionnaire.	Promotional
T		
Tax invoice	See “Invoice.”	
Taxation form	Including BAS, personal income tax, and group certificates.	Transactional
Thank you notice	Conveying gratitude to customers or members.	Promotional
Trial offer	Offer to participate in a trial. (See also “Offer”).	Promotional
U		
Update customers details	Request customer or member to update contact details.	Transactional

Mail type	Description	Communication purpose
V		
Voting information	See “Election information.”	
Voucher	Offered by a business or organisation as a promotion. (See also “Coupon”, “Gift certificate”).	Promotional
W		
Welcome letter/pack	Letter of welcome including information on company / program / product or service. Pack may include supply of a card, PINs, codes, URLs or access / how to information product and services guides or T&Cs. (See also “Membership card / fulfilment”).	Transactional

For more information

Please contact your Account Manager
or email us.

 business@auspost.com.au

 auspost.com.au/bulkmail