



Campaign Targeter

How to map and book an Unaddressed Mail campaign for federal or state electorates and local government areas.

A guide for Federal or State Election Candidates and Local Government.

Campaign Targeter is an online mapping tool that can help you plan and map Unaddressed Mail campaigns during an election, or communicate with residents about issues impacting their local area.

Once you've mapped your campaign and downloaded the booking files, you then email them to the Unaddressed Mail team to book your campaign.

This document outlines the steps required to register for Campaign Targeter, map an electorate or local government area and book an Unaddressed Mail campaign.

Campaign Targeter and Unaddressed Mail support mapping and delivery to lower house seats for federal and state electorates as well as council/local government areas.*

There are other options within Campaign Targeter such as mapping to suburbs or drawing your own boundary.

For more information go to www.campaigntargeter.com.au

* Whilst boundary sets for upper house seats and local government wards are not provided, they may be drawn or uploaded. This will then enable you to select mail rounds that best fit the area to book your Unaddressed Mail campaign. To find out more about this please contact ctsupport@auspost.com.au

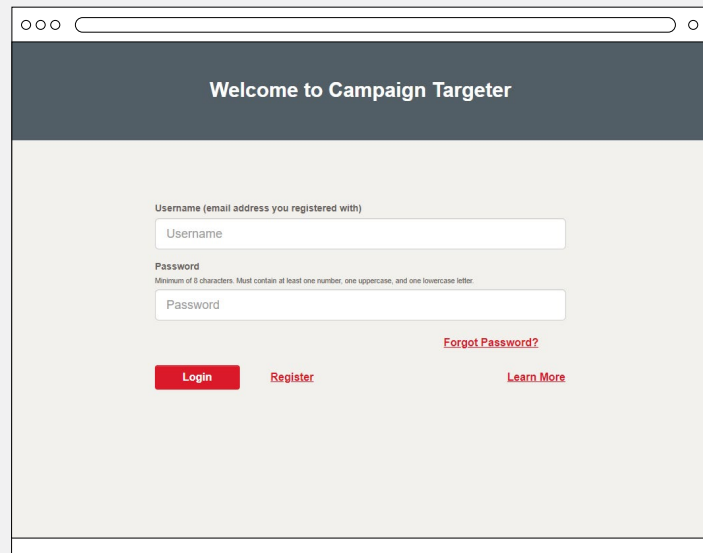
Log in or register

Instructions on how to register.

If you're registering for the first time, you will be sent a confirmation email that will request details of the organisation or agency that you will represent when using Campaign Targeter.

The business name and ABN are mandatory fields. If you (or the person you are representing) is a political candidate that doesn't have one, you can send the following details to ctsupport@auspost.com.au and we will set up your registration:

- Candidate's name
- Address
- Contact phone number
- User name (this will be yours if you are creating the campaigns)
- Email address
- Contact phone.

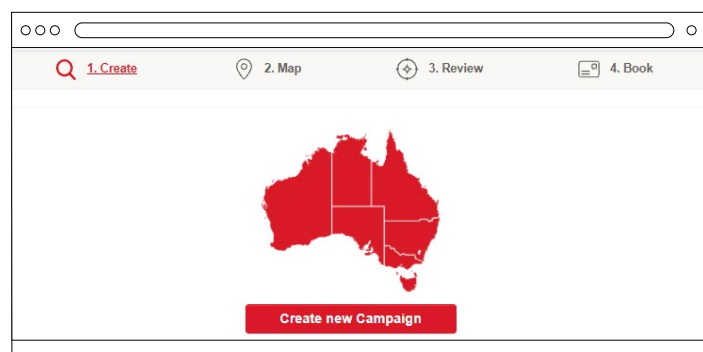


The screenshot shows a web browser window with the title "Welcome to Campaign Targeter". Below the title is a login/register form. It includes a "Username (email address you registered with)" field with the placeholder "Username", a "Password" field with the placeholder "Password" and a note "Minimum of 8 characters. Must contain at least one number, one uppercase, and one lowercase letter". There is a "Forgot Password?" link. At the bottom, there are three buttons: "Login", "Register", and "Learn More".

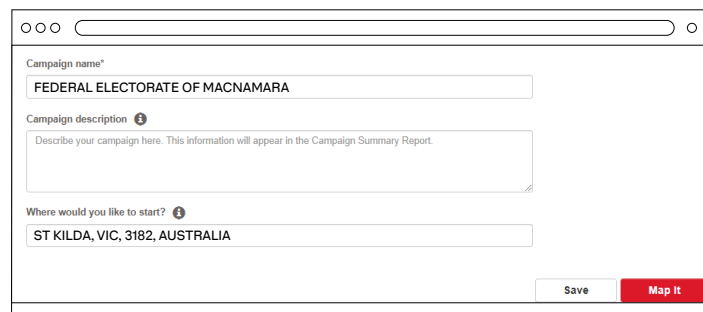
Creating a new campaign

Once you've logged in, select 'Campaigns' and then 'Create New Campaign'.

- Give your campaign a name.
- The Campaign Description is optional.
- Then enter and select a suburb or postcode that is within the target area of your campaign.
- In this example we are mapping the federal electorate of Macnamara, so we have entered St Kilda and selected, St Kilda, VIC, 3182 from the drop down.
- A dropped pin will mark this location on the map that appears in the next screen.
- Click 'Map it'.



The screenshot shows a web browser window with a navigation bar containing four items: "1. Create", "2. Map", "3. Review", and "4. Book". The main content area features a red map of Australia with a red pin on the eastern coast. Below the map is a red button labeled "Create new Campaign".



The screenshot shows a web browser window with a form for creating a new campaign. It includes a "Campaign name*" field with the value "FEDERAL ELECTORATE OF MACNAMARA", a "Campaign description" field with a placeholder "Describe your campaign here. This information will appear in the Campaign Summary Report", and a "Where would you like to start?" field with the value "ST KILDA, VIC, 3182, AUSTRALIA". At the bottom right, there are "Save" and "Map It" buttons.

Creating a new campaign *continued* ...

1

Under 'Catchments' choose:

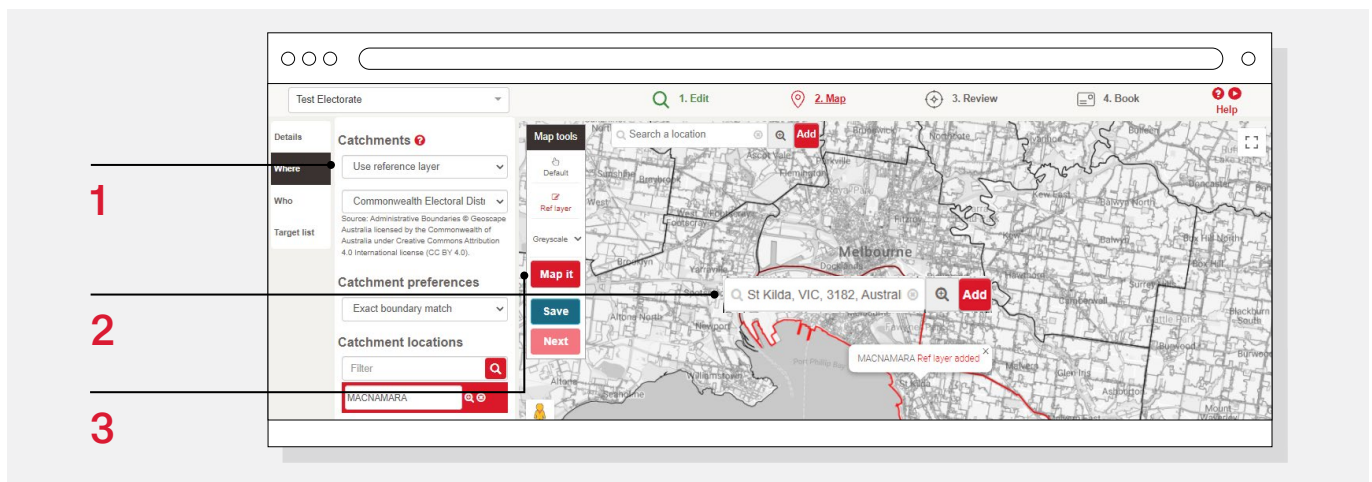
- 'Use reference layer' for the catchment method.
- Then in the 'Select reference layer' field, choose the appropriate boundary set:
 - Local government areas
 - State electoral divisions
 - Federal electoral divisions.

2

- At the top of the map you will see a text box with the start location you entered on the previous page and beside it the symbol **Add**.
- Click **Add**. The border for the electorate your starting location is within will then be highlighted in red and you will see the electorate name for your campaign appear under 'Catchment Locations' in the side menu.

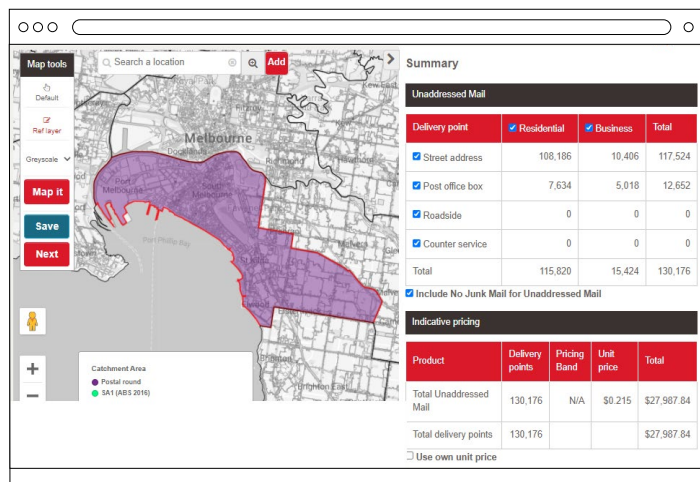
3

Select 'Map it'.



4

- Purple shading will appear which indicates where your campaign will be delivered.
- The summary table shows the type and number of delivery points.
- Delivery to 'No Junk Mail' addresses is also indicated and is only available for articles that are deemed to be Community Notices.¹
- Pricing is set to a default and can be changed by ticking 'Use own unit price' and entering the value.
- Any delivery point types that are not required can be deselected by unticking the boxes. e.g. if you do not want Business delivery points or Counter Service – untick these boxes.
- Once you are happy with your campaign select 'Save'.
 - Then select 'Next'.



Proceed to next step

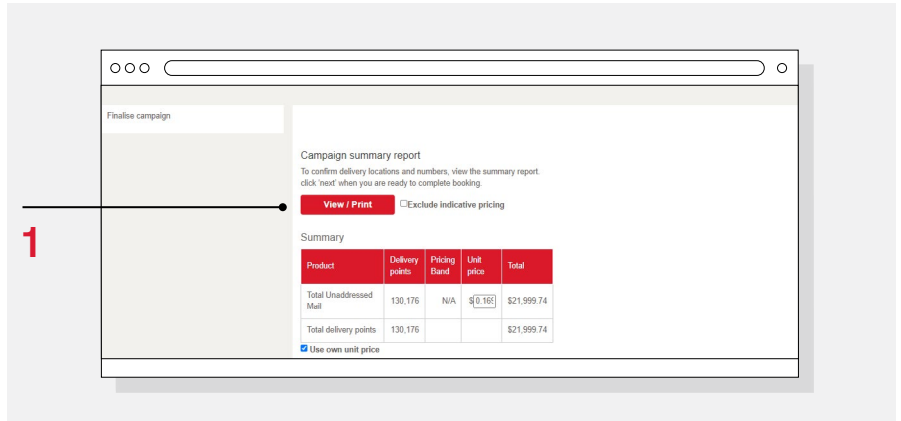
¹ For community notices only. 'Community notices' means articles lodged by, or under the authority of, local, state or federal governments or their agencies, political organisations, religious or educational institutions, or charitable bodies [including benevolent and welfare societies].

Finalising your campaign

1

You are now at the stage of reviewing and finalising your campaign.

- Under 'Campaign summary report' select 'View/Print'.

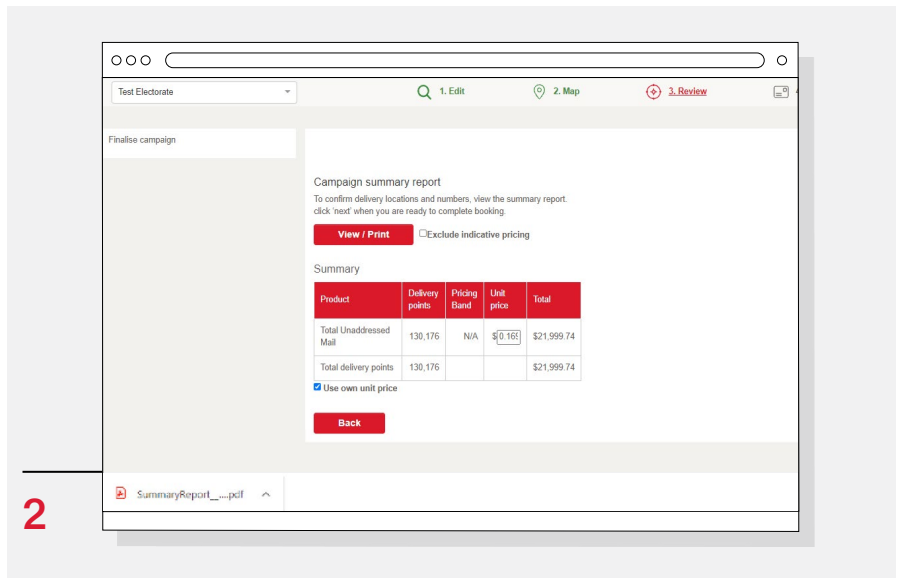


2

A summary report will appear on the bottom left of the screen as a downloaded PDF.

- Once you have viewed this and you are happy with your campaign details select 'Next'.

The PDF is the campaign summary and mapped area.



Campaign Targeter

Campaign Summary

Thank you for choosing Australia Post's Campaign Targeter to plan your promotional mail campaign.

Campaign name: Test Electorate
 Customer name: Voters Party
 Report generated date: 5/10/2021
 Report generated by: Meryce Dalton

Campaign totals			
Delivery points#	Pricing Band	Indicative price* (SAUD Inc. GST)	
Total Unaddressed Mail	130,176	N/A	\$21,999.74
Totals	130,176		\$21,999.74

Address type selections

Unaddressed Mail				
Residential		Business		Total
Street	Post boxes	Road side	Counter service	
108,186	7,634	0	0	130,176
MACNAMARA				
Street	Post boxes	Road side	Counter service	
108,186	7,634	0	0	130,176

*The price ranges shown are indicative only. For Acquisition Mail, prices are based on Barcode direct tray same state. Small up to 125g. For Unaddressed Mail, prices are based on Standard service, intrastate, Small up to 50g. Pricing will be confirmed as part of the booking and lodgement process, based upon the size and weight of the article, and final number of articles lodged.
 #Delivery point data is refreshed every 2 weeks, please generate a new campaign immediately before booking for the most up to date delivery point counts.

Campaign notes

Campaign approved by: _____ Campaign approval date: _____

Campaign Targeter

Catchment summary: MACNAMARA

Campaign name: Test Electorate
 Customer name: Voters Party

Catchment totals			
Delivery points#	Pricing Band	Indicative price* (SAUD Inc. GST)	
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Unaddressed Mail				
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Booking your campaign

1


Follow steps 1-3 under Unaddressed Mail:

 Click this symbol to download the Unaddressed Mail Locations file and it will appear on the bottom left of screen.

2

 Download, then complete and save the 'Unaddressed Mail Campaign Targeter Booking Request' form.

3

Select either a Standard or Premium Booking and then click on .

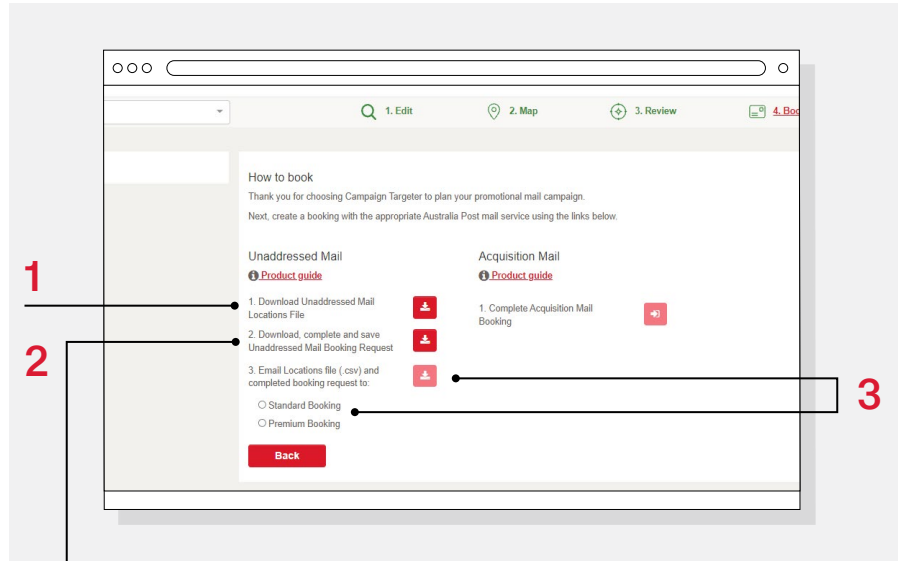
• An email window should open.


- If an email window does not open go to your email application and compose an email to the address that appeared when you selected Standard or Premium Booking.

• Then follow the instructions below:

- Attach the Booking Request Form and the Unaddressed Mail Locations File to the email.
- You can also attach your Summary Report but this is not essential.
- Then send the email.

- You will receive an auto response email advising your request has been received.
- Within 3 business days you will receive another email confirming your booking.
- This confirmation will include important information about preparing and lodging your Unaddressed Mail articles.



Unaddressed Mail Campaign Targeter booking request 

* General indicates required information

Booking request type*

Standard Unaddressed Mail
 Premium Unaddressed Mail
For Premium bookings, the lodgement must be made one business day prior to the delivery week. Booking requests must be received no later than 10pm (AEST) on the day before the requested delivery week.

Customer details

Organisation that is being promoted
 Company name*

Address*

Contact name* Postcode
 Mobile number

Telephone number* Fax number
 Email*

Mailing agent / printer details (if applicable)
Only required if lodging articles with Australia Post on customer's behalf

Company name

Address

Contact name Postcode
 Mobile number

Telephone number Fax number
 Email

Article details*

Publication name (maximum 20 characters)

Publication type (select one)
 Brochure Card Catalogue Coupon
 Envelope Flyer Magazine Sample
 Other (please specify)

Article details (continued)*

Article dimensions
 Width (shortest dimension) mm x Length (longest dimension) mm
 Thickness per 100 articles mm Weight per 100 articles grams
If article is not printed on paper or card, a sample will be required.

Surplus / shortage instructions*

Australia Post is not able to guarantee the exact number of delivery points in a postcode or locality at any given time. Please select one of the two options below to indicate how you want us to manage any surplus or shortage of articles (select one)
 No per the general terms and conditions of the Unaddressed Mail service.
 Surplus supplied: deliver at the discretion of Australia Post.
 Surplus: dispose of at the discretion of Australia Post.
 Surplus: pursuant to instructions agreed in writing with Australia Post - additional fees apply (exceptional circumstances only).

Political / government area bookings only

Booking is for part of an electorate/government area
 Booking is for an entire electorate/government area ("Exact boundary match" feature). Please enter the electoral boundary type below, and also enter the boundary name in the "Special remarks" section.
 Local government area State electoral division
 Commonwealth electoral division

Special remarks

This is a free text field for any special remarks about your booking that are relevant to your enquiry reference. For example: "Date of number 2024", "Surplus", "Agent catalogue", "Sale Name", "Christmas Promo", (maximum 50 characters)

Booking details*

Preferred office of lodgement (optional - if no lodgement office is nominated then one will be assigned)

For Premium Unaddressed Mail bookings, the lodgement point must be in the same state as your required delivery.

Delivery week (Mon-Fri) (DD/MM/YYYY)
 Between and (Friday)
 (Monday)

Select when Australia Post should commence delivery (select one)
 On the scheduled delivery week, as above
 Earlier if possible
 I have attached my Campaign Targeter booking file name of .csv file

Continued on page 2
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For further information:

- contact your Account Manager
- email ctsupport@auspost.com.au
- or visit auspost.com.au/campaigntargeter

