



First Campaign Week Unaddressed Mail

Information for federal election candidates.

Making a First Campaign Week Unaddressed Mail booking in advance of a federal election date being announced, ensures your articles are delivered as early as possible once the election date is known.

Our standard Unaddressed Mail service requires booking at least two weeks prior to the week of distribution. With the date of a federal election being unknown until it is announced, and campaign timeframes generally short, these booking and delivery conditions are not ideal when you want to get information out to your constituents quickly. So, in the lead up to an election, Australia Post offers First Campaign Week Unaddressed Mail.

These bookings are made with a fictitious future delivery date (16 January 2040 to 20 January 2040) which holds the booking in our system and enables delivery to commence in the first week of the election campaign.

Any election related material, including postal vote applications and how to vote advice can be sent.

Bookings must be made prior to the election date being announced and articles lodged by 1pm local time the business day after the announcement (same state lodgements only).

Delivery occurs within six business days following the lodgement day, however, in some electorates that receive higher volumes of First Campaign Week mail it may take a little longer.

At a glance



Bookings can be made prior to a federal election date being announced.



Articles must be lodged by 1pm local time the business day following the election date announcement (same state lodgements only).



Mail is delivered within six business days after lodgement (excluding the day of lodgement).*



Send any election related material, including postal vote applications and how to vote advice.

* Most deliveries will occur within six business days after the day of lodgement but sometimes it may take a little longer depending on the volume of First Campaign Week Unaddressed Mail to deliver.



Australia Post



In advance: set up an Australia Post account (if required)

Well before an election campaign, ensure you have an Australia Post account to access the political rates for Unaddressed Mail.

Having an account is essential if you are using a mail house, printer or similar agent to prepare and lodge the articles on your behalf. They cannot access the political rates on their account, so must make a booking using your account. The agent will need to be provided access to your account for this purpose.

To set up an account, contact your Australia Post account manager or call 13 11 18.

You can also pay for your lodgement by cash or EFTPOS however our standard rates will apply and you will not be eligible for the political rates.



Step 1 – Plan and book your Unaddressed Mail campaign

It's a good idea to do this as early as possible and it must be done prior to an election date being announced or you will not be able to make a First Campaign Week Unaddressed Mail booking. In this case, you would need to select either our Standard or Premium service.

You can use our online tool, Campaign Targeter to plan and map your campaign geographically.

Or, you can book your campaign for your federal electorate directly with our Unaddressed Mail team. Complete an Unaddressed Mail Political Booking Request and email it to ums@auspost.com.au.

Important:

Note on the form that it is a **FIRST CAMPAIGN WEEK** booking at points:

- 3. Article Details
- 5. Special Remarks
- 7. Selecting "First Campaign Week"

Unaddressed Mail Political booking request Australia Post

* symbol indicates required information

Booking request type* (select one)

Standard Unaddressed Mail - Political booking
 Email completed form to: ums@auspost.com.au

Premium Unaddressed Mail - Political booking
 Email completed form to: premiumums@auspost.com.au
 For Premium bookings, the lodgement must be made one business day prior to the delivery week. Booking requests must be received no later than 5pm Wednesday before the requested delivery week.

1. Customer details

Organization that is being promoted
 Company name*
 John Smith - Voter's Party

Address*
 123 Johnstree Road
 FOREST HILL VIC Postcode 3131

Contact name* Mobile number
 John Smith 0400 XXX XXX

Telephone number* Fax number
 0400 XXX XXX

Email*
 jsmith@votersparty.org.au

2. Mailing agent / printer details (if applicable)

Only required if lodging articles with Australia Post on customer's behalf
 Company name
 Address
 Postcode
 Contact name Mobile number
 Telephone number Fax number
 Email

3. Article details* (continued)*

Article dimensions
 Width (shortest dimension) Length (longest dimension)
 100 mm x 210 mm
 Thickness per 100 articles Weight per 100 articles
 170 mm 380 grams
 If article is not printed on paper or card, a sample will be required.

4. 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)
 As per the general terms and conditions of the Unaddressed Mail service - surplus supplied; dispose of at the discretion of Australia Post
 Surplus pursuant to instructions agreed in writing with Australia Post (additional fees apply) (exceptional circumstances only).

5. Special remarks

This is a free text field for any special remarks about your booking that are relevant to you for your future reference, for example, "Store ID number 1234", "Springfield - August catalogue", "Sale name: Christmas Promo" (maximum 50 characters)
 FIRST CAMPAIGN WEEK

6. Booking

Preferred office of origin*
 Nunawadin

Address types: (select either Regular or Select service options)
 Regular service
 Sheet Roadside PO Boxes Counter
 Regular service is when a minimum of all available Private and/or Business Street and Roadside delivery points in an individual locality or postcode is selected. You can choose to include PO Boxes and/or Counter address types as a Regular service.
 Select service
 Address types: (select either Regular or Select service options)
 Sheet Roadside PO Boxes Counter
 articles in total
 Campaign Targeter Tool postal round file
 decide to: Roadside delivery points from your chosen delivery, ie using the "Deliver no more than" via Custom Booking or using the Campaign Targeter tool. Contact the Unaddressed Mail team if you have a customized booking to be required.

3. Article details*

Publication name (maximum 20 characters)
 FIRST CAMPAIGN WEEK

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

Continued on page 2

ABN 28 864 970 579 UMPOL001 (page 1 of 2) - Issued May 2023

Unaddressed Mail Political booking request Australia Post

* symbol indicates required information

6. Booking details (continued)*

Delivery week (Mon-Fri) (DD/MM/YYYY)
 Between Monday 16/01/2040 to Friday 20/01/2040

Select when Australia Post should commence delivery: (select one)
 In the scheduled delivery week, as above
 Earlier if possible

Delivery capacity

Occasionally, delivery capacity may not be available for your nominated delivery week for some localities or postcodes. We will email you with options to complete your booking. Please respond to our email within two business days.

7. Required localities*

Current delivery points spreadsheets are available from the Unaddressed Mail service team
 Select one: Electorate campaign First Campaign Week
 Note: Please be advised that part of the current delivery points spreadsheet is available from the Unaddressed Mail service team.
 Electorate name: DEAKIN
 I have a Campaign Targeter
 First Campaign Week

8. Payment method*

Select one:
 Cash EFTPOS
 Business Credit Account (please complete details)
 Business Credit Account Number: 000000
 Contract number (if applicable):
 Account name:

9. Declaration*

I have authority to act on behalf of the organization named in section 1 and I acknowledge that I have read, understood and agree to the Unaddressed Mail Service and Premium Unaddressed Mail Service Terms and Conditions available at auspost.com.au/terms
 Name: John Smith Date (DD/MM/YYYY):

Privacy notice

Your personal information is collected only to enable us to provide you with the products/services you wish us to provide. The products/services may not be able to be provided without this information. You may request access to your personal information while it is stored by us and we will assess your request in accordance with the law. We will give you reasons where we deny access. Call 13 11 18 to contact us.

UMPOL001 (page 2 of 2) - Issued May 2023

Entering Delivery Dates:

The **Delivery Dates** field on your booking form should read “16 January 2040 to 20 January 2040”.

This is a fictitious date used to identify First Campaign Week bookings in our systems.

Example of scheduling should an election be announced on Saturday 17 July (NB Fictional calendars)

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	
18						24
25			28	29	30	31

- Election date is announced
- Articles lodged following business day by 1pm
- Delivery period - following six business days* (excluding lodgement day)

Example of scheduling should an election be announced on Tuesday 6 July (NB Fictional calendars)

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5					10
11					16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31


- Election date is announced
- Articles lodged following business day by 1pm
- Delivery period - following six business days* (excluding lodgement day)

* Most deliveries will occur within six business days after the day of lodgement but sometimes it may take a little longer depending on the volume of First Campaign Week Unaddressed Mail to deliver.

Send the booking request

- Email it to: ums@auspost.com.au
- If you have mapped your campaign using Campaign Targeter then include these files too.
- Within three business days you will receive a Booking Confirmation Advice and a Mail Preparation Advice (examples shown below) that will provide details about preparing your mail for lodgement, including how many delivery points which will help you work out your print quantities.
- It is important to check the details of your Booking Confirmation and advise the Unaddressed Mail team of any changes within 24 hours.

Australia Post
Unaddressed Mail
GPO Box 9911
Melbourne VIC 3001
Phone: 1300 223 571



ASBN 28 864 970 579

Unaddressed Mail Booking Confirmation Advice

Issued: 16 Jun 2027

John Smith - Voter's Party
10 Jonestree Road
Forest Hill VIC 3131

IMPORTANT NOTICE:
Please notify the UM Booking Office of any correction before **COB 17 Jun 2027**.

Rates indicated are correct at the date of issue and are valid for the booking as described in this document. If you are not going to lodge a confirmed booking, please ensure it is cancelled. Failure to cancel your bookings will incur a fee (table of charges available on the UM WEBSITE). Published rate card prices will be increased for all Unaddressed Mail services with a lodgement date from 1 July 2024. Details are available at auspost.com.au/pricingupdates.

LODGE DATE: 19 Jul 2027 (Lodgement will not be accepted after this date, before 12 noon, please contact the booking office.)

LODGE OFFICE: DANDENONG LC BULK BC ***
120 NATHAN ROAD DANDENONG SOUTH VIC 3175

BILL-TO CUSTOMER: John Smith - Voter's Party

PAYMENT METHOD: Pay by Charge Account No: 00000000

BOOKING NUMBER: U0000000

MAIL ARTICLE TYPE: Small to 50g

BOUNDARY TYPE: Federal electorate

CHARGE CATEGORY	RATE PER ARTICLE	No OF ARTICLES	AMOUNT PAYABLE
Intrastate Select	0.1940	72,993	\$14,160.64
TOTALS:		72,993	\$14,160.64
		(LODGE SPECIFIED AMOUNT ONLY)	

DELIVERY DATES: 16 Jan 2040 - 20 Jan 2040

DELIVER TO: ** To PRIVATE addressees **
Include 'No Advertising Material' addresses


PUBLICATION: First Campaign Week

SURPLUS & SHORTFALL INSTRUCTIONS: As per general terms and conditions

SPECIAL REMARK: First Campaign Week

Page 1 of 5

Australia Post
Unaddressed Mail
GPO Box 9911
Melbourne VIC 3001
Phone: 1300 223 571



ASBN 28 864 970 579

Unaddressed Mail Preparation Advice

Voter's Party, Booking Number: U0000000

Issued: 16 Jun 2027

A COPY OF THIS DOCUMENT MUST BE PRESENTED WITH YOUR MAIL
FOR ALL ENQUIRIES PHONE THE BOOKING OFFICE

LODGE DATE: Monday 19 Jul 2027

LODGE OFFICE: DANDENONG LC BULK BC ***

BOOKING NUMBER: U0000000

DELIVERY PERIOD: 16 Jan 2040 - 20 Jan 2040

PUBLICATION: First Campaign Week

ARTICLE WEIGHT: 6.5 gm

ARTICLE TYPE: Small to 50g

BUNDLE SIZE: 100 articles (650 gm)

PACKING MODE: Small Tray (in ULD)

TOTAL QUANTITIES: 72,993 articles 741 bundles 98 trays 3 ULDs

Post Code	Delivery Office	Qty	Full Qty Bundles	Qty in Part Bundles	No. Trays	ULD ID	PSI	State	Destination Facility
3153	BAYSWATER BC	3,728	37	39	5	1	28	VIC	DANDENONG LC
3128	MOOROOLBARK DC	1,833	18	33	3	1	29	VIC	DANDENONG LC
3153	VERMONT SOUTH LPO	124	1	24	1	1	28	VIC	DANDENONG LC
3136	CROYDON POST SHOP	388	3	98	1	1	29	VIC	DANDENONG LC
3153	VERMONT LPO	124	1	24	1	1	28	VIC	DANDENONG LC
3134	RINGWOOD POST SHOP	368	3	68	1	1	29	VIC	DANDENONG LC
3134	HEATHWOOD LPO	62	0	62	1	1	29	VIC	DANDENONG LC
3152	RANGEVIEW LPO	124	1	24	1	1	28	VIC	DANDENONG LC
3131	NUNAWADING LPO	118	1	18	1	1	28	VIC	DANDENONG LC
3136	CROYDON NORTH LPO	78	0	78	1	1	29	VIC	DANDENONG LC
3136	CROYDON SOUTH LPO	92	0	92	1	1	29	VIC	DANDENONG LC
3131	FOREST HILL POST SHOP	227	2	27	1	1	28	VIC	DANDENONG LC
3135	RINGWOOD EAST LPO	123	1	23	1	1	29	VIC	DANDENONG LC
3135	HEATHMONT LPO	118	1	18	1	1	29	VIC	DANDENONG LC
3134	RINGWOOD NORTH LPO	217	2	17	1	1	29	VIC	DANDENONG LC
3138	BURNT BRIDGE LPO	84	0	84	1	1	29	VIC	DANDENONG LC
3131	BRENTFORD SQUARE LPO	138	1	38	1	1	28	VIC	DANDENONG LC
3138	CROYDON HILLS LPO	155	1	55	1	1	29	VIC	DANDENONG LC

Page 1 of 2

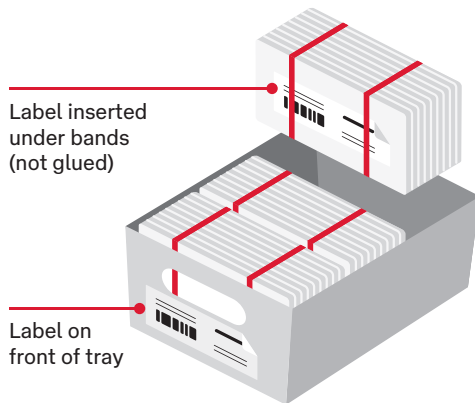


Step 2 – Prepare your mail

Now that you've made your booking and received your Booking Confirmation, it's time to prepare your articles so they are ready for lodgement when the election is called.

- Sort your articles into bundles and trays based on the delivery office as per the mail preparation advice sent with your Booking Confirmation.
- Each bundle quantity must match the quantity shown in the Mail Preparation Advice.
- Secure each bundle with two rubber bands as shown below.
- Ensure labels are firmly fixed on the front of each tray as well as the front of each bundle.

If you need mailing trays or unit loading devices (ULDs) they can be obtained at no cost from your nominated Australia Post lodgement facility.



Step 3 – Lodgement and payment

After the election is called, prepared articles must be lodged by 1pm local time on the following business day at the Australia Post facility shown on your Booking Confirmation Advice (same state lodgements only).

You will need to provide the following:

- Booking Confirmation Advice
- Mail Preparation Advice
- Mail Lodgement Documents
- A mail sample (unsealed if enveloped)

Payment is required at the time of lodgement and can be made by:

- Charging to your Australia Post account (in order to access the correct political postage rate and you must use this option if an agent is lodging mail on your behalf)
- Cash
- EFTPOS

If you choose to pay by cash or EFTPOS our standard rates will apply and you will not be eligible for the political rates.

Things to keep in mind:

- Bookings should be finalised as early as possible with the Unaddressed Mail team and can't be booked via the self-serve channel (UMCS platform).
- All articles must be prepared according to the instructions on the Booking Confirmation Advice and lodged at the Australia Post facility indicated on the advice.
- The articles are to be lodged by 1pm local time on the following business day after the election date has been announced.
- Please cancel any bookings you no longer require by contacting the Unaddressed Mail team.



Please note: Australia Post will endeavour to deliver articles within six business days, excluding the day of lodgement. Delivery of all articles cannot be guaranteed within this timeframe, particularly electorates that receive a high volume of First Campaign Week Unaddressed Mail bookings.

The Unaddressed Mail Service is not designed for and does not guarantee delivery within electoral boundaries, therefore, Australia Post does not provide any warranties in respect of delivery points and the accuracy of delivery point counts within electoral boundaries.

Refer to the [Unaddressed Mail service guide](#) for detailed information on using this service.

For more info

Contact your Account Manager or our Unaddressed Mail Team

ums@auspost.com.au

1300 223 571

auspost.com.au/unaddressedmail