



# Print Post permitted communication types

If you plan to send any promotional communication (personalised and/or non-personalised) with your publication or supplement, use this document in conjunction with the *Print Post service guide* to confirm the content qualifies for Print Post carriage.

## How to use

1. Ascertain the “communication type” (for example; to send an advertising letter).
2. Locate the entry that corresponds to the “communication type” and check the “description”.
3. Listed at the far right is whether this communication type is “permitted” or “not permitted”.

## If you have a question or it's not in the table

Some “communication type” may not be listed here or you may be unsure of whether your promotional communication is “Permitted” or not.

Forward samples of such publications or supplements (along with a completed *Print Post application form*, if applicable) to the Print Post Coordinator by emailing, [printpostapplications@auspost.com.au](mailto:printpostapplications@auspost.com.au) or fax: **02 9202 6060**. You will receive a response to your query within two business days.

This table will be updated to reflect any new additional “communication types”. For the most up to date version, please visit [auspost.com.au/printpost](http://auspost.com.au/printpost).

Communication type	Description	Permitted / Not permitted
<b>A</b>		
<b>Acknowledgement</b>	Confirm an order or request and/or that a transaction has processed in relation to the publication being sent.	<b>Permitted</b>
<b>Advertising letter</b>	A promotional letter from the publisher referencing content within the publication or supplement.	<b>Permitted</b>
<b>Application form</b>	Inviting the addressee to respond, join or take up offer for goods or services referencing content within the publication or supplement (including personalised content).	<b>Permitted</b>
<b>B</b>		
<b>Bill</b>	Request payment for subscription of the publication being sent.	<b>Permitted</b>
<b>Brochure</b>	Contain information about the goods or services of a business, organisation or institution.	<b>Permitted</b>
<b>C</b>		
<b>Catalogue</b>	Contain information about the goods or services of a business, organisation or institution.	<b>Permitted</b>
<b>Certificate</b>	See “Gift certificate”, “Share certificate/issue”.	
<b>Change notification</b>	Inform a customer or member about changes to their account, policy, contract or service agreement.	<b>Not permitted</b>
<b>Change of address advice</b>	From the publisher, to inform the addressee about change of premises. eg “We have moved.”	<b>Permitted</b>
<b>Charity</b>	Encourage or solicit a recipient to make a purchase, donation, join or contribute to a cause. eg Community service, social service, clubs.	<b>Permitted</b>

<b>Communication type</b>	<b>Description</b>	<b>Permitted / Not permitted</b>
<b>Cheques</b>	The distribution of money (including money orders) as part of a transaction. eg Supplier payments, employee pay cheques, dividend payments.	<b>Not permitted</b>
<b>Communication preference request</b>	From the publisher, asking the addressee to nominate method of communication. eg Email, mail, phone or fax. Or asking to opt in or out of method of communication or to notify the recipient that communication type or channel sent by the organisation is changing.	<b>Permitted</b>
<b>Competition</b>	Offered by a business, institution or organisation as a promotion. eg "To win a holiday, enter your details on this form".	<b>Permitted</b>
<b>Confirmation</b>	Notice to confirm predetermined bookings, meetings, appointments. eg "Your appointment is at..", "Your flight is on..".	<b>Not permitted</b>
<b>Contract</b>	Business, property or personal transactions or agreements.	<b>Not permitted</b>
<b>Coupon</b>	A voucher entitling the holder to a discount off a particular product or purchase. Offered by a business, institution or organisation as part or solely as a promotion. eg Promo code, free offer, discount or two-for-one.	<b>Permitted</b>
<b>Course information (education)</b>	Promote an educational institution with prospectus, course and study information and fees.	<b>Permitted</b>
<b>Credit card (store card)</b>	A credit card issued by the publisher that can be used only in one store or chain of stores.	<b>Not permitted</b>
<b>Cross-sell offer</b>	Sent from the publisher to sell or suggest new products or services from the publisher or third parties based on specific characteristics or criteria of the addressee.	<b>Permitted</b>
<b>D</b>		
<b>Donation (soliciting of)</b>	Encourage or solicit a recipient to make a purchase, donation, join or contribute to a cause. eg Community service, social service, clubs.	<b>Permitted</b>
<b>E</b>		
<b>Election / political advertising</b>	Political or election campaign information, member, candidate, party or policy information intended to win favour of constituents. This can include how to vote information or polling locations when it is incorporated within the letter or supplement. eg "Vote 1 Mary Smith."	<b>Permitted</b>
<b>Election information</b>	Mandated legal or regulatory information provided by the governing body, association or board with details about where and how to vote for an upcoming election. eg Ballot papers.	<b>Not permitted</b>
<b>Entry form</b>	An application form, including personalised content, for a competition offered by a business, institution or organisation as part of a promotion referencing the content within the publication or supplement. eg "To win a holiday, enter your details on this form."	<b>Permitted</b>
<b>F</b>		
<b>Financial statement</b>	Formal record of the financial activities and position of a business, person, or other entity. eg Bank statement, credit card statement.	<b>Not permitted</b>
<b>Flyer</b>	Contain information about the goods or services of a business, organisation or institution.	<b>Permitted</b>
<b>Fund raising</b>	Encourage or solicit a recipient to make a purchase, donation, join or contribute to a cause. eg Community service, social service, clubs.	<b>Permitted</b>
<b>G</b>		
<b>Gift card</b>	A stored-value money card issued by the publisher (used as an alternative to cash) for purchases from the publisher.	<b>Permitted</b>
<b>Gift certificate</b>	A certificate issued by the publisher, entitling the bearer to select goods or services of a specified value. Usually presented as a gift as part of or solely as a promotion. eg Promo code, free offer, discount or two-for-one.	<b>Permitted</b>
<b>Government correspondence (1)</b>	Announcements, newsletters and information intended to promote the activity, views and opinions of parliamentarians, mayors, councillors, political parties and/or members.	<b>Permitted</b>
<b>Government correspondence (2)</b>	Government, local government, council, forms, information, licence renewals requested or not by constituents or in the normal course of servicing the community excluding promotional information. Any necessary or required communication to constituents. eg Informing of council mergers, local law or rule changes, planning scheme or policy proposal, amendment to any Act.	<b>Not permitted</b>
<b>Greeting card</b>	Season's greetings cards to a group of customers or members, current or otherwise. eg Religious holiday cards, birthday cards.	<b>Permitted</b>
<b>Group certificate</b>	Annual employee payments and taxation information from a business, organisation or institution.	<b>Not permitted</b>
<b>I</b>		
<b>Information bulletin</b>	A bulletin issued periodically to the members of a society or other organisation.	<b>Permitted</b>
<b>Invitation</b>	Invitation to customers or members, existing or potential to renew their subscription to the publication, purchase, inspect, attend or participate in a promotional event. eg "You're invited to our new store at...."	<b>Permitted</b>
<b>Invoice</b>	Request payment for subscription of the publication being carried by the service.	<b>Permitted</b>

Communication type	Description	Permitted / Not permitted
<b>L</b>		
<b>Legal document</b>	A document that states some contractual relationship or grants some right. eg Business, property or personal agreements.	<b>Not permitted</b>
<b>Loyalty card</b>	A card issued by an organisation to its customers as part of an incentive scheme, whereby credits are accumulated for future benefits every time a transaction is made.	<b>Not permitted</b>
<b>Loyalty correspondence</b>	Communication to customers, clients, club members or special groups of customers regarding their frequent buyer, frequent flyer or loyalty club status. This may also include privileges, price lists, and product/service lists. eg Customer rewards program, frequent shopper program, announce new program partner.	<b>Permitted</b>
<b>M</b>		
<b>Member programme update</b>	Communication to existing customers or members by the publisher to announce or inform them of additional services/programme or benefits associated with their existing membership eg "Your health insurance now comes with health coaching services." "Introducing our new wellbeing program."	<b>Permitted</b>
<b>Membership card / pack</b>	A physical card and/or membership details, welcoming or upgrading a customer or member and conveying information about the membership scheme. eg Customer card, frequent shopper card, frequent flyer card, rewards card. Or customer moves status from silver to gold level/milestone achievement and requires new card, additional card holder or replacement card.	<b>Not permitted</b>
<b>Membership offer</b>	Communication designed to gain new members, or communication to lapsed members encouraging them to re-join. eg Discounted subscription offer.	<b>Permitted</b>
<b>Money order</b>	Payment sent as part of a transaction. eg Supplier payments, employee pay cheques or dividend payment.	<b>Not permitted</b>
<b>N</b>		
<b>Newsletter</b>	A bulletin issued periodically to the members of a society or other organisation that promotes its activities.	<b>Permitted</b>
<b>Notice</b>	Convey compulsory legal information, changes to T&Cs or occurrence to existing shareholders, members, customers or a group.	<b>Not permitted</b>
<b>O</b>		
<b>Offer</b>	Communication to customers or members, existing or potential that invite, offer or encourage the addressee to sign up, purchase, inspect, attend, upgrade or participate. May include offers for the recipient to apply for or provide a new service.	<b>Permitted</b>
<b>Order form</b>	When included with a publication, may be pre-populated with personal details, inviting the addressee to respond, join or take up offer for goods or services being advertised within the publication or accompanying supplement.	<b>Permitted</b>
<b>Overdue notice</b>	Notice to inform addressee of payment not received for their existing or lapsed subscription for publication being sent.	<b>Permitted</b>
<b>P</b>		
<b>Payment</b>	Cheques or money orders sent as part of a transaction. eg Supplier payments, employee pay cheques or dividend payment.	<b>Not permitted</b>
<b>Payment advice</b>	Confirmation of payment received in relation to the subscription of the publication being sent.	<b>Permitted</b>
<b>Policy document</b>	Policy related documentation distributed to members or customers including renewals, changes to policy, terms and conditions. eg "Your policy has changed."	<b>Not permitted</b>
<b>Pre-renewal notice</b>	Communication outlining or reinforcing benefits of current membership with no add-on value or offer. Often sent to customer prior to renewal notice. eg "You will soon be receiving your renewal notice, your current membership entitles you to the following benefits."	<b>Permitted</b>
<b>Price change</b>	Notification about change to the cover price or subscription of the publication being sent.	<b>Permitted</b>
<b>Price list</b>	Contains product descriptions and prices for the products or services of a business, organisation or institution.	<b>Permitted</b>
<b>Q</b>		
<b>Questionnaire</b>	Requests or invitations to participate in research and/or questionnaires for respondents to complete.	<b>Permitted</b>
<b>R</b>		
<b>Receipt</b>	See "Payment advice".	
<b>Registration form</b>	See "Application form".	
<b>Renewal</b>	Notice calling for the renewal of existing or lapsed subscription for publication being sent.	<b>Permitted</b>

<b>Communication type</b>	<b>Description</b>	<b>Permitted / Not permitted</b>
<b>S</b>		
<b>Sample</b>	Example of product or service, free or otherwise and/or gift, novelty to promote a product or service.	<b>Permitted</b>
<b>Share certificate / issue</b>	Documentation arising from the sale or purchase of company shares.	<b>Not permitted</b>
<b>Share offer</b>	Notification of forthcoming company float on the stock exchange or capital raising.	<b>Permitted</b>
<b>Statement</b>	Convey financial transactions and status of a customer account. eg From a bank, credit card institution.	<b>Not permitted</b>
<b>Store card</b>	See "Credit card (store card)".	
<b>Subscription offer</b>	Encourage the recipient to become a new subscriber to a publication being carried by the service. Sent to lapsed subscribers or to a totally new list.	<b>Permitted</b>
<b>Subscription renewal</b>	Notice calling for the renewal of existing publication subscriptions being carried by the service.	<b>Permitted</b>
<b>Survey</b>	Request or invitation to participate in research and/or questionnaire for respondents to complete. Includes 'Have Your Say' and invitations to provide feedback online or in writing.	<b>Permitted</b>
<b>T</b>		
<b>Thank you note</b>	From the publisher, conveying gratitude to the addressee for their custom or otherwise.	<b>Permitted</b>
<b>Trial offer</b>	Offer to participate in a trial.	<b>Permitted</b>
<b>U</b>		
<b>Update customer details</b>	From the publisher to the addressee requesting to update their details.	<b>Permitted</b>
<b>V</b>		
<b>Voucher</b>	See "Gift certificate".	
<b>W</b>		
<b>Welcome letter / pack</b>	Letter of welcome to new customers with or without a card containing information about company/program/product or service. May include supply of URLs or access information to log-in to portals or sites, information on how to use/what is included, product and services guides or T&Cs.	<b>Not permitted</b>

For the most up to date version of this table, visit [auspost.com.au/printpost](https://auspost.com.au/printpost)