Campaign Targeter

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

A guide for Mail Houses, Printers and Agencies.

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**

Australia Post

* 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**

Please note that the campaign information given is for illustrative purposes only.

In advance

You, and your client, must both be registered for Campaign Targeter.

How to register

Instructions on registering

(When you register, make sure you select **'Is Agency'** so you are registered as an agency/mail house who can map campaigns on behalf of clients.)

If your client is registering for the first time, they will be sent a confirmation email that will request their organisation's details.

The business name and ABN are mandatory fields. If your client is a political candidate that doesn't have one, they can send the following details to

ctsupport@auspost.com.au
and we will set up the registration:

- Candidate's name
- Address
- Contact phone number
- Username
- Email address
- Contact phone.

To make a booking on behalf of your client, they will need an Australia Post account, and their own profile within Campaign Targeter. Your company will need to be registered on their profile, within Campaign Targeter, as an agent who can lodge mail on their behalf.
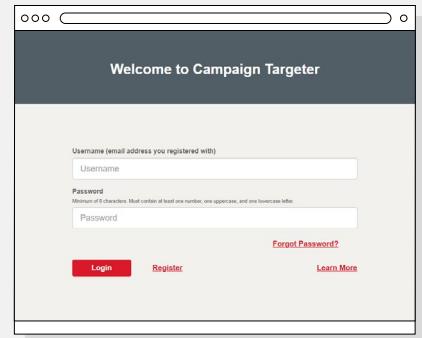
The mail must be lodged against the client's profile in order to qualify for any applicable political postage rate and for it to be delivered to "No Advertising Material" addresses.[1]

Your client will need to follow the following steps in order for you to map campaigns on their behalf in Campaign Targeter.

1

Once registered and logged in, Select 'Customer Details' from the 'Customer' menu on the Dashboard.

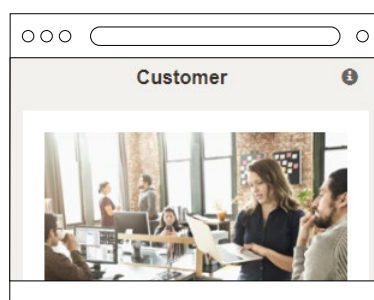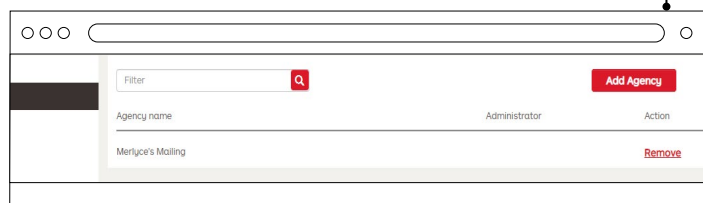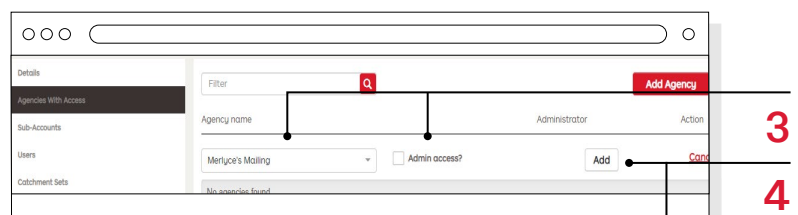- Select 'Agencies with Access' from the 'Customer Details' menu.
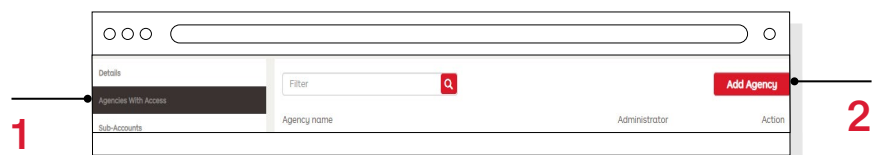
2

- Select 'Add agency'.

3

- Select the agency from the list.
- Select 'Admin access?'
- Tick the box to make the mail agent an Administrator.[2]

4

- Select 'Add agency'.

Once the profiles are set up, when you log in to your profile your client will now be included on the drop-down customer menu on the Dashboard.

2   Providing admin access allows the mail house/agency full administration access to the profile including editing customer details and creating campaigns. Alternatively, 'user' only access can be provided by not ticking the 'Admin access' checkbox. This means the mail house/agency will only be able to create campaigns for the account.
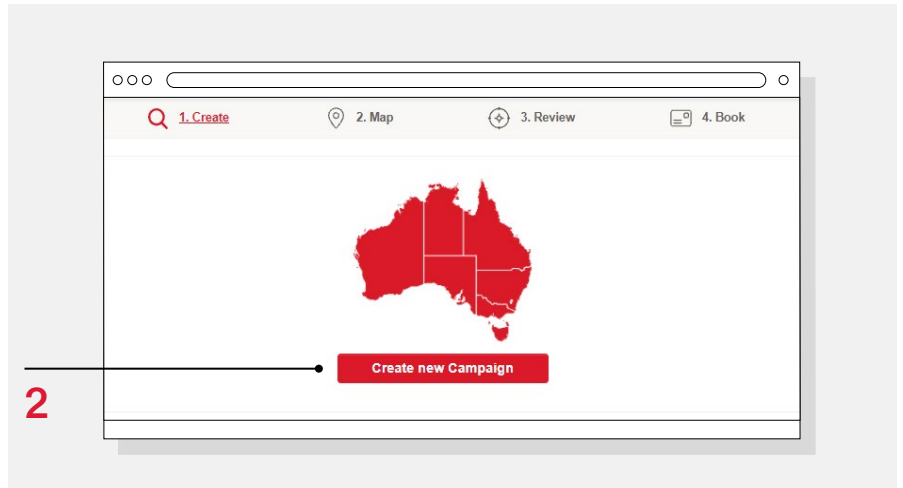
Creating a new campaign

1

To map a new campaign, first select your client (in this example it's the Voter's Party).

- Then select 'Campaigns'.
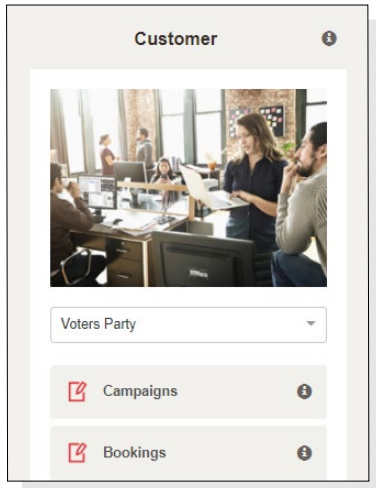
2

Select 'Create New Campaign'.

3

- Give your campaign a name.
- The Campaign Description is optional.
- Then enter a suburb or postcode that is within the government electorate or local governement area for 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'.

Proceed to next step
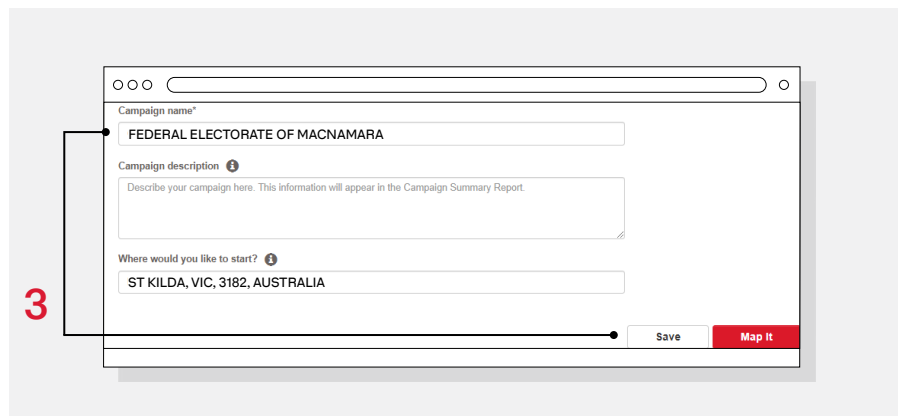
Creating a new campaign *continued* ...

4

Under 'Catchments' select:

- '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.
- Then select 'Exact boundary match'.

5

- 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 be highlighted in red and you will see the electorate name for your campaign appear under 'Catchment Locations' in the side menu.

6

Select 'Map it'.
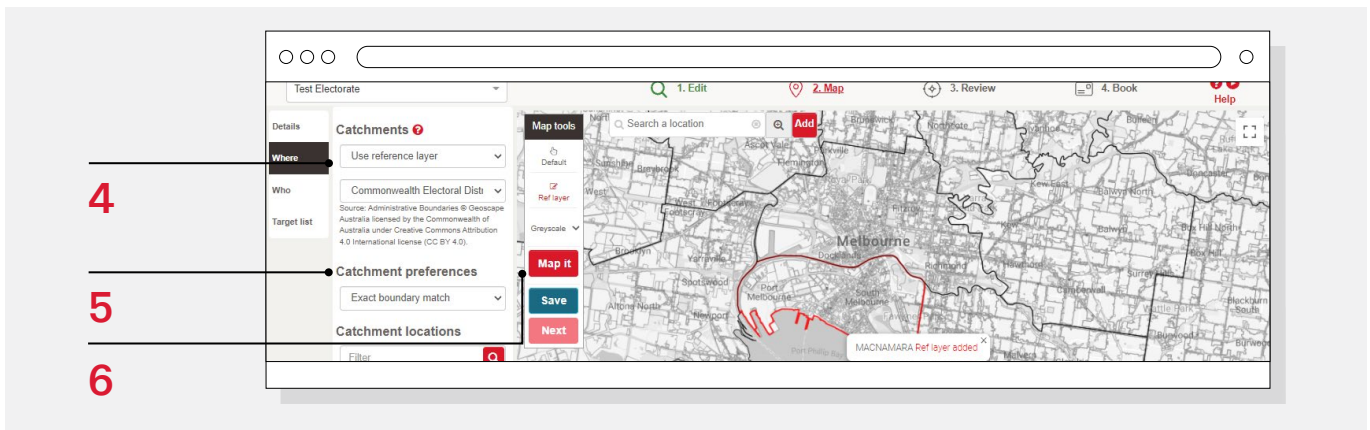
7

- 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'.
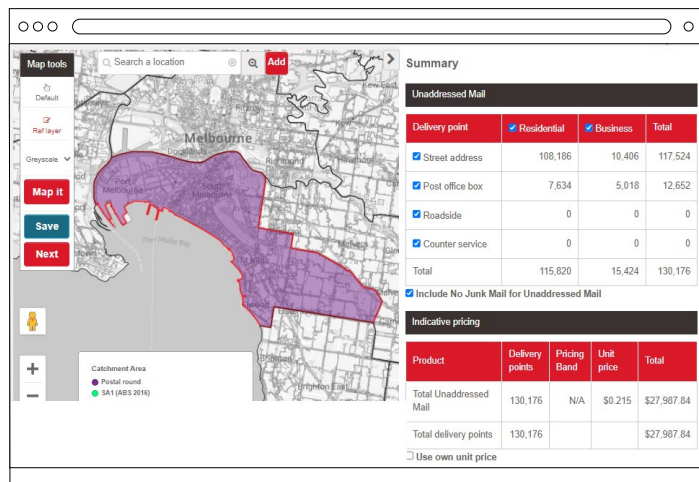
Proceed to next step

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 the campaign

1

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

- Under 'Campaign summary report' select 'View/Print'.
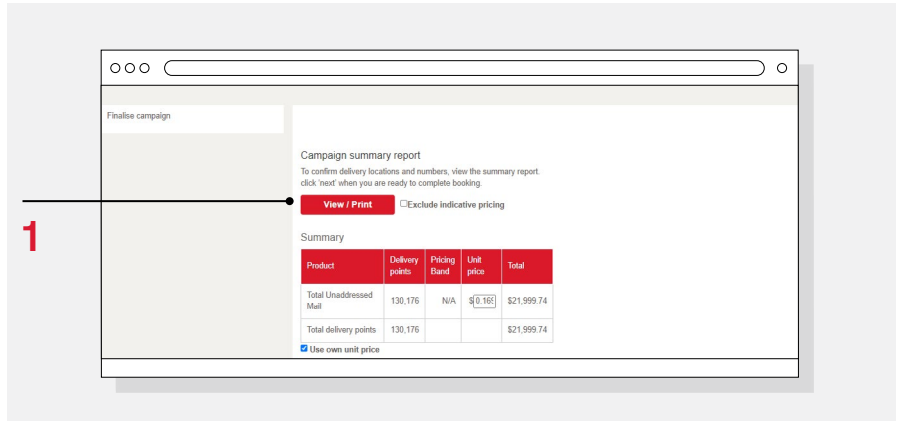
2

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.

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.

For further information:
- contact your Account Manager
- email **ctsupport@auspost.com.au**
- or visit **auspost.com.au/campaigntargeter**