

MEDIA RELEASE

FUNDRAISING INSTITUTE AUSTRALIA PARTNERS WITH THE PRINT & VISUAL COMMUNICATION ASSOCIATION TO SECURE MAILING INCENTIVE

For immediate release

Fundraising Institute Australia (FIA) and the Print & Visual Communication Association (PVCA) have announced success in negotiations with Australia Post across Charity Mail to assist in 2023.

Recognising the financial challenges charities and fundraisers face in donor acquisition and the important role mail plays in this process, Australia Post will provide a postage rebate of 10 per cent on any incremental Charity Mail activity undertaken from 1 October to 31 December 2023 compared to the same period in 2022.

FIA and PVCA have worked collaboratively with Australia Post in recent years and across the Consultation into the Modernisation of the Postal Service, advocating for the needs of the charitable fundraising sector and have been successful in helping to achieve continuation of the seasonal rebates for qualified Charity Mail campaigns to support fundraising organisations.

The rebates have been previously provided to assist charities with their fundraising, lowering costs and encouraging them to undertake additional mailing activity to help supplement income from fundraising activities and this rebate incentive is agreed to run for another year.

“FIA works tirelessly to support our members, and the broader sector. These initiatives help all charities, and, in these challenging times, we want to ensure the Australian sector receives as much help as possible to fund their critical missions. This rebate has benefitted charities in the past with their fundraising efforts and will continue to do so during these recovery periods. We are delighted to have negotiated this kind of rebate - a great example of how working with industry, Australia Post and charities can deliver meaningful results” said Katherine Raskob, CEO, Fundraising Institute Australia.

“Our members include printers and mail-houses across Australia. Working with Fundraising Institute Australia and Australia Post to develop relaxations for charities provides solid volumes for our members and the broader industry, as well as support to charities who use direct mail for donor acquisition campaigns,” said Kellie Northwood, CEO, PVCA.

The 10 per cent rebate applies to the incremental Charity Mail volume achieved from 1 October to 31 December compared to the same period in 2022 and must be lodged on the fundraiser’s own charge account both last year and this year.

“The mail channel is incredibly effective and delivers results for not just fundraisers, but all businesses. We welcome these volume incentives and believe they provide a solid opportunity to work with customers to get back into mail and reap the rewards. To the fundraisers, they need this support more than ever and we thank Australia Post for working with industry to achieve this relief

and now look to other mail products and services as well as promotion of the Business Mail channel which is important for all of industry and customers,” concluded Northwood.

For more information or Charities wanting to be considered for this initiative you will need to apply by 13 October 2023 by sending an application or query to charitymailchanges@auspost.com.au or download [PVCA's How To Guide](#) for further explanation.

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Fundraising Institute Australia / www.fia.org.au

Fundraising Institute Australia (FIA) is the national peak body representing professional fundraising in Australia. FIA advocates for the interests of the sector, administers a self-regulatory Code, educates fundraising practitioners, promotes research, and creates forums for the exchange of knowledge and ideas.

Katherine Raskob is FIA's Chief Executive Officer. For more information, please contact Sally Shepherd, Executive Manager Membership and Marketing, +61413 772 285 or email: sshepherd@fia.org.au.

The Print & Visual Communication Association

The Print and Visual Communication Association (PVCA) is the recognised peak industry body for the print, paper, publishing, packaging, graphic design, distribution, and media technology industries in Australia, operating for over 141 years.

A registered organisation with direct signatory to the nine (9) Awards across our industry and membership. Offering an end-to-end industry association solution that is relevant in all that it undertakes. Whether advocating the relevance of the established media – print – that we all belong to, developing global partnerships and translating to regional requirements, awarding excellence, investing in products, and arming our industry with sales tools, sustainability collateral, industrial relations representation and more.

The largest print industry body committed to building a stronger united leadership to deliver the goals of our members. United we will lead strong advocacy, government advisory, skills and training programs, protection, and promotion of our industry channels and more to ensure our member's businesses operate within a future-proofed strategy for success.