



# ‘How-to-Vote’ Unaddressed Mail

Information for federal election candidates.

‘How-to-vote’ Unaddressed Mail is a special service for sending information to constituents on how to complete their ballot paper, should a federal election be called within 35 days or less of the polling day. This service provides an extra day to lodge mail and offers early delivery so that mail can be delivered the week that early voting commences.

Our standard Unaddressed Mail service requires lodgement five business days before delivery commences (same state deliveries). ‘How-to-vote’ cards can only be printed after nominations are declared, which occurs at least 11 days after the issue of writs. If writs are issued for an election to be held within 35 days or less, then the declaration of nominations would happen too late for the standard Unaddressed Mail service to meet the early voting period, which starts 12 days before the election. Therefore, we offer this special service to help get your ‘How-to-vote’ cards into the hands of your constituents as soon as possible.

Delivery of the cards will be by the end of the first week of early voting commencement with some deliveries occurring in the previous week. In electorates that receive higher volumes of ‘how-to-vote’ mail it may take a little longer and additional delivery days will be required during Easter due to public holidays.

Only ‘how-to-vote’ federal election cards can be sent, and they can only be delivered within the same state to where they are lodged.

Bookings under these arrangements cannot be made until the election date is announced and articles must be lodged within 24 hours of the time shown on the Booking Confirmation Advice.

If the election is called with writs issued for an election period of at least 36 days, this special booking arrangement is not available and normal Unaddressed Mail booking conditions will apply.

## At a glance



Bookings can only be made once a federal election date has been announced.



Extended lodgement timeframe compared with standard Unaddressed Mail bookings.



Mail delivery may commence early and continue the same week as early voting commencement.



Same state lodgements only.



## 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

The special 'How to vote' arrangements will be available if an election is called within 35 days or less of the polling day. If this is not the case, you will need to make either a Standard or Premium booking.

You can use our online tool, Campaign Targeter to plan and map your campaign geographically. Follow the steps within Campaign Targeter to email your booking to our Unaddressed Mail team.

You can book your campaign for your federal electorate by completing an **Unaddressed Mail Political Booking Request**.

Alternatively, you can book your campaign directly by using UM Online – see page 3.

### Important:

Note on the form that it is a **HOW TO VOTE SPECIAL BOOKING** at points:

- 3. Article details
- 5. Special remarks

### Send the booking request

- Email it to: [ums@auspost.com.au](mailto:ums@auspost.com.au)
- If you have mapped your campaign using Campaign Targeter then include these files too.

**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](mailto:ums@auspost.com.au)

Premium Unaddressed Mail – Political booking  
Email completed form to: [premiumums@auspost.com.au](mailto: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**

Organisation that is being promoted

Company name\*  
John Smith - Voter's Party

Address\*  
123 Johnstree Road  
FOREST HILL VIC Postcode 3131

Contact name\*  
John Smith Mobile number 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\***

Publication name (maximum 20 characters)  
**HOW TO VOTE**

Publication type\* (select one)  
 Card  Catalogue  
 Envelope  Flyer  Magazine  Sample  
 Other (please specify)

**3. Article details (continued)\***

Article dimensions  
Width (shortest dimension) 100 mm x Length (longest dimension) 210 mm  
Thickness per 100 articles 170 mm Weight per 100 articles 380 grams

**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:  
• shortfall supplied: deliver at the discretion of Australia Post  
• 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, "Stage ID number 1234", "Springfield – August catalogue", "Sale name: Christmas Promo" (maximum 50 characters)

**HOW TO VOTE**

**6. Booking details (continued)\***

Delivery week (Mon-Fri) (DD/MM/YYYY)  
Between Monday XXXX/2025 to Friday XXXX/2025

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 be limited for some localities. Options to complete your booking 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 (federal elections only)

Electorate name  
DEAKIN

Note: Please be advised that partial electorate bookings are not possible.  
 I have a Campaign Targeter Tool file attached to this booking

**8. Payment method\***

Select one:  
 Cash  EFTPOS  
 Business Credit Account (please complete details)  
Business Credit Account Number  
0000000  
Contract number (if applicable)  
Account name

**9. Declaration\***

I have authority to act on behalf of the organisation named in section 1 and 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](http://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.

ABN 28 854 970 579 UMPOL001 (page 1 of 2) - Issued Aug 2024

**Unaddressed Mail Political booking request**

Australia Post

\* symbol indicates required information

**6. Booking details (continued)\***

Delivery week (Mon-Fri) (DD/MM/YYYY)  
Between Monday XXXX/2025 to Friday XXXX/2025

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

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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.

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## UM Online

You can book your campaign directly by using UM Online at [umonline.auspost.com.au](http://umonline.auspost.com.au). You will need to register in advance to use UM Online. Refer to the guide [available on the website](#).

If you make a booking online the **Publication name** and **Special remarks** must be entered with the following details:

- Publication name: **How to Vote (Candidate name or party name plus electorate)**
- Special remark: "How to Vote"
- Early Delivery Accepted: tick "Yes"

The screenshot shows the 'Unaddressed Mail - General details' form. Key fields include: Customer name (John Smith), Booking number, Article details (Publication name: How to Vote (candidate) (electorate), Dimensions, Thickness, Weight), Mailing agent (No Agent), Lodgement office, Premium UM, Deliver to (Private Business), and Special remarks (How to Vote - Early Delivery Approved). There are also checkboxes for 'Include "No Advertising Material" addresses' and 'Early Delivery Accepted' (Yes).

### Example of scheduling with 29 March Polling Day

March 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
23	24	25	26	27	28	1
2	3	4*	5	6	7	8
9	10#	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

- 24 Feb - Last date to call a 29 March election
- Last date to book 'How-to-vote' Unaddressed Mail
- Declaration of nominations
- 'How-to-vote' Unaddressed Mail lodgement date

- Delivery period - including early delivery
- Early voting commences
- Polling day

\* Public holiday WA. # Public holiday Vic, Tas, SA & ACT. Please note that calendar does not take state/territory public holidays into account. Unaddressed Mail is delivered according to business days so please allow for any public holidays in your state.

### Booking confirmation

- 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

**AUSTRALIA POST**  
ABN 28 864 970 579

### Unaddressed Mail Booking Confirmation Advice

Issued: xx xxx 2025

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 xx xxx 2025**.

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](http://auspost.com.au/pricingupdates).

**LODGE DATE:** xx xxx 2025 (Lodgement will not be accepted after this date, 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: 0000000  
**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	XXXX	72,993	\$XXXX
<b>TOTALS:</b>		<b>72,993</b>	<b>\$XXXX</b>

**DELIVERY DATES:** xx xxx 2025 - xx xxx 2025  
**DELIVER TO:** \*\* To PRIVATE addresses \*\*  
 Include 'No Advertising Material' addresses

**PUBLICATION:** How-to-vote  
**SURPLUS & SHORTFALL INSTRUCTIONS:** As per general terms and conditions  
**SPECIAL REMARK:** How-to-vote

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

**AUSTRALIA POST**  
ABN 28 864 970 579

### Unaddressed Mail Preparation Advice

Voter's Party, Booking Number: U0000000

Issued: xx xxx 2025

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

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

**LODGE DATE:** Monday xx xxx 2025  
**LODGE OFFICE:** DANDENONG LC BULK BC \*\*\*  
**BOOKING NUMBER:** U0000000  
**DELIVERY PERIOD:** xx xxx 2025 - xx xxx 2025  
**PUBLICATION:** How-to-vote  
**ARTICLE WEIGHT:** 6.5 gm      **ARTICLE DIMENSIONS - PER BUNDLE (mm):**  
**ARTICLE TYPE:** Small to 50g      210.0 long      100.0 wide      50.0 thick  
**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	BAVSWATER DC	3,729	37	39	5	1	28	VIC	DANDENONG LC
3136	MOORSHILL DC	1,833	18	33	3	1	29	VIC	DANDENONG LC
3136	VERMONT SOUTH LPO	124	1	24	1	1	28	VIC	DANDENONG LC
3136	CROYDON POST SHOP	398	3	88	1	1	29	VIC	DANDENONG LC
3153	VERMONT LPO	124	1	24	1	1	28	VIC	DANDENONG LC
3134	RINGWOOD POST SHOP	369	3	68	1	1	29	VIC	DANDENONG LC
3134	HEATHWOOD LPO	62	0	62	1	1	29	VIC	DANDENONG LC
3132	RANGEVIEW LPO	124	1	24	1	1	28	VIC	DANDENONG LC
3131	KILMARNOCK LPO	116	1	16	1	1	28	VIC	DANDENONG LC
3136	CROYDON NORTH LPO	79	0	79	1	1	29	VIC	DANDENONG LC
3136	CROYDON SOUTH LPO	52	0	52	1	1	29	VIC	DANDENONG LC
3131	FOREST HILL POST SHOP	227	2	27	1	1	28	VIC	DANDENONG LC
3136	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
3136	BURNT BRIDGE LPO	84	0	84	1	1	29	VIC	DANDENONG LC
3131	BRENTFORD SQUARE LPO	126	1	26	1	1	28	VIC	DANDENONG LC
3136	CROYDON HILLS LPO	155	1	55	1	1	29	VIC	DANDENONG LC

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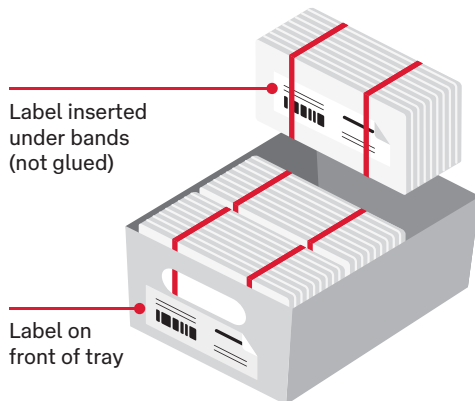


## Step 2 – Prepare your mail

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, the prepared articles must be lodged as per the date on the Booking Confirmation Advice.

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 can only be made after the election is announced and the election period is 35 days or less.
- 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.
- Make sure to cancel unwanted bookings by the business day before lodgement to avoid a No Show Fee.
- Should the election period be 36 days or more, usual Unaddressed Mail booking and lodgement dates will apply.
- Bookings can be made either online (at [umonline.auspost.com.au](https://umonline.auspost.com.au)) or with the Unaddressed Mail team.



**Please note:** Australia Post will endeavour to deliver articles by the end of the first week of early voting. Delivery of all articles cannot be guaranteed within this timeframe, particularly electorates that receive a high volume of 'How-to-vote' 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](mailto:ums@auspost.com.au)

1300 223 571

[auspost.com.au/unaddressedmail](https://auspost.com.au/unaddressedmail)

[auspost.com.au/enterprise-gov/capabilities/election-communications](https://auspost.com.au/enterprise-gov/capabilities/election-communications)