

13 September 2019

Mr Robert Wright General Manager Insurance  
Water and Wireline Markets Branch  
Australian Competition and Consumer Commission  
GPO Box 520  
MELBOURNE VIC 3001

Via email: [postalservices@accc.gov.au](mailto:postalservices@accc.gov.au)

RE: Australia Post draft price notification

Dear Mr Wright,

Fundraising Institute Australia (FIA) would like to make a short general submission regarding the postal price increase I am writing regarding Australia Post's draft price notification of August 2019.

FIA is the peak body for fundraising in Australia and our members include charities of all sizes, from the largest charitable organisations in Australia to quite small charities with fundraising turnover of \$250,000 or less.

Charities are currently finding it increasingly difficult to raise the funds they need that are critical to their operations; in the past, direct mail was both a significant and highly-effective channel for donor acquisition and donations, however, effectiveness has decreased at the same time as postage and print prices have increased, making it incredibly challenging for the sector.

Nevertheless, many of our members are loyal to the channel as they continue to search for greater impact to get small gains as part of an overall channel mix.

According to the 2019 Pareto Benchmark Report on the 2018 fundraising activity of 90 leading charities in Australia:

- Direct mail drives at least 18% of total charitable giving.
- Direct mail drives an average single gift of \$71 – the second highest of all channels.
- Direct mail is the second largest attributable channel in terms of income.

A price increase, even a relatively small average increase, will have a measurable impact on the volume of campaigns members will plan and execute in 2020. The result may be an unwelcome decrease in charity mail volumes for Australia Post.

Regards,



Katherine Raskob  
Chief Executive Officer