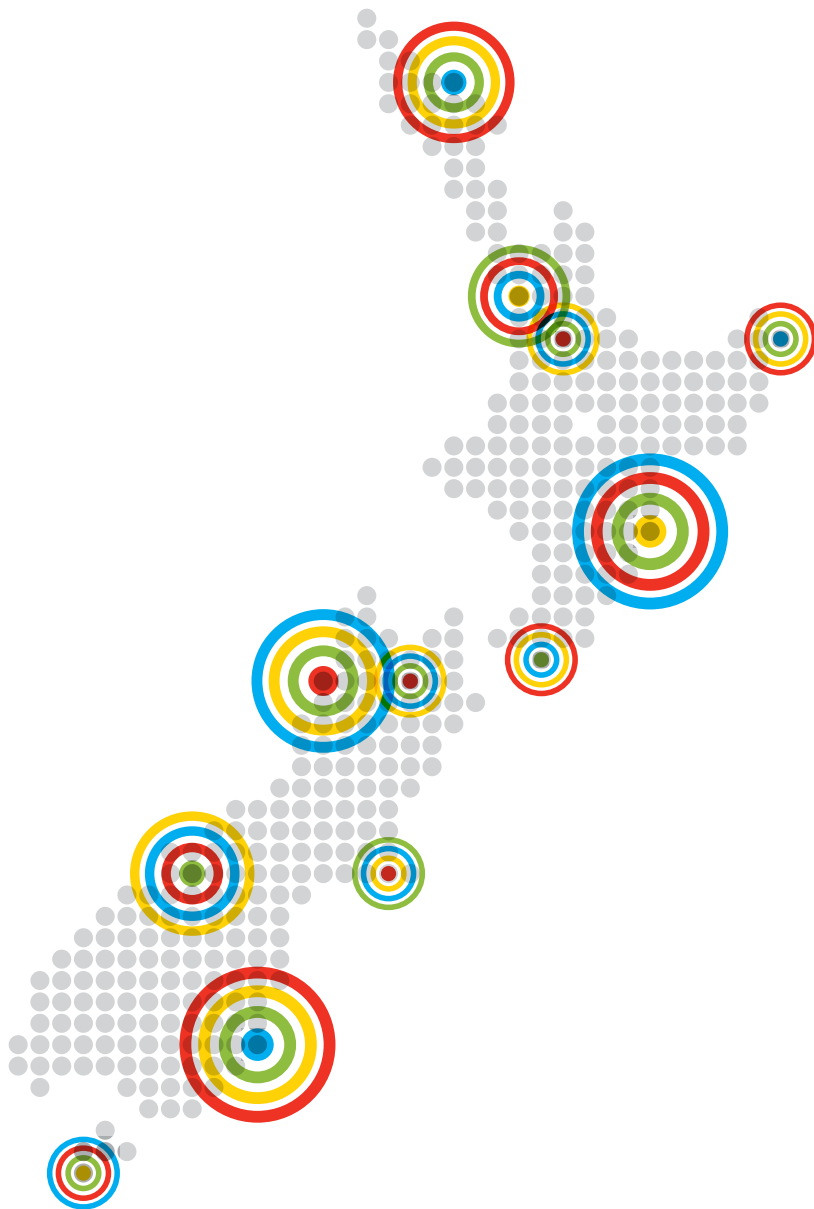




SendRight™
Address Accuracy Programme

Postal Address File Overview



PAF Overview

1. About the PAF

The Postal Address File (PAF) is New Zealand Post's definitive file of New Zealand postal addresses. It includes approximately 1.8 million delivery points or addresses incorporating:

- Urban delivery addresses
- Delivery service address types of PO Box and Private Bag for numbered boxes and bags only, Counter Delivery Locations, Community Mailboxes (CMB)
- Rural Delivery (RD) addresses
- Suburb, Town/City alternative names
- Alternative Street Names

Each PAF address is the valid and correct postal address for the specific mailing location i.e. house, building, PO Box, Private Bag, roadside mailbox etc. Named bags (e.g. Private Bag XYZ) are not included. The PAF is also fully privacy compliant, as it contains no names.

The PAF is an invaluable tool for maintaining the quality of your mailing lists and databases. It can help you reduce the number of returned or undelivered mail items, assist with data capture and management and ultimately improve customer satisfaction. With PAF you can cleanse your address data, which in turn can help you to meet the requirements and postal discounts associated with bulk mail. One of the eligibility requirements for bulk mail products is a Statement of Accuracy (SOA) certificate. The SOA reports the percentage of addresses in a mailing list or database that are valid matches against the PAF.

Note: The PAF is the intellectual property of New Zealand Post.

2. PAF content

The addresses in the PAF are derived from a continual programme of data capture and change detection from across the New Zealand Post delivery network (Postie's, RuralPost, Bag Box Network). The delivery network is dedicated to ensuring changes are identified on a daily basis and included within our operational systems and the PAF. We also work closely with Territorial Authorities, the Emergency Services and other government agencies associated with creating and managing land and property information to ensure the PAF is as accurate and comprehensive as possible.

Address data

The location names included in the PAF (such as Town/City and Suburb address elements) are sourced from local authorities and the Geographic Board. In cases where these are not defined the names used in the PAF reflect common usage. Note that New Zealand Post does not define suburb names or boundaries. In rural delivery areas New Zealand Post defines the Maitown that is required for Rural (RD) addresses. The Maitown does not necessarily reflect the service town closest to the mailing address.

It should also be noted that a postal address is just that - an address used for postal delivery. The postcodes are used in order to make a postal address unique. Postcode boundaries are operationally defined and do not necessarily reflect suburb boundaries.

Delivery Point Identifier

Every address in the PAF includes a Delivery Point Identifier (DPID). This is a unique number assigned to each address in the Postal Address File. The DPID will make it easier to manage customer addresses and simplify the process of preparing mail. For example, you might choose to allocate a DPID to each customer address when you validate or correct addresses using the PAF. When preparing and grouping mail, you can then use the DPID to assign the correct postal address on each mail piece with 100% accuracy.

3. PAF update cycle

The PAF is released by New Zealand Post on a quarterly basis. All releases are scheduled for the end of the month (except December which is released mid-month). Each new release contains a version number and expiry date. This table shows the release schedule for the 12 month cycle:

PAF Quarter	Release Month	Expiry Month
Q1	March	September
Q2	June	December
Q3	September	March (Following Year)
Q4	December	June (Following Year)

Note: The PAF expires after six months. All changed records between PAF releases are denoted by the Action Indicator associated with each PAF record.

4. PAF format and structure

The PAF is available on CD-ROM. The files are supplied in pipe (|) delimited format with a .DAT file extension. The total approximate size of the data files is 150Mb.

The PAF consists of the following six files. Each file contains a header and footer record to indicate version, expiry date and number of detail records. They also contain a header record containing field names.

File	Description
Delivery addresses	The main file containing approximately 1.83 million delivery points (postal addresses).
Alternative Street Names	Some streets are known by alternative names, in particular state highways. This file contains known alternates for streets in the delivery addresses file.
Alternative Suburb Names	Some urban delivery points will have multiple commonly-used suburbs associated with them, in particular where suburb boundaries have not been defined. This file contains known alternates for suburbs. In the future it will also contain unacceptable suburbs that cannot be used on the linked urban delivery points.
Alternative Town/ City Names	Some delivery points will have multiple commonly-used Towns, Cities and/or Maitowns associated with them. This file contains known alternates for these. In the future it will also contain unacceptable Towns/Cities/Maitowns that cannot be used on the linked urban delivery points.
Abbreviations	The Address Standards contain allowable abbreviations for Street Type, Unit Type and Street Direction. This file contains these abbreviations.
Record Usages	All records in the PAF contain a Record Usage ID. This file denotes the intended usage of each record in the PAF.

5. Using the PAF

The purpose of the PAF is to support the following:

- **Address Validation:** The comparison of addresses to the PAF. If the address elements being evaluated are identical to the PAF then it is considered “valid”.
- **Address Matching:** The comparison of one set of addresses to another, normally to remove duplication. Matching includes logic to improve match rates – such as converting abbreviations and other address cleansing rules.
- **Address Cleansing:** The correction of addresses to match a standard dataset. Correction includes fixing spelling mistakes, incorrect street types, consistent use of abbreviations etc.

6. PAF and the SendRight™ programme

SendRight™ is an address accuracy programme designed to encourage and assist mailers to accurately address mail. Mailers who wish to qualify for discounted rates offered for certain bulk mail products must meet the requirements of the SendRight™ programme. Software providers who manufacture address validation software and mail service providers who offer bulk mail preparation services also participate in the SendRight™ programme.

One of the eligibility requirements for bulk mail products is a Statement of Accuracy (SOA) certificate. The SOA reports the percentage of addresses in a mailing list or database which are valid matches against the PAF. The SOA will first come into effect on 1 July 2008. At that time a SOA of 85% must be achieved. Using the PAF does not in itself guarantee any postal product pricing however it will help you improve your address accuracy and SOA percentage.

More information about the SendRight™ programme is available online at www.nzpost.co.nz/sendright.

7. Licensing the PAF

To receive and use PAF you will need to sign a data license agreement and pay an annual license fee that entitles you to four (quarterly) PAF releases. There are two types of license: Base or Commercial.

Base – for where data is used within an organisation without direct product support from New Zealand Post. The data cannot be re-sold, sub-licensed or embedded within commercial software i.e. software intended for distribution outside the Licensee organisation. Anyone within the organisation can access any part of the data. The annual fee for the Base data license is \$1,000+GST.

Commercial – an alternative license for single organisations wanting to incorporate the data within commercial products and/or receive comprehensive product support from New Zealand Post via phone and email. This license permits the PAF to be distributed as part of a software bundle, provided the data can only be accessed through the software. It does not enable the licensee to resell or sub-license the data or data products based on the PAF. The annual fee for the Commercial data license is \$3,000+GST.

PAF licensees will need to complete and sign the relevant order form and license agreement and, if you don't already have a New Zealand Post account, you will need to complete the required account setup forms. When we receive the forms we will countersign the license agreement and return a copy to you together with the product and an invoice.

Order PAF by downloading the forms online and returning them to New Zealand Post. Alternatively you can call your New Zealand Post account manager, our Customer Representatives on 0800 501 701, or send us an email at sendright@nzpost.co.nz.

8. More information

The SendRight™ team can be contacted:

- through the New Zealand Post Support Centre 0800 501 701
- by using any "Contact Us" link at www.nzpost.co.nz/sendright or
- through the following postal address:

Manager, Address Accuracy programme
New Zealand Post
Private Bag 39990
Wellington Mail Centre
Lower Hutt 5045

More technical and commercial information will be available on the SendRight™ website at www.nzpost.co.nz/sendright.

Contact us

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