



Overview

Introduction

The upgrade to 2004 Address Matching Approval System (AMAS) Software brings some exciting changes for bulk mailers.

This document has been produced by Australia Post's AMAS Program to assist customers in understanding the changes, and the impact these changes may have upon match rates and customer addresses.

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Background

After close consultation with customers and careful analysis of address matching issues, Post has introduced new address matching routines for AMAS software. As the evolution of AMAS software continues, this includes new reference data in the Postal Address File (PAF) to boost match rates.

Depending on the type of addresses stored, the changes should see an improvement in your barcode match rates.



Major Changes

The AMAS software has introduced more flexible matching to enable matches that previously were not possible, including:

- **Street Alternate Matching ***
 - Allows for where an alternative Street name is used such as Dandenong Rd for Princes Hwy
- **Bordering Locality Matching**
 - Caters for when a neighbouring suburb is used instead of the PAF locality
- **Street Level Matching ***
 - A match to the Street level only
- **Locality Level Matching ***
 - A match to the Locality level only

*These matches are only available in selected areas.

AMAS software will only use these rules where a direct match is not possible. 2004 AMAS software will continue to attempt to match to a street number (delivery point) before matching to the lower levels of Street & Locality.

Australia Post recommends

These changes can appear to match some of your address records to a completely different address.

Post recommends the following to customers using AMAS software:

- Take the barcode allocated through AMAS software, and
- print the original address record on the envelope
- use the software-generated error codes to identify address records that may need further investigation and correction

Full details follow

The following document explains in detail the main changes to AMAS software for 2004. Please contact either your AMAS supplier or Australia Post Account Representative for further information.



Customer information and the Mail Piece

Customer address record recommended to be printed on the Mail Piece

Remember: if an address is 'good enough' to get a match through AMAS-approved software, it's 'good enough' to appear on the mail piece.

When preparing a mailout using 2004 AMAS software, we recommend customers to:

- use the barcode associated with the PAF address
- print the original customer record from the customer database on the finished mail piece
- use the software-generated error codes to identify address records that may need further investigation and correction

Australia Post does not require customers to print the PAF address once a DPID is obtained through the AMAS software in order to obtain access to PreSort pricing.

Why print the original address with the PAF barcode?

By printing the barcode associated with the PAF address, but returning the original address record on the finished mail piece:

- bulk mailers are able to access PreSort barcode pricing
- Post is able to sort the mail according to the PAF address (as contained within the individual barcode)
- the Postie will recognise the customer record as commonly used, and deliver accordingly
- the customers will receive mail with an address they recognise as their own

Investigating addresses

We strongly recommend that customers investigate any addresses that were 'amended' by the AMAS software in the matching process.

Users of AMAS software may use the error codes produced by the software in the matching process to identify any addresses that may warrant investigation for quality purposes.

If investigation shows that the address needs modification, it is best to update the data in the source database.



Impact on Customer Address Quality and data integrity

As these new matching Rules can in some cases find a match to an address that appears to be markedly different to that which is in the customer database, we strongly recommend that customers take the barcode, but print the original customer database address on the mail piece.

If an address is ‘good enough’ to get a barcode through AMAS software, it’s ‘good enough’ to be printed on the mail piece.

AMAS software error codes can be used to help identify why an address amendment was needed in the matching process.

While the rules help to overcome common matching issues, it is always a good idea to investigate amendments, and maintain your database appropriately.

New Terminology for 2004

Definitions

The following provides definitions of the address matching terminology you may encounter in your 2004 AMAS Cycle software

Terminology	Definition
Street Alternate	Alternative Thoroughfare/Street name linked to the official Thoroughfare/Street name in the PAF.
Bordering Locality	A locality identified as existing on a border of another locality/suburb in a geographical area, not necessarily in the same postcode area.
DID Matching	<ul style="list-style-type: none"> • 8-digit number Default Identifier (DID) • used to identify streets and/or localities, and used in place of DPIDs for selected areas only
Street Level Matching	Matching to a Street name where a matching street number or point is not available in the PAF.
Locality Level Matching	Matching to a Locality name where a match to a point or Street was not available in the PAF.



Bordering Localities Matching

Bordering Localities

The **Bordering localities** file provides a list of localities or suburbs that surround each locality in the PAF.

Bordering Locality matching permits matching to a locality over the locality boundary, regardless of where the postcode boundary falls, where an exact match to all elements of the street address can be found in the neighbouring locality. This rule also expects the customer record to contain a valid Locality/Postcode combination.

Why allow matching to Bordering Localities?

Bordering localities help to cater for:

- locality and postcode boundary changes, and the delay of these changes appearing in the PAF or in the customer's database
- use of a "customer-preferred" locality or 'vanity' address
- where a locality boundary falls down the centre of a road, with addresses on one side of the road belong to a locality different to those on the other side of the road. This can lead to confusion about to which locality each property belongs.

Bordering Localities Matching Examples

PAF records:

<p>REDFERN 2016</p> <p>524 518 516</p> <p>Elizabeth Street</p>	<p>11</p> <p>9</p> <p>7</p> <p>5</p> <p>3</p>	<p>12</p> <p>10</p> <p>8</p>	<p>SURRY HILLS 2010</p> <p>512 508</p> <p>Elizabeth Street</p> <p>Cleveland Street</p> <p>SURRY HILLS 2010</p>
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----- Postcode
Boundary ——— Street/Thoroughfare

Matching Example

PAF Record: 516 Elizabeth St REDFERN NSW 2016

Customer Input record: 516 Elizabeth St, SURRY HILLS NSW 2010

Software version	Outcome	Reason
2003 Cycle	NO MATCH	Changes to both the locality and postcode were required
2004 Cycle	MATCH via Bordering Locality record	Exact match on Street address found in neighboring locality

Matching Example

PAF Record: 516 Elizabeth St REDFERN NSW 2016

Customer Input record: Unit 6, 516 Elizabeth St, SURRY HILLS NSW 2010

Software version	Outcome	Reason
2003 Cycle	NO MATCH	Changes to both the locality and postcode were required
2004 Cycle	NO MATCH	Exact match on all Street address elements (including unit) was not available in neighboring locality

Street Alternates Matching

Street alternates

Street Alternates allow for matching using a thoroughfare name that is different to the one used in the official address contained in the PAF.

How is the Street Alternates file populated?

The Street Alternates file may be populated when:

- A street name has changed over time
- A section of a road is renamed while passing through a town or suburb, such as Dandenong Rd and Princes Hwy in Victoria
- A commonly found spelling/formatting alternative, such as St George's Tce and Saint George's Terrace, exists.

The Street Alternates contained within the PAF are those that have been regularly appearing on Post's mail sorting equipment.



How Street Alternates may help your match rate

Many records within customer databases do not find a match simply because there are alternate names in use, either locally or officially named.

Street Alternates Matching Examples

PAF records:

Nunawading 3131

PAF record: 267 Whitehorse Rd

PAF alternate street name: Maroondah Hwy, Nunawading VIC 3131

—— Street/Thoroughfare

Matching Example

PAF Record: 267 Whitehorse Rd NUNAWADING VIC 3131

Customer Input record: 267 Maroondah Hwy NUNAWADING VIC 3131

Software version	Outcome	Reason
2003 Cycle	NO MATCH	Street name not recognised in the available locality
2004 Cycle	MATCH via the Alternate Street Name record	Maroondah Hwy is recognised as an alternative to Whitehorse Rd. This section of the road had a name change some time ago, but some residents continue to use the original name.



Street Level (DID) Matching

Street Level (DID) Matching

Street Level matching provides a single DPID for an entire street. This allows DPIDs to be appended when the customer address is not found within the PAF, where a Street DID is available. The Street Level DIDs are selectively populated in the PAF.

DIDs operate in the same manner as DPIDs (ie they can be converted to a 4-state barcode for mailing purposes).

Street Level matching caters for areas that are yet to be fully populated in the PAF, typically the rural and remote areas, or for addresses in these areas that do not have a street number.

Why allow Street Level (DID) matching?

Matching to a Street name (instead of to a point) allows many rural addresses that have no known street number to gain a DPID for barcoding, while also making allowances for addresses that may be missing from the PAF due to them being difficult to capture.

Street Level DIDs are only allocated in areas where street delivery is not performed.

Street Level Matching and address validation

Street Level matching does not provide full address validation. Street DIDs are easily identified as they start with either 26 or 27.

When obtaining a match at the street or locality level, please ensure that you print your customer address record in full on the finished mail piece, to assist in delivery.



Street Level Matching Examples

PAF records:

Breakwater Creek VIC 3303: Street DID available

Smith Street	15	17	21
(PAF: Street DID)	16	18-20	

— Street/Thoroughfare

Matching Example

Customer Input record: 17 Smith St BREAKWATER CREEK VIC 3303

Software version	Outcome	Reason
2003 Cycle	MATCH	Direct match – DPID applied
2004 Cycle	MATCH	Direct match – DPID applied

Matching Example

Customer Input record: Smith St BREAKWATER CREEK VIC 3303

Software version	Outcome	Reason
2003 Cycle	NO MATCH	Individual property point required
2004 Cycle	MATCH to STREET DID	Street DID available

Matching Example

Customer Input record: 19 Smith St BREAKWATER CREEK VIC 3303

Software version	Outcome	Reason
2003 Cycle	NO MATCH	No corresponding number 19 recorded in PAF
2004 Cycle	MATCH to STREET DID	Street DID available, even though 19 not present in PAF



Locality Level (DID) Matching

Locality Level | A number of localities have been selectively populated in the PAF with Locality DIDs.

Locality DIDs operate in the same manner as DPIDs (ie they can be converted to a 4-state barcode for mailing purposes), and start with 28.

Locality Level matching enables customers to match to the Locality DID, and print the associated barcode, where a corresponding address is not found within the available PAF data.

IMPORTANT | In order to match to a LocalityDID, a customer address must contain a valid street type within the street address record, and the customer address must contain a valid Locality/Postcode combination. We strongly recommend retaining any additional information to assist with delivery.

Locality Level Matching Examples

PAF Records:

Catumnal VIC 3537 (Locality DID available)	
Outback Rd (Street DID available)	543
435	

———— Street/Thoroughfare

Matching Example

Customer Input record: 543 Outback Rd CATUMNAL VIC 3537

Software version	Outcome	Reason
2003 Cycle	MATCH: DPID applied	Direct match available
2004 Cycle	MATCH: DPID applied	Direct match available



Matching Example

Customer Input record: 500 Outback Rd CATUMNAL VIC 3537

Software version	Outcome	Reason
2003 Cycle	NO MATCH	500 Outback Rd not in PAF
2004 Cycle	MATCH to Street DID	Street DID available

Matching Example

Customer Input record: Stevens Lane CATUMNAL VIC 3537

Software version	Outcome	Reason
2003 Cycle	NO MATCH	no corresponding street name in PAF, no street number in Customer record
2004 Cycle	MATCH to Locality DID	Although no street name or number found in the PAF, Locality DID is available, and “Lane” is a valid street type within the input record, and the Locality/Postcode combination is correct

Matching Example

Customer Input record: Smith’s Farm, The Outback CATUMNAL VIC 3537

Software version	Outcome	Reason
2003 Cycle	NO MATCH	Insufficient address – street name and number required
2004 Cycle	NO MATCH	Valid Street Type must be within the input record to be allocated a Locality DID

Contact Information

For more information

Contact your AMAS supplier, or visit: <http://www.auspost.com.au/amas>



Appendix A: Summary of changes

How it works

Bordering localities:

- provide a list of localities or suburbs that surround localities in the PAF.
- allows for matching within a geographical area, rather than restricting the match to localities within a given postcode area.
- permit matching to a locality over the locality boundary, regardless of where the postcode boundary falls.
- help to cater for locality and postcode boundary changes, and the delay of these changes appearing in the PAF.
- deal with the use of a customer-preferred 'locality' or 'vanity' address.

Street alternates:

- allow for matching using a thoroughfare name that is different to the one used in the official address contained in the PAF.
- The alternate name may be a previously used name, or a section of the road that is renamed while passing through a town, such as Dandenong Rd and Princes Hwy in Victoria.
- It will also cater for some commonly found spelling alternatives, such as St George's Tce and Saint George's Terrace.

Street and locality matching:

- available in selected areas.
- new AMAS software will always attempt to match to a street number (delivery point) before matching to these lower levels.
- Lower level matching caters for areas that are yet to be fully populated in the PAF – typically the rural and remote areas.
- allows many rural addresses that currently have no known street number to gain a DPID for barcoding
- provides a single DPID for an entire street or locality,
- will not provide full address verification
- it is advisable to retain any additional information stored with the address in your database, as this may assist with the delivery of the mail piece, such as the Street number, Street name, and property name.
- Street DIDs begin with either 26 or 27
- Locality DIDs begin with 28