

SendRight™
Address Accuracy Programme

Postcode Network File overview

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1. About the Postcode Network File

The Postcode Network File is the authoritative definition of the New Zealand Post Postcode Network. It includes approximately 1800 postcodes incorporating:

- Urban delivery postcodes
- PO Box and Private Bag postcodes
- Rural Delivery (RD) postcodes

Note: There are a number of additional locations used for counter delivery or Community Mail Box delivery that are not included in the Postcode Network File. This is because these locations are not official New Zealand Post Box Lobbies.

A listing of these is available at www.nzpost.co.nz/postcodefinder

The primary purpose of postcodes is to assist in the efficient and accurate delivery of mail. Used in New Zealand since 1977, this major revision of postcodes is designed to provide a unique delivery address for all postal addresses on the New Zealand Post network.

The postcode boundaries take into consideration New Zealand Post mail sorting requirements, the density of delivery addresses and the proximity of identical or similar street names. Please note that postcode boundaries do not necessarily reflect suburb boundaries.

Urban and rural postal delivery postcodes are represented by a single-part or multi-part geographic area while postcodes associated with Box/Bag delivery are represented by a single point location (PO Box lobby). In rural areas the Rural delivery identifier (RD number) and New Zealand Post Maitown is included and for Box/Bag lobbies the lobby name is listed.

The Postcode Network File is designed to enable businesses and policy-makers to integrate postcodes within Geographic Information Systems (GIS) applications to assist in planning, modelling, business intelligence and decision making. The data can be represented in two dimensions (mapped) or modelled against other data such as physical addresses, city or town boundaries, census meshblocks and land valuation areas.

Although the Postcode Network File includes full national coverage, it should be noted that not all physical addresses contained within a postcode boundary receive mail delivery from New Zealand Post.

Note: The Postcode Network File is the intellectual property of New Zealand Post.

2. Postcode design principles

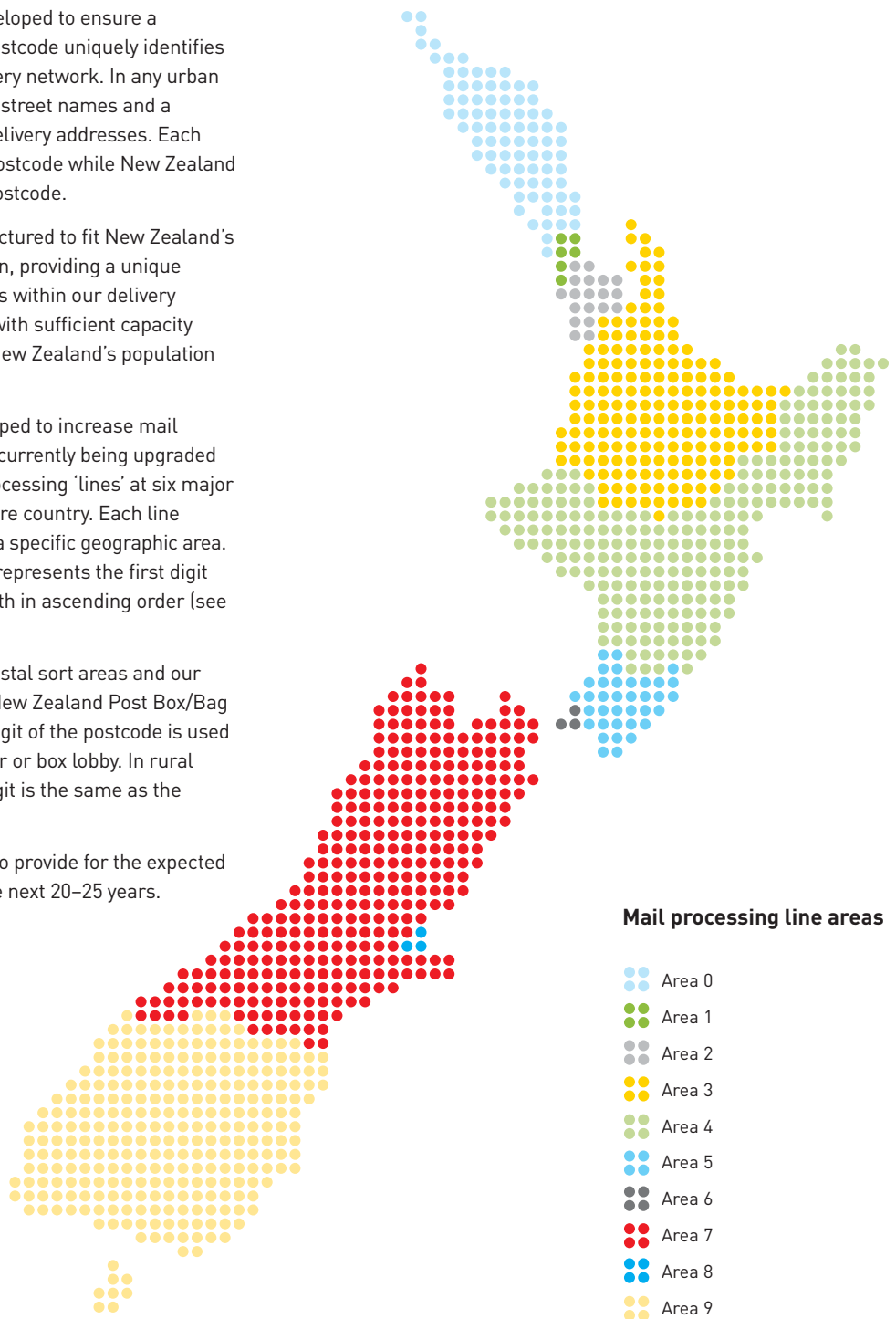
The Postcode Network has been developed to ensure a combination of street address and postcode uniquely identifies every urban address within our delivery network. In any urban postcode area there are no duplicate street names and a maximum of approximately 10,000 delivery addresses. Each rural delivery area has a dedicated postcode while New Zealand Post PO Box lobbies have a unique postcode.

The new postcodes are carefully structured to fit New Zealand's geography and population distribution, providing a unique delivery point for every postal address within our delivery network. This structure provides us with sufficient capacity to deal with the expected growth of New Zealand's population and infrastructure.

The new postcodes have been developed to increase mail processing efficiency. Our network is currently being upgraded to incorporate 10 automated mail processing 'lines' at six major mail processing sites around the entire country. Each line (numbered 0-9) will process mail for a specific geographic area. The automated mail processing line represents the first digit of the postcode – it runs north to south in ascending order (see diagram opposite).

The second and third digits reflect postal sort areas and our delivery network i.e. urban posties, New Zealand Post Box/Bag network and RuralPost. The fourth digit of the postcode is used to identify the urban area, RD number or box lobby. In rural delivery areas where possible this digit is the same as the existing RD number.

This postcode structure is designed to provide for the expected growth in delivery addresses over the next 20–25 years.



3. What's included in the Postcode Network File?

The Postcode Network File contains single-part or multi-part boundaries (polygons) defining urban and rural postcodes and point locations defining PO Box lobbies. Note some PO Box lobbies also contain Private Bag addresses. All postcodes are 4 digits including leading zero's e.g. 0113. New Zealand Post maintains all address and network data within its National Postal Address Database (NPAD). New Zealand Post's definitive file of postal addresses in New Zealand, the Postal Address File (PAF) and the Postcode Network File are sourced directly from NPAD. The Postcode Network File is provided at six-monthly intervals on CD-Rom in both ESRI shapefile and MapInfo TAB format. The key characteristics of the data are described below.

Key characteristics of the Postcode Network File

Data	<ul style="list-style-type: none"> Urban postcode boundaries and postcode e.g 6011 Rural postcodes including postcode, RD number, Maitown PO Box lobby locations and postcode, lobby name (including postshop and post centres) <p>Data is for NZ in its entirety.</p>
Data Structure	<ul style="list-style-type: none"> Postcode boundaries (polygon) PO Box lobbies (point)
Data Format	<p>Data is supplied in two formats:</p> <p>ESRI shapefile</p> <p>Two separate tables:</p> <ul style="list-style-type: none"> Standard postcodes Box lobby postcodes <p>MapInfo TAB</p> <p>Two separate tables containing the standard postcodes and the Box lobby postcodes.</p>
Co-ordinate System	<p>New Zealand Map Grid</p> <p>If you are using the NZ Geodetic Datum 2000 or any other co-ordinate system you will need to convert the tables.</p>
Update Cycle	Six-monthly (June, December)
Support	sendright@nzpost.co.nz
Data Volume	65 Mb (shape file), 33 Mb (Tab)
Media	CD Rom

The Postcode Network File does not contain location names such as Town/City and Suburb. 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.

4. Changes to the Postcode Network File

While we would not expect changes to be extensive in nature, New Zealand Post will, on occasion, need to update the postcode system to reflect significant changes in delivery point density or shifts in postal network boundaries. For example, as an urban area encroaches into a rural region some addresses may change from rural delivery postcodes to urban postcodes. Additionally, significant infill housing in urban areas may result in the need for a new postcode to ensure the number of households in high density areas remains similar.

Each product release will fully describe the network at that point in time. All changes between releases will be described in a change history file provided with the data.

New Zealand Post also operates a continual programme of data capture and change detection from across the New Zealand Post delivery network (Posties, RuralPost, Box/Bag Network). The delivery network is dedicated to ensuring address 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 our addressing databases are as accurate and comprehensive as possible.

5. Postcode Network File update cycle

The Postcode Network File is released by New Zealand Post on a six-monthly basis. Releases are scheduled for the end of June and mid-December. Each new release contains a version number and expiry date. This table shows the release schedule for the 12-month period from 2006:

Version Release	Release Month	Expiry Month
PN_V2006Q2V01	September 2006	December 2006
PN_V2006Q4V01	December 2006	June 2007
PN_V2006Q2V01	June 2007	December 2007
PN_V2007Q4V01	December 2007	June 2008

Note: The first release has a shorter than usual lifetime. All Postcode Network File releases expire after six months or when a subsequent release becomes available. All changed records between Postcode Network File releases are recorded in a change history file.

6. Using the Postcode Network File

The primary use of postcodes is to assist in the efficient and accurate delivery of mail. However postcodes also have tremendous potential for a wide range of other uses. Some of these are listed here.

- **Postcoding:** The application of postcode to address data based on the geospatial overlay of the Postcode Network File with physical addresses.
Note: New Zealand Post recommends using PAF for full address matching and cleansing.
- **Planning and Modelling:** Spatially tagging administrative and statistical data with a postcode enables these data to be mapped, in turn enhancing a user's understanding of the geographical trends in various data.
- **Location-Based Services:** One of the best ways to personalise information services is to enable them to be location-based. The postcode provides a quick and accurate method of uniquely identifying a street address. An example would be someone using their mobile phone to search for a restaurant. The application would interact with other location technology components to determine the user's location and provide a list of restaurants within a certain proximity to the mobile user.
- **Asset Management:** Geographic data is an important aspect of any asset management system. The Postcode Network File can help in the administration of man-made structures (streets, buildings) and terrain (mountains, rivers) through the use of Geographic Information Systems (GIS). GIS is also used to manage point-of-interest data such as location of gas stations, restaurants, ATMs, etc.

7. Postcode Network File 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 develop 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 an SOA of 85% must be achieved.

Using the Postcode Network File does not in itself guarantee any postal product pricing. However, it can enable the application of postcode, box lobby, RD number and Maittown through the geospatial intersection with physical address data. This can help you improve your address accuracy and SOA percentage.

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

8. Licensing the Postcode Network File

To receive and use the Postcode Network File you will need to sign a data licence agreement and pay an annual licence fee that entitles you to two (six-monthly) Postcode Network File releases. There are two types of licence: Base or Commercial.

Base: 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 licence is \$400+GST.

Commercial: An alternative licence for single organisations wanting to incorporate the data within commercial products and/or sub-licence the data to end users. This licence permits the Postcode Network File to be distributed as part of a data or software bundle. The annual fee for the Commercial data licence is \$2,100+GST.

Postcode Network File licensees will need to complete and sign the relevant order form and licence 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 licence agreement and return a copy to you together with the product and an invoice.

Order the Postcode Network File 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 100 318, or send us an email at sendright@nzpost.co.nz.

Contact us

Postal Address

Manager, Address Accuracy Programme
New Zealand Post
Private Bag 39990
Wellington Mail Centre
Wellington 5045

Physical Address

Manager, Address Accuracy Programme
New Zealand Post
Level 1
47 The Esplanade
Petone
Lower Hutt 5012

Phone

0800 100 318

Fax

+64 4 568 1627

Email

sendright@nzpost.co.nz

Website

www.nzpost.co.nz/sendright