



Australia Post

THE MARKET

For more than 200 years, Australia Post has been part of the nation's fabric.

In this time, they've maintained the same steadfast purpose: to connect Australians to each other and to opportunity – in doing so, playing an important role in bringing communities closer while contributing to Australia's prosperity.

Today, Australia Post continues to break ground, offering new services as the digital world changes how we connect.

But while the times might've changed – along with the organisation, Australia Post's commitment to making Australian lives better is as strong as ever. It's why their posties deliver to 11.7 million addresses countrywide – and why you'll still find a Post Office in just about every Australian community.

ACHIEVEMENTS

People. Business. Potential. Australia Post is connecting everyone in new and exciting ways – and all while thriving as a successful business too.

With a track record for community service and a far-reaching network, Australia Post is uniquely placed to keep up with the speed of change. Today, they manage 82% of the country's eCommerce* – with the Post Office evolving to provide new and essential financial and identity services.

They've contributed \$6 billion to the Australian economy (\$2.8 billion of which has added value to other industries), with more than 70,000 people



playing a role in this*. From their integrated logistics, retail and eCommerce network - to their Post Offices and delivery drivers.

HISTORY

In 1809, former convict Isaac Nichols was made Sydney's first Post Master and Australia's oldest surviving commercial organisation was born.

It was here the foundations for the Australia Post we know today were laid. Over time, the organisation evolved to become the government-business enterprise (GBE) that provides the country's postal service, and today, Australia Post proudly sits amongst the nation's most trusted brands.

The Post Office is key to this trust. With over half based in regional and rural areas, they've become a symbol of connection

for people living in both our biggest cities and our smallest towns.

THE PRODUCT

Australia Post is still driven by the same goal – to deliver every Australian access to the dependable services they deserve.

It's a goal backed by a history of being there for every community. And it's propelled forward by a network that continues to adapt to the changing needs of people and businesses alike. From a growing eCommerce market where we're seeing more large organisations exiting smaller communities, to our country's aging population.

In 2018, a study from Deloitte Access Economics found around 92% of Australians visited a Post Office an average of 10 times in the



last six months – with more than 90% of regional and rural customers happy with their experience*.

It's this trusted, far-reaching network – along with their people, brand and community connections – that puts Australia Post in a one-of-a-kind position to offer genuine value to everyone.

RECENT DEVELOPMENTS

Australia Post's power to make a positive impact isn't just a unique one. It's essential.

The organisation is one of Australia's largest, so it has a responsibility to address its impacts and the power to make a positive difference to both the environment and the communities in which it operates. Developed to complement the UN Sustainable Development Goals, Australia Post's Corporate Responsibility approach consists of practical commitments that will ensure the business addresses key sustainability issues at every stage of their operations.

This strategy works beyond being a better organisation. It speaks to an ongoing commitment to do more to add real value to the lives of Australians.



It shows that Australia Post will continue to champion social and economic inclusion and wellbeing, connecting Australians both physically and digitally. That they'll keep cutting their emissions and environmental impacts so our country can prosper as it should.

And it highlights how Australia Post will continue to meet the expectations of our communities. So that every Australian has the backing to thrive in a digital world – knowing just how much they matter.

PROMOTION

At the heart of Australia Post's communications strategy is the belief that every person has something to contribute to a more prosperous Australia. That their stories, their relationships and their role in the community matters.

From this, the empowering idea that 'Everyone Matters' was created as the basis for the new brand platform and advertising campaign.

In it authentic, human stories highlight the ways Australia Post deliver on this – from increased delivery choices and international expansion, to essential retail services and a more accessible network.

And these stories represent an ongoing commitment and connection to every Australian community.

BRAND VALUES

People's safety, health and wellbeing is Australia Post's number one priority. With \$30 million to be invested in safety, the organisation is moving from motorbikes to safer modes of transport like Electronic Delivery Vehicles. Along with reducing serious accidents and incidents, Australia Post is also supporting better mental health and wellbeing practices.

Alongside safety, Australia Post prides itself on being trusted to do the right thing (Trust), respecting everyone (Inclusivity) and finding a way and helping customers and the community to do the same (Empowerment).

These values capture the spirit of Australia Post's purpose, and tie back to that simple truth – that everyone matters.



THINGS YOU DIDN'T KNOW ABOUT AUSTRALIA POST

- More than 230 million retail visits – and 275 million online customer visits – in FY18
- 4356 Post Offices, with 2538 in regional and rural areas
- 15,085 Street Posting Boxes, and Parcel Lockers in 265 locations
- More than 16,000 vehicles in the Australia Post fleet
- 1.9 million passports processed each year
- Our people come from 143 ethnic backgrounds – and speak 65 languages
- 14,000 tonnes of materials are recycled each year – keeping the business on track to meet emissions reduction targets of 25% by 2020
- Reliable payment services to customers on behalf of 750 businesses and government agencies (including 70 banks and financial institutions)
- Australia Post achieved gender pay parity in FY18 for the second year in a row.



BIBLIOGRAPHY

* Deloitte Access Economics report 2018