

To whom it may concern,

The following is my submission to the Australian government's review of Australia Post.

The current contradictory rules that govern Australia Post, entirely government owned but self-funded, requires it to operate as a profit-making commercial entity. Hence the obligation that all its services be profitable. This denies the fact that Australia Post, like the ABC, is a public service and, as such, should not be run as a profit driven private business.

Australia Post therefore needs a social charter to end the organisation's split personality, and the endless discourse about profit and loss. This will necessarily require a degree of government funding and allowing Australia Post to increase stamp prices. A reduction in executive bonuses and reducing mail deliveries to **no less than four days a week** would also assist the organisation's ability to improve services and reduce costs.

Also, we should not accept the demise of hand-written letters as inevitable. Saving Australia Post's mail letters service requires lateral thinking. Australia Post needs to engage with the most creative minds in advertising/marketing to develop targeted advertising campaigns to make letter writing 'cool' again by contrasting the tangible benefits of receiving hand-written letters in the post with the more homogenous digital forms of communication.

According to American research, old fashioned print books are still more popular than e-readers as readers tend to engage more with the text of a tangible copy than with reading a digital book via a kindle.

PS: I am a regular letter writer, a tradition picked up from my mother and grandparents, and also use a range of digital forms of communication.