

Modernising Mail Delivery Service

Letters are declining at a rapid rate reflects mail not being deemed as an essential service for future Australians, redefining modern ways for customers and businesses to send/collect their mail at local Post outlets, increase the retail foot traffic in and utilise the labour workforce balance between mail and parcel deliveries.

Operations/Human Resources

“Businesses and government send more than 97 per cent of letters in Australia but are increasingly using digital communications channels, with the average household now receiving approximately one third of the number of letters each week compared to 2007-08 when letter volumes peaked.”

Redundancy of Postal Mail delivery drivers

Posties will be made redundant to maintain modernisation of the letter service however, to counter back this issue is to make postal mail delivery drivers focus on Parcel deliveries in their residential areas they are aware of to their own advantage and sort parcels at local/state parcel facilities.

Handling and maintaining the growth of Parcel Deliveries

“While traditional postal services continue to decline, Australians are increasingly relying on parcel delivery services. Almost 1 in 5 retail sales are now completed online, with Australia Post delivering over 500 million parcels in 2021-22.”

Parcel deliveries are on the rise as major online retailers, small businesses and MyPost Business customers back up on the emerging trend of eCommerce. Using an existing postie's expertise of the local areas and offering new delivery options such as same day delivery in-state delivery service (competing with Amazon flex, Uber and local courier services) for business customers or general customers is a way to increase revenue and maintain competition in the parcel delivery market.

Finance

Letter Business Contracts with Large Corporations to create revenue security

The main customers that use the mail delivery services are large organisations such as banks, government services, telecom, retail and corporate based companies. Having a business contract with these organisations can help bring security for Australia Post's letter revenue to encourage the organisation to post on a frequent basis rather than using digital communication.

This is something to consider as we are heavily dependent on corporations use AP's letter service to deliver letters while corporations converting their customer base to digital format as a cost-cutting benefit for the company.

Retail

“Post Offices provide a range of postal, financial, identity and retail services, however Australians visit Post Offices less frequently than they once did. Since 2013-14, retail transactions at Post Offices have declined 39 per cent.”

Supporting the issue of driving retail foot traffic

To maintain and drive retail transactions in store, letters should be delivered to the local Post offices in cities, suburban and rural areas to maintain sales and services within the retail space, creating a one stop shop within the community. **Letters require small amount of physical space** in the office as it's not a tangible issue. Post offices that have the capacity to store parcels, can have the capacity to store mail in the local area.

Majority of the community members are **expected** to leave their homes to gather essentials such as groceries, homeware and petrol, using mail collection at PO as another essential service to utilise. Those who do require accessibility to leave their homes as there are alternative delivery solutions in People & Culture section.

Convenient Locations/opening hours for CPOs and LPOs

Post offices as need to be located within shopping centres or a close radius to local supermarkets/essential services, either have extended trading hours (e.g., 8am – 6pm) or different 8-hour operating hours (10am – 6pm, 8am – 4pm) for customer convenience to maintain flexibility and availability surrounding frequent/common places and time local area residents would visit to make mail collections an easier and simple task.

Postal Solutions

Working with Local Supermarkets/General Stores

For rural/remote areas that do not have a post office nearby, local general stores and supermarkets can be a frequent place for locals to collect mail while gathering their household essentials. This can cost AP money to offer their services in stores, however use 'essential' foot traffic as a selling point to supermarkets/general stores to be guaranteed to have foot traffic their stores.

Every local individual does go out to obtain their household items and groceries, why not do the same for mail collections?

Creating a 48-hour Mail Lockers for MyPost Customers

With the success and customer usefulness of the Parcel Lockers for Parcel deliveries, letters or even small parcels can have their own modernised mail delivery locker to be available for customers. Mail lockers can be placed outside Post offices, supermarkets, within shopping centres or in a convenient location for customers to retrieve their mail.

This helps with maintaining volumes of small parcels and introduce a new way for mail to be collected by customers. Using the customer's full name and address as a key identifier of the

customer to give them a digital notification and access code to collect their mail from the Mail lockers. This can be trialled with an existing Parcel locker before creating a new system.

People & Culture

Digital Authorisation for Mail Collections

Parcel deliveries have digital authorisations as it should be implemented towards mail collections. People in the community may have on going issues where they cannot be able to collect from an outlet, they can rely on a close member of trust to do a collection through digital authorisation without having a tracking number to reference from. Using the current digital authorisation service for Parcels can be replicated to be enabled for letters.

Accessibility needs for people who only stay at home

Woolworths/Coles are both major supermarket chains as well as local charity organisations that offer home grocery delivery services to those in need. Every grocery delivery order being made should allow the customer to request for their mail to be collected at the local post office to be included with delivery. This will help Coles and Woolworths increase/maintain their sales in online grocery orders while assisting the accessibility of getting mail to people.

Technology

Digital Notification for Important Mail

Essential mail documents such as Mortgage documents, bank cards, identity cards and legal letters must require a digital notification via email or SMS from the issuing organisation, alerting the receiver that letter is on its way with the date sent as this removes the risk of important letters being stolen within the neighbourhood.

Example of this implementation is the National Passport Office – Passport office sends an email/SMS to the receiver, mentioning they have dispatched the applicant's passport and will be at their local post office in 3-5 business days.

Using Customer's Name & Postal Address as a Key Identifier

APG has a strict privacy compliance with maintain a customer's use of name and address, however using this information can help us digitally identify, notify and engage with the customer virtually with the potential instore mail collections and mail lockers to create a modern-day convenience for customers.

Existing technology services at APG operates with can be used as an inspiring digital service leader for this solution, to ensure simplification and modernisation to maintain mail deliveries as well as parcel deliveries.

Enabling Digital Authorisation

To ensure accountability of authorisation, the recipient must submit in a request through AP website to create an authorised ID token that can be cross-checked in store directly on the

operator's terminal to create legitimacy. The authorised ID token will have a 24-hour expiry, once after expired, the recipient must repeat the process to prevent fraud.