

Stakeholder engagement activity during 2013–14

Who are our stakeholders	Significant engagement activities
Government	
Our shareholder and portfolio ministers.	Consultation on our rolling four-year corporate plan (mandatory)
Federal, state and territory members of parliament.	Provision of quarterly progress reports (mandatory)
	Provision of briefings to MPs on the use of the postal service and operational changes to the location and number of facilities including post offices, delivery centres, lodgement facilities and mail sorting centres.
	Participation of senior executives in Senate Estimates hearings (mandatory - November 2013, February 2014, May 2014).
Commonwealth departments and agencies, local government and special organisations that oversee portfolios relevant to Australia Post and its business.	Continued our partnership with a range of Australian Government departments and agencies to deliver trusted services to our customers, including the Department of Foreign Affairs and Trade on the provision of passports and the Department of Human Services, to provide Australians with online access to critical government mail via the MyPost Digital Mailbox.
Customers	
Major corporate and government customers.	Held discussions with representatives from our larger customers on the economic and retail outlook following the release of the 2014 Federal Budget. The event featured Andrew McLennan, Retail, Food and Beverage Analyst, Commonwealth Bank and Paul Greenberg, Executive Chairman, National Online Retailers Association (NORA).
Small to medium-sized business customers.	Embarked on a successful pilot partnership with Google as the first Australian carrier to be integrated with the new Google Trusted Stores beta program.
	Hosted 'Secrets to Online Success' - a series of unique ecommerce panel events for Melbourne and Sydney-based SMBs, run in partnership with Facebook, Google, Instagram and Microsoft Australia. The events were designed to give SMBs a unique opportunity to hear first-hand from leading global organisations about how they can 'go and grow online'.
	Expanded our Business Hubs network to 56 locations throughout Australia to support SMB customers.
	Reinforced our commitment to connecting online buyers and celebrating excellence across Australian online retail channels through StarTrack's continued partnership with the Online Retail Industry Awards (ORIs).
General public who contribute to our success by purchasing our products and services.	Created the MyPost Concession Account for Australia's 5.7 million federal government concession cardholders, which affords account holders access to concession stamps at the basic postage rate of 60 cents for the next three years.
	Ran the Declare Your Independence campaign in February 2014, our first marketing campaign to build awareness among young Australians of our financial, identity and government solutions and products. The campaign featured the Keypass photo identity card, which was a new addition to our range of in-store identity services in 2013–14.
	Launched the world's first video stamp, enabling customers to send a 15-second personalised video message with Australia Post's Express Post and Express Courier International products.
Regulators	
	With the Department of Communications participated in Universal Postal Union meetings that determine the regulations, operating processes and rates of payment between countries for handling international mail.

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Our workforce	
Employees (full-time, part-time and casual), contractors and licensees.	<p>Refreshed our Health and Safety strategy, defining the five priorities that underpin our safety program of work.</p> <p>Commenced the rollout of the Safety Leadership cultural transformation initiative to 22 high-priority sites.</p> <p>Extended our focused safety observation feedback program beyond delivery into other high-risk tasks.</p> <p>Introduced Safety Huddles – engaging workgroups around safety messages specific to their workplace that they have developed themselves.</p> <p>Introduced a policy of opening every influential meeting with a Safety Moment, a shared safety story from one of the participants successfully frames safety as a significant point of consideration for any ensuing topics discussed.</p> <p>Ran our annual Say2Action employee feedback survey, which this year included StarTrack, Decipha Digital Mailbox and SecurePay employees for the first time. In 2014, we adopted a more detailed survey which looks at a broader range of areas to help us further improve our workplace into the future.</p> <p>Conducted CEO and Executive Committee visits around Australia to meet with managers and employees and engage each other in discussion about key business activities and updates.</p> <p>Introduced the Workforce Conversation portal, a secure website for employees to access important business information.</p> <p>Continued to invest in best practice initiatives directed at the development, engagement and advancement of our female employees in both operational and non-operational roles through initiatives including mymentor, Xplore and the TenProgram.</p> <p>Launched our third Reconciliation Action Plan (RAP) which continues our 25-year formal commitment to building relationships, enhancing respect and improving opportunities for Aboriginal and Torres Strait Islanders.</p> <p>Launched Post People 1st - an initiative to maximise opportunities for our people through improved access to job vacancies and education, training and career support information. In 2014 Post People 1st received more than 3,000 job applications and moved 2,700 staff into new positions.</p> <p>Our Christmas employee referral campaign received more than 6,000 applications for Christmas casual work, resulting in 2,200 family and friends working together between October 2013 and January 2014.</p> <p>Our annual Christmas volunteer campaign resulted in 1,351 administration and headquarter employees working side-by-side with operational and retail colleagues to support the customer experience at Christmas.</p>
Unions that represent our employees.	<p>Regular Joint Consultative Committees held throughout the business to inform the unions of Australia Post initiatives, change processes and to foster ongoing dialogue between Australia Post, the unions and their members.</p> <p>The National Health and Safety Committee, consisting of Australia Post and Union representatives, met biannually and the State Committee quarterly, to inform and discuss Australia Post's extensive safety initiatives.</p> <p>Union consultations regarding Startrack integration.</p> <p>Regular union consultation regarding Award Modernisation process.</p> <p>Support and providing advice regarding Startrack EBA negotiations and consultation.</p> <p>Union Summits, employee roadshows and regular union consultation throughout EBA negotiations. YES vote campaign commenced in June 2014 with the Fair Work Commission approving the EA2013 on 18 July 2014.</p>

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Industry	
Organisations that act as industry peak bodies for the sectors and markets in which Australia Post operates, as well as sectors and markets affecting Australia Post's suppliers and competitors.	<p>Achieved a further 3 per cent performance improvement over previous year in the international IPC Sustainability Report. Australia Post is ranked 9th in the world across the leading Postal administrations on a score of 79%, with the industry leader at 96.6% and the industry low at 50.2%. Our refurbishment of StarTrack House has been included as a best practice case study in the IPC Sustainability Report this year.</p> <p>Conducted stakeholder briefings to support the introduction of two-speed delivery services and bulk mail prices between October 2013 and March 2014.</p> <p>Sponsored various industry conferences and awards for Association for Data-driven Marketing and Advertising (ADMA), ACA Research, Mumbrella, AdNews, B&T and Australian Marketing Institute (AMI).</p>
Community groups	
A diverse group of non-government organisations involved in an array of social issues.	<p>Announced seven organisations as national partners in Our Neighbourhood community program.</p> <p>Launched a series of Community Discussion Groups around Australia. These periodic face-to-face community discussion groups enable us to engage in topics of interest to the local community and give us insights in to how different communities view their relationship with Australia Post.</p> <p>Launched an online "national conversation" platform (auspost.com.au/conversation) in June 2014. This platform enables the entire Australian community to participate in a conversation about the "Post of Tomorrow" and allows us to engage with a large number of Australians simultaneously across a range of topics.</p> <p>The Community Grants program encouraged charities and community organisations to apply for one-off cash payments for projects that benefit the wider community. One hundred and seven community organisations received a grant this year.</p> <p>Continued to promote a voluntary workplace giving program that enables our people to support the charitable organisations that matter to them. This year we had 11 matched charity partners.</p>
Environmental groups	
A diverse group of government and non-government organisations involved in a range of environmental issues relevant to our business.	<p>Continued our sponsorship of the 'Small to Medium Business Sustainability Leadership' 2014 Banksia Sustainability Award.</p> <p>Strengthened our partnerships with PlanetArk, Mobile Muster and TerraCycle, Clean Up Australia through ongoing support of product recycling initiatives.</p> <p>Engaged the Victorian Government Department of Transport, Planning and Local Infrastructure and the Australian Government Department of Environment on various environmental strategies and initiatives.</p>
Media	
Individuals who represent print, broadcast and online media organisations that engage with business and/or consumer markets and publish and broadcast at the international, national, metropolitan, regional or rural level.	<p>Developed and executed a comprehensive national and state media relations strategy. Key topics included: Annual Results, Licenced Post Office (LPO) Inquiry, Basic Postage Rate (BPR) increase and MyPost Concession Account, and our Head Office restructure.</p> <p>Partnered with The Walkley Foundation to sponsor the 2013 Walkley Awards for Excellence in Journalism.</p> <p>Sponsored the 2013 Country Press NSW and Victorian Country Press Association Annual Conference and Awards.</p> <p>Sponsored the 2014 Federal Parliamentary Press Gallery Midwinter Ball</p>