



# WHY WE'RE CHANGING

Meeting the needs and expectations of customers and communities across Australia will always be at the heart of who we are. It's why we love delivering.

Technology is transforming our world, and the needs of our customers and communities are changing with it. That's why Australia Post is changing too.

Change brings opportunity. We have an opportunity to help Australians and Australia grow. In doing so, our business will grow.

## Our competitors and partners also see the opportunity:

Global business-to-consumer eCommerce sales are forecast to reach **US\$2.3tr** in 2016

Australians spent **\$17.3b** shopping online in FY15

**75%** of parcels we deliver to Australian homes originate from online shopping

# OUR CUSTOMERS

All of our customers need a safe, easy and personal experience.

**Start-ups** in kitchens and garages are looking for easy and innovative ways to grow.

**Large businesses** are looking for innovative payment and delivery services.

**Governments** are moving public services online.

**Our friends and family** are living, learning and working in a digital world.

We have a role to play in helping all of these customers by delivering eCommerce to everyone, everywhere, every day.



TRUSTED FOR OVER 200 YEARS

# OUR ECOMMERCE FUTURE

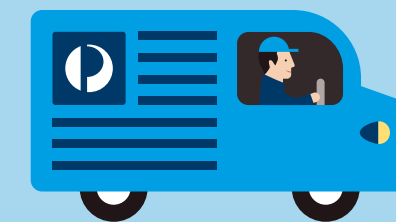
The building blocks of eCommerce – deliveries, identity services, payments and trusted communications – are already central to our business. Our combination of Australia Post and StarTrack creates a competitive advantage no one can match.

Every day, we reach more Australians than any other company – reaching **11.4 million delivery points** and helping over one million customers across our post office network.

We've always been proud of the connection we provide for Australia's country towns and remote communities. Now we can connect them to every corner of the globe.

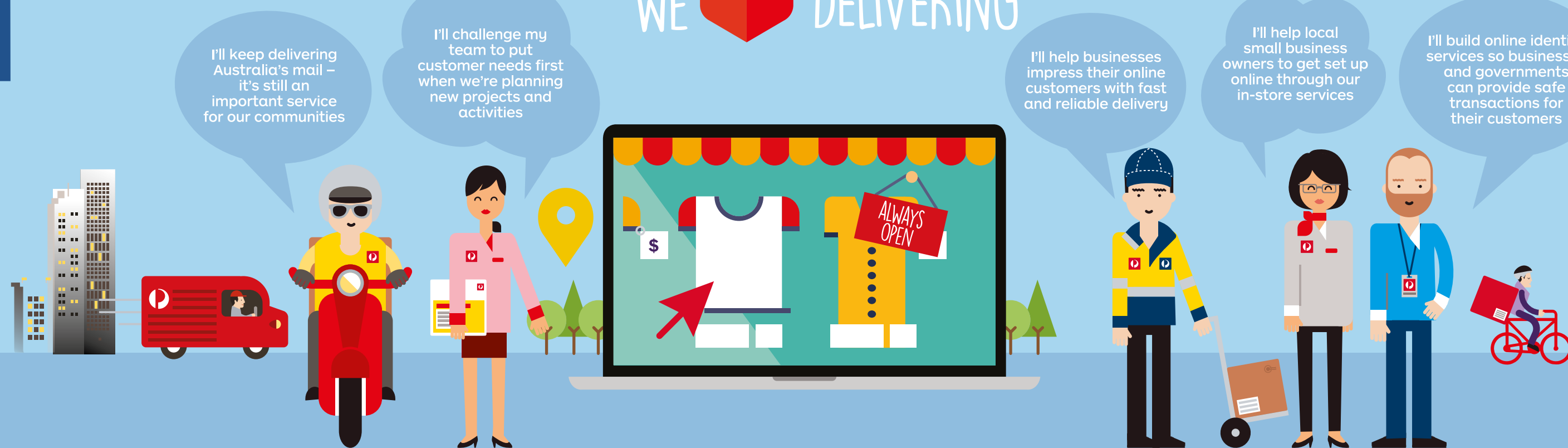
HELPING OUR PEOPLE, CUSTOMERS AND COMMUNITIES DELIVER A BETTER FUTURE EVERYONE, EVERY WHERE, EVERYDAY

Australia Post, through our extensive network, will deliver safe and easy online shopping and trusted services for consumers, help small businesses go and grow online, as well as partner with businesses and governments as they undertake their own digital transformation.



StarTrack is partnering with businesses to provide leading eCommerce solutions.

# WE ♥ DELIVERING



I'll keep delivering Australia's mail – it's still an important service for our communities

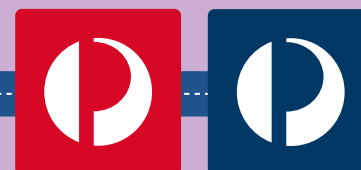
I'll challenge my team to put customer needs first when we're planning new projects and activities

I'll help businesses impress their online customers with fast and reliable delivery

I'll help local small business owners to get set up online through our in-store services

I'll build online identity services so businesses and governments can provide safe transactions for their customers

# HOW WE'LL DELIVER



Our business is uniquely placed to deliver eCommerce solutions to our customers. Future Ready has prepared us to create a seamless customer experience both online and in person.



**WE ARE READY.** We can be proud of the changes we've made and we can be confident to create this future together.

What we deliver will keep changing as customer needs keep evolving, but we will stay true to our purpose – helping our people, customers and communities deliver a better future.

# OUR PEOPLE ARE THE HEART OF OUR BUSINESS

It's our people who will deliver an eCommerce future and keep our brand promise. It's our people who love delivering. **Our shared values describe us when we are at our best, and we can all make a difference by:**



It's about doing what our customers need in new ways – whether it's over the counter, through a device, on the phone or at the door, in Australia or overseas.

# LET'S START A CONVERSATION...

We're all part of this story. How will you help to deliver our eCommerce future?

