

# How to add Traditional Place names at checkout



More eCommerce retailers are giving shoppers the option to include a Traditional Place name when shopping with them. Read on to see how easy it is for your customers to acknowledge the Traditional Custodians of the lands where they live, including during checkout.

## Key Points

- Traditional Place names can be added during the checkout process.
- It should be added after the individual's name and before their street address when mailing.
- Businesses can acknowledge Traditional Place names in other ways too.

## Where it began

When Gomeri woman Rachael McPhail shared her idea to allow senders to add Traditional Place names to their mail, it didn't take long to become reality.

Her campaign, which began on social media, resulted not only in Australia Post's address guidelines being updated, but 22 different Express Post and Parcel Post satchels were also redesigned to include an Acknowledgement of Country and a dedicated Traditional Place name field in the address panel.

## Sparking conversations around Traditional Place names

Since then, more eCommerce retailers have started giving customers the option to include their Traditional Place name at checkout, including online jewellery store Haus of Dizzy.

Jewellery designer and Haus of Dizzy owner Kristy Dickinson says the feedback has been really positive and she's encouraging more businesses to follow suit.

"It's about recognising and showing respect for Traditional Lands and Owners. I think it's really important to open up that conversation and help more Australians learn Traditional Place names and research the history", she says.

Not only is it meaningful, but it was also an easy update for her store to make.

"Using Shopify, it was really simple. You just add in the box and it's done. I think every business should add it in to their checkout option," says Kristy.



## How to get started

Looking to incorporate this on your own online store? Our guidelines recommend researching the Traditional Place name for your business HQ by engaging with your local Aboriginal and Torres Strait Islander Cultural Centre or Land Council (these differ by State/Territory - visit the [NSW Aboriginal Land Council website](#)). You can also take a look at the [AIATSIS Map of Indigenous Australia](#) as a guide to start learning about the Traditional Custodians that you can match to your business address.

### 1. When sending mail - 'from' address panel

Once you've researched and identified the Traditional Place name for where your business operates, you can start including it in the 'from' address panel on your outgoing mail. This can apply to packages, letters, customer orders - everything you send.

### 2. When sending mail – 'to' address panel

Just like Haus of Dizzy, prompt your customers to add their Traditional Place name in addition to their street address at checkout. If they don't already know it, you can recommend customers conduct their own research, or look at the [AIATSIS Map](#) as a guide. Depending on the shopping platform you use, you may be able to rename

an existing field, or use an app to integrate the data (one such app is Customer Fields, which allows you to create custom sign-ups for your web store).

When it comes to placement on your parcels, the updated Australia Post [address guidelines](#) are easy to follow. Simply add the Traditional Place name after the individual or business name and before the first line of the street address.

### 3. Receiving mail

Of course, your business can also share its Traditional Place name when giving address details for all incoming mail. Include it on your website, letterhead, email signatures, or anywhere your address is listed.

Find out more, including how to add an Acknowledgement of Country on your own website.

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