



# A guide to keeping deliveries on track during eCommerce peaks

A toolkit for large businesses

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# ✓ Partnering for peak online shopping events

When's the busiest time for your business? The Australian eCommerce retail calendar has changed over the past few years, and with 3.4 million Australian households now shopping online at least fortnightly,<sup>1</sup> customer shopping activity is getting harder to predict.

Sudden eCommerce surges can make doing business harder than it needs to be. That's why we're partnering with large businesses like yours to help you plan ahead, stay on top of the rush and deliver better for customers throughout the year.

How are we doing this? By setting out everything you need to successfully navigate peak eCommerce periods, in our handy guide. Whether you need to take the frenzy out of Click Frenzy or streamline everyday fulfilment, we can help.

This toolkit covers every stage of the process, from preparing labels and parcel lodgement, to offering tracking and notifications via the AusPost app and tips for sending internationally.

We're supporting your planning and logistics too, with advice for last sending dates, a calendar of key eCommerce events and monthly industry updates so you can stay ahead of the surge.

With checklists, useful stats and expert advice, we're giving retailers the power to tackle eCommerce peaks with confidence; it's just another way we're delivering for business like never before.



"Australia Post is committed to supporting your business through its busiest periods and helping to get your products into customers' hands as quickly as possible."

**GARY STARR**  
EXECUTIVE GENERAL MANAGER,  
CUSTOMER AND COMMERCIAL

## Your must-have tools for successful peak online shopping periods



[Managing peak demand web page](#)

[Parcel labelling, packaging, manifesting and sorting videos](#)

[eCommerce Sales Calendar](#)

[Australia Post 2022 Online Shopping Report](#)

[Domestic updates page](#)

[Australia Post Delivery Experience Report 2021](#)

[International updates page](#)

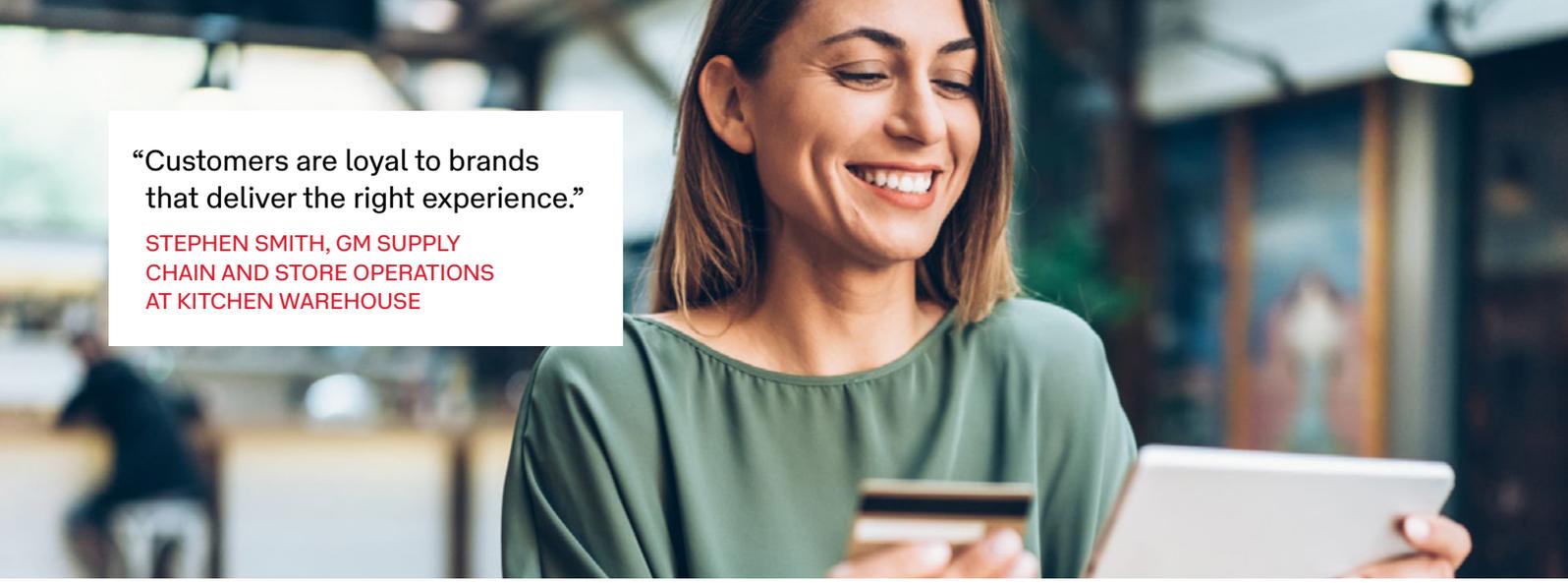
[5-Point Supply Chain Fitness Check](#)

[International Post Guide](#)

Follow us on [LinkedIn](#) for the latest network updates and online shopping insights.



1. Australia Post Inside Australian Online Shopping Report, 2022



“Customers are loyal to brands that deliver the right experience.”

STEPHEN SMITH, GM SUPPLY CHAIN AND STORE OPERATIONS AT KITCHEN WAREHOUSE

## Your eCommerce Checklist

### Improve your customers' checkout experience

Have ‘order by’ dates visible on your website and within your customer communications.

Update your website messaging with estimated delivery times.

Have a clear returns policy and make it easy to find on your website.

Offer a choice of standard and express delivery speeds.

Make it clear in your shopping cart that you send with Australia Post – this gives your customers the confidence to use their Parcel Collect address, PO Box or Parcel Locker address.

Use an address validator to make sure address data is accurate.

Allow customers to select ‘Safe Drop’ as their delivery preference to have their parcel left in a safe place.

Ask for customer mobile number and email address at the checkout for automated tracking via SMS/email and any address query resolution.

### Australia Post fulfilment and freight preparation

Integrate your parcel services contract with shipping and tracking APIs to automate and customise your workflow.

Purchase your packaging essentials in bulk to avoid running out.

Make sure your packaging is sturdy and won’t tear or break easily.

Use packaging that fits closely to the shape, weight, and size of your items.

Check package, size dimensions and weight are accurate and within our limits.

**Check your labels are printed clearly and are scannable.**

Sort items by speed i.e. Express Post from Parcel Post, and then by size i.e. small from large.

Set up processes and schedules for parcel pickups, drop offs and lodgement.

**Accurately lodge your manifests at the same time as your items.**

# Your eCommerce Checklist

## International fulfilment and freight preparation

Check the [available services](#) for the destinations you're sending to.

Have international '[order by](#)' dates visible on your website and within your customer communications.

Check [package, size dimensions and weight](#) are accurate and within our international limits.

Ensure you declare what the item is and what material it's made of in the [content description](#), including the HS tariff code where possible to avoid delays.\*\*

Sort items ready for collection i.e. separate APGL from Express or Standard.

Lodge your manifest at the same time as when your items are handed over to Australia Post.

Familiarise yourself with destination-specific [estimated delivery time frames](#).

Be transparent with your customers and [communicate any delivery delays](#).

## StarTrack freight preparation and delivery

Organise scheduled collections and any additional collections as early as possible.

If sending high volumes, provide freight pre-sorted in State breaks.

Use good quality labels and apply them to the flat side of the carton avoiding wrinkles.

Label your break bulk pallets correctly with labels on all sides.

Manifest your parcel data on collection – send data daily and on time.

Accurately declare freight measurements and weight in line with Chain of Responsibility requirements.

Familiarise yourself with StarTrack merchant and customer support channels and hours.

Give authority to leave where appropriate and safe to do so.

## Give your customers a great delivery experience

Encourage customers to [download the AusPost app](#) for all parcel tracking in one place.

Offer [Australia Post Collection Points](#) for customers to select delivery to a Post Office, Parcel Locker, PO Box and 240+ retail partners.

Automate your tracking.

Include the most up-to-date [delivery information](#) on your website.

Ensure your customer support information is easy to find on your website.

Familiarise yourself with [Australia Post's support channels and hours](#).

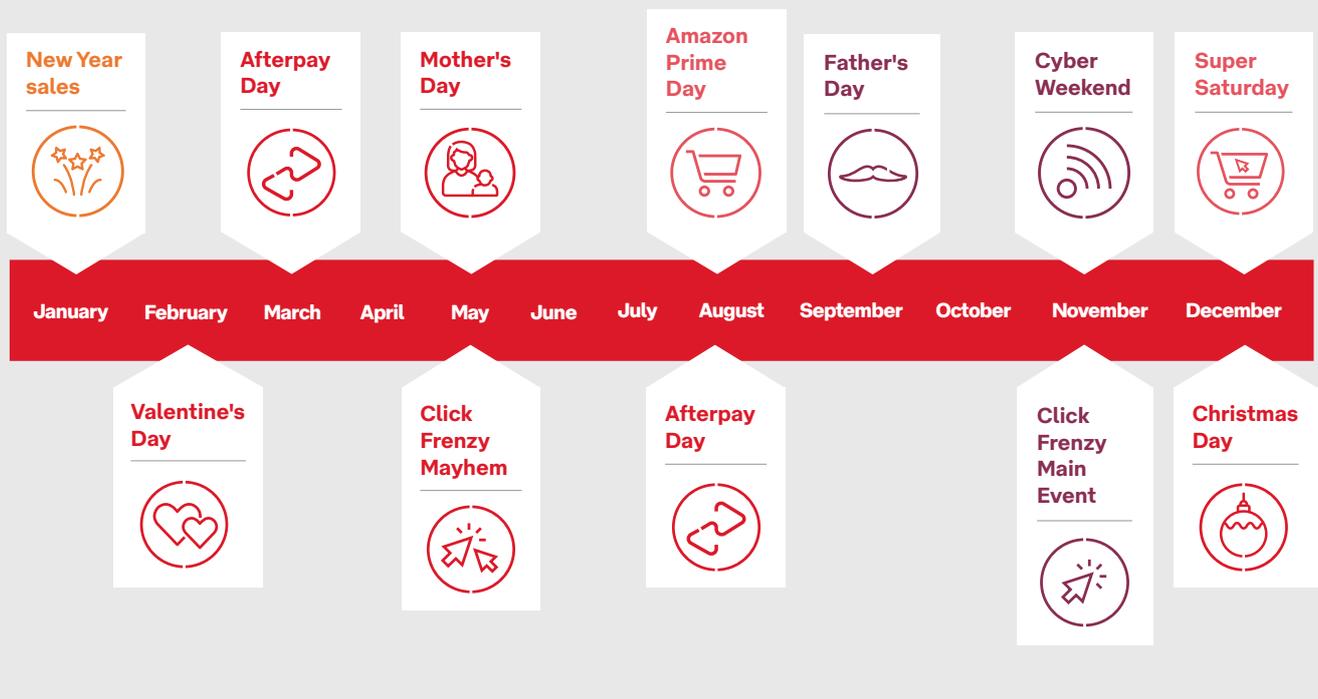
Register for, or log in to the Merchant Portal to access the [Business Support Portal \(BSP\)](#), and use the customer query resolution features available (parcel services and StarTrack contract customers only).

Have a customer-friendly [parcel returns solution](#).

\*\* More countries are making HS tariff codes mandatory such as Ireland which requires a 10 digit code on all items.

## Key eCommerce sale dates

Plan ahead for the biggest online shopping days in the calendar and be prepared for business peaks so you can deliver with confidence for your customers. These are just some of the major annual eCommerce events, [click here](#) to see the full calendar.



## Help us support you and your customers

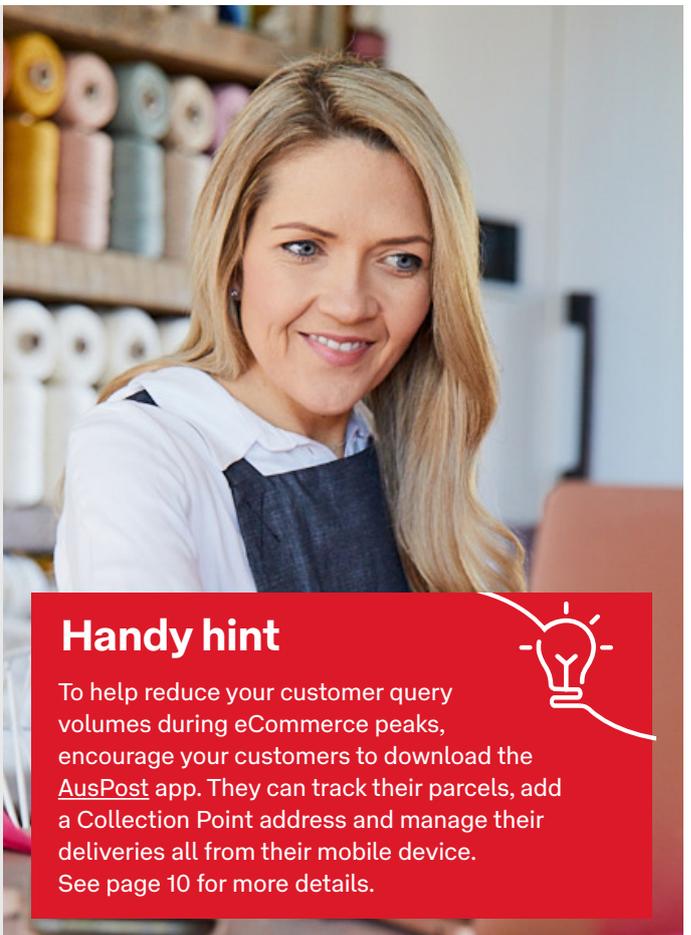
To save you time during busy online shopping periods, here are some self-service tools you can access to help resolve queries:

### Parcel service customers

The Business Support Portal (BSP) is the fastest way to log an enquiry on behalf of your customers. It can also help you quickly and easily manage queries such as tracking and parcel redirection. Access it via the [Merchant Portal](#).

### StarTrack customers

[myStarTrack Online](#) allows you to manage all your parcels and freight, pick-up bookings and Track & Trace. Encourage customers to track their items using our [Track & Trace](#) tool and for all other enquiries, call StarTrack on 13 23 45.



### Handy hint

To help reduce your customer query volumes during eCommerce peaks, encourage your customers to download the [AusPost](#) app. They can track their parcels, add a Collection Point address and manage their deliveries all from their mobile device. See page 10 for more details.



“Australia Post is an indispensable partner for my business, because from a customer’s perspective we are one and the same. It’s this big circle, where the better the communication is between us, the better the experience is for our customers.”

SARAH TIMMERMAN, OWNER AND CEO AT BEGINNING BOUTIQUE



Five ways to prepare for the next eCommerce surge

## 1 Forecast volumes based on scenarios

The most important thing you can do right now is plan and share your volumes with your logistics and supply chain partners. It’s also one of the hardest tasks due to disruptions experienced over the past two years.

### Top things to consider:

**Flexing your supplier base** – keep on top of inventory levels and confirm you have alternative suppliers available in case of disruption.

**Sharing your marketing plans with supply chain partners** – particularly with loyalty offers and fast-growing eCommerce sale promotions triggering volume peaks.

**Using volume projections** to order the right quantity of ULDs from Australia Post via the Lodgement Quality System (LQS).#

**Planning ahead** for additional daily pick-ups, larger semi-trailer collections and weekend time slots. Factor in recommended lodgement dates for Australia Post and StarTrack.

**Forecasting international volumes** – this allows Australia Post to procure additional airline capacity in advance to help deliver parcels to their destination as quickly as possible.



### Handy hint



Find out how well you're doing with your supply chain and get a tailored report to take you to the next level using our 5-Point Supply Chain Fitness check.

# During peak periods ULDs are in high demand; we'll do our best to fulfil ULD quantity requests. In the event that Australia Post is unable to fulfil your request, your Account Manager may instruct you to use an alternative parcel or freight transportation method such as lodgement using pallets.

## 2 Get ready to flex fulfilment

Online shopping volumes are larger than they've ever been, with 5.4 million Australian households shopping online monthly in 2021.<sup>2</sup> Considering this growth, businesses understand they need to find new ways to keep meeting that increased customer demand - but also invest in more sustainable, scalable distribution models.<sup>3</sup>

### Top things to consider:

**Making sure your systems offer real-time visibility** of inventory levels to reduce the risk of order cancellations or split orders.

**Checking warehouse management** systems, facilities and equipment can cope with volume spikes and are organised for optimal processing.

**Assessing storage constraints** – you could consider drop-shipping or 3PL warehousing to supplement existing capacity.

**Locating stock closest to customers.** A 3PL in each state can also help here, and potentially enable a next business day delivery promise or help reduce the cost and time associated with interstate deliveries.

**Investing in cross-functional staff training** now to be able to deploy staff into alternative roles and avoid costly errors during busy times.

**Investing in recyclable or reusable packaging** – more and more shoppers are expecting merchants to be sustainable by using recycled packaging and reducing their environmental impacts.



# 1 in 3

shoppers would abandon their cart due to low stock availability or their item being on back order.<sup>4</sup>



# 60%

of Australians said they were willing to pay more when it comes to buying sustainable and ethically made products.<sup>5</sup>

**Handy hint**



[Check out](#) our article on how to balance supply chain efficiency and omnichannel fulfilment.

2. Australia Post Inside Australian Online Shopping Report, August 2022  
3. [Balancing supply chain and omnichannel fulfilment](#), Australia Post, July 2021  
4. Consumer Omnibus, QOR, July 2022  
5. Australia Post Consumer Segmentation Wave 2 Aug 2021

“Having real time visibility of inventory is critical to ensuring accurate product availability and the best possible customer experience, especially given we fulfill from stores - where inventory is constantly moving.”

**TIM GREENSTEIN, GM SUPPLY CHAIN & TECHNOLOGY AT ACCENT GROUP**



“We primarily communicate with our customers through half a dozen post-purchase emails. This might seem like a lot, but we'd rather keep people "over informed" than have them guessing.”

ALAN SPENDER, HEAD OF MARKETING AT  
PUSHYS | BIKEBUG | OUTDOOR24

Five ways to prepare for the next eCommerce surge

### 3 Be prepared to manage customer expectations

Your delivery experience underpins your customer promise. Setting clear expectations around cost, speed, and estimated delivery time up-front helps build customer confidence – which in turn reduces the number of customer contacts.

#### Top things to consider:

**Updating your website** regularly with changes to delivery information.

**Offering choice of speed** by offering express delivery at checkout.

**Capturing customer email and mobile at the checkout** so they can be sent automated tracking and delivery notifications via SMS or email. This can help make it easier to contact customers or, where needed, to resolve any addressing issues.

**Automating delivery time frames** within your checkout. Integrate delivery network data to give customers some certainty their parcel will arrive on time.

**Allowing enough time for your pick and pack processes** within your delivery time frames. Don't promise same business day fulfilment if you can't guarantee that turnaround when volumes increase.

**International postage.** If you're sending orders internationally, communicate 'order by' dates early so your customers can order and receive their items in time for the holidays.

Visit [auspost.com.au/service-updates](https://auspost.com.au/service-updates) for more information on domestic and international delivery times and service updates.



## 9.3 million

Australian households shopped online in the last financial year.<sup>6</sup>



## 3.4 million

Australian households shop online at least fortnightly.<sup>7</sup>

### Handy hint



Check out our Delivery Experience Report for five recommendations to help improve your customer delivery experience.

6. Australia Post Inside Online Shopping eCommerce Report, June 2022  
7. Australia Post Inside Australian Online Shopping report, 2022

## 4 Reduce the risk of avoidable delays

As more Australians embrace online shopping every day, it's important to do what you can to reduce the risk of avoidable delays.

### Top things to consider:

**Investing in address validation software** at the point of purchase, to ensure a valid Australian or international address is printed on the label. Incorrect addresses may cause delivery delays for your customers.

**Automating a default address reminder** message at checkout. With hybrid working models, customers may need to check if their home or office address is listed as the default.

**Promoting Collection Points for parcel delivery.** Increase first time delivery and your NPS by letting customers know you send with Australia Post - which can encourage them to use an Australia Post Collection Point such as a Post Office, Parcel Locker or PO Box for their delivery.<sup>7</sup>

**Allowing customers to select 'safe drop' at checkout.** This means you don't require a signature on delivery, and their parcel can be left in a safe place.<sup>8</sup>

**Encouraging your customers to download the [AusPost app](#) and sign up for a MyPost account** so they can track all their parcels in the one location and manage their delivery and notification preferences - this can also help reduce your customer query volumes during busy periods.

- Terms, conditions and collection time limits apply. You have 48 hours to collect your parcel from a Parcel Locker, 10 business days to collect from a participating Parcel Collect (Post Office) location, and 30 days from a PO Box. Size limits apply. View full terms and conditions.

^ Terms and conditions apply. The option to have parcel left in a safe place will only be available if the sender has agreed to allow it. This applies to parcels in transit and addressed to a street address. Additionally, the shipping information provided by the sender must include registered email address, mobile number, or other details that allow us to match the parcel to the receiver's MyPost account.

8. Creating Better Delivery Experiences, AP, 2022

9. Consumer Parcel Receivers Survey, AP, 2022



## With 30%

of the residential addresses across Australia now apartments, Collection Points can help apartment dwellers have their items delivered securely and first time.<sup>8</sup>



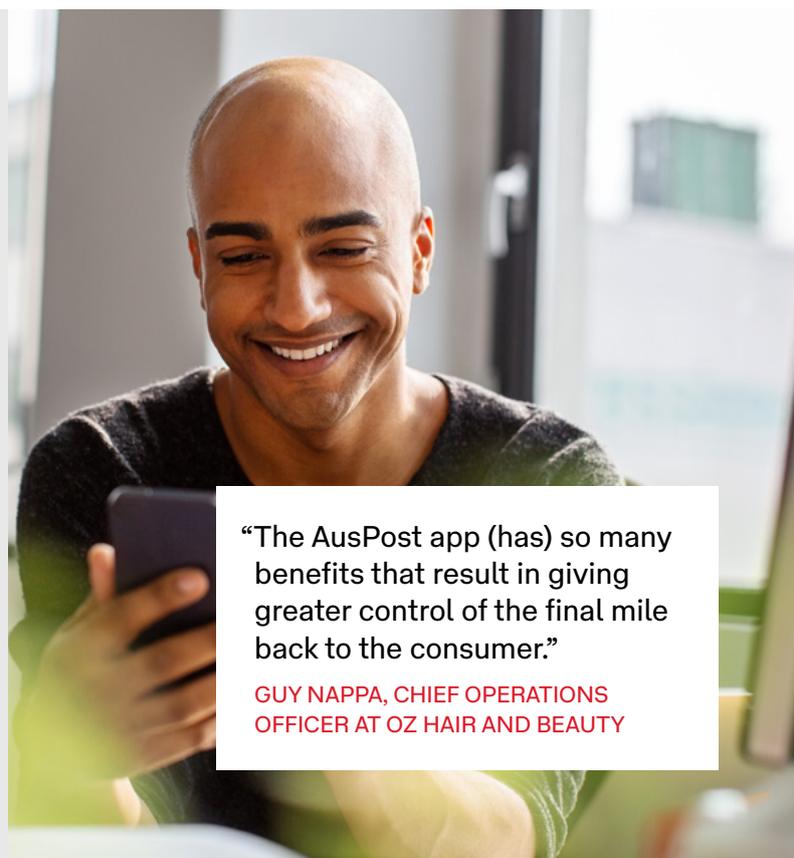
## 70%

of survey participants said they preferred to have their parcels left in a safe place over having to sign for them.<sup>9</sup>

## To make sure your customers have the best delivery experience using the AusPost app, follow these 4 steps to tracking success:

- 1 Include a link to [download the AusPost app](#) in your order confirmation emails, so your customers can start tracking their package right away
- 2 Include email and mobile numbers on the manifest so your customers can set delivery preferences
- 3 Promote notification preferences on the AusPost app so your customers can choose how they want to be notified
- 4 Make sure your customers have set SafeDrop for all eligible parcels, so they can receive their parcel first time.

A guide to keeping deliveries on track during eCommerce peaks



“The AusPost app (has) so many benefits that result in giving greater control of the final mile back to the consumer.”

GUY NAPPA, CHIEF OPERATIONS OFFICER AT OZ HAIR AND BEAUTY



“We offer a free returns service for our customers - the critical thing with returns is to keep it simple and keep it effective for them.”

**ROB GODWIN, AUSTRALASIAN DIRECTOR & HEAD OF OPERATIONS AT LOVEHONEY**

Five ways to prepare for the next eCommerce surge

## 5 Address barriers to online shopping

Even with more than 80% of Australian households making an online purchase in 2021,<sup>10</sup> there are still a number of barriers for online shoppers.

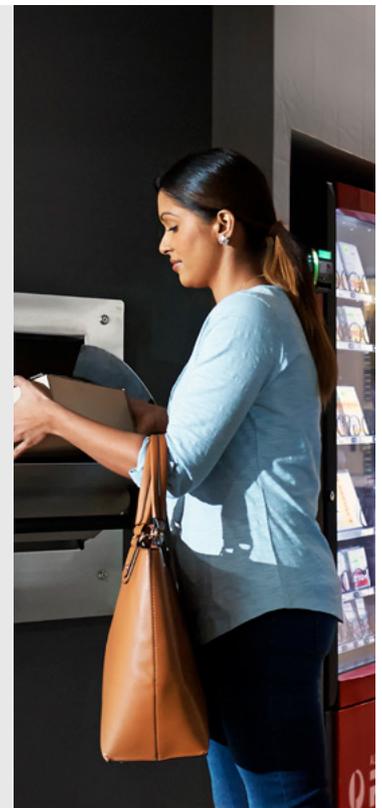
**Consider:**

**Offering a free shipping threshold** or upgrade to express delivery when customers spend over a certain amount.

**Giving customers more delivery speed options.** Customers expect to be able to select express delivery at the checkout.

**Extending your returns time frame** to help ease customer fear of choosing the wrong gift and not being able to return it in time.

**Making returns easy** and more convenient with Australia Post’s [Parcel Return](#) options. You can choose to cover the return costs or have your customers pay.



**81%**

of survey participants said free delivery over a certain threshold was important to them.<sup>11</sup>



**49%**

of shoppers would abandon their cart if there's no free shipping available.<sup>12</sup>



**56%**

of consumers would switch their online retailer for one that has a better returns process.<sup>13</sup>



**57%**

of shoppers said fast fulfilment & delivery was the most important thing a retailer can do to keep their business.<sup>14</sup>

10. Australia Post Inside Australian Online Shopping report, 2022

11. Making the Difference - ShipStation Returns report 2022

12. Consumer Omnibus, QOR, July 2022

13. Parcel Receiver Survey, n=2099, Australia Post, July 2021

14. Parcel Receiver Survey, QOR April 2022

# Australia Post best practice ULD and pallet preparation

## ULDs

ULDs are the main way Australia Post moves parcels and freight. When your ULDs are prepared correctly, they can move through the sorting and delivery process smoothly – and help your customers receive deliveries on time.

### Top tips:

- ✓ Make sure you've ordered your ULDs through the Lodgement Quality System (LQS).
- ✓ Sort items by speed and then size. If you're already sorting by state please continue doing this.
- ✓ Check each ULD doesn't exceed 600kg in gross weight and isn't overfilled.

Check out our [ULD Checklist](#) for more information

## Pallets

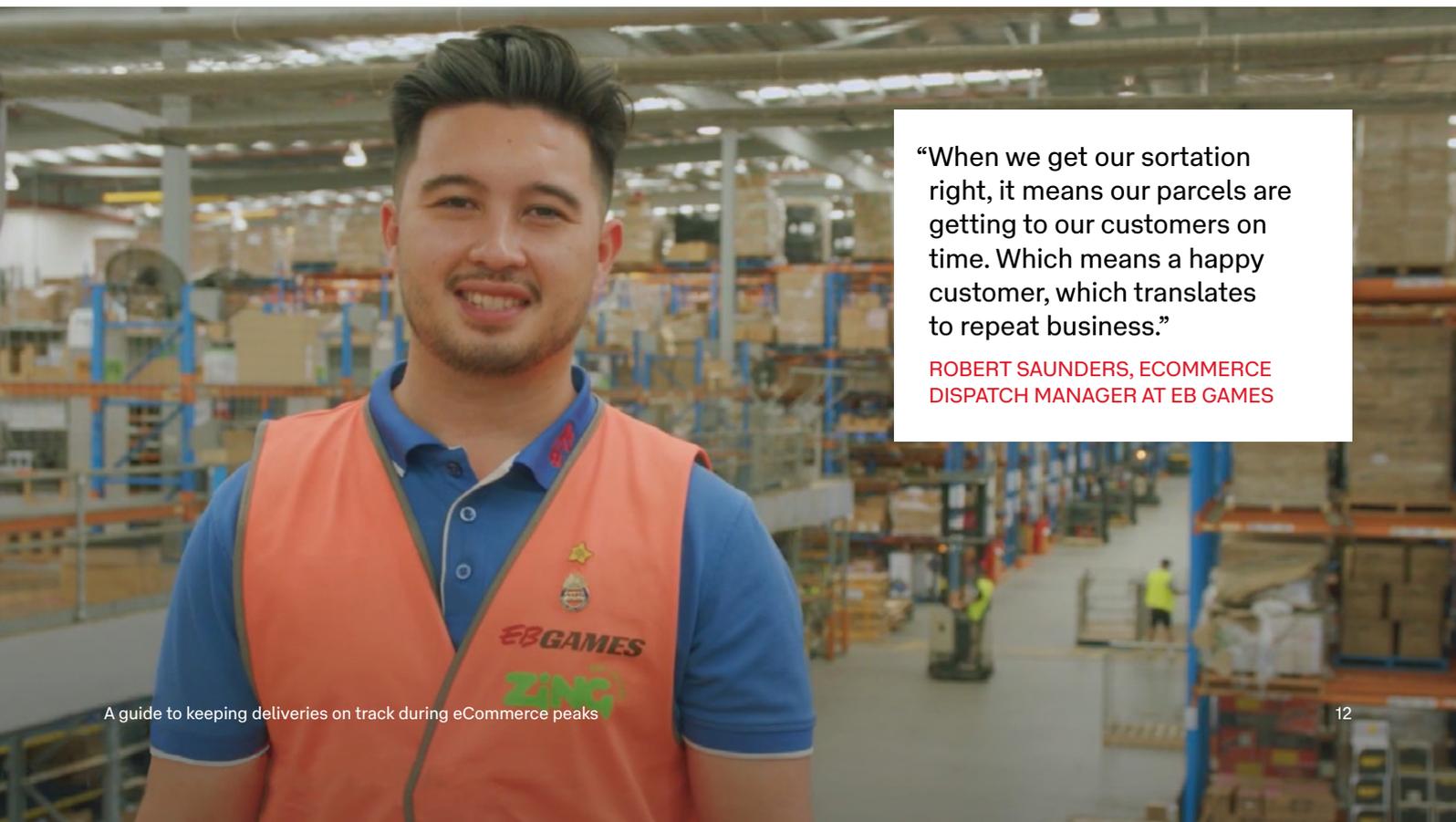
If ULDs cannot be supplied, your Account Manager may ask you to use pallets for parcel preparation. Please ensure your pallets are in a serviceable condition – safety is Australia Post's number one priority.

### Top tips:

- ✓ Check the pallet doesn't exceed 1.6m in height and 1,000kg gross weight (incl. the pallet itself).
- ✓ Secure the pallet with shrink-wrapping (a minimum of three times, connected to the pallet's base).
- ✓ Ensure parcels don't extend beyond the perimeter of the pallet.

Check out our [Pallet Checklist](#) for more information

**Important:** ULDs or pallets that don't meet Australia Post or StarTrack size, weight, and safety requirements will not be collected for transport. This may cause delivery delays for your customers.



“When we get our sortation right, it means our parcels are getting to our customers on time. Which means a happy customer, which translates to repeat business.”

ROBERT SAUNDERS, ECOMMERCE DISPATCH MANAGER AT EB GAMES

# Your guide to parcel sending

## Check your parcel sizes and weights

Start planning your parcel packaging limits now to help save you time – and costs – when things get busy.

Australia Post cannot accept parcels over 113cm,<sup>†</sup> and the maximum physical parcel weight is 22kg.

Read the [Parcel and Freight Preparation Guide](#) for full details.

### Australia Post domestic size and weight guidelines

**22kg**

Max. (Dead) Weight

**113cm<sup>†</sup>**

Max. Length

**0.25m**

Max. Cubic Metre

## Use packaging that's suitable for the items you're sending

Packaging needs to be sturdy and safe to keep products safe, and to reduce the risk of delivery delays. It should also fit the item you're sending to avoid over-packaging.

Here are our top tips for packaging:



Boxes are a sturdy option and their flat surfaces make labelling and scanning easy.



If your items require additional protection while in transit, try a 'box in box' method. Wrap individual items with a cushioning material and use a filler or padding material between boxes.



For satchels, place your label in the middle of the satchel on a flat surface and avoid overfilling.



Opt for matte packaging with bright or light colours and avoid glossy or slippery packaging. Compostable materials can degrade with exposure to elements (such as humidity, heat), which can result in longer processing time, addresses being rubbed off, or even loss of consignment, as packaging may rupture.



Ensure your packaging is suitable for the shape and size of the item you're sending, particularly for international deliveries where plane cargo space can be limited.



Choose environmentally friendly packaging and encourage your customers to recycle plastic satchels via REDcycle and parcel boxes via kerbside recycling.

## Spotlight on sustainability



**68%**

of shoppers want packaging made with recycled content.<sup>15</sup>



**3 in 4**

Australians consider some element of sustainability when they shop online.<sup>16</sup>



**70%**

of businesses agree it's important to their customers that they are environmentally responsible.<sup>17</sup>

## Did you know?



- Parcel postage paid via the Post Office, Online Shop, or MyPost Business account is carbon neutral.\*
- All Australia Post plastic satchels contain recycled content.
- Consumers can recycle their plastic satchels via 1,800+ [REDcycle bins nationwide](#).
- Over-packaging not only increases wastage, but it can also make the parcel larger and heavier to send, which can increase carbon emissions.

15. Australia Post Consumer Survey, n = 2,041 parcel receivers Sustainability Results, July 2021

16. Australia Post Consumer Segmentation, Wave 2 Aug 2021

17. Australia Post Strategic NPS Program Nov, 2021

\* Carbon offset for international parcel deliveries is to the international hub only.

<sup>†</sup> Parcels with lengths between 100cm and 113cm will incur a [Manual Handling Surcharge \(MHS\)](#) Surcharge applies only to domestic parcels. Charges can be found on your Rate Card. Parcels must not exceed 0.25 cubic metres e.g. (L) 70 x (W) 60 x (H) 59.5 x 250 = 62.5kg = 0.25m

# Your guide to parcel sending

## Print labels clearly and apply them correctly

### Printing labels

- Print labels on matte white paper with black ink
- Make sure the barcode and address are clear and visible
- Include a Smart Barcode with a Delivery Point Identifier or DPID (optional for Australia Post parcels only)

### Applying labels to your items

- Place the label on the largest, flattest surface of your parcel
- Make sure it's not wrapped around any edges, or positioned over a flap or seam
- Check the label is not covered by strapping or tape
- Avoid shiny plastic, such as plastic sleeves or letter windows – reflective materials make it harder for labels to be scanned

## Parcel sorting

To help parcels get to their destinations as quickly as possible and minimise delays, please sort your items by:



**Speed**  
i.e. Express Post from Parcel Post.



**Size**  
i.e. small parcels from large parcels.

[Watch our helpful video on parcel sorting](#)

## Manifest your parcels on time

**Manifesting your parcels too early or too late can derail a great customer experience**

If you've booked a parcel pickup, make sure you submit your manifest when the driver collects your items.

Manifests trigger a tracking notification to your customer. Send the data too early and you risk setting unrealistic customer delivery expectations. Send it too late and Australia Post will need to enter the data manually – this means the parcel cannot be sorted automatically which may cause delays.

[Watch our helpful video on parcel manifesting](#)

## Handy hint



Read our article on how to [automatically create shipping labels](#).



“Both international and domestic orders tend to peak around similar times of the year – usually during sale periods such as Black Friday.”

AUSTIN LUDWIK,  
SUPPLY CHAIN MANAGER AT HISMILE



## Sending to customers around the globe

Online selling opens up businesses to the entire world. And with international [online shopping events](#) and eCommerce peaks happening throughout the year, here are some tips to help your parcels arrive at their destination as soon as possible.

### Australia Post International size and weight guidelines

**20kg**

Max. (Dead) Weight

**105cm**

Max. Length

**140cm**

Max girth (Height + Width) x 2

### Key tips when sending overseas

Bring your sales promotions forward to encourage customers to order early. This will help ensure that parcels arrive to their destination on time.

Lodge your items using either a digital lodgement platform or submit parcel information using the online [Customs Declaration form](#) – this can save time and ensure a smooth delivery process.

Make sure your item descriptions and [HS tariff codes](#) on your [customs forms](#) are in line with the [Australia Post requirements](#).

Manifest your items on time. To avoid items being sent back, you must [submit your manifest](#) on or before lodgement.

### Your must-have international tools and guides

[International export tools](#) help you classify your goods easily and accurately, and understand taxes and duties that may be charged at destination Customs.\*

[International postal guide](#). Check the rules and guidelines for sending to a particular destination so your item can get there without delay.

While we have dedicated freight planes during peaks, we still rely on passenger flights to transport our parcels, and many domestic and international routes are still experiencing the impacts of COVID-19.

Please make sure to check each [destination's delivery time frame](#) to set the right customer expectations. Rest assured we're doing our best to deliver parcels as swiftly and safely as we can.

A guide to keeping deliveries on track during eCommerce peaks

### Top three international parcel destinations for Australian businesses:



New Zealand



USA



United Kingdom

Our website contains [recommended lodgement dates](#) for certain peak periods.

### Handy hint



Compact packaging means more of your items can fit on planes. This improves the end-to-end delivery speed – meaning more happy customers!

\* Only available to Parcel contract customers using an enabled 3rd party platform or direct API.

# Sending parcels and freight with StarTrack

StarTrack Road Express <sup>®</sup>
20kg Max. (Dead) Weight
117cm Max. Length
60cm Max. Width
60cm Max. Height

StarTrack Premium <sup>®</sup>
22kg Max. (Dead) Weight
100cm Max. Length
60cm Max. Width
60cm Max. Height

## Pallet Presentation

When preparing your pallets, please ensure:



The correct weight is recorded and is aligned to a manifest. Pallet dead weight must be less than 800kgs.



Freight is appropriately restrained and confined within the dimensions of the pallet, with pallets wrapped for transport and labelled on all five sides.



The pallet is in a serviceable condition, suitable for transport with maximum dimensions of L 1.17m x W 1.17m x H 1.8m.



For single cartons with dead weight greater than 32kgs, please brick-lay cartons (overlapping) when stacking on the pallet.

Please visit the website to keep up-to-date with StarTrack sending dates

<sup>®</sup> A Manual Handling Surcharge will apply to any item that is incompatible with, or which cannot be safely sorted on our automatic sorting machines, and which exceeds the [StarTrack Road Express](#) or [StarTrack Premium](#) size and weight dimensions. Please note that any incompatible packaging items purchased from Australia Post sent via StarTrack will incur a Manual Handling Surcharge. An Oversize Charge will be applied instead of the Manual Handling Surcharge for items falling within the oversize ranges listed in the [StarTrack Oversize](#) guide.

## Top three tips for StarTrack presentation:

**1. Use high quality barcodes**  
Test-print your labels. Barcodes need to be:

- ✓ Crisp
- ✓ Not faded
- ✓ Free from other markings and smudges
- ✓ Aligned to fit on the label

**2. Place your labels correctly**

- ✓ Keep labels flat
- ✓ Don't apply labels over corners
- ✓ Make sure labels don't have creases

**3. Prior to pickup, transfer your data**

This is critical – we need your manifest data so we can:

- ✓ Sort,
- ✓ scan,
- ✓ dispatch, and
- ✓ trace your parcels

**Together we'll get your parcels delivered safely and on-time.**





## Sending parcels and freight with StarTrack

### Key tips for StarTrack freight presentation



For items over 20kg, please place a 'Heavy' sticker on the parcel, and ensure that you accurately record the weight in your manifest and consignment label.



For items over 32kg, please secure it to a pallet or skid for handling by Load Shifting Equipment (LSE).



Use suitable packaging that's sturdy and fit for transportation of your goods.



Include accurate documentation with your freight, including Dangerous Goods status and mass.



Ensure your freight is ready for collection at the specified collection time.

### StarTrack 'Heavy' sticker sample



**Important:** Pallets that do not meet StarTrack size, weight and safety requirements will not be transported. This may cause delivery delays for your customers.

Items that are sent through without a manifest will be held from delivery until a manifest is received.



### Examples of correct and incorrect labelling

 <p> <b>Correct</b></p>	 <p> <b>Creased label</b></p>	 <p> <b>Smudged print</b></p>	 <p> <b>Wraps corner</b></p>	 <p> <b>Covered</b></p>
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# Your guide to parcel returns

With Australia Post you can choose from three return solutions\*:



## 'Go Online' returns

Customers can self-serve through a co-branded online portal, and print their return label at home or at a Post Office or retail partner.



## 'Label Provided' returns

Simply provide a return label inside the parcel and only pay return shipping if the item is returned.



## 'Contact You' returns

Email your customer a return label after they make contact with you – and arrange for collection if needed (ideal for large or bulky items).\*\*

Customer features	'Go Online' returns	'Label Provided' returns	'Contact You' returns**
Tracking available via <a href="https://auspost.com.au">auspost.com.au</a>	✓	✓	✓
Pre-printed return label included in outbound shipment		✓	
Printer-less returns, and print at the Post Office or retail partner	✓	✓	✓
Lodge return at a growing network of retail partners, many open late 7-days a week	✓		
Lodge return at any Post Office, Street Posting Box, or 24/7 Parcel Locker	✓	✓	✓
Return collected from customer location			✓
Receive a receipt with tracking details when return is lodged at a Post Office	✓		✓



# 41%

of consumers have abandoned a retailer following a poor returns experience.<sup>18</sup>



# 70%

of online shoppers prefer to return an item at the Post Office.<sup>19</sup>

## Handy hint



Find out how free returns helped fashion retailer That's So Fetch to boost both customer satisfaction and average order value.

## Give your customers access to an unrivalled and growing network of convenient drop off points via a simple returns portal



**20,000+**  
parcel drop off points



**15,300+**  
24/7 Street Posting Boxes



**250+**  
retail partner locations including supermarkets and pharmacies



**4,300+**  
Post Offices and Business Centres



**650+**  
24/7 Parcel Lockers

+ The Easy Returns service is only available for domestic parcels. The service is only available for parcel services customers and isn't available for Parcel Post and Express Post prepaid satchels. Standard postage rates apply.

\*\* Metro locations only (we send via courier who then brings to nearest parcel facility which allows the parcel to flow through our parcel network)

18. Making the Difference - ShipStation Returns Report 2022

19. Parcel Receiver Survey, May 2021, n=2,004



## About Australia Post.

We are making it easier for you to connect with your customers, and find new ones both here and overseas. Through our suite of eCommerce driven logistics, supply chain and parcel delivery solutions, we can help you to provide seamless online shopping experiences, from checkout to delivery.

If you have any questions about this toolkit or you would like to know more, please contact your Australia Post Account Manager.

This report is provided for general information purposes only and is not intended to be specific advice for your business.

## When we connect, we feel better.

Looking after your mental health and wellbeing during busy times is important. Below are some quick tips from our partner Beyond Blue:



### Stay connected.

Spending time with friends and family is good for you, and for them. Why not write a letter, send a text or make a call?



### Reduce stress.

It's important to keep an eye out for stress and find healthy, practical ways to manage it.



### Keep active.

Exercise is great for your mental health. Choosing something with a social element that you really enjoy is ideal.



### Sleep well.

Quality sleep helps you better manage your emotions. Aim for six to eight hours and avoid devices before bed.

To access free mental health information, advice and support, visit [beyondblue.org.au](https://beyondblue.org.au) or call Beyond Blue on 1300 22 4636.



Australia Post acknowledges the Traditional Custodians of the land on which we operate, live and gather as a team. We recognise their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.



Australia Post