

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2015

Communications Portfolio

Australia Post

Question No: 21

Program No. Australia Post

Hansard Ref: Written

Topic: My Post Mailboxes

Senator Xenophon, Nick asked:

1. Apart from the initial incentives for licensees to sign up their customers for MyPost, what ongoing revenue potential exists for licensees whose customers go on to use Australia Posts online services?
2. Do you think that Australia Post online services are mutually beneficial for licensees, and in what way?
3. Do you have the total number of Digital Mailbox users who log in and interact on a weekly basis, other than Australia Post employees?
4. What is the total cost to date for complete roll-out of the Digital Mailbox?
5. What are the projected costs over the next six years?
6. What is the current ROI for this initiative?

Answer:

1. Australia Post has invested in developing online services such as MyPost to provide choice of channel for customers to sign up to and renew physical services provided by licensees such as Post Office Boxes. In addition, Australia Post is currently working on initiatives to encourage and enable licensees to utilise our digital channel to drive repeat foot traffic in store.
2. Australia Post online services are mutually beneficial to licensees by ensuring Australia Post remains relevant to customers; achieved by providing choice of channel for interactions with Australia Post. Ensuring Australia Post remains relevant in the marketplace ensures higher uptake and retention of services provided by Australia Post and our licensees.
3. Over 90% of our user base (customers who are not Australia Post employees) are actively using the MyPost Digital Mailbox to receive communications and make payments.
- 4-6. The specific details being sought are commercial-in-confidence, and as such Australia Post is not able to provide the information requested.