

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2014
Communications Portfolio
Australia Post

Question No: 180

Program No: Australia Post

Hansard Ref: Page 93-94 (28/5/2014)

Topic: Customer Feedback

Senator Pratt asked:

Mr Fahour: I have just sought clarification of that. What was requested was the survey itself, which we did supply, but I stand by what I said earlier: that I am more than happy to give the results of the survey as summarised on the basis that it is non-commercial and non-identifiable.

Senator PRATT: That would be appreciated. We can do that as a question on notice.

Mr Fahour: Senator, I want to be fully transparent. I have already publicly stated the summary and the bits that are not commercial in confidence we are happy and delighted to provide on notice.

Answer:

The online Rural survey was commissioned with the aim of gathering feedback on the acceptability of possible changes to Australia Post services. Approximately 8,000 responses were received.

Summary of key insights from the survey include:

1. Rural and regional customers are major advocates for the Australia Post brand and disproportionately higher users (compared to major cities) of our services:
 - 80 per cent of our regional and rural customers visit our post offices every month or more frequently versus 70 per cent of customers in major cities. They are greater advocates with a Net Promoter Score of +27 versus +21 for major cities.
2. Continued presence and maintenance of post offices (access, convenience) is a clear preference:
 - 80 per cent of regional and rural communities state that the reduction in the number of post offices would be unacceptable.
3. Rural and regional communities would readily accept reduced frequency of delivery if it meant protecting and maintaining a local Australia Post presence:
 - for those that have letters delivered to the home, 50 per cent of regional and rural communities would find three day delivery of letters acceptable versus 8 per cent of the same group who would accept the reduction in post offices.

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4. The concept of a “receiver pays”, higher-service model, was resoundingly rejected:
 - for those who have letters delivered to the home, across Australia 80 per cent would not pay for five day delivery.