

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2015

Communications Portfolio

Australia Post

Question No: 75

Program No. Australia Post

Hansard Ref: Page 78-79, 27/5/2015

Topic: Digital Mailbox - Velocity

Senator Urquhart, Anne asked:

Senator URQUHART: Yes, I am sure you can, of course. I am just clarifying that you do not always get the points unless you choose. Does Australia Post make a payment to Velocity when points are allocated under this arrangement?

Mr Fahour: I am not sure, but I can find out.

Senator URQUHART: Will you take that on notice?

Mr Fahour: Yes, I will.

Senator URQUHART: You have your corporate secretary; you do not have anyone from your finance sector. As corporate secretary, are you a finance guru?...

...Mr Fahour: I am surprised that you are surprised.

Senator URQUHART: How many extra digital mailbox customers did the Virgin Velocity sign up achieve?

Mr Fahour: Again we will take that on notice.

Senator URQUHART: I also see that there are various competitions and promotions being run to encourage the take-up of the digital mailbox. Can you outline how many businesses are offering prizes or other inducements to customers who sign up to a digital mailbox?

Mr Fahour: I am happy to take that on notice.

Senator URQUHART: I presume you will also have to take this on notice: how successful have these activities been in increasing the take-up?

Mr Fahour: I will take that on notice.

Senator URQUHART: Can you provide the committee with a list of the promotions undertaken by Australia Post to encourage the take-up of the digital mailbox?

Mr Fahour: I will take that on notice.

Senator URQUHART: Gee, we might be finished by five at this rate, Chair.

CHAIR: No, I have plenty.

Senator URQUHART: What revenue has come from the digital mailbox in the last 12 months?

Mr Fahour: Again we will take that on notice.

Senator URQUHART: And the last six months?

Mr Fahour: On notice.

Senator URQUHART: How much is going to the LPOs from the MyPost digital mailbox? Is that just the \$3.4 million that you talked about before?

Mr Fahour: No, that was the MyPost concession account for concession cardholders.

Senator URQUHART: How much is going to LPOs?

Mr Fahour: Again, we will take that on notice because I am not sure that the LPOs would like that revealed.

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Answer:

As noted at the hearing, the information will be provided separately to the committee under standing order 25(2).

For information standing order 25(2) reads:

- (a) The legislation committees shall inquire into and report upon estimates of expenditure in accordance with standing order 26, bills or draft bills referred to them by the Senate, annual reports in accordance with paragraph (20), and the performance of departments and agencies allocated to them.

The committee considered receipt of the answer to question on notice No 75 as confidential information under standing order 25(2) and agreed to make public the following:

We have worked with Yarra Valley Water, Sydney Water, AFL and Velocity Frequent Flyer to offer incentives and prizes for registration and/or connection to MyPost Digital Mailbox.

Incentivised promotions in the last year consisted of:

- sign up and connect to MyPost Digital Mailbox for your chance to win 2 x movie tickets
- sign up and connect to MyPost Digital Mailbox and go in the draw to win the value of your water bill back
- sign up and connect to AFL for your chance to win the value of your AFL Membership
- sign up and connect to go in the draw to win a holiday to the value of \$20,000
- register for MyPost Digital Mailbox and be rewarded with 1,500 Velocity Frequent Flyer points
- activate your digital mailbox and receive either:
 - a) \$25 Aussie Farmers Direct voucher of
 - b) 1 x month Quickflix trial and 2 premium movies

Currently licensees do not receive a commission for any transactions completed through the MyPost Digital Mailbox. However, licensees do receive a commission for customers who have completed a transaction instore, request a digital receipt and go on to register for the MyPost Digital Mailbox. Furthermore, we are working on the details, whereby licensees will commence receiving a commission for transactions completed by MyPost Account customers via the MyPost Digital Mailbox. This should be finalised for 2016.