

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: 92

Program No. Australia Post

Hansard Ref: Written, 27/5/2015

Topic: Ebay Promotions

Senator Urquhart, Anne asked:

I have been contacted by a constituent who told me he received five free prepaid postage satchels from eBay as part of a promotion. Was Australia Post a partner in this promotion? If so, how long did it run for? Are you aware how many satchels were / will be given out during the course of the promotion?

What other promotions is Australia Post running in conjunction with eBay?

Has Australia Post done any modelling on what the impact any promotions / partnerships would have on LPO income?

What measures is Australia Post taking to ensure that LPOs aren't losing business as a result of these promotions through lost sales?

Answer:

The promotion is an activity carried out by eBay to promote the eBay Shipping Platform within the eBay Seller Centre. The promotion has been managed independent to Australia Post by eBay.

Australia Post was engaged for the procurement and supply of satchels to eBay, for which a fee was charged. It should be noted that the satchels do not have any pre-paid postage component.

A total of 140,000 satchel packs (5 x 500g satchels) were ordered, with an understanding that these would be provided to eBay Sellers between April to July 2015.

Whilst Australia Post has no direct role in the promotion run by eBay, it is important we have a position within marketplaces to ensure that we continue to be the first in mind for customers when shipping and lodging parcels in what is an intensely competitive environment.

Licensees benefit from customers lodging in-store by receiving a commission on the postage component value for the satchel provided through eBay.

At this time, Australia Post has no planned promotions to be run in conjunction with eBay.