

Australia Post searches far and wide for superstar online small businesses

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Australia Post today launched its annual Local Business Heroes program, which this year has been expanded to support 100 small online Aussie businesses sharing in a total prize pool valued at around \$500,000.

Many local small businesses are doing it tough as inflation and interest rates bite and consumer confidence lingers in negative territory. As a result, Australia Post has expanded the program to 100 recipients from 57 last year, so even more business owners can participate.

Successful applicants will each receive a Heroes Package worth \$5,000, packed with a selection of support, products and services to help them grow and market their business.

Applications are open for four weeks from Monday 13 February to Sunday 12 March 2023, with recipients to be announced in June 2023. Applications are open to all small businesses, selling products online, and are an existing customer of Australia Post.

Gary Starr, Executive General Manager, Parcel Post & eCommerce Services at Australia Post, said this year's prize pool of around \$500,000 would provide critical support as small businesses contend with a

range of headwinds.

"Small businesses are the beating heart of our local economy and we're proud to support them grow and prosper through the Local Business Heroes program," Mr. Starr said.

"The Local Business Heroes program not only shines a spotlight on these important operators, but importantly helps them succeed through coaching, marketing and technology support.

"We're thrilled to be able to increase the number of recipients so that we can reward more businesses for the amazing work they do day in, day out and help them navigate 2023."

One of last year's worthy winners was wooden toy retailer Cool Guppy, which benefited from increased awareness and a range of practical business support to continue to grow.

Cool Guppy owner, Adrian Law, urged small businesses to apply this year: "It was incredible to receive the recognition last year and I felt a great sense of pride being one of the winners. The initiative was a wonderful motivator to ensure I continued to believe and work hard in my business."

Australia Post has reimagined the Heroes Package this year, offering winners the choice of five options out of a total of eight. The eight options sit within four key categories: Marketing, Sending (packaging and postage), Staying Connected and Business Coaching.

The goal is to assist local business owners

where they need it most – whether that be to reach new customers through in-store promotion and localised mail promotion, support when it comes to streamlining parcel operations or even 1:1 coaching sessions and essential work from home technology.

Small businesses have until 11:59pm (AEDT) on Sunday 12 March 2023 to apply at auspost.com.au/localbusinessheroes and must meet eligibility criteria. Recipients are selected by Australia Post and will be notified by both email and phone on 19 June 2023.

Source: [Australia Post](#)