Australia Post goes beyond delivery to help small businesses grow

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Australia Post is celebrating the Big Boss Energy driving Australiaâ€™s growing eCommerce sector, championing businesses of all sizes â€“ from side hustles to established enterprises, and the ambition driving their growth.

With Australians spending a record $82.6 billion online last year1, the campaign is designed to help emerging businesses build their profile, reach new customers and take the next step in their growth journey.

Micro and small businesses make up 88% of Australia Post's customers, meaning the campaign is a natural extension of the role Australia Post already plays in helping businesses start, sell and scale.

Through the campaign, select Post Offices across the country will be activated as 'Side Hustle Capitals of Australia', celebrating the Post Offices supporting local businesses and bringing their stories to life through in-store activations, content and community engagement through visits from the Peak-Me-Up Coffee Van.

Australia Post Executive General Manager, Parcel, Post and eCommerce Services, Gary Starr said the campaign reflects a broader shift in how Australia Post is supporting the success of Australian small businesses and entrepreneurs.

"Small businesses are the backbone of communities across Australia and make up the vast majority of our customer base. Every day, we help businesses of all sizes reach customers across the country, whether they're making their first online sale or growing into an established eCommerce brand.

"As Australia's eCommerce sector continues to grow, we're always looking at new ways to support businesses beyond delivery. Big Boss Energy is about celebrating the ambition of Australian businesses while giving them practical opportunities to build their profile, connect with customers and scale with confidence.

"We're proud to support businesses at every stage of growth, and our Post Office network plays an important role in that journey by providing trusted local connections and practical support in communities right across Australia," Mr Starr said.

The campaign blends local area marketing, creator-led content, organic and paid social, Post Office point-of-sale, eDM and website content to amplify local business stories and strengthen Australia Post's role as a trusted growth partner for businesses.

The Australia Post Making Moves Market in Melbourne on 20 September will bring the campaign to life, giving side hustlers and small businesses a platform to showcase their products, grow their brand and reach new customers.

Source: Australia Post

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