



Australia Post teams up with The ICONIC and Oz Hair and Beauty to boost secure, flexible deliveries

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Australia Post has partnered with THE ICONIC and Oz Hair and Beauty on a new national campaign designed to encourage online shoppers to choose more secure and flexible delivery options.

The initiative highlights the convenience of Australia Post Parcel Lockers, with customers receiving a \$10 bonus reward* when they select a Parcel Locker at checkout. Front Row members at THE ICONIC** are able to access the offer until 31 December 2025, while the Oz Hair and Beauty promotion runs until 21 December 2025.

The initiative is being promoted across all three company's channels, from prominent prompts at checkout and website banners to targeted eDMs and social content. Australia Post is further amplifying visibility through its retail network, featuring partner messaging on Post Office screens nationwide and wrapping select Parcel Locker sites across metro Sydney.

Australia Post Executive General Manager Parcel, Post and eCommerce Services, Gary Starr, said the partnership builds on recent retail collaborations and reflects Australia Post's commitment to giving customers more choice and convenience in how they receive

their parcels.

"Online shoppers want choice, control and confidence when receiving parcels. By partnering with leading retailers like The ICONIC and Oz Hair and Beauty, we can spotlight convenient delivery options and make receiving a parcel even smoother during the busiest time of year," Mr Starr said.

The collaboration is part of Australia Post's broader strategy to work with leading eCommerce brands to expand flexible delivery options and strengthen its role as the delivery partner of choice for Australian retailers. Australia Post Parcel Lockers offer customers convenient access to collect, return or send their parcel at 1000 convenient locations across Australia.

*\$10 reward redeemable at original place of purchase

**THE ICONIC \$10 Bonus Reward is available exclusively for THE ICONIC Front Row loyalty program



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Source: [Australia Post](#)