International Post Corporation

Australia Post celebrates impact-led businesses at the 2026 ORIAS

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The future of Australian eCommerce was on display at the 2026 Australia Post Online Retail Industry Awards (ORIAS), with three businesses recognised for their contribution to innovation, sustainability and inclusion across the eCommerce sector.

The winners across the three Australia Post Impact Award categories include:

Small Business Innovation Award: Mr Pool Man
Sustainability Award: Nakie
Diversity & Inclusion Award: Shh!t Happens

Australia Post Executive General Manger Parcel, Post & eCommerce Services, Gary Starr, congratulated this year's finalists and award winners, recognising the important role they play in shaping the future of Australian eCommerce.

"We've proudly supported the ORIAS for many years because they recognise the Australian businesses raising the standard for online retail. As a trusted partner to customers at every stage of growth, we're fortunate to see firsthand the innovation, resilience and ambition driving the sector.

"This year's Impact Award winners have each taken a different approach to success, but all share a commitment to delivering for customers while creating meaningful outcomes for the communities they serve.

"As consumer expectations continue to rise and the retail landscape becomes increasingly global, Australian retailers have a unique opportunity to differentiate through innovation, customer experience and the strength of their brands. The businesses recognised through the ORIAS are demonstrating that local entrepreneurs can compete, grow and succeed by continually adapting to changing customer needs and setting new standards for online retail," Mr Starr said.

2026 ORIAS IMPACT AWARDS WINNERS

Small Business Innovation Award

This award is targeted at small businesses that have innovated to deliver a new product or service, outstanding customer experience or business process.

Winner: Mr Pool Man

Mr Pool Man is an Australian family-owned business helping homeowners simplify pool maintenance through innovative products, quality equipment and expert support. Its strong digital retail presence and customer-first approach have redefined the pool care experience, connecting Australians with trusted solutions from anywhere in the country.

Sustainability Impact Award

This category recognises businesses that are driving sustainable change within the eCommerce industry through demonstrated process, product or innovation.

Winner: Nakie

Nakie is an Australian outdoor lifestyle brand best known for its eco-friendly hammocks, blankets and picnic gear made from recycled materials. Sustainability is at the core of its business model, with products designed to reduce waste and a commitment to planting trees with every purchase, helping customers make more environmentally conscious choices.

Diversity and Inclusion Impact Award

This award celebrates eCommerce businesses who have made an outstanding contribution to supporting diversity and fostering inclusion within their business.

Winner: Shh!t Happens

Shh!t Happens is a disability-owned, female-led social enterprise producing Australian-made toilet paper and everyday essentials. Founded by disability advocate Anja Christoffersen, the business uses its products and platform to challenge stigma, increase disability representation and create meaningful opportunities for people with disability.

Source: Australia Post

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