

## Roses are red, wines on the way: Australia Post delivers the love this Valentine's Day

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This year, Australia Post expects more than 20 million parcels (up 6.7% year-on-year) to have been delivered across the country in the lead up to Valentine's Day, as loved-up shoppers turn to online gifting for their special someone.

From timeless gestures to modern favourites, Australians are predicted to send a flood of flowers, wine, jewellery and apparel, all racing through the Australia Post network to make it to that special person right on time.

Australia Post General Manager Enterprise & Government, Chelsea O'Reilly said the team is bracing for a nationwide rush of roses, chocolates and last-minute romantic surprises.

"Valentine's Day is always a special time of the year at Australia Post, and our teams work hard to make sure every heartfelt gift arrives exactly when it's meant to. We work closely with our business customers to understand their forecasts and identify the best ways we can support them, ensuring their shoppers enjoy a smooth, reliable delivery experience right to their doorstep.

"And for anyone trying to keep their Valentine's surprise under wraps, we always suggest sending gifts to a nearby Parcel Locker, it's a simple way to keep the magic

intact," said Ms O'Reilly.

For customers like Mr. Roses, StarTrack Courier teams are gearing up to complete an estimated 4,000 same-day Valentine's Day deliveries nationwide this Saturday.

Mr. Roses CEO & Founder, James Stevens said Valentine's Day is their busiest time of year with thousands of lucky recipients receiving gifts this Saturday.

"The month of February generates the equivalent of two full months of revenue for us. The challenge is that this entire extra month's worth of orders must be delivered on a single day.

"Without the capacity, professionalism and trust in the Australia Post and StarTrack team, we would not have the confidence to accept and fulfil our orders on this special day. They help us deliver love in every major city in Australia," said Mr. Stevens.

Source: [Australia Post](#)