International Post Corporation

Community Hub @ Post concept launches in Orange

30-10-2023

Australia Post today opened the very first Community Hub @ Post in Orange, New South Wales. The historic Orange Post Office has been transformed into a modern retail space, offering a range of expanded products and services, whilst still retaining its historical charm.

Australia Post's Community Hub @ Post concept reimagines the traditional Post Office and brings together a range of new services and products in a central hub that is tailored to the local community.

Community Hub @ Post has been developed by Australia Post over the past 18 months. The pilot site in Orange features distinct zones that support retail customers, business operators, and local merchants. The key features of the new format include:

Digital queuing where customers can scan a QR code, select their service and receive a text message when it's their turn, enabling customers to relax or browse in-store.
An onsite barista serving coffees, and an all-Australian music playlist with the launch of Australia Post Radio in store.
Three change rooms for customers to try on their purchases and, if required, arrange a return on the spot while they are still in the Post Office.
A dedicated zone for small businesses to sort, wrap and send orders, including a large packing bench equipped with scales.
Pop-up @ Post, a physical presence for online retailers and small businesses to showcase and sell their products, with businesses to be rotated seasonally.
The launch of an Australian Makers Collection which will include a small product range from Australian creators and artists.
In addition to the new features, Community Hub @ Post will continue to offer the full range of existing services for customers, including Parcel Lockers for out of hours deliveries and greater convenience, banking services through Bank@Post, and all parcel and letter mailings.

Speaking at an official launch in Orange this morning, Australia Post Group CEO and Managing Director Paul Graham said the new community hub format transforms the Post Office into a modern, retail experience.

"Today is a landmark day for Australia Post as we reimagine the Post Office for the future. Every day our network of over 4,000 Post Offices plays an important role in connecting Australians, particularly in regional and remote Australia.

"However, the way Australians use their local Post Office is very different today than it was 10 years ago. With Community Hub @ Post, we are reinventing how the Post Office operates to support the changing needs of our customers, and readying Australia Post for the future," he said.

Minister for Communications, the Hon Michelle Rowland MP, said the new modern Hub is a win for local consumers and small businesses in Orange.

"It's fantastic to see the new Community Hub in Orange up and running. This is a great example of Australia Post modernising their business to meet community needs, and will help connect small businesses with new customers, and make sending and receiving parcels even easier for locals.

"I look forward to seeing more of these Hubs rolled out across rural and regional Australia".

The redevelopment of Orange's Post Office preserved the historical aspects of the 143-year-old building located in the heart of Orange at 212-220 Summer Street.

Australia Post plans to open more Community Hub @ Post locations in 2024 at Williamstown (Victoria), Burnie (Tasmania), and Noosa Heads (Queensland).

"The Community Hub @ Post is just one way we are reimagining our Post Office network to meet the changing needs of customers while also increasing our long-term sustainability.

"The launch in Orange will allow us to assess what resonates with customers and adapt our approach to inform what is standard across our Post Office network in the future, and we look forward to rolling our more locations nationally in 2024," Mr Graham said.

The first Community Hub @ Post has been designed in collaboration with Landini Associates.

Source: Australia Post

CLASSIFICATION: CORPORATE | WWW.IPC.BE © 2026