

Australia Post helping businesses survive impacts of pandemic and driving wellbeing

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Australia Post has been a vital service provider helping drive business across both metropolitan and regional Australia, and has an overwhelmingly positive impact on businesses, according to new research by Deloitte Access Economics.

The research found that Australia Post also helped businesses survive COVID-19, with 63 per cent of surveyed businesses saying the Post Office was vital for their business surviving COVID-19, and 54 per cent saying it saved jobs.

The value of Post Offices in Australia, by Deloitte Access Economics measured a range of economic and social impacts of Australia's largest retail and distribution network, particularly for businesses, vulnerable Australians and regional and rural communities.

More than 60 per cent of businesses surveyed said the Post Office was the most important service provider for businesses in Australia, enabling delivery or increasing customer reach. With important services such as Bank@Post, particularly relevant in rural and remote communities, almost three-quarters of Australians surveyed believe use of the postal service will at least continue, if not increase, into the future.

Australia Post Group Chief Executive Office and Managing Director Paul Graham said it was humbling to see Australia's level of trust, satisfaction and reliance on Post Offices, representing a loved national icon that he has a deep respect for, that have served as important community hubs for more than 200 years.

"We know how much our Post Offices are loved, and this research shows that our network of more than 4,300 Post Offices is as important as ever, with the average household or business visiting their local outlet 16 times a year, and each one playing a vital role in their community," Mr Graham said.

"While our business has been under incredible pressure throughout the COVID-19 pandemic, our Post Offices have remained open and as I've moved my way around the network in recent weeks, the pride that communities take in their Post Office is palpable."

Deloitte Access Economics Partner John O'Mahony said that while the community and social benefits of local Post Office access were not surprising, the economic and business importance of Australia Post was larger than expected.

"Australian businesses rely on Australia Post for eCommerce, communication, banking needs and more. Almost two-thirds say the Post Office was vital for their business surviving COVID-19 and over half say it saved jobs. Much has been said about the importance of digital tools in helping Australians manage through the pandemic, but this research shows how Australia Post has been critical also," Mr O'Mahony said.

Source: [Australia Post](#)

