

Refreshing communications with our people



The launch of a new employee website

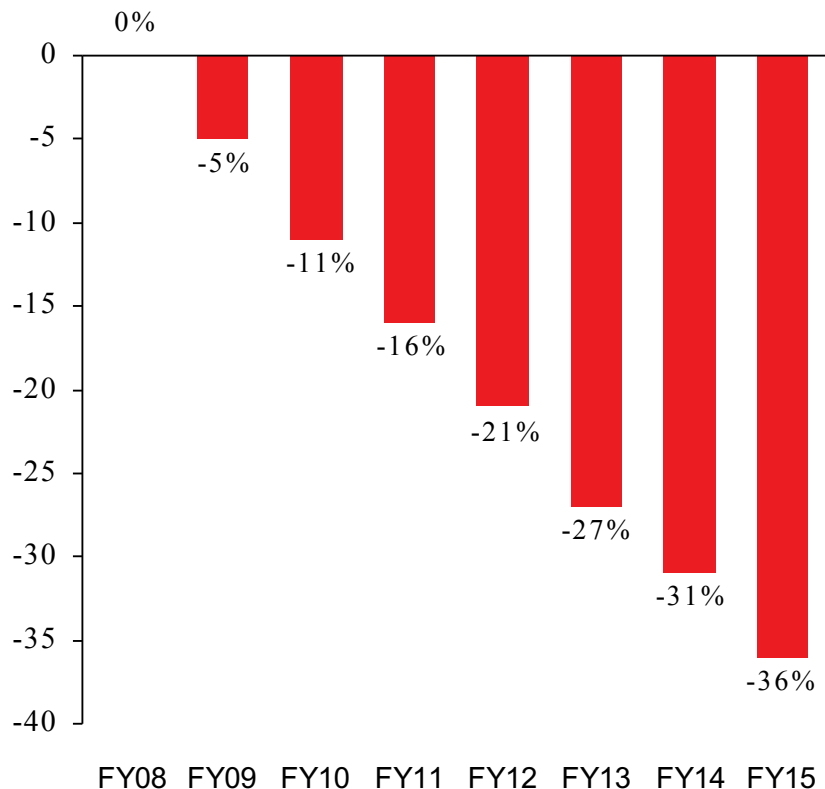
Mikala Hehir
Head of Group Communications
Australia Post

Intranets 2016
Wednesday 1 June 2016

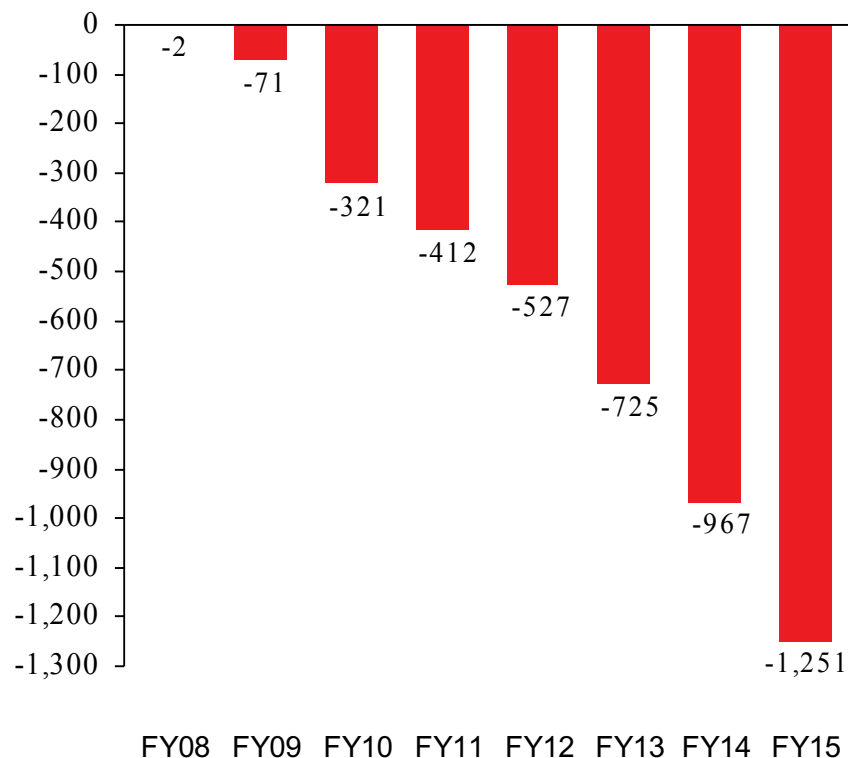


As the community changes the way it communicates, we have to transform our business

Cumulative volume loss in addressed letters, per letterbox (% , FY08–FY15)



Cumulative financial losses in reserved letters (\$m, FY08–FY15)



Note: FY10, FY14 and FY15 includes Restructuring Costs; Super accounting change took effect from FY13 onwards; Reserved letters prior to FY12 included the collection, processing and distribution of international inbound letters and packets (weighing less than 2kg).

And find answers to our three strategic questions



1

How do we maintain a sustainable letters service as volumes decline?



2

How do we grow our non-regulated business and support our customers through the change?



3

How do we bring our people, partners, customers and the community on the journey?

Our strategy is aptly named 'Part of Tomorrow' and focuses on eCommerce as a future growth area



PURPOSE

Helping our people, customers, and communities build a better future.

**Everyone,
Everywhere,
Everyday.**



STRATEGY

Delivering ecommerce;

Everyone, Everywhere, Everyday.

Win:

Deliver on our customer promises, and outperform our competitors.

Create:

Create ecommerce solutions to meet the needs of all customer segments.

Reshape:

Acquire new products and capabilities to support our existing businesses and expand into adjacent business areas.



BRAND & CULTURE

Brought to life by our five shared values:

- Being safe everywhere
- Respecting everyone
- Helping each other
- Improving everyday
- Delighting our customers

We have a diverse workforce ...

- 36,000 employees, plus contractors and licensees
- 136+ nationalities
- 65+ languages
- 7,000 locations ... doing a wide range of roles

I'm in the call centre. It's always so busy. We answer questions on social media too.

I work in one of our facilities – making sure all the parcels go out to be delivered.

I work for a subsidiary of Post.

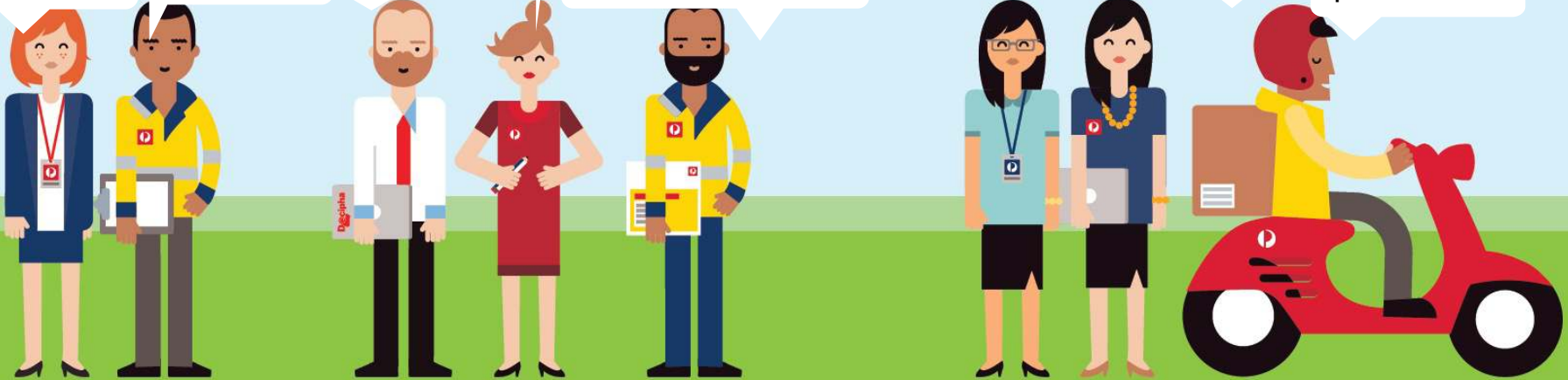
I work in a post office – there are more than 4,000.

I'm out and about all day delivering parcels.

I'm in head office.

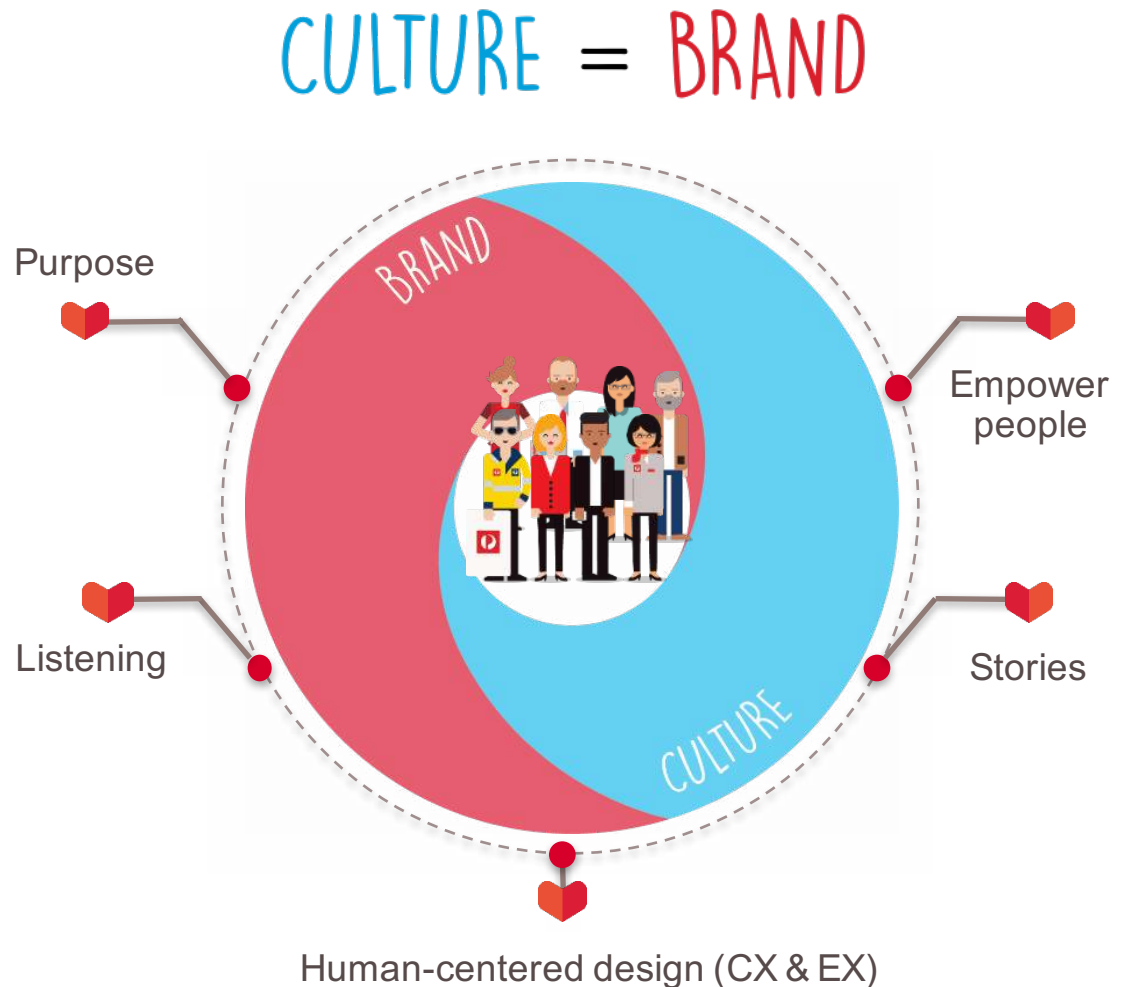
I'm in sales. I'm always out and about.

I'm a postie. There are less letters, so I deliver parcels too.

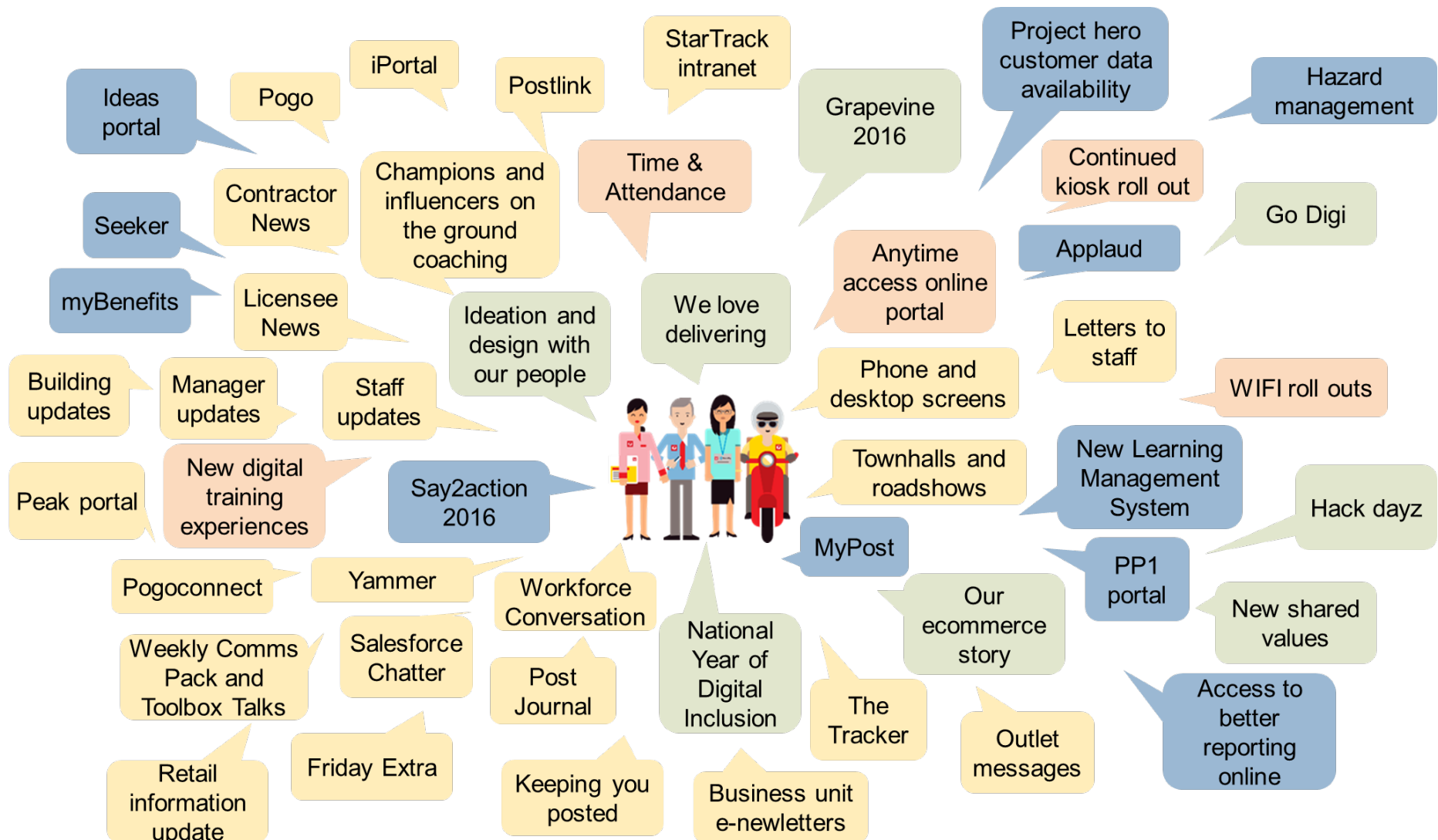


Engaging our people, customers and the community is key to building our future

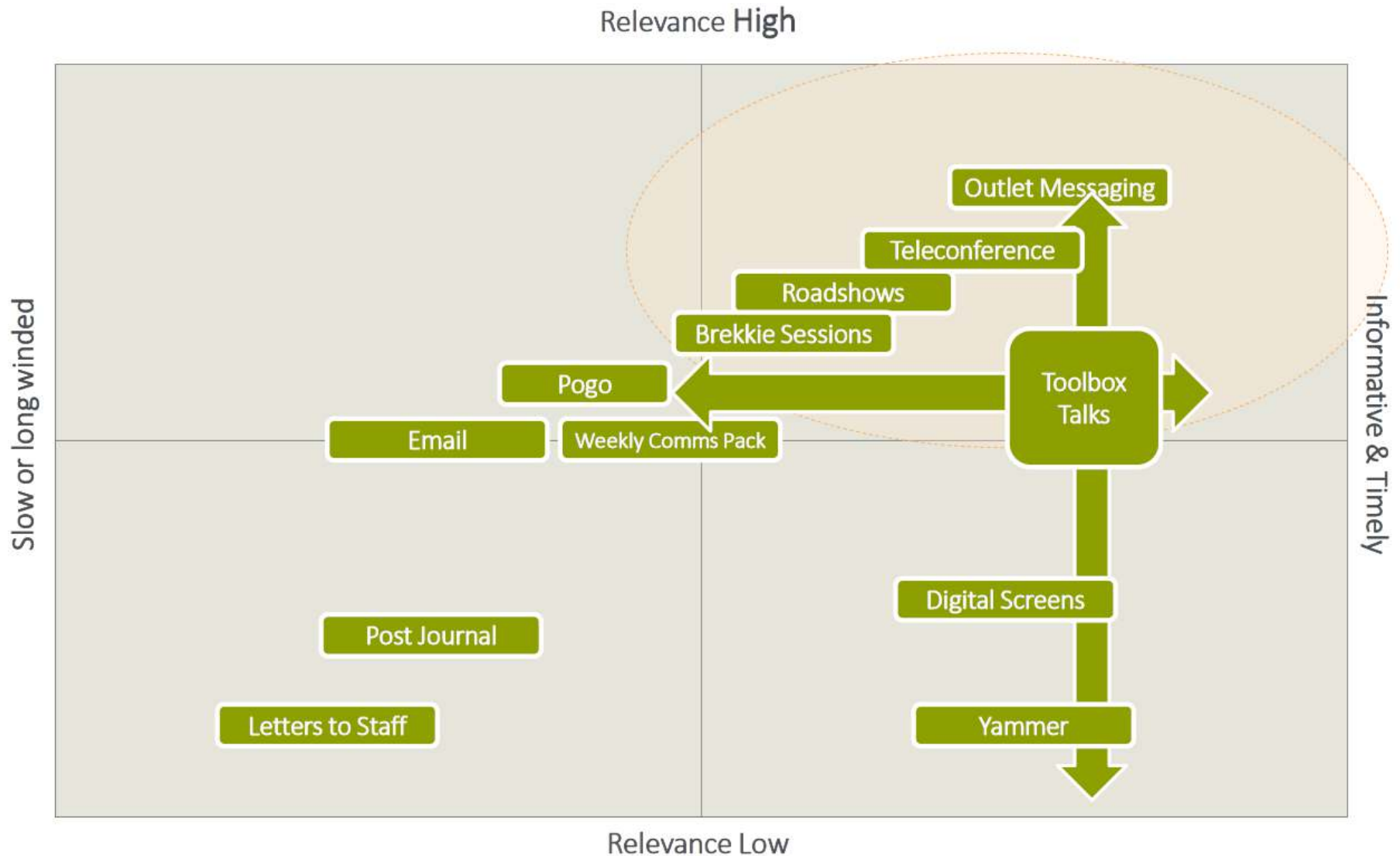
- Brands are created by what people say about their experience.
- Experiences are designed and delivered by the shared motivation, values, skills and creativity of people.
- Empowered people, create the experiences that matter most.



But our people were telling us they felt overwhelmed



And that the relevance & timeliness of communications they received varied



They told us we needed to streamline communications and provide better access to information

I want it to be easy to share my ideas with others and that they'll be listened to and acted on.

I want information to be available however and whenever I choose.

I want it to be easy to ask for help.

I want comms that are friendly and easy to understand.

I only want comms that are relevant to me.

I want to find things easily.

I want my manager to keep me up to date.

I want to receive news first - before media & customers.



The purpose of communications is simple

We recognise our people are our best advocates for our company.

We share information to keep our people informed.

We connect people and provoke conversation.

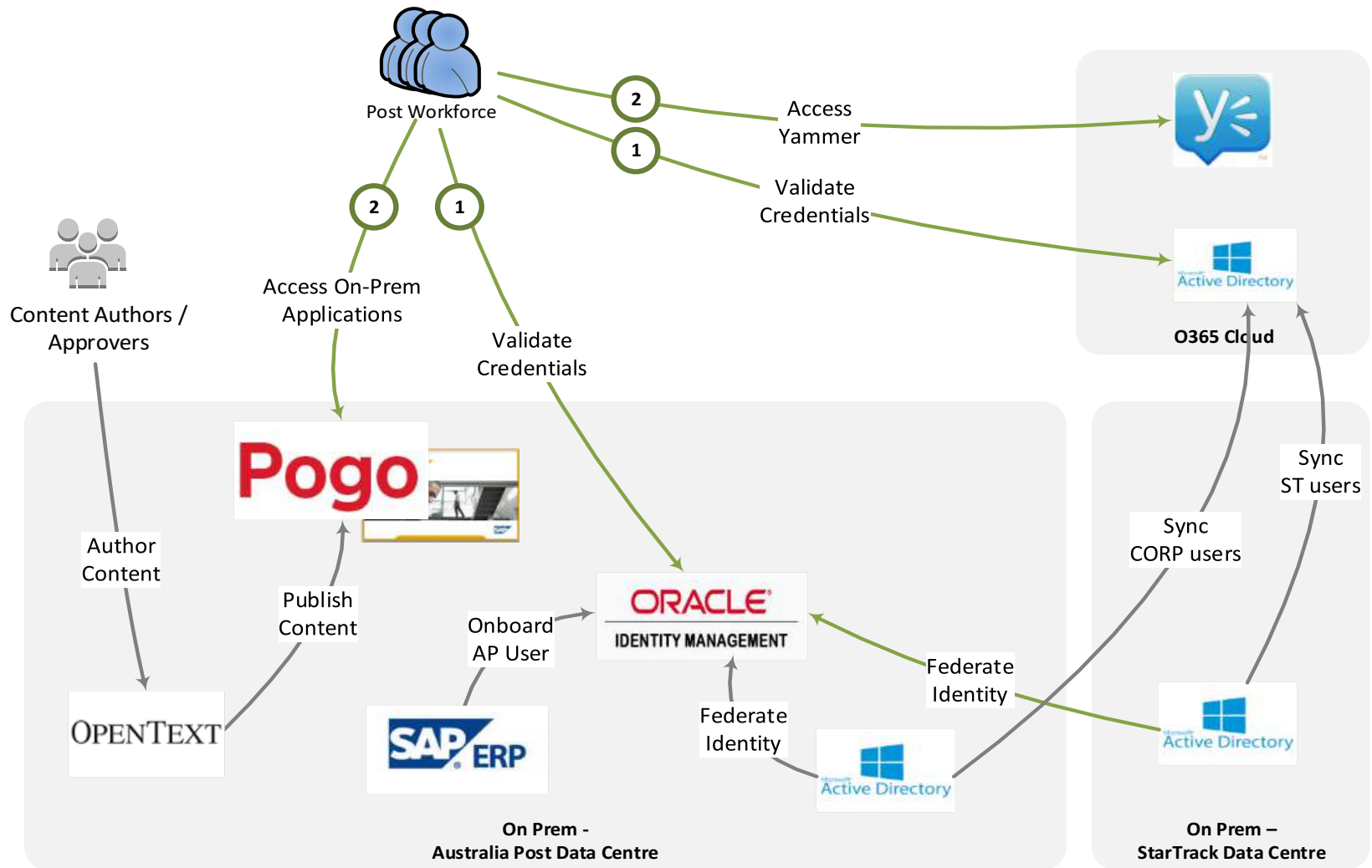
We listen and we take action. We help people contribute their ideas and ensure they know their opinions are valued.

We make it easier for our people to:

- do their jobs,
- delight our customers & communities,
- live our shared values,
- manage their careers, and
- feel a part of our company.



But with only one third of the workplace digitally connected, the solution seemed complex and expensive



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[MyInfo](#)

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In the Media Today

Media Portal

No Error recovery in track

ABC News

Alcohol advertising during the...

Daily symposium with Tru...

ATC's women's league has big...

StarTrack Camera

Operations/Last Post

Delivery Service Agent - Answer

Corporate/Contact Centre

Driver - Park

Driver - Tolmanville

Supervisor - AM Weyga

Insider/Scheduler - Petrol Co.

Quick Links

StarTrack Profile

Ops 24/7

Track & Train (view)

Track & Train (print)

ECMS

IT support (JSD)

Agent Contacts

National Cover Del

Customer Board

Forum

On the Road

Flight Center

Get Post

Drew Richens
My favourites

Home
People
Safety
Business support
About Australia Post
Network operations
Products and services

OurPost

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Job opportunities

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Job Information Circular (JIC) 26 May
>

Provisional Promotions and Appointments
>

Latest discussions

View all discussions

Speeding POST vehicle - 30 May
>

Conundrum - 26 May
>

goodbye, farewell and amen: Leaving POST - 25 May
>

Hold at Post - 25 May
>

Customer Contact Centre and Bot - 23 May
>

What are we trying to achieve?

- **Accessible** – anyone, anywhere, anytime, on any device
- **Real-time** - timely information
- **Easy to use** - information in one spot, simple to use and easy to find
- **Engaging** – fresh content, encourage collaboration and conversation
- **Reduce complexity and costs**
- **Relevant** content



The answer – keep it simple

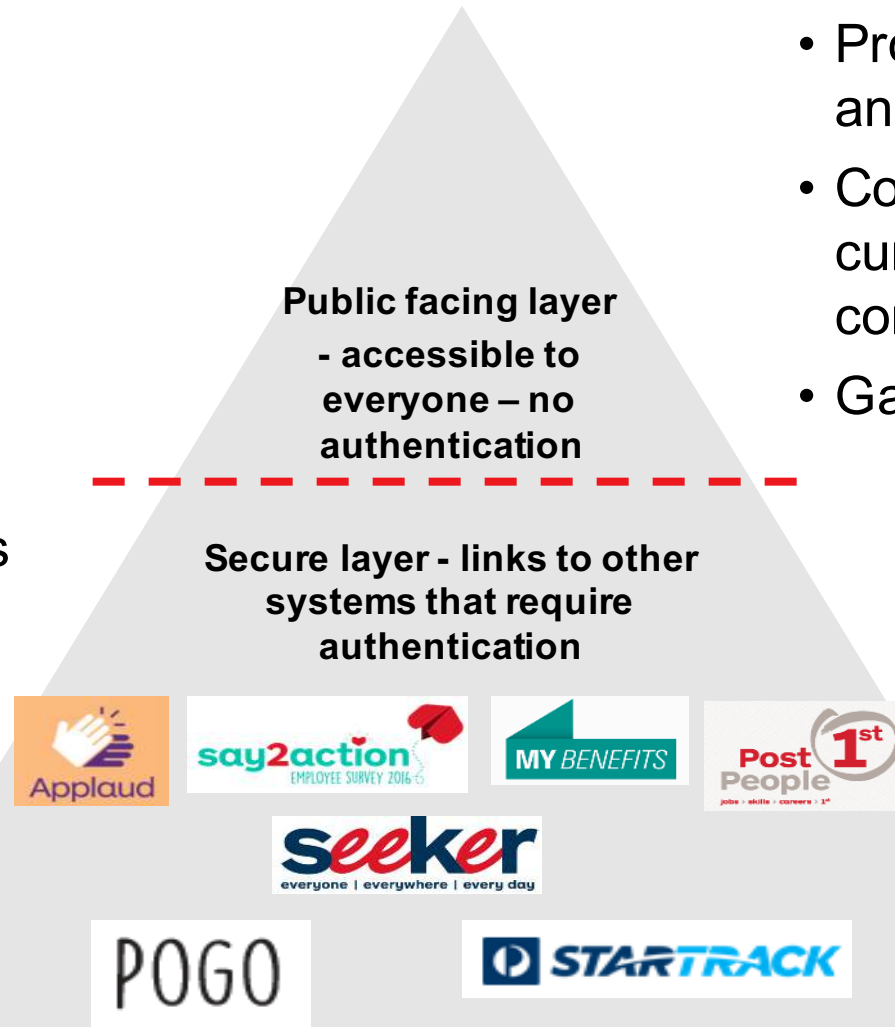
New public facing employee website

Public facing layer

- Provides simple news and information.
- Content approved and curated for public consumption.
- Gateway to other sites.

Secure layer

- Link and sign-on to relevant portals and systems with existing authentication.



The answer – keep it simple

New public facing employee website

[OurPost](#) > News

News and communications

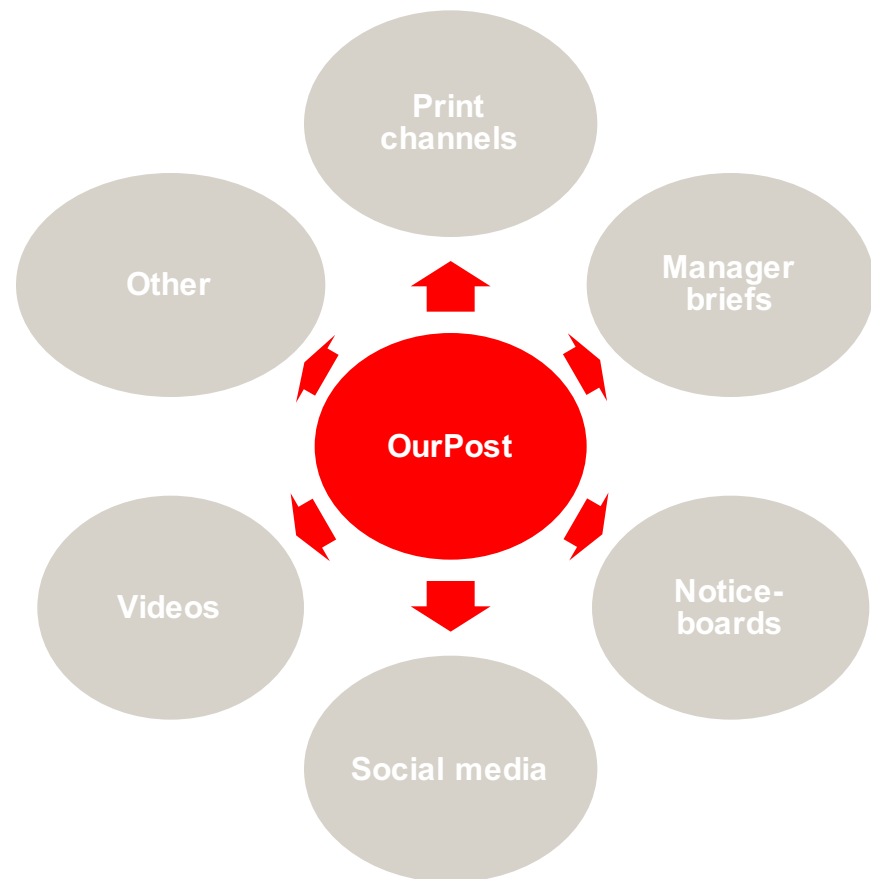
Interesting things are happening each day at Australia Post as we work together to help our people, customers and communities build a better future. Find out what's been happening around our diverse network.



Latest news

In a fast-paced environment, interesting moments are happening all the time at Post. Learn what your colleagues have been up to.

[Read more](#)



Welcome to ourpost.com.au



[News](#) [Business and strategy](#) [Employee Resources](#)

National Reconciliation Week: 27 May – 3 June

[Read the full article](#)



Tools and apps

To use some of these, you need to be connected to our corporate or local networks.



Intranet



Discounts



PP1st -
careers



Applaud



MyPost



Seeker

Email scam targets employees

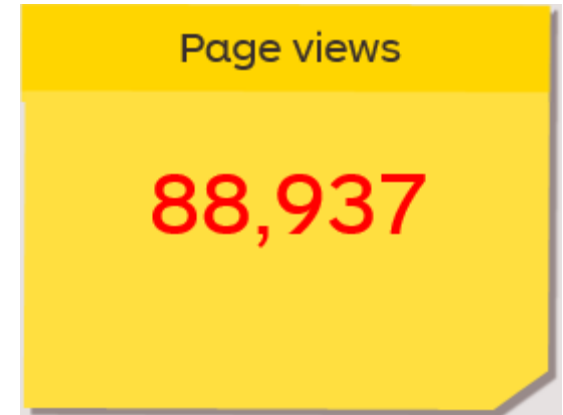
25 May 2016

As one of our country's most trusted brands, we have an important role to play in preventing fraud. Unfortunately, our customers are often targeted by online scams and occasionally, our people are too.

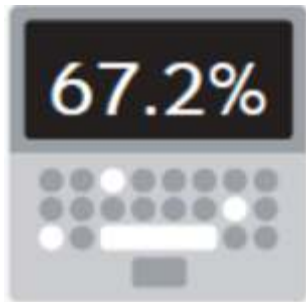
[Read the full article](#)



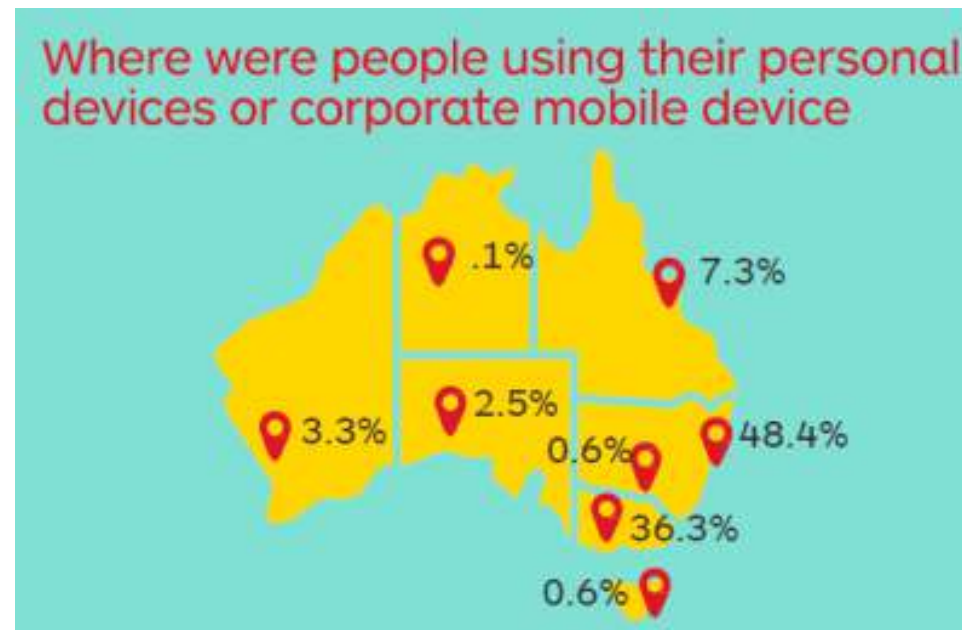
Some early day statistics



Devices people are using

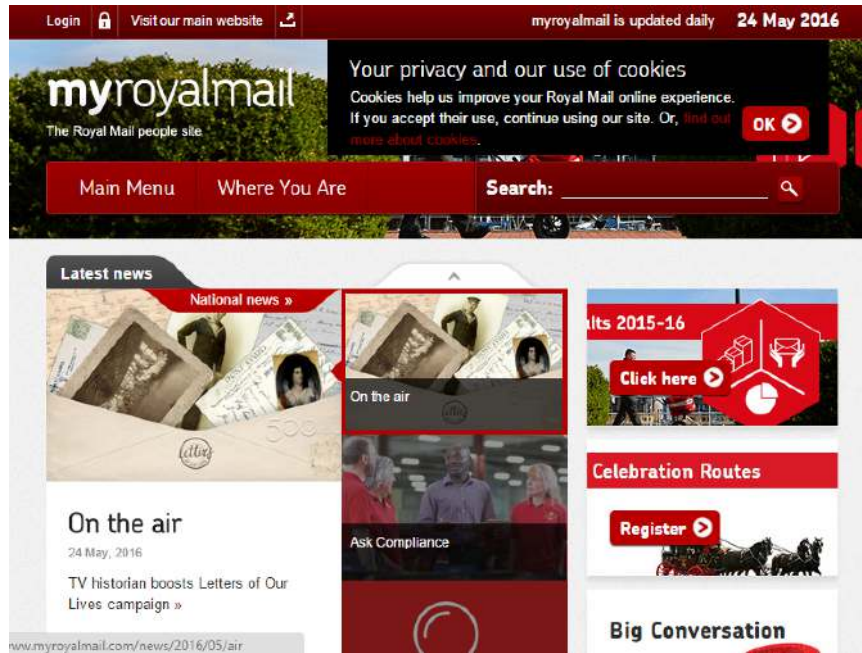


Where were people using their personal devices or corporate mobile device

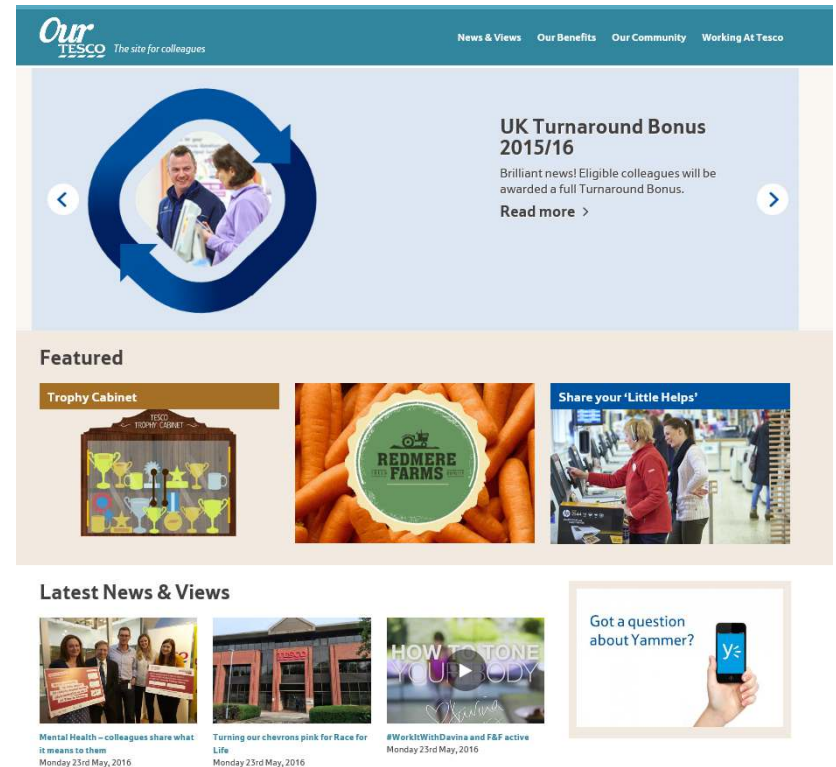


Others are already doing this ...

www.myroyalmail.com



www.ourtesco.com



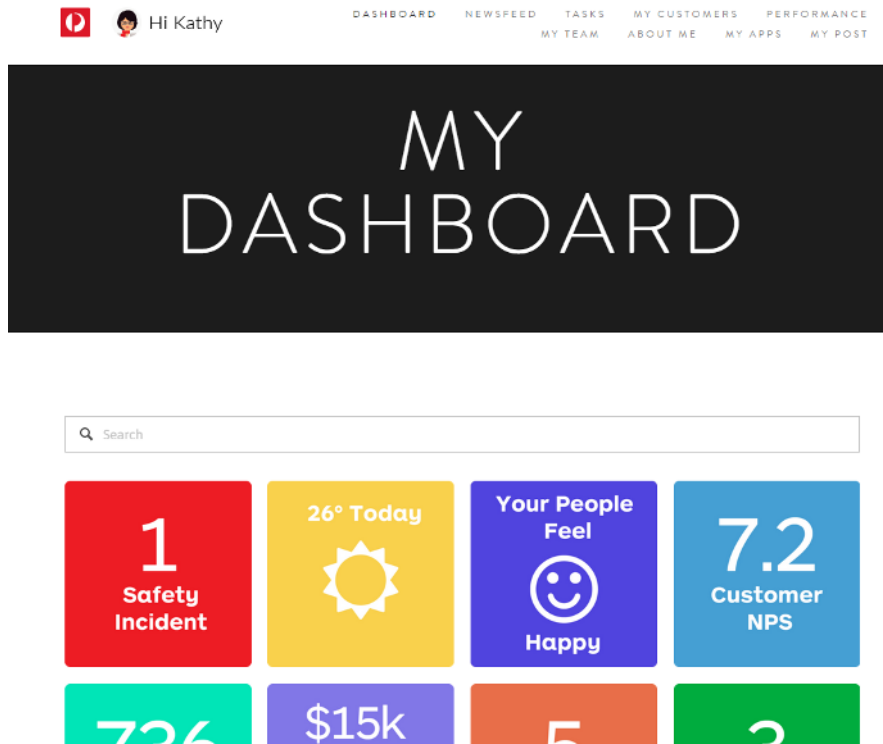
There's still a long way to go

- Functionality coming in the next few months
 - ability to “like” news,
 - media feeds,
 - search,
 - videos, and
 - new content.
- Being designed ...
 - single sign-on authentication layer,
 - Integration of our Learning Management System,
 - access to view pay and leave,
 - social collaboration tools, and
 - integrate 30+ employee portals.
- Longer term ... co-create new content and tools with our people so they love their jobs and can delight our customers.

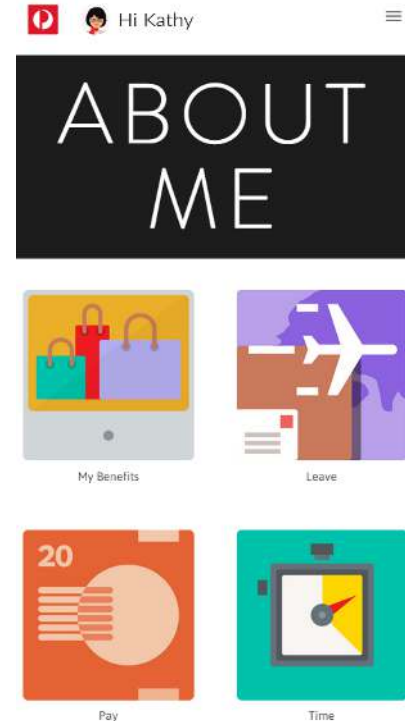


It's simple today, but we're building a vision for the future that sticks to our principles

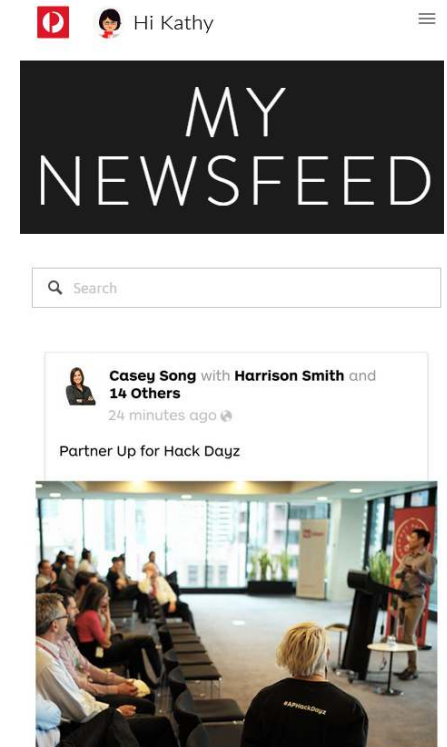
Simple



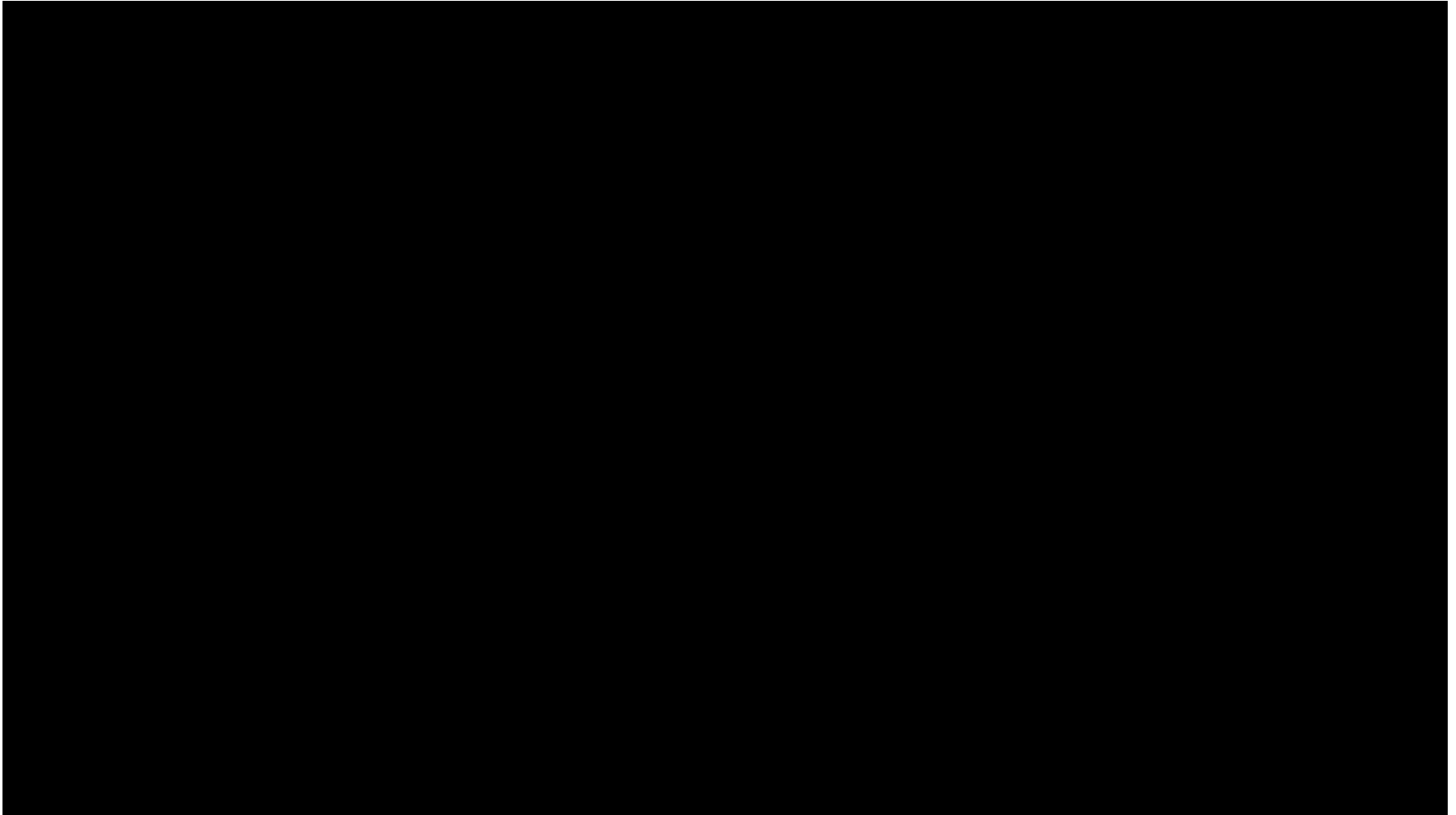
Relevant



Engaging



I'd like to indulge you with a short video ...



https://www.youtube.com/watch?v=_gvOvvi3knw&feature=youtu.be

Thank you

Check out ourpost.com.au today!

Mikala Hehir
Head of Group Communications
Australia Post

