



Philatelic Online

March 2017
Louisa Carroll



Australian gemstones dazzle on stamps

Gemstones are rare and highly
prized objects of beauty.

[Read more](#)

Customer types



Profile 1
Pauline

- 70+
- Does not own a computer or smartphone.
- Prefer face to face
- Online distrust
- Not interested in social media 'Why do I want to see a photo of my families meal?'



Profile 2
Regie

- 60+
- Does not consider himself online but will use the internet for emails, research, planning holidays, social and will only shop online using trusted sites.
- Still have reservations with online but can be converted by a good experience.

Personal



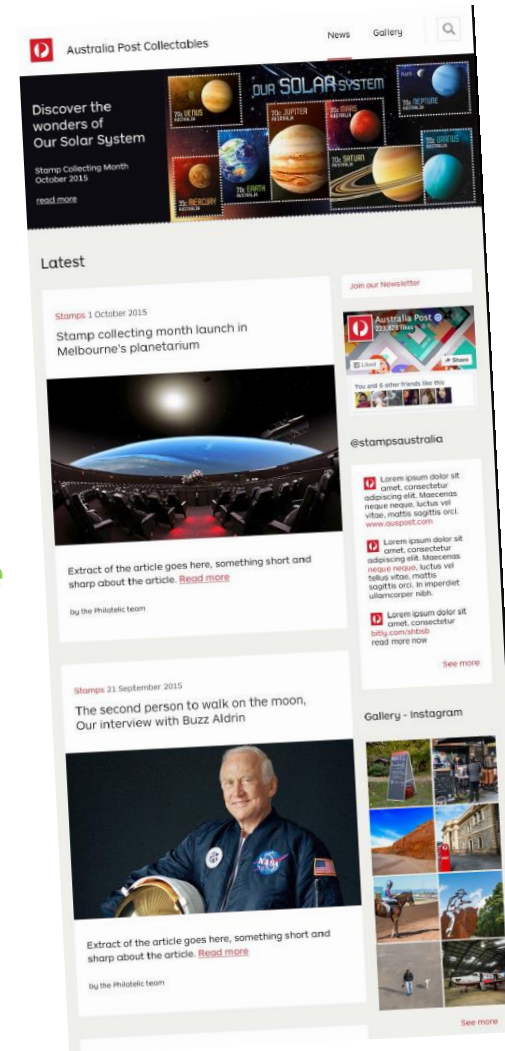
Modernise

Online Community

Connections around the globe



Always on brand



Opt in

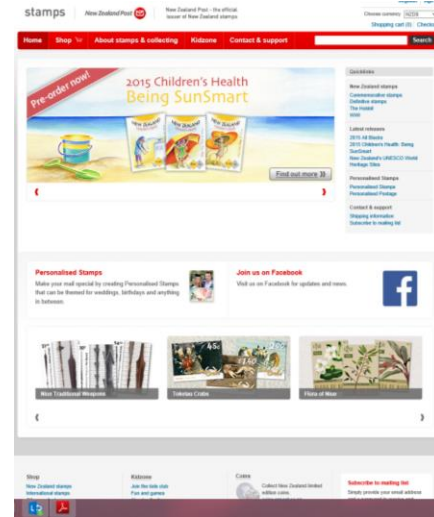
Blogging

Regie - The Need

Improved ecommerce & customer experience

Online one stop shop

Competitive advance /strength



Customer Centricity



Easy



Clever



Convenience, Choice, Control



Customer



Engagement

Safe



Personal
Single sign on



Philatelic Online Environment

<p>Collector interaction</p>	<p>Membership & Value add</p>	<p>Shop</p>
<ul style="list-style-type: none"> • Content • Social Media • Voice of the customer 	<ul style="list-style-type: none"> • Tiered benefits • Exclusive content • Loyalty/Incentives • Kids program • Marketing 	<ul style="list-style-type: none"> • Purchase products • Catalogues • Data capture • Analytics • Marketing
<p>Gallery</p>	<p>Personalised</p>	<p>Partnerships</p>
<ul style="list-style-type: none"> • Online museum • Image gallery • Licensing opps 	<ul style="list-style-type: none"> • P-Stamp consumer • P-Stamps Business • Other 	<p>Wholesaler destination for exclusive content and secure logon for information, tools POS etc.</p>

The phased rollout view for Philatelic audiences

Initiative Objectives

1. Bring everything together
2. Online exhibitions should take centre stage
3. Create an archive of stamp issue information
4. Keep designated area for collectors

Phase 1 (June 2016) Fill in the Gaps

1. The first step is provide information-rich content for collectors
2. Bring across Members from an offline to an online state through this new content and experience
3. Listen and evolve the experience
4. Monthly eDMs
5. Social integration
6. Sales Force integration

Phase 2 Increase the usefulness to Users

1. **Integrated shop** experience
2. Use AusPost's **Single Sign On** to provide access to this new area
3. Add points of difference such as:
 - a) the ability to start your own gallery
 - b) To upload your own collector pieces to your gallery
 - c) To be able to save Lessons you have taken
 - d) Start to add community forums to the important areas
 - e) Start to build out the Stamp Sized Gallery
4. Listen and evolve the experience

Phase 3 – Introduce a new audience

1. Launch the Gallery
2. Launch new Gift Shop items
3. “Create your Gallery” - Allow Users to add their own collections or items to their own area of the gallery
4. Allow Users to purchase “Classic, valuable items” virtually to add to their gallery
5. Allow sales of personal Collector's items – own a thriving Market Place online
6. Create a community with Online Forums and Collector Evenings
7. Partnerships
8. Class room/education
9. Membership program

Philatelic Hub and Social Platforms

[AuspostCollectables.com.au](https://auspostcollectables.com.au)

Website aim:

- Become a central source of Philatelic information for stamp collectors and enthusiasts both nationally and globally
- A 'go to' resource for the Philatelic community, home to interesting, valuable and relevant information
- A means of collecting data and enhancing Philatelic conversations with your target audience.

Philatelic Hub and Social Platforms

[AuspostCollectables.com.au](https://auspostcollectables.com.au)

Content:

- News
- Collector profiles
- Events
- Gallery
- Competitions and promotions
- Views/opinions – guest posts and contributions

Launch channels:

- Social media
- EDM program
- SEO
- Media coverage – included in all SCM press material
- Promotion through Science Alert – Space themed Buzz Aldrin Prize
- Promotion through existing materials – Stamp Bulleting and Stamp Poll
- Stakeholder engagement – encouraging society/club ambassadors

Social Platforms

Purpose

Become an inherently social business in order to help our people, customers, and communities build a better future.

Strategy

For Our Collecting Communities:

Social experiences that lead Australians to discuss and learn about the stamps, numismatics, and other collectables distributed by Australia Post.

Channels

Facebook

- Leading and engaging with discussions around collecting stamps, coins, etc.
- Promote content from AusPostCollectables.com.au.
- Promote Instagram posts.
- Target posts to new audiences with Facebook advertising.

Instagram

- Leading and engaging with discussions around collecting stamps.
- Promoting new and old stamps.
- Anchored Days:
 - Thursday: "On this day in 1971 we released..."

Twitter

- Leading and engaging with discussions around collecting stamps, coins, etc.
- Retweeting and replying to accounts also engaged in the same communities.
- Tweeting for two years
- 1300 followers

AuspostCollectables.com.au

Stamps

Coins

Other Gifts




Australia Post Collectables 2017
18 months post launch


EDM program

45k
Audience Size

30 sends scheduled
across

- Collectors
- Teachers
- Stamp Explorers

 **The doors are open!**






It's finally show time. Four days of philatelic fun are underway at the Caulfield Racecourse, from today until Sunday 2 April 2017, as part of the Melbourne 2017 International Stamp Exhibition. Tickets are available at Gate 23 and children under 17 enter FREE with an accompanying adult.

During your visit, be sure to visit the Australia Post main stand. There's a retail stand, where you can purchase our new releases featuring classic Holdens, dazzling gemstones and fine art – a collection of Holdens and gemstones are even on display! There are limited edition and daily release products* too, as well as licensed stamp packs. Footy fans can build their own AFL team medallion and there are homewares featuring classic stamp designs. There's a postmarking stand, designer gallery (where you can have your products signed) and an ideas hub – where you can chat about all things stamps with the philatelic team.

Tickets are available at the door! We look forward to seeing you there.

[View parking and venue information](#)

Connect with Australia Post Collectables




Australia Post will never send you an email asking for your password, credit card details or account information.

* Where products are available in limited numbers Australia Post has the right to limit numbers available for sale to individual customers based on demand.

Australia Post Collectables
March 2017


Queen's Birthday 2017



The 2017 Queen's Birthday stamp issue celebrates the 91st birthday of Her Majesty Queen Elizabeth II. The day was celebrated in London during a day of commemorative events, including the Queen's 70th wedding anniversary in February 2017, the Queen celebrated 70 years on the British throne. An attraction has been released to commemorate the occasion.

[View stamp issue](#)




Centenary of WW1:



Be among the first to preview the latest stamp issue releases for March and April 2017. There are magnificent Australian gemstones and wondrous deep sea creatures of the East Antarctic on show. We celebrate the Queen's 91st birthday as well as anniversaries relating to two great Australian painters: Arthur Streeton and Sidney Nolan. The latest in our Centenary of World War I series will also be revealed, focusing on 1917.

[View Stamp Bulletin](#)


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Australia Post will never send you an email asking for your password, credit card details or account information.

* Where products are available in limited numbers Australia Post has the right to limit numbers available for sale to individual customers based on demand.


Congratulations to the winners of our annual Collector's Competition



Find out who were the lucky winners of our 2015 Collectors Competition. This year the survey aimed to gain valuable feedback from philatelic collectors, to gain a better understanding of their interests. All winners from each state received an iPad Mini™ 2015 Collection of Australian Stamps for their contribution.

[View more competition winners](#)




Stamps through time: Nineteenth century Australian stamps



As part of a new series where we take a look back at the history of stamps, this month we are previewing nineteenth century Australian stamps, specifically tracing the development of Colonial stamps during the 1800s.

[To read the full article click here](#)

Connect with us



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Collectables

Stamp issues Articles Events FAQs About us

Collectables > Stamp issues

Australian stamp issues

Every stamp tells a story. We're reminded of how we live now, or memorable moments from times past. This is why stamp collecting is such a popular hobby around the world, and new stamp issues bring such joy.

Here are our stamp issues from the last few years. Want to look at older stamps? We'll gradually be adding more releases... stay tuned.

1 - 102 of 102 items

Articles - Australia Post

Celebrating two iconic Australian artists

14 March 2017

Sir Arthur Ernest Streeton (1867–1943) and Sir Sidney Robert Nolan (1917–1992) were leading Australian artists of their day and are much-admired icons of Australian art.

[View article](#)

Australian gemstones dazzle on stamps

09 March 2017

Gemstones are rare and highly prized objects of beauty. As well as their application in jewellery and ornaments, gemstones form an important part of museum-based geological collections.

[View article](#)

Australian Jetties - Australia Post

Collectables

Stamp issues Articles Events FAQs About us

Gallery

Website

6k – 10k visit a month

Many of the countless jetties and piers that punctuate Australia's coastline and waterways were originally built to moor vessels transporting goods and passengers. While some have since fallen into disuse, others are still popular for recreational fishing, diving, snorkelling and other tourist activities. The four featured jetties from around the country, all wooden, include those at Busselton, Western Australia, Tumby Bay,

Events - Australia Post

Anderson Inlet Stamp Club	Richmond Stamp Club	Wagga Stamp Club Inc.
<p>Date: 11 March 2017 Time: 9am to 4pm Cost: \$2 Location: Uniting Church, William Street, Inverloch, Vic More info: Contact Daryl on 0439 841 119 or Janet on 03 56742814.</p>	<p>Date: 18 March 2017 Event: There will be an interesting variety of Stamps, Coins, Cinderellas, Accessories, Ephemera, China, Glass, Retro Wares, Vintage Tins, Motor Vehicle Paraphernalia and more... Time: from 9am to 3pm Cost: free Location: East Kurrajong School of Arts Hall, 1090 East Kurrajong Road, East Kurrajong, NSW More info: Ann 02 4576 5031 or Phillip 040 7104 733</p>	<p>Date: 19 March 2017 Event: The Wodonga Stamp and Coin Fair. Dealers will attend to buy, sell and offer valuations. Time: 9am to 3pm Cost: \$2 Location: Senior Citizens Centre, Havelock Street, Wodonga, Victoria. More info: Contact Alf on 03 9808 9717.</p>

https://australiapostcollectables.com.au/ Collectables - Australia Post

Shop our stamp & coin collectables

[Shop the complete collection](#)

Stamp issues

Our current range of Australia stamps is available to buy online right now.

[Shop now](#)

Collectable coins

Shop our range of special edition coins from The Royal Australian Mint and The Perth Mint.

[View coins](#)

Licensed stamp packs

These packs feature images of your favourite pop culture characters.

[Shop now](#)

Personalised Stamps

Celebrate life's special moments by using your own photo to create a Personalised Stamp.

[Create your stamp](#)

Windows taskbar showing the time 6:05 PM on 3/22/2017. The taskbar includes icons for various applications like Outlook, PowerPoint, and File Explorer. The browser window shows the URL https://australiapostcollectables.com.au/.

Read our stamp magazine

Our free bi-monthly Stamp Bulletin features glossy images of our upcoming stamp and coin releases. Download it, or subscribe, and we'll post each issue out to you at no cost.

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Windows taskbar showing the time 6:07 PM on 3/22/2017. The taskbar includes icons for various applications like Outlook, PowerPoint, and File Explorer. The browser window shows the URL https://australiapostcollectables.com.au/.

For the stamp enthusiast

All about postmarks

Our unique postmarks give that special touch to a piece of mail, and can sometimes make them more valuable for collectors.

[Learn more about postmarks](#)

Get your collection started

Not sure how to get going? Or want to grow your collection? We've got a ton of advice and heaps of accessories to help you take care of your stamps.

[Look after your stamps](#)

Windows taskbar showing the time 6:06 PM on 3/22/2017. The taskbar includes icons for various applications like Outlook, PowerPoint, and File Explorer. The browser window shows the URL https://australiapostcollectables.com.au/.

Keep yourself up-to-date

Subscribe to our e-newsletter

For the latest news and subscriber-only special offers, sign up to our monthly e-newsletter.

[Sign up](#)

Pre-order your stamps

Get new stamp releases sent to you automatically, every quarter, with free delivery.

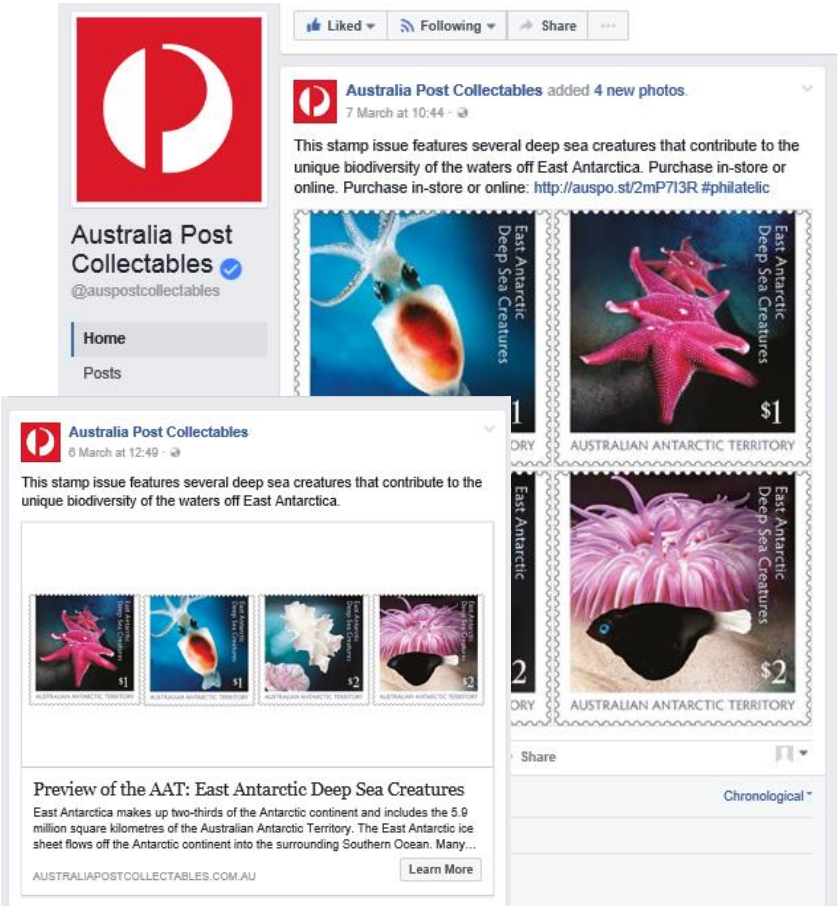
[Download order form](#)

Windows taskbar showing the time 6:08 PM on 3/22/2017. The taskbar includes icons for various applications like Outlook, PowerPoint, and File Explorer. The browser window shows the URL https://australiapostcollectables.com.au/.

Social Platforms

Facebook


19.5k likes



A screenshot of the Facebook profile for Australia Post Collectables. The profile picture is a red square with a white 'P'. The bio reads: "Australia Post Collectables @auspostcollectables". A post from 7 March at 10:44 shows a grid of stamps featuring deep sea creatures from the Australian Antarctic Territory. The post text says: "This stamp issue features several deep sea creatures that contribute to the unique biodiversity of the waters off East Antarctica. Purchase in-store or online. Purchase in-store or online: [#philatelic](http://auspo.st/2mP713R)". A second post from 6 March at 12:49 provides a preview of the AAT stamps with the text: "This stamp issue features several deep sea creatures that contribute to the unique biodiversity of the waters off East Antarctica." Below the post is a preview of the AAT stamps and a link to "Learn More" at AUSTRALIAPOSTCOLLECTABLES.COM.AU.

Instagram

4.5k followers



A screenshot of the Instagram profile for auspostcollectables. The profile picture is a red square with a white 'P'. The bio reads: "Australia Post Collectables We are showcasing the stamps and coins of Australia. shop.auspost.com.au/stamp-coin-collectables/stamp-issues". The profile shows 319 posts, 4,488 followers, and 4,031 following. The main feed displays a grid of stamps, including "WATERLOO AUSTRALIA", "45 AUSTRALIA TEST CRICKET CENTENARY", "AUSTRALIAN ANTARCTIC TERRITORY" stamps featuring deep sea creatures, "Ron Barassi", "Olympic Legends Herb Elliott", and "Standard gauge Austral rail link 1970".

Twitter

3k followers



A screenshot of the Twitter profile for Auspost Collectables (@stampaustralia). The profile picture is a red square with a white 'P'. The bio reads: "The Official Twitter account for Australia Post stamps". The profile shows 595 tweets, 2,782 following, 2,924 followers, 123 likes, 8 lists, and 0 moments. The main feed displays a tweet from 15 March at 10:57: "Only ONE week to go to the Melbourne 2017 International Stamp Exhibition [#Philatelic](http://auspo.st/2zhyeVu) #Melbourne2017". Below it is a tweet from 16 March at 10:57: "Tom and Jerry stamp pack now available: [#TomAndJerry](http://auspo.st/2nO3Ex9) #Philatelic". The right sidebar shows "Who to follow" including BBC News (World), United States Mint, and CNN Breaking News.

Customer Voice



"This gives everyone a chance, specially the people who work and can not phone up and stay on the phone all day."



"Was there one ballot for the three PNCs - are those who won listed for public awareness While I am disappointed I feel it is fairer than phone calls I will be interested to see how many will be sold on eBay in the coming weeks"



"I was wondering when my order will arrive. When I rang on Monday I 'Il was advised it had been processed but the money has not been deducted from my account. Am I still due to receive This item?"



*"This disadvantages workers even more than the OLD phone system!
NOT HAPPY L Not happy at all, especially missing out on the Great War Prestige PNC."*



"Thank-you for your excellent customer care and attention. Unfortunately, I missed out on all three offers/draws but fingers crossed, I might move up the waiting list when people don't take up the offers."

Customer Correspondence

- Dedicated email address accessible through auspost collectables has resulted in a 80% increase in customer correspondence.
- Daily enquires, discussions and comments sent through social platforms. Allows us to assist in real time, ease pressure off Call Centre Operators by addressing minor questions and enquires and the Philatelic team now have direct customer contact.



Australia Post Collectables 2017
What's Next?

Ideation & Validation



'Remember Regie'

- **Validate Phase 1**
 - Was the need met?
 - Was the desire fulfilled?
- **Reevaluate / Improve / execute**
- **Ideate Phase 2**
 - Does it meet the need
 - Desirability
 - Viability
 - Feasibility
- **Validate**
- **Implement**