



# Australia Post

We're one of Australia's oldest and most iconic institutions. We connect people across the nation and around the world every day, delivering for all Australians and providing meaningful careers for our team members.



## Team



# 64,000+

total workforce

|  |  |   |
|--|--|---|
| <b>5</b><br>generations<br>in our<br>workforce             | <b>143</b><br>team member<br>nationalities               | <b>32.3%</b><br>culturally and<br>linguistically<br>diverse team<br>members |
| <b>3.0%</b><br>Indigenous<br>team member<br>representation | <b>6.2%</b><br>team members<br>living with<br>disability | <b>36.6%</b><br>female senior<br>managers                                   |

# Viva Engage at Australia Post



## Predominantly frontline team

75%+ of our 64,000 extended team members work in frontline roles.



## Launched Microsoft Teams & Viva Engage for frontline in May 2023

Microsoft Teams made available for frontline team to connect directly with the business.



## Internal communications shifted to Viva Engage

Viva Engage became the primary communications channel for all team members.



## Uplift in engagement & active users, but barriers to adoption continue

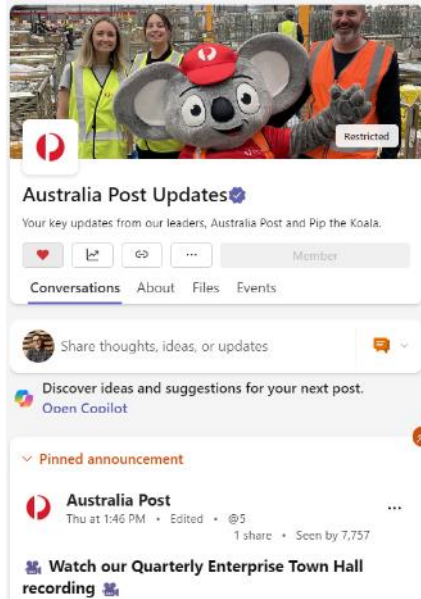
Active users and engagement in frontline and support centre has increased significantly, but we're continuing to drive adoption.



# Internal Communications & Viva Engage

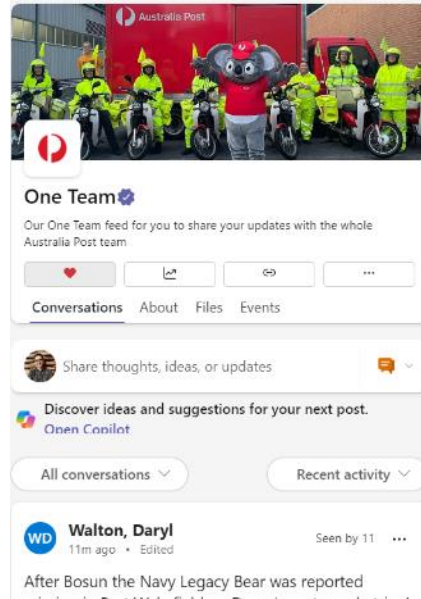


## Enterprise communities



Posts & announcements from CEO, LT, Australia Post & Pip the Koala 🦘 Comment only from team members.

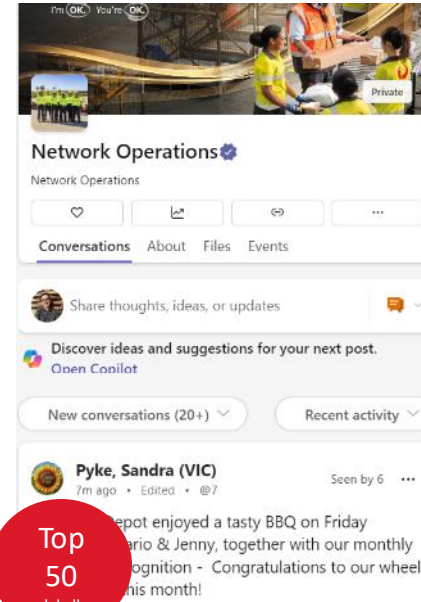
**2.2m**  
posts viewed  
in last 12 months



All company community – moderated by communications team. All team members can post.

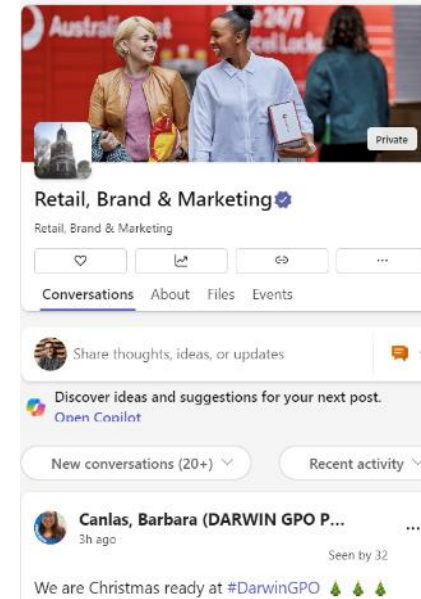
**15,000**  
replies  
in last 12 months

## Team communities



Largest business unit includes our frontline delivery & processing teams.

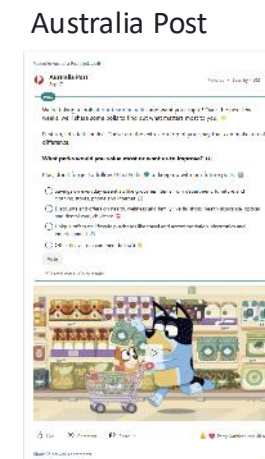
**3,900**  
posts  
in last 12 months



Includes all retail team members in our post office network.

**46,000**  
reactions  
in last 12 months

## Communications accounts



**31,000+**  
reactions

to internal communications posts since launch



**6,000+**  
replies

# Engaging your frontline team



## Understand the business

Gain a deep understanding of your frontline audiences.



## Engage leadership

It's important to get buy-in and endorsement from your frontline leadership team at all levels.



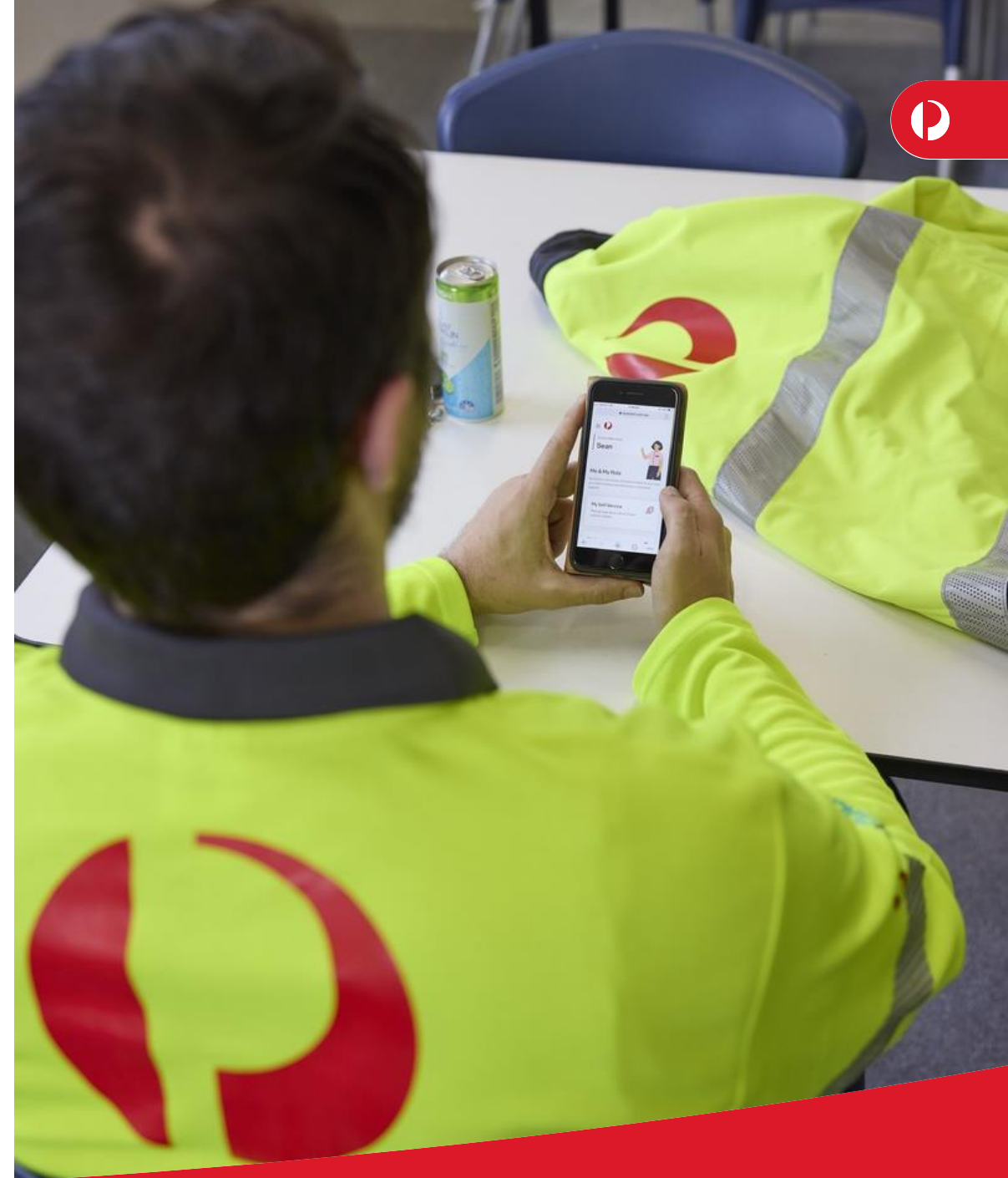
## Identify key influencers

Once you have endorsement from leadership find the key influencers in their teams.



## Be aware of the barriers to adoption

It's important to be aware of any potential barriers or resistance from team members.



# Practical advice for launch



## Go big for your launch

Host a frontline launch day to drive awareness and get your CEO involved.



## Competitions are key

Encourage your team to get online with fun engaging competitions.



## Use your existing channels

Use your traditional channels to raise awareness intranet, email, noticeboards and toolbox talks.



## Training

Schedule online training sessions for leaders across the business to drive best practice.



## Driving ongoing adoption



### Stakeholder engagement

Maintain relationships with key influencers and encourage them to engage their teams.



### Frontline site visits

Hit the ground to connect with team members and understand the local landscape.



### Celebrate milestones

Top posts of the year, top posts of the months, top users and other events to recognise success.



### More competitions!

Have a regular cadence of fun competitions and campaigns to keep team members tuned in.



# Tackling the barriers to adoption



“I’m not interested”

**The reality:** Only a minority don’t want to connect to get information using their own device – we know this from our surveys and feedback from facilities.

## How to tackle it?

- Get team leaders, champions, and influential people in the team to encourage people to sign in.
- Remind people it’s optional and it’s the quickest and easiest way to get updates and information.



“I don’t want to use my own device”

**The reality:** We know from feedback this is a minority. Most team members have unlimited data plans. People already use their personal device for work e.g. WhatsApp chats.

## How to tackle it?

- Ask them if they’ve seen it (most team members won’t have seen it).
- Show it to them on their phone.
- Remind them that it’s optional and that they’re already using their phone for work.
- Say they’ll miss out on team photos and updates from across the business.



“I’m not tech savvy”

**The reality:** Over 90% of Australians have a smartphone. 6 in 10 Australians use Facebook and 1 in 2 use it daily. Most people, regardless of age, use their phone for banking, parcel collection, news/sports updates.

## How to tackle it?

- Ask them what apps they use outside of work – most people will use WhatsApp or Facebook.
- Tell them it’s easy to use and they only have to sign-in once
- Remind them it gives them a platform to ask questions and share feedback.

# Five Australia Post communities in the Top 100 globally



The image displays five Facebook community pages from Australia Post. Each page includes a cover photo, a name, a brief description, and a recent post. The posts feature text, images, and engagement metrics like 'Seen by' and 'Reactions'.

7,800+  
posts



29,000+  
replies



179,000+  
reactions



16,500+  
mentions





# What we've learned and what's next?



## Viva Connections

Turning on Viva Connections for the business to give all team members easy access to leave balances and payslips.



## Enabling champions

Creating a comprehensive champion strategy for our business to drive adoption locally.



## Tackling barriers to adoption

Addressing the main pain and updating resistance management.



## Refining internal communications strategy

Reviewing internal communications approach and channel strategy.





Questions?