

Helping you send the right delivery message

A guide to updating delivery
messaging for your website and
customer communications.



Australia Post

As an online merchant, you'll know how important the delivery experience is. It's the final step in most customers' shopping journey, so you want to get it right. And, to do this, you need to set clear expectations.

We're here to help you provide accurate, up-to-date delivery information. In this guide, you'll find descriptions of our delivery services that you can use on your checkout page, as well as messaging for your shipping confirmation emails that cover everything from tracking an order via the AusPost app, to sustainable deliveries.

Why add this delivery messaging at checkout and in shipping confirmation emails?

- Make it easier for customers to choose the best delivery option for their needs
- Help manage customers' expectations about the timing and nature of deliveries
- Provide customers with a great delivery experience

To get started, simply refer to the messaging templates on the pages following. You can copy either the short or detailed versions of the message you need, and add it to your checkout and shipping confirmation emails.

Why the delivery experience matters

20% of online shoppers make buying decisions based on delivery options¹

60% said certainty around the timing of a delivery was more important than getting it quickly¹

49% want to see more collection points offered by retailers¹

AusPost app users are **20%** less likely to enquire about their parcels¹



Delivery messaging for your checkout

		Short message	Detailed message
Domestic	Standard delivery	Delivery in 2-11 business days.	Estimated 2-5 business days for metro to metro delivery and up to 11 business days for all other locations.
	Express delivery	Delivery in 1-5 business days.	Estimated 1-2 business days for same state delivery and interstate capital cities, except WA and NT. 2-5 business days for all other locations.
	Collection points	Collect your parcel from a Post Office, a PO Box or a free 24/7 Parcel Locker.	Collect your parcel when and where it suits you from any of Australia Post's collection points – a Post Office, a PO Box or a free 24/7 Parcel Locker.
	Sustainable delivery for postage paid via the Post Office, Online Shop or MyPost Business	Carbon neutral parcel delivery.	Your parcel will be sent carbon neutral to offset the emissions from your delivery.
	Safe Drop	If you're not home, eligible parcels will be left in a safe place.	If you're not home, eligible parcels will be left in a safe place. If there's no safe place to leave your parcel, it will be taken to the nearest Post Office or a 24/7 Parcel Locker for you to collect.
International	Standard delivery	Delivery in 6-16 business days.	Estimated 6-16 business days for metro to metro delivery. Items sent to or from regional and rural locations may take longer.
	Express delivery	Delivery in 4-12 business days.	Estimated 4-12 business days for metro to metro delivery. Items sent to or from regional and rural locations may take longer.

Delivery messaging for your shipping confirmation emails

	Short message	Detailed message
Order shipped	Your order has been shipped via Australia Post.	Your order has been shipped via Australia Post and will arrive in 2-11 business days for standard delivery or 1-5 business days for express.
Tracking details	Your tracking number is <insert tracking number>.	Your tracking number is <insert tracking number>. Please allow up to 24 hours for your tracking number to start showing updates.
Tracking via mobile app	Easily track your delivery by downloading the AusPost app .	Choose where and how you receive your parcel with the AusPost app . Get estimated delivery dates, access tracking updates and manage your collections.
Safe Drop	If you're not home, eligible parcels will be left in a safe place.	If you're not home, eligible parcels will be left in a safe place. If there's no safe place to leave your parcel, it will be taken to the nearest Post Office or a 24/7 Parcel Locker for you to collect.
Attempted delivery when signature is required	If a signature is required but no one to accept the parcel, Australia Post will notify you of the collection details.	If a signature is required and no one is there to accept the parcel, Australia Post will notify you of the collection details by email, SMS, the AusPost app or leaving a card.
Sustainable delivery for postage paid via the Post Office, Online Shop or MyPost Business	Your parcel was sent carbon neutral.	Your parcel was sent carbon neutral to offset the emissions from your delivery.
Sustainable packaging (satchel)	Your parcel was sent in an Australia Post satchel, made with 80% recycled plastic.	Your parcel was sent using Australia Post's sustainable packaging range, in a satchel made with 80% recycled plastic.
Sustainable packaging (box)	Your parcel was sent in a sustainably sourced Australia Post box, which can be recycled kerbside.	Your parcel was sent in an Australia Post parcel box, which is sustainably sourced, made with recycled materials, and can be recycled via kerbside recycling.
Sustainable packaging (satchel or box)	Your parcel was sent using Australia Post packaging. Satchels are made with 80% recycled plastic, parcel boxes can be recycled kerbside.	Your parcel was sent using Australia Post packaging. Satchels are made with 80% recycled plastic and cardboard parcel boxes can be recycled kerbside.

Helpful resources:

- [Managing Peak Demand](#)
- [Delivery times and service updates](#)