



25 May 2015

CORPORATE SECRETARY &  
GENERAL MANAGER  
GOVERNMENT AFFAIRS

GPO Box 1777  
MELBOURNE VIC 3001  
111 BOURKE STREET  
MELBOURNE VICTORIA 3000  
Telephone +61 3 9106 7115  
Facsimile +61 3 9206 4139  
www.auspost.com.au

General Manager  
Small Business, Competition &  
Consumer Policy Division  
The Treasury  
Langton Crescent  
PARKES ACT 2600

Via email: [competition@treasury.gov.au](mailto:competition@treasury.gov.au)

Australia Post wishes to make comments in support of Recommendation 21 –  
Informed Choice

### **Current Initiatives that already Underpin Informed Choice**

There are three important ways in which Australia Post already supports consumers and informed consumer choice:

1. we collect consumer information and make it available to the consumer for reuse and interrogation for their own utility;
2. we enable consumers to direct the delivery of important information in digital format into their MyPost Digital Mailbox (which is a secure environment for consumers to receive, store, act on and analyse their data); and
3. we support businesses and governments share the information they have on consumers with those consumers when both parties wish that to occur.

### **Working Group Proposal**

We would welcome extending our work with government, consumer groups, privacy experts and other members of industry in allowing consumers to access information in an efficient format to improve informed consumer choice. We would be particularly interested in being a member of the working group that has been proposed to be established by the Australian Council for Competition Policy with the aim of establishing a partnership agreement that "...both allows people to access their own data for their own purposes and enables new markets for personal information services".

Australia Post has researched and interpreted the lessons from similar initiatives in the US and UK and would bring our understanding of this domain to the working group.

## **Personal Data and Behavioural Economics**

Australia Post is supportive of the recommendation that governments "draw on lessons from behavioural economics to present information and choices in ways that allow consumers to access, assess and act on them." The federal government has made steps in this direction by allowing a consumer to forward data they collect in their MyGov account to their MyPost Digital Mailbox. In this way, a consumer can aggregate their data from government and industry in one place for holistic self-examination and interpretation.

As the market for personal information systems matures, we also anticipate third party applications will be developed to co-exist with the MyPost Digital Mailbox that will map, graph and model consumers' data for their own view and consideration. These applications will enable consumers to interpret their data in new and meaningful ways through data visualisation and other techniques.

## **The Need for Trusted Institutions**

When consumers seek to have their data made accessible to them or to share that data with third parties and personal information systems for their own utility, they will be confronted with questions of trust:

- Can they trust that the information provided to them came from the authoritative source?
- Can they trust that the information they intend to share with a third party will be shared securely and only with the intended recipient?
- Can they trust that the provider of data storage and exchange services will only act on that data as instructed and authorised by the consumer?

We believe that Australia Post has a significant role to play in supporting consumers to extract value from their personal data and in providing them with the infrastructure to curate that data and share that data when they see value in doing so.

Australia Post is a trusted institution that has supported citizen communications and transactions for over 205 years. Recently, Australia Post has invested \$2 billion in our "Future Ready Strategy" transformation, of which a large component was to position the organisation to respond to the needs of a digital economy.

We are driven by the desire to evolve our role as the nation's most trusted intermediary and to continue to be relevant to the social, commercial and civic fabric of Australia. We offer our trusted status, our history of honouring that trust and our assets and investments to the development of institutional arrangements to further drive Informed Consumer Choice.

For further information please contact Damien Kenny, Head of Government Affairs on (03) 9107 1495.

Regards



Paul Burke