



Australia Post

Workplace Giving Australia Awards 2023 Highly Commended

Best Grants Program

Workplace Giving Program Case Study



Australia Post Workplace Giving Program Summary

Australia Post is a national government business enterprise that delivers essential products and services to communities right across Australia. With more than 4,000 post offices, they serve the Australian community every day by connecting people through the delivery of letters and parcels, providing banking and other essential services and they're the hub of the community in more rural areas. They have a diverse workforce that is representative of the communities that they serve and take pride in the investment they make in these communities through partnerships, grants and workplace giving.

Australia Post's People of Post Grant Program is designed to empower Australia Post team members to support local projects and causes they care about. This year's program objectives were as follows:

- Build engagement with team members by enabling them to support projects and organisations in their local communities which they are passionate about
- Strengthen community organisations and communities which team members are connected to through the provision of funding.

From the Judges

"Clear objective of the grant program, continuous feedback and improvement through engagement surveys. I like that it's open to all employees including contractors and licensed POs. Good supporting evidence."

People Of Post Grant Program Details

The program originated from a need to provide their team members with an opportunity to support local organisations in their communities who are creating positive change. Each year they continue to ensure team member feedback is embedded into their program through team member engagement surveys with both those who participated in the program and those who did not.

A Grants Advisory Group which consists of team members from across the business also support the program and act as the voice of their many teams.



Implementation Of The Grant Program

Employee engagement is at the heart of this program, whereby employees are given the opportunity to nominate a local organisation to participate in the grant program. Employees are empowered to support what they care about and, if the nominated organisation meets both eligibility criteria and their brand and reputation requirements, they fund them. This program is open to all Australia Post employees, including Licensed Post Office team members, contractors, postal, distribution and corporate office team members.

Australia Post's internal story telling is also extremely strong and employee led via shared imagery and stories of successful nominations on internal channels such as Viva Engage.

Australia Post's Grants Advisory Group is made up of employees across various teams. Their role is to support their Grants Team by looking for potential brand and reputational risks of eligible nominations as well media and PR opportunities.

Grant recipients were identified through a robust nomination process:

1. Australia Post team member nominates a not-for-profit organisation
 - Grants team review to confirm nominator and organisation eligibility
2. Eligible nominated organisations invited to submit their application and explain how they would use the grant funding
 - Good2Give review full application against eligibility criteria
3. Grants team develop shortlist of recommended grants
 - Recommendations informed by eligibility, alignment to program objectives and Australia Post's brand and enterprise strategy and available funding
4. Grants Advisory Group and Business Stakeholders review shortlisted projects
 - Advise local perspective and support in the final decisions
5. Executive team approves

Results Of Grant Program

Team members posting to Viva Engage and Yammer sharing their certificate for nominating a successful recipient.

- Internal storytelling of successful staff nominations
- External storytelling of People of Post Grants program and successful recipients
- Engagement with posts on Viva Engage announcing outcomes of program.
- The program awarded 438 grants totalling \$432,190 to organisations and community groups across Australia.

“Australia Post is proud to empower team members to support local projects and causes they care about through our People of Post Grants program. Our team members are highly engaged in the program, as it enables them to contribute and create a positive change in their community”

*Nicky Tracey,
GM Community & Stakeholder Engagement*



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