

Australia Post and Beyond Blue mental health campaign expands to five million households

13-05-2024

Five million mailboxes, including every regional and rural home across Australia, will receive a special prepaid postcard this May, thanks to an expanded campaign between Australia Post and Beyond Blue.

In response to the pressing need for mental health support, Australia Post and Beyond Blue have significantly increased distribution of their annual campaign, adding an extra one million postcards to the Connection Postcard program, now in its fourth year. These postcards carry important mental health messages to encourage greater community connection and support mental wellbeing across the country.

With research* indicating that nearly one in three Australians grapple with loneliness, especially in remote or regional areas, this initiative offers a simple way for people to connect.

Millions of Australians will open their mailbox this May to discover a newly designed two-part 'Connection Postcard'. One part includes important mental health information and Beyond Blue contact details; while the detachable second part includes a pre-paid postcard for recipients to pen a personalised note to send to a friend or loved one.

Created by regional Australian artist, Jocelyn Proust, the brand-new illustration includes two fairy wrens in a vibrant natural setting to signify the power of communication for connection and begins with the words, "sharing this postcard because I care".

Australia Post General Manager Community

and Stakeholder Engagement, Nicky Tracey, said Australia Post is proud to be expanding the campaign in 2024.

"We know that when we connect, we feel better. This is why we're delighted to be a longstanding partner of Beyond Blue, helping to connect people with each other and to mental health information.

"Since 2020, over 16 million Connection Postcards have been delivered, providing Australians, including those in regional and remote communities, access to Beyond Blue's incredible resources and the opportunity to connect with someone they care about. In fact, last year's Connection Postcard campaign demonstrated that 95%** of recipients who sent on the postcard felt more positive," Ms Tracey said.

Journalist, TV presenter, mental health advocate and Beyond Blue ambassador of 13 years, Brad McEwan, has joined the campaign to encourage more people to send a connection postcard this year.

"Having experienced loss through mental health issues and also having grown up in a regional town myself, I know the power of checking in with friends and family to increase social connection. It might not seem like a lot, but these Postcards pack a powerful message, beyond just the words on the paper. For the five million households

opening their mailbox to find a connection postcard, I'd encourage you to please take a moment to read the message and think about someone in your life that would love to

hear from you. This simple gesture can make a profound impact on someone's life," Mr McEwan said.

Source: [Australia Post](#)



Zalando reports a substantial improvement in profitability in Q1

10-05-2024

German online retailer Zalando has reported a substantial improvement in profitability for the first quarter of 2024, with the firm delivering growth after winning more multi-channel fulfilment B2B partners over the first three months of the year and boosting the quality of its assortment.

For Q1 2024, Zalando reported adjusted EBIT of €28.3 million, in line with market expectations and representing a margin of 1.3%, compared to -€0.7 million in the prior year period. Meanwhile, GMV rose by 1.3% to €3.3 billion, and revenue was €2.2 billion compared with €2.3 billion in Q1 2023.

According to the firm, the substantial improvement in profitability was driven by lower fulfilment costs and successful inventory management, leading to an improved gross margin.

Net income improved from a loss of €38.5 million in Q1 2023 to a loss of €8.9 million in Q1 2024.

The ecosystem approach

The results are a validation of Zalando's updated strategy, announced in March, to build the leading pan-European fashion and lifestyle e-commerce ecosystem around its two main growth vectors: business-to-consumer (B2C) and business-to-business (B2B).

The firm hopes that this ecosystem approach will help drive revenue growth of 0% to 5% in

2024, after a 1.9% drop to €10.1 billion last year. The company is aiming for a compound annual growth rate of 5-10% for both GMV and revenue over the next five years. In 2023, GMV decreased 1.1% to €14.6 billion.

Meanwhile, Zalando confirmed that it still expects adjusted EBIT to be between €380 million and €450 million in 2024 – up from €350 million in 2023, and €185 million in 2022. With both B2C and B2B, Zalando aims to cover in the long term the equivalent of 15% of the European fashion market, which is worth €450 billion.

“As we are executing our ecosystem strategy, we are excited by the positive response from customers and partners in the first quarter. We are returning to growth,” said Dr Sandra Dembeck, Zalando CFO.

“B2C customers are showing increased interest in our quality assortment, digital tools, propositions and inspiring content. B2B customers are signing up for our unique offering. Both of our growth vectors are strong and contributing to results, demonstrating the strength of our plans,” Dembeck added.

Source: [CEP Research](#)

Posten Bring delivers more parcels but harsh winter hits profits

10-05-2024

Posten Bring had a successful commercial start to 2024 with higher quarterly revenues and parcel volumes but the costs of a harsh winter weakened overall profits.

The Norwegian postal group increased turnover to NOK 5,971 million, an increase of NOK 44 million compared to last year's first quarter, in the January – March 2024 quarter.

However, a harsh winter has resulted in higher operating costs, turning last year's Q1 adjusted earnings profit of NOK 107 million into a loss of NOK 12 million, a reduction of NOK 119 million compared with the same period last year. Similarly, last year's reported operating profit (EBIT) of NOK 107 million slumped to a NOK 21 million loss.

Demanding conditions

"It is gratifying that we are still handling growing parcel volumes from e-commerce,

but during the period there have also been demanding weather and driving conditions that have resulted in extra high costs," explained CEO Tone Wille.

"The profit development is characterised by challenging market conditions, with weak market developments and a higher cost level, as well as the fact that this year's Easter came in the first quarter and resulted in fewer working days compared with last year," she added.

But Wille stressed: "We have implemented a profitability program that will strengthen our competitiveness and provide room to invest for profitable growth going forward."

Source: [CEP Research](#)