



Media Release

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Talking Post Boxes! Australia Post and Beyond Blue spark connection with messages that matter

Listen up...Post Boxes are talking, literally. Australia Post and Beyond Blue have teamed up to launch Australia's first-ever interactive, talking Post Boxes in Canberra, Sydney and Traralgon. These fun, playful installations use smart sensors to grab attention and prompt Aussies to slow down, pick up a pen and connect with others by sending a postcard the old-fashioned way.

It's all part of a nationwide campaign delivering five million prepaid Connection Postcards landing primarily in regional and rural mailboxes this June. Designed to spark real connections and brighten someone's day, these free postcards will also be available at participating Post Offices across the country.

Australia Post General Manager Community & Stakeholder Engagement, Nicky Tracey, said, "We're proud to partner with Beyond Blue and for the fifth consecutive year to connect more people with mental health information and with each other."

"For the very first time, we're bringing talking Post Boxes to three locations. What we know is that people still feel a much deeper emotional connection when they receive a letter or postcard. And that's why we want to encourage people to write to one another, to improve connection. Interestingly, nearly half the people we surveyed said they'd be more likely to send a postcard if they were prompted and that's exactly what these talking post boxes will be doing," Ms Tracey said.

The cheerful talking Post Boxes echo the campaign's message with lines like:

- "You can make a difference with a connection."
- "A little hello goes a long way."
- "Send a note to someone special."
- "Give them a laugh—send a free postcard from your local Post Office."

Beyond Blue CEO, Georgie Harman AO, said, "This initiative is such a great reminder of the power of connection and how small acts of kindness can have a big impact on our mental health."

"Research shows that everyday micro interactions like saying hello to people in our local neighbourhood as we're walking the dog or popping into the shops can help us feel less lonely and more connected. Our partnership with Australia Post and the Connection Postcards embodies those small but mighty moments by encouraging Australians to let someone know they're thinking about them."



"Australia Post's large network helps us reach regional and rural communities, where people are more likely to experience loneliness, which can affect their mental health, and where access to support is often limited," Ms Harman added.

At a time where Australians are feeling increasingly lonely or isolated, the Connection Postcards encourage people to reach out to friends and family by sending personalised handwritten notes.

A recent study* by Beyond Blue in 2024 showed that:

- **1 in 3** people in Australia have reported feeling lonely.
- **30%** said loneliness or a lack of connection caused distress the year before—ranking just behind financial pressure, relationship challenges, and housing stress.

Yet the impact of a written message is clear with a recent survey by Australia Post highlighting:

- **92%** believe the tradition of handwritten notes is fading.
- **90%** blame smartphones and social media for the decline in personal letters.
- **45%** say a handwritten message makes them feel more emotionally connected.
- **65%** say it brightens their day.
- **67%** want to see the handwritten message make a comeback.

Created by regional Australian artist, Jocelyn Proust, the 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". The three talking Post Boxes also replicate the design of the Connection Postcards and include Beyond Blue mental health support information.

Since its launch in 2020, the Connection Postcards initiative has seen Australia Post distribute 21 million postcards, helping Australians feel more connected and supported.

The talking Post Boxes can be found at the below locations until mid-July:

- 1) Canberra – 53 Alinga St
- 2) Sydney – 44 Market St
- 3) Traralgon – 161-169 Franklin Street

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Notes to the editor



The number of connection postcards being delivered to households by state:

- Victoria: 1,052,098
 - New South Wales: 1,197,150
 - South Australia: 599,902
 - Tasmania: 108,489
 - Queensland: 1,054,778
 - Australian Capital Territory: 139,837
 - Western Australia: 788,225
 - Northern Territory: 60,862
- Distribution of other postcards: Approx 248,600,000 (Including Post Offices, Australia Post facilities and team members and Beyond Blue Community activities)

Methodology:

Australia Post research was conducted in May 2025 and engaged 1,000 Australian consumers. The survey was distributed through independent research platform, Pollfish. Beyond Blue research is from *Australia's 2024 Mental Health and Wellbeing Check and engaged 5000 people around the country. The survey was conducted by Australian National University's Social Research Centre on behalf of Beyond Blue.

About Australia Post:

As Australia's postal service for more than 215 years, we're at the heart of every community. Last financial year we delivered more than 2.3 billion items to 12.7 million delivery points. Australia Post has one of the largest retail networks nationally, with more than 4,000 Post Offices. Australia Post employs people of all ages, genders, and abilities in our extended workforce of more than 64,000 team 4 Australia Post Hazard data 1 May 2025 members, reflective of the diverse communities we operate in. We are proud to be included in the inaugural Indigenous

Employment Index with 3% of our workforce identifying as Aboriginal or Torres Strait Islander and we are one of the largest Australian employers to be certified as a Disability Confident Recruiter.

About Beyond Blue:

Beyond Blue Beyond Blue is an independent, not-for-profit organisation working to reduce the impact of anxiety and depression in Australia. Our mission is to help all people in Australia achieve their best possible mental health. We work with the community to improve mental health and make it easier for people to feel better earlier, get well and stay well.