

Cinderella Corner

Official Australian Post Office Labels Part IV – Instructional, Stamp Collecting, Advertising/Other – Part B

Welcome to the August edition of *Cinderella Corner*. This piece concludes the discussion concerning Official Australian Post Office labels linked with the themes: instructional, stamp collecting, advertising/other. It is completed with the overall assistance of Dr. Eric Frazer, the leading expert and co-author of *The Official Postal Labels of Australia*. Some of these labels that fall into these categories appeared in the first edition of *The Official Postal Labels of Australia* but were omitted from the second edition of the catalogue.

Australia Post Seal

The small circular seal illustrated in Figure 1 is coloured white and red. It features the text: *Australia Post / Australia Post*, along with the central placement of the Australia Post logo.

Striving For Excellence

To help promote Australia Post and, in particular, its breadth of services, a *Striving for Excellence* campaign was launched on Friday 11 April 1986. A number of items were released to help celebrate this drive, including badges posters, pamphlets, a vinyl record, and the cinderella illustrated in Figure 2.

Coloured red-pink, grey, cream and black, it measures 53mm x 56mm, with a removable central circle measuring 45mm in diameter. The imperforate self-adhesive label also features the text: *Australia Post / STRIVING FOR EXCELLENCE*. The campaign was also equipped with several statistics about Australia Post's 1986 performance, including that over 12 million postal articles were handled daily, with over 3,000 million every year.

Address Labels – Philatelic Bureau

A number of Australia Post: Philatelic Bureau return address labels have been printed over the years. Two examples, both dating to the early 1980s, are illustrated in Figures 3 and 4. Both Victorian self-adhesive labels measure approximately 39mm x 16mm and feature the text: *Australia Post / Philatelic Bureau GPO Box 9988 Melbourne, Vic. 3001*. Variations in the size and font of the texts are noted between the two labels.



Above : Figure 1



Right : Figure 2

Below : Figure 3



Australia Post Courier

The Australia Post Courier service commenced on 2 February 1976, initially operating with 20 vehicles across Sydney and Melbourne, and 10 in Canberra. By late 1979, 34 centres around Australia were serviced from a fleet of 329 vehicles and 293 courier drivers. The Australia Post Courier service ended five years later on 30 June 1981. As part of its advertising efforts, some labels were issued promoting the service. The label illustrated in Figure 5 is an example of such a label. Imperforate and measuring 97mm x 53mm, the red and white Sydney cinderella was issued for customer use as a phone number guide. It features the text: *For door to door call Australia Post Courier / Sydney 662 4444 / We suggest you place these self-adhesive stickers in your telephone index / Australia Post Courier 662 4444*. This label was also issued in blue and white print, as illustrated in Figure 6. The blue variant is identical to the cinderella illustrated in Figure

5 except for two key differences:- The number has changed to 922 5000 - The font and size of the text is different to that presented in Figure 5



Far left : Figure 4

Left : Figure 5



Vito Milana



Far left : Figure 6

Far left below : Figure 7

Left : Figure 8

transactions; the despatch copy and a label were affixed to the article, and contents could be insured for additional fees. The sheetlet of labels illustrated in Figure 9 was issued to help promote the Express Courier service. Measuring 125mm x 78mm and coloured red, cream and black, the 1980s label contains the following detailed text: *Compliments of Express Courier / When it's got to be there... FAST. To make it easy for you to contact us, we've produced these handy stickers. Place the first three in your Teledex under "C",*

"E" and "F" respectively and affix the bottom one to your telephone. / Australia Post / COURIER: Australia Post Express Courier 31 9477 / EXPRESS COURIER 31 9477 / FACSIMILE = INTELPOST / INTELPOST - URGENT DOOR TO DOOR SERVICE. / Ring Australia Post Express Courier on: 31 9477 / Express Courier 31 9477 / LOCAL INTRASTATE INTERSTATE INTELPOST FACSIMILE. Its style echoes the labels illustrated in Figures 5 and 6.

Engineering Service Centre

The NSW label illustrated in Figure 7 was issued to advertise Australia Post's Engineering Service Centre. Imperforate and measuring 87mm x 46mm, it is coloured deep yellow and black. Along with a small logo of Australia Post, it features the text: *AUSTRALIA POST / For Service, contact Engineering Service Centre / Phone - 02 202 6988 / Fax - 02 202 6013.*

Safety / Accidents

A second "health and safety" label is illustrated in Figure 8. Coloured aquamarine and black, it measures 75mm x 33mm and features the text: *Get involved in safety not in accidents.*

Express Courier

The Express Courier service commenced in 1984 and was likely introduced as an improved version of the Australia Post Courier and Australia Post Express services. Consignment notes were used to record

Captain Cat

The imperforate self-adhesive cinderella illustrated in Figure 10 was released in 1987 and measures 54mm x 86mm. Multicoloured, it features the text: *CAPTAIN CAT COLLECTS STAMPS / No. 7.* The label is number seven in a set of labels, with each featuring cartoon representations of cats. They were issued to encourage young people to collect stamps and engage in philately. Other slogans in this series include: *Don't be a NOBODY!...Be a...STAMP COLLECTOR!* and *Stamp collecting is a hobby for all seasons.* Mr. Noel Almeida, of Victoria, kindly provided additional information about these fascinating labels. He informs that they were published by Mr. Tom Connors of Brisbane who, at the time, was the State Philatelic Officer until all the positions of State Philatelic Officer were abolished around Australia in the mid-1990s.

North Queensland Region

The small circular label illustrated in Figure 11 has a diameter of 28mm. Coloured red, black and white, it features the text: *Australia Post / NORTH QUEENSLAND REGION / We Care.*

Postcode

Postcodes were introduced in Australia more than 50 years ago, in 1967, by the PMG. They were established to replace earlier postal sorting systems, including Melbourne's letter and number codes. The sheet of labels illustrated in Figure 12 was issued in 1967 to help with the introduction of this

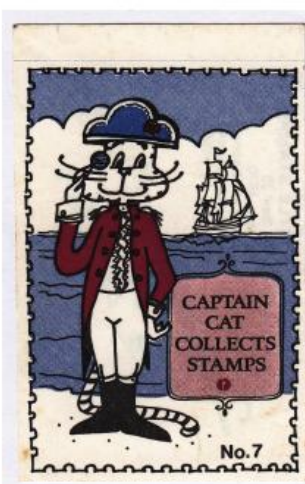


Figure 9



Figure 10

Cinderella Corner



Top row :
Figures 15 & 12
Bottom row :
Figures 14, 11 & 13

system. Coloured pale yellow and brown, the 4 x 4 sheet measures 179mm x 90mm, with each label measuring 44mm x 22mm. Each label presents the text: *Please include Postcode in my address / POSTCODE*. These cinderellas are also gummed and rouletted. They were sent to householders together with a card giving advice thereon about their new postcode (with an official 1 July 1967 commencement date) and how to use it. A booklet listing the postcodes for all of Australia was also sent to households.

Stamp Gang

The 'Stamp Gang' refers to several products produced by Australia Post to encourage young people to engage in philately. Mainly focusing on providing stamp packets to collectors, the Stamp Gang also produced a series of 24 bright cinderella labels, as illustrated in Figure 13. Each of these multicoloured labels is different and measure 33mm x 60mm. The labels could be purchased from Australia Post outlets as part of a Stamp Gang pack, which included, in addition to the labels, a 24 sheet Stamp Gang writing pad and 10 Stamp Gang envelopes.

Get Stuck Into Stamps

Another Australia Post issued label promoting stamp collecting is illustrated in Figure 14. Measuring 84mm x 84mm, with a removable 80mm diameter circular sticker, the red, white and black self-adhesive label features the text: *Get stuck into stamps*. The additional text (top-right): *KEEP YOUR COUNTRY TIDY! / Please dispose of all litter thoughtfully* is part of the label removal/disposal instructions. The cinderella is believed to be the first self-adhesive label issued by Australia Post and available for the public, and was released in 1980 as part of the Sydplex '80 celebrations.



Keep Date Stamp Off Counter

The two mid-1980s labels illustrated together in Figure 15 were issued by Australia Post (likely in NSW) for internal use for post offices and agencies. They are security reminders for staff not to leave date stamps unattended on counters, where they may be stolen. Coloured red and cream, the top label measures 30mm x 218mm, and the bottom one measures 30mm x 205mm. The labels also present the texts: Top label: *KEEP DATE STAMP OFF COUNTER / PMN 562*. Bottom label: *KEEP DATE STAMP OFF COUNTER WHEN NOT IN USE. / PMN 562 (Oct '85)*

Conclusion

Australia Post has issued many labels over the years, and those discussed in philatelic literature, including *Cinderella Corner*, help to form an important insight into this area of philately and further present a glimpse into their instructional, stamp collecting, advertising and 'other' efforts. I once again sincerely thank Dr. Eric Frazer for his kind assistance towards the planning of this article, along with the text he supplied, *The Official Postal Labels of Australia*, which he co-authored with the late Robin Occleshaw back in 1999. Although this 240-page catalogue has now been out of print for over a two decades, Eric still has a few commercial black/white reprints left (minus the four colour plates) at cost price (A\$38.60) plus postage (A\$12.20 within Australia). His email address is Eric.Frazer@internode.on.net.