

Cinderella Corner

Official Australian Post Office Labels – Part V

Welcome to the October edition of *Cinderella Corner*. This article serves as an extension to the annual narrative exploring the multitude of labels issued by Australia Post over the years. It is the fifth piece in a sequence that commenced in 2018, and it hoped that these articles continue in the years ahead. I once again extend my thanks to Dr. Eric Frazer for his wisdom and expertise in this area, and I have again carefully drawn upon the catalogue *The Official Postal Labels of Australia*, which he co-authored with the late Robin Occleshaw back in 1999. As usual, I welcome feedback from readers about these items and the value that they offer.

Business Delivery Parcel Services

The two Business Delivery Parcel Services cinderellas illustrated in Figure 1 were used in conjunction with an earlier issued Business Delivery Service (South Australia) label. These two labels, issued in 1994, are scarce. Each measures 70mm x 35mm and is imperforate with rounded corners. The top label is coloured blue and white; the bottom label is coloured red and white. The top label features the text: *BUSINESS DELIVERY / PARCEL SERVICES / HALF DAY / PARCEL*



Left : Figure 1
Above : Figure 2
Below : Figure 3



NUMBER H 065037 / Parcel Post / Australia Post / THIS PARCEL OF

The bottom label features the slightly variant text: *BUSINESS DELIVERY / PARCEL SERVICES / NEXT DAY / PARCEL NUMBER N 003464 / Parcel Post / Australia Post / THIS PARCEL OF*

The 'H' presented in the top label references Australia Post's guaranteed Half Day service, whereas the 'N' presented in the bottom label references its guaranteed Next Day service.

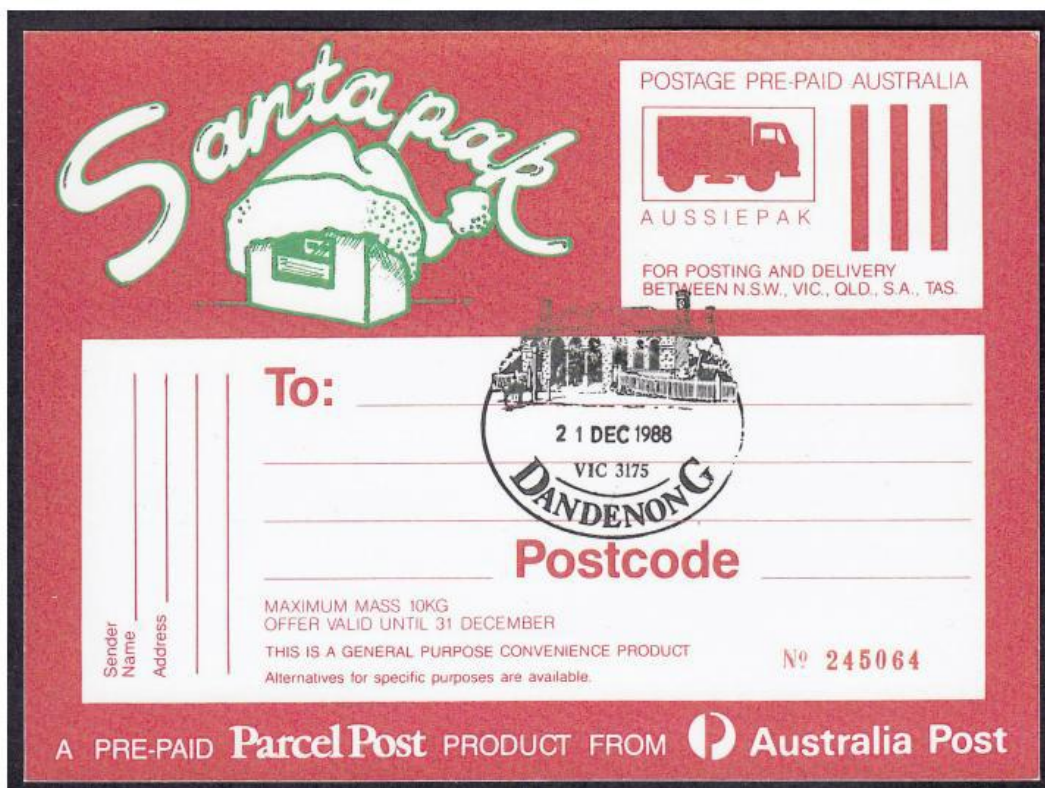
Overnight – We Serve You Right

Australia Post has offered a range of overnight delivery services, with labels issued to promote and register these since the 1970s. The *Overnight* labels illustrated as a joined pair in Figure 2 were released in 1989 and were used exclusively in Tasmania, possibly as promotional items. Each measures 51mm x 58mm and is imperforate on all four sides. They also feature an owl-like image alongside the text: *Overnight / we serve you right / Australia Post*.

Fragile

The breadth and variety of *Fragile* labels, issued by Australia Post over the course of nearly a century, is significant. They were issued to indicate that the sender desired that a parcel be specifically protected against any possible damage during post transmission, and a higher postage rate was paid for the service. One rare type is exemplified in Figure 3, and the scan is provided courtesy of Dr. Eric Frazer. The label was supplied in rolls of 100 to Australia Post branches and, like the labels illustrated in Figure 2, is believed to have only been circulated in Tasmania. While they are also believed to have been used from 1989 to 1994, not many appear to be extant. The cinderella is imperforate on all four sides with rounded corners, and is black and fluorescent yellow in colour. Alongside two illustrations of the Australia





Left : Figure 4
Above : Figure 5
Below : Figure 6

Post logo, the 122mm x 40mm label features the text:
Australia Post / BY HAND ONLY / FRAGILE / DO NOT BAG / Australia Post.

Late Mail

The label illustrated in Figure 4 was likely issued for use

on mail bag labels in Australia Post Mail Centres. The label is scarce, as it was discontinued after only 3 to 6 months of use. Each pictured label in Figure 4 measures only 21mm x 21mm and is coloured yellow and black. Each also features the text: *Late Mail / PM230 / Sep'94*

Santapak

Santapak labels were produced by Australia Post for the November to December 1988 Christmas parcel trade period, and were withdrawn from sale at the end of 31 December. Each label was sold with a Postpak container, which was not included in the price. The example illus-

Cinderella Corner

trated in Figure 5 is the Interstate Santapak label, which attracted a cost of \$8.50. It measures 160mm x 117mm, is imperforate on all four sides, and is coloured red and green. Alongside a small image of a house capped with a large Santa hat, it features the text:

Top left hand side of label : *Santapak*

Top right hand side of label : *POSTAGE PRE-PAID AUSTRALIA / AUSSIEPAK / FOR POSTING AND DELIVERY / BETWEEN N.S.W., VIC., QLD., S.A., TAS.*

Middle section of label : *To: / POSTCODE / Sender Name / Address / MAXIMUM MASS 10KG / OFFER VALID UNTIL 31 DECEMBER / THIS IS A GENERAL PURPOSE CONVENIENCE PRODUCT / Alternatives for specific purposes are available / No. 245064*

Bottom of label : *A PRE-PAID Parcel Post PRODUCT FROM Australia Post*

The label also features a 21 December 1988 Dandenong (VIC.) pictorial postmark. In addition, an Intrastate Santapak label was issued at a cost of \$6, and an Airmail version was sold for \$15.00.

Postal Delivery Day: Wednesday

Postal Delivery Day labels were issued for each weekday. They were released for use on mail bag labels, as illustrated in Figure 6. There are various printings of them,



and they are believed to have been issued in rolls. The Wednesday Postal Delivery Day cinderella, illustrated in Figure 6, is coloured blue and back and is imperforate on all four sides. It measures 32mm x 27mm and features the text: *WED / POSTAL DELIVERY DAY / PM 192*

Delayed: Incorrectly Addressed

The late 1990s label illustrated in Figure 7 is provided courtesy of Dr. Eric Frazer. It is imperforate on all four sides and is coloured red and black. Alongside a prominent Australia Post logo, the 57mm x 28mm cinderella features the text: *AUSTRALIA POST / THIS MAIL ITEM HAS BEEN DELAYED BECAUSE IT / WAS INCORRECTLY ADDRESSED. / THE ADDRESS INFORMATION OMITTED THE / POST OFFICE BOX NUMBER.* Other delayed and insufficient address labels have been issued by Australia Post since at least 1930.

Delivery Address

The 2018 label featured in Figure 8 is also supplied courtesy of Dr. Eric Frazer. It is imperforate on all four sides with curved rounded corners. The 60mm x 50mm label is coloured yellow, red and black and features the Australia Post logo. The text presented on the label is fairly extensive and reads:

Left hand side of label

AUSTRALIA POST / Home isn't your only / delivery address / Use an alternative delivery address / to help you get your parcel first time. / Send your parcel to: / A Post

Left : Figure 7

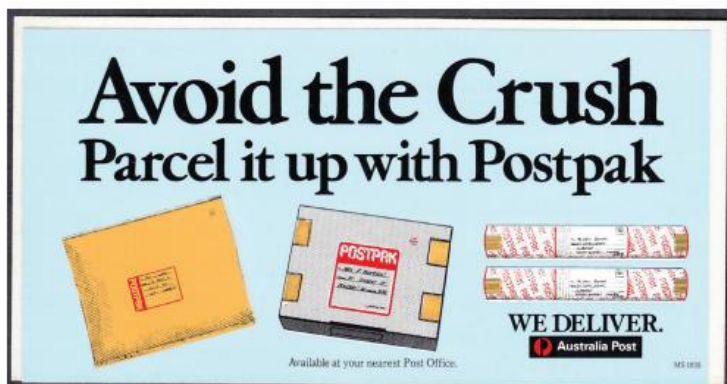
Below left : Figure 8

Below : Figure 9

Office of your choice / A free 24/7 Parcel Locker* / Your PO Box / auspost.com.au/YourDelivery*

Right hand side of label :





Left : Figure 10 Left Below : Figure 11

DROP / Card parcel to nearest / Australia Post outlet / 8839571

COVID: Return To Sender Parcel

The final label explored in this article is also the most recent. Dated 2020, it is imperforate on all four sides with rounded corners. It is coloured deep orange, red and black and features the Australia Post logo, two QR barcodes, and the lengthy text: *Return to Sender Parcel / This item has been returned due / to service suspensions resulting from / COVID-19. Visit auspost.com.au / international updates for more / information about our refund process / or contact 1300 473 061. If you're an / existing contract customer no action / is required however you may wish to / contact your account manager if you / have any questions.*



Attempted delivery date: / Reminder date: / Return to sender date:

Bottom of label : **Terms and conditions apply. Collection time limits apply. / Parcel Collect service only available at participating Post Offices. / 8839842 May 2018*

Hop Into Stamps

The bright yellow, green and black label illustrated in Figure 9 was issued to promote the Bugs and Butterflies' stamp series issued by Australia Post in 2003. A total of six different 50c stamps were released. The label is imperforate on all four sides and features the central image of a hopping grasshopper, smiling with a 'thumbs up', along with the text: *HOP into stamps / Bugs and Butterflies / auspost.com.au/bugs.*

Avoid The Crush

The large label illustrated in Figure 10 was released to promote the Postpak range, which commenced its service in the late 1980s. It is multicoloured and imperforate on all four sides. The label features several images of various parcels with *POSTPAK* labels affixed to them. Along with the Australia Post logo and its *WE DELIVER.* slogan, the label features the text: *Avoid the Crush / Parcel it up with Postpak / Available at your nearest Post Office / MS 1035*

Do Not Safe Drop

The pair of joined labels illustrated in Figure 11 is coloured deep red and black. Each label is imperforate and features the text: *DELIVERY INSTRUCTIONS / If unable to deliver parcel to addressee / DO NOT SAFE*

Conclusion

The canvas comprising of different official labels issued by Australia Post numbers in the many 100s, and they collectively form an important insight into the postal services offered throughout Australia Post's history, a lot of which are now obsolete, and others that continue to be produced today. I sincerely thank Dr. Eric Frazer for his kind assistance towards this article, along with the images he supplied. Although his co-authored catalogue has been out of print for over a decade, Eric has a few black/white commercial reprints (without the four colour plates) available at cost price (A\$33.75) plus postage (A\$12.75 within Australia). His email address is Eric.Frazer@internode.on.net.



Figure 12