

Media Release

2 May 2019

Australia Post backs Rural Aid to help drought affected communities

Australia Post continues to help drought affected communities, with a six-trailer convoy arriving in Broken Hill this morning to deliver much needed hay to farmers.

The Rural Aid convoy left South Australia on 30 April and is part of a team that over eight weeks has been delivering hay to Scotia, south of Broken Hill, and Tibooburra to the north.

The series of hay drops has been made possible through the sales of Australia Post's Drought Relief Stamp packs across the country.

Every \$5 stamp pack sold triggered a \$2 donation by Australia Post to Rural Aid, amounting to more than \$200,000 for farmers – and approximately 1,000 large bales of hay.

Nicole Sheffield, Executive General Manager of Community and Consumer, was on hand to greet the convoy in Broken Hill and said Australia Post is proud to be able to help.

“Australia Post is a critical part of the Australian community with a large presence in rural and remote Australia and a long history of supporting the Australian community at times of crisis,” she said.

“We know farmers are doing it tough, and this hay drop is but one way that we’re trying to making it just that little bit easier for them.”

Rural Aid General Manager Wayne Thomson said the hay drop provided more than just help around the farm.

“It’s also the mental impact and the reinforcement that someone cares – they give a damn,” Mr Thomson said.

“Australia Post have a long-standing presence in these communities, and their commitment to helping those same communities when they’re in need should be commended,” he said.

In addition to the hay drop, brought about by the Drought Relief Stamp Pack, Australia Post’s approach to the current drought across Australia has been to mobilise and connect the community to relief and recovery efforts through the following activities:

- Accepted over the counter donations for the Australian Red Cross Disaster Relief and Recovery Appeal in Post Offices across the country
- Matched employee drought relief donations to organisations through our Workplace Giving platform
- Donated \$100,000 to the Foundation for Rural and Regional Renewal for recovery and support
- Partnering with ReachOut to help improve youth mental health and resilience

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