

Get peak season ready

A smart checklist for smooth sending

Whether you're prepping for Black Friday, Cyber Monday or the holiday rush, this checklist will help you plan ahead and deliver a seamless experience for your customers and your business.

Planning & forecasting

Forecast volumes based on last year's sales and YoY growth.

Tip: *Plan for multiple growth scenarios from conservative to aggressive.*

Set internal deadlines for campaign launches, stock intake and delivery cut-offs.

Align your calendar and marketing plans with Australia Post's last shipping dates.

If you have an Australia Post Account Manager, share peak forecasts to secure extra pickups or airline cargo space.

Inventory & fulfilment

Identify and fix operational bottlenecks and optimise warehouse layout.

Tip: *Pre-pack popular bundles to save fulfilment time.*

Use inventory software to track real-time stock and integrate with your eCommerce platform to help minimise stockouts.

Plan clearance strategies for slow moving SKUs and to top-up best sellers.

Stock up on packaging materials: satchels, boxes and Express Post tape.

Website & marketing

Optimise site for SEO, speed and mobile responsiveness.

Tip: *Use reviews as social proof to boost conversions.*

Finalise your promotional calendar for peak season, including Black Friday, Cyber Monday and pre-Christmas sales.

Schedule email, SMS and social campaigns early.

Tip: *Create urgency with countdown timers and limited time offers.*

Check all delivery, tracking and return details are up-to-date on shipping and FAQ pages.

Delivery options & integrations

Integrate your eCommerce store with Australia Post or via a shipping platform to automate label printing and tracking.

67% of Gen Z shoppers will switch retailers for faster shipping.* Offer and promote Express or Next Day Delivery.

Offer flexible delivery options such as deliveries to Parcel Lockers for convenient, 24/7 pickups.

Test shipping rules and rates to local and international destinations to ensure accuracy.

Staffing & safety

Brief your team on peak season expectations and clearly define escalation processes.

Cross-train staff to handle fulfilment, service and returns, so you can scale up if needed.

Review or extend support hours and put on extra staff.

Monitor team capacity and morale throughout the season.

Tip: *Try a 10 minute daily stand up to share progress and updates.*

Customer communications

Clearly communicate cut-off dates for key gifting periods.

Tip: *Use web banners or pop-ups to highlight key order deadlines.*

Automate order confirmation and dispatch emails to save time.

Tip: *Remove manual work using an integration.*

Encourage customers to manage and track their parcels in the AusPost app.

Prepare templated responses for common customer queries using our messaging guide.

