To whom it may concern,

I, Gethin Hill, am writing to express my disapproval for the proposed price increases by Australia Post.

As an online seller, my opinion is that the prices are already too high.  It wasn't long ago the last price increases put many Australian based online sellers out of business as they could no longer compete with international sellers.  (<http://www.smh.com.au/business/australia-post-faces-backlash-over-increased-delivery-charges-20130408-2hglc.html>)

 I fear this increase will definitely take a few more.  Myself included.  I have built my business around smaller items that are able to be sent for the lower price that applies to 'letters' (under 2cm thick) as opposed to parcels (over 2cm thick) as the price difference is over $5.  Sellers like myself open retail packages and repack them just so that they can be sent 'flat' rather than 'thick' to save on this cost difference.

In some cases, the Australian postage charges cost more than both the item+delivery costs from overseas.

For instance -

Australian based seller.  $5.99 for item and $7.99 for postage = $13.98

<http://www.ebay.com.au/itm/Flash-Diffuser-for-YongNuo-YN560-YN560II-YN565-Canon-580EX-580EXII-/110963347419?hash=item19d5ee4fdb>

International seller.  $1.59 for the item, free shipping = $1.59

<http://www.ebay.com.au/itm/Flash-Bounce-Diffuser-Cap-Softbox-Cover-For-580EX-YONGNUO-YN-560-YN560-/191260105610?hash=item2c87fd9b8a>

This as you see is quite a difference for the same product, and I'm slightly confused how it works as the same Australia Post would deliver both items to my house, only the international seller has not had to pay the $7.45 postage costs for some reason.

The online shopping industry is as big as ever, and continually growing.  Australia Post need to cater to these businesses for themselves to grow, rather then encouraging shoppers to buy elsewhere and sellers to find alternative delivery methods via courier and the like.

I do not believe the proposed price increase for a slower service will work in Australia Posts favor.  I think offering a budget method that allows more affordable options would work better in keeping Australian small businesses in business and our dollars staying on our shores.

Thanks very much for your time.  I hope you take my thoughts and opinion into consideration.

Regards

Gethin Hill