

STAMP NEWS

AUSTRALASIA

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SUPPORT AUSTRALIA'S DISASTER RELIEF
AUSTRALIA POST DISASTER RELIEF STAMPS 2020

AUD \$8.95 NZ \$9.50 Canada \$11.00 US \$9.00 UK £5.50 Europe €7.00

THE SOUTHERN HEMISPHERE'S ONLY STAMP MONTHLY

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Australian Stamp Variations : Australia Post's 'MyStamps' innovation

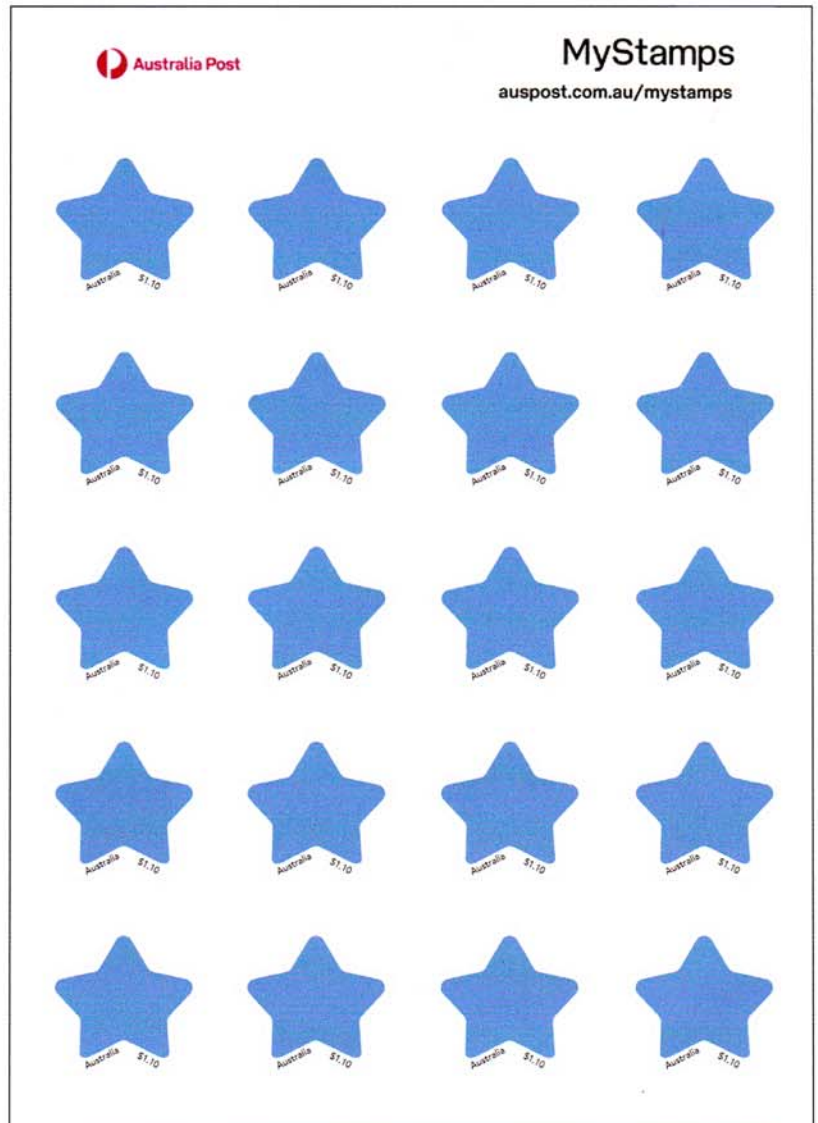
by David Mallen

By printing stamps in Post Offices is Australia Post reducing stamp design and production costs or is it just a last ditch effort to discourage us using e-mails?"

You can now upload a picture and have a sheet of 20 'personalised' stamps depicting that picture printed at 27 selected Post Offices around Australia. This 'MyStamps' promotion runs from 16 December 2019 to 31 March 2020. You have a choice of 81 variations (see table): 9 different shapes and 9 values. A square or rectangular shape is not an option. The stamps are all diecut self-adhesives with simulated perforations. The printing fee for having your picture on a strange-shaped stamp is 65c per stamp or \$13 per sheet.

If you cannot get to a selected Post Office, you may go to Australia Post's website and order the sheets online. Note that some of the advertisements for these P-Stamps incorrectly showed them with \$1.00 values.

With most people no longer posting paper letters one wonders, as Australia Post slips towards its 'Kodak Disruption Moment', who it is targeting with this innovation. Stamp collectors have little interest in modern postage stamps. The stamp design and production departments will quickly become redundant if all stamps

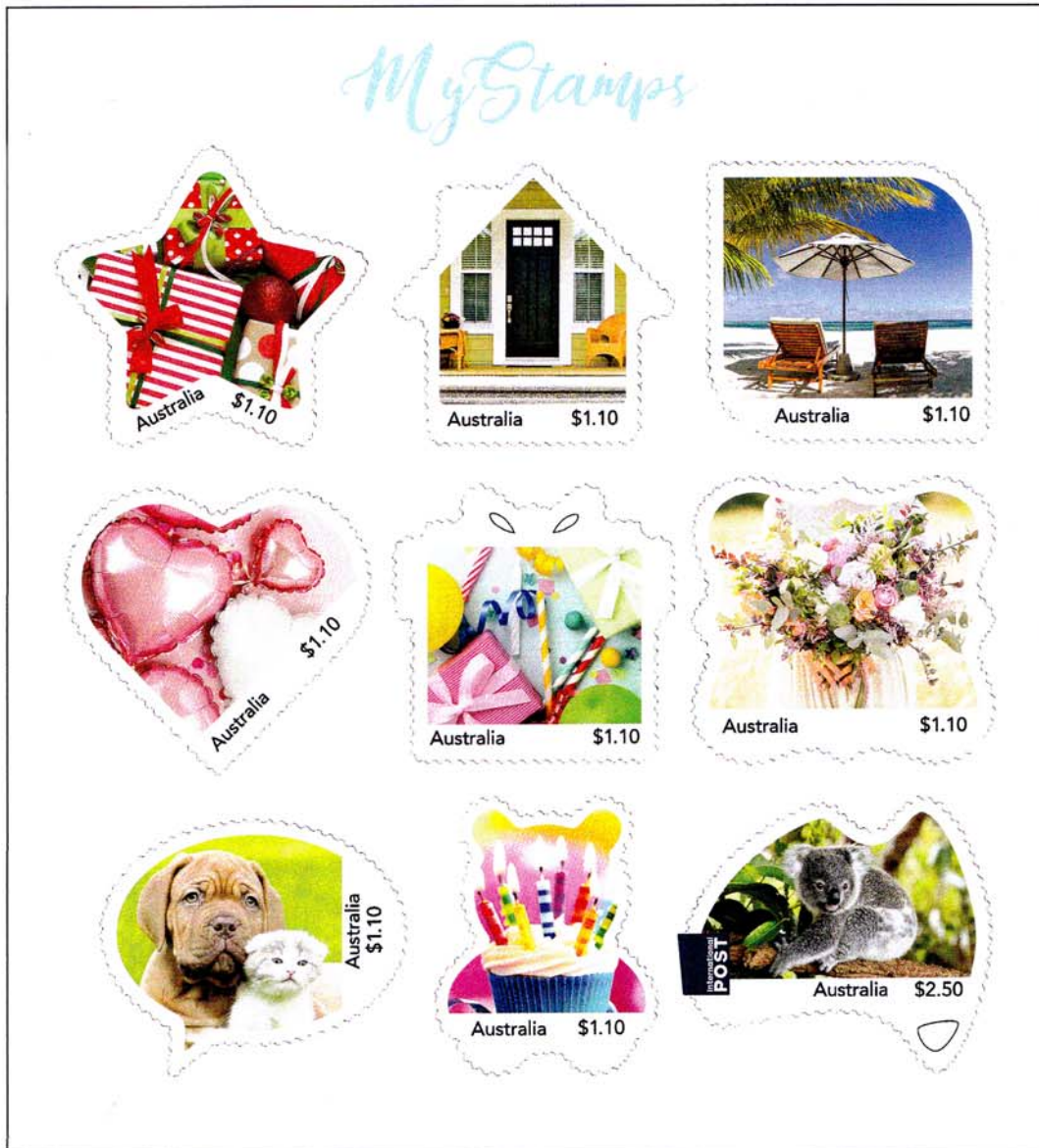


*\$1.10 Star Shape with Plain Image.
Sheet of 20 Stamps.*

are produced at Post Offices in the future.

This is the second time that a customer's photo or image has been printed on a stamp rather than a tab. (The first time was at the 2013 World Stamp Expo in May in Melbourne. A minisheet of these stamps was also released in November 2013 with a

Australian Stamp Variations



MyStamps Stamp Pack Sheet

generic photo of the Exhibition Building on the stamp.)

The First Day of Issue for these special P-Stamps was 16 December 2019. There was no 'Official' First Day Cover provided by Australia Post but collectors could go to a selected Post Office and have the stamps

printed and cancelled on that day. Alternatively they could send stamped envelopes to the Philatelic Bureau's postmarking service and have them cancelled.

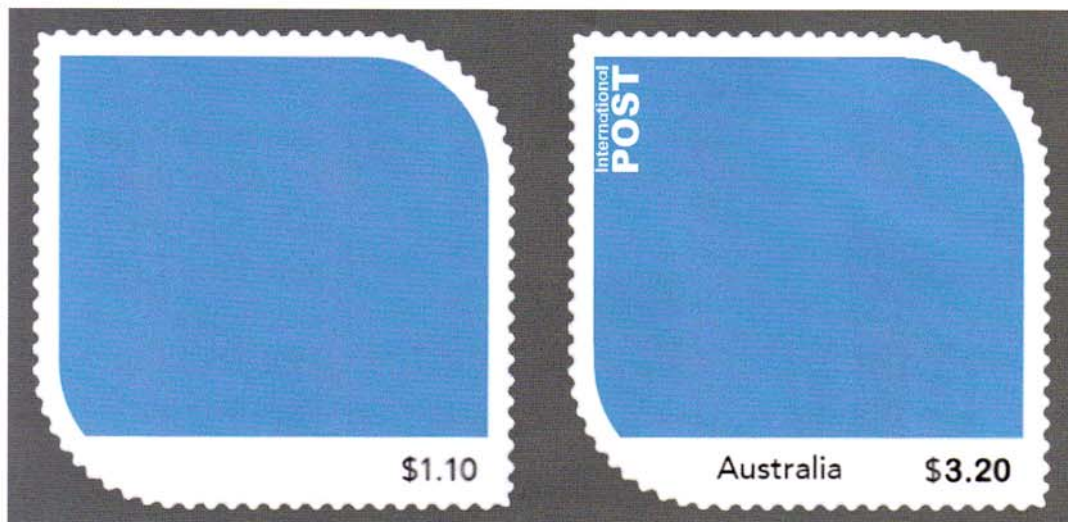
On 8 January 2020 a special *MyStamps* Stamp Pack was released (although some States did not receive it until much later). It contained a sheet of the 9 different shaped self-adhesive stamps with a different generic photo on each. Rather than spending \$5184 to obtain a sheet of every shape and value, collectors could at least get one stamp of each shape. The

special sheet contained 8 x \$1.10 stamps and 1 x \$2.50 Australia-shaped stamp with the 'International Post' signifier. The fee was reduced to 5c per stamp or 45c per sheet.

The stamps that are printed in the selected Post Offices are printed on a laser print-

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MyStamps Varieties – Curved Frame Shape. “Australia” omitted. “International POST” dark blue background missing.

MyStamps Personalised Stamps with Shape Variations			
9 Shape Variations: Australia, Speech Bubble, Teddy Bear, Heart, Present, Curved Frame, Decorative Frame, Star, House			
P-Stamp Type	Face Value of 20 Stamps	Printing Fee	Sheet Price
Domestic:			
65c	\$13	\$13	\$26
\$1.10	\$22	\$13	\$35
\$2.20	\$44	\$13	\$57
\$3.30	\$66	\$13	\$79
\$5.50	\$110	\$13	\$123
International POST:			
\$2.20	\$44	\$13	\$57
\$2.30	\$46	\$13	\$59
\$2.50	\$50	\$13	\$63
\$3.20	\$64	\$13	\$77
Total for 1 Shape & 9 Values			\$576
Total for 9 Shapes & 9 Values			\$5184
Bulk discounts are available if you order more than one sheet of a particular shape and value			
MyStamps Stamp Pack: 9 Shapes & 2 Values (8 x \$1.10 + 1 x \$2.50 = \$11.30)			\$11.75

er using a pre-diecut blank page. The photo is uploaded from your USB stick and you can choose the shape and value. Instructions for the Postal Clerk on how to do this are written on the back of the page. This process has however generated some stamp ‘varieties’ (printing / production errors). Stamps have been produced with the country name “Australia” omitted and the dark blue background of the “International Post” signifier missing!

Next year’s 2016-2020 ASV Catalogue will have an additional ‘Shape’ section to accommodate these *MyStamps* variations! It will be available online at the Blurb Bookstore. au.blurb.com/user/DavidC-Mallen

David Mallen
January 2020



Blurb Bookstore