Woolworths MarketPlus Approved Carriers & Tracking Policy

At Woolworths MarketPlus, we're committed to giving customers a seamless, reliable, and transparent delivery experience. To support this, all sellers must ship orders using an approved carrier and provide valid tracking information for every order.

AfterShip Approved Carriers

Woolworths MarketPlus's delivery tracking is powered by AfterShip to keep customers informed. Simply provide accurate tracking details using an approved carrier, and customers automatically receive timely, system-generated updates, including:

- A live tracking link showing the package's real-time journey.
- Automated email delivery status notifications.
- And an accurate, dynamically updated Estimated Delivery Date (EDD).

> **Important note:** To meet Woolworths Marketplus Seller Services Standards, sellers must maintain a **Valid Tracking rate of ≥ 95%** across all dispatched orders using an AfterShip approved carrier.
>
> Click here to view the full list of AfterShip Approved Carriers

Prohibited Carriers

To ensure efficient shipping and avoid customs issues, tracking failures, or severe delivery delays, the following carriers are strictly prohibited for use on Woolworths MarketPlus.

- Bpost / Bpost international
- China Post
- ePacket
- Hero Express
- P2P TrakPak
- PostNL International
- SunYou
- SYPost

Prohibited Fulfillment Methods

To maintain a high standard of order delivery, the following fulfillment methods **are strictly prohibited** on Woolworths MarketPlus, regardless of the carrier used:

- **Unsupported Carriers:** Shipping with any logistics provider that is not integrated with or supported by AfterShip. If our platform cannot read the tracking data, the shipment is considered non-compliant.
- **Non-Trackable Services:** Shipping orders without valid, active online tracking. This includes, but is not limited to:
  - Sending items in standard envelopes or regular letter mail
  - Using untracked "surface mail" or "regular post"
  - Using "N/A", "Untracked", or dates in the tracking fields
- **Self-Delivery:** Delivering orders using your own company/personal vehicles

Mandatory International Tracking Requirements

> **Note for all internationally shipped items:** To maintain delivery transparency, all international shipments must have verifiable, continuous tracking.

When fulfilling international orders, you must upload the correct carrier and a tracking ID that provides complete, end-to-end journey tracking from the origin country to the customer’s doorstep.

What is Required:

- **Origin-to-Destination Visibility:** Tracking must show the parcel's complete journey, including dispatch from the international warehouse, international transit, and local delivery.

What is Prohibited:

- **Final-Mile Only Tracking**: Uploading tracking IDs that only activate once the parcel reaches Australia (the final-mile leg) is a breach of policy.

Policy Compliance & Enforcement

Following Woolworths MarketPlus shipping and tracking guidelines is essential to delivering a great customer experience. Non-compliance affects this experience and will result in strict account penalties.

Compliance Penalties:

- Automated Refunds: Any orders shipped via a banned carrier, or uploaded with invalid "final-mile only" tracking, may be automatically refunded to the customer at the seller's expense.
- Account Suspension: Repeated use of prohibited carriers or failure to provide end-to-end tracking will result in the temporary or permanent suspension of your seller account and a freeze on pending disbursements.

Related article: How do I upload or edit tracking information?

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