

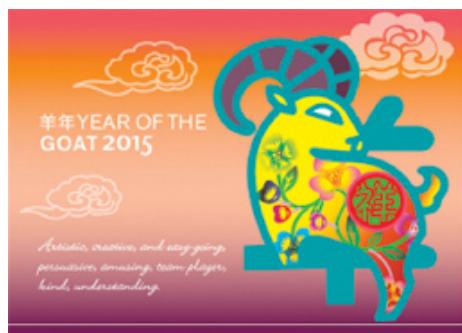
Australia Celebrates Year of the Goat



To celebrate the Year of the Goat, Australia Post is releasing a Christmas Island Lunar New Year stamp issue featuring the Chinese character for the goat, shown in the \$2.10 stamp, and its pictorial representation, shown in the 70c stamp.

The Goat (or Sheep) is the eighth sign in the Chinese Zodiac and symbolizes independence. The Year of the Goat begins on February 19, 2015.

Australia Post Philatelic Manager, Michael Zsolt said, "This year's Lunar New Year stamp products have been designed in keeping with Chinese traditional design and customs. The products, including a postcard (shown), give everyone an opportunity to send wishes of good fortune and health to family and friends, both here and overseas."



Hong Kong-born designer, Dani Poon has been commissioned to illustrate 12 stamp issues in the Lunar New Year series, representing each of the 12 signs of the Chinese Zodiac. Dani has used paper cut motifs, a popular form of Chinese art, to pictorially represent the goat in the 70c stamp. The stamps are overprinted with a turquoise foil.

"The Goat is the most feminine sign of all of the Chinese animals. Usually they are very good-natured, genuine, timid and bashful. The design celebrates the feminine aspect of the goat through the chosen story in the minisheet and

the use of pastel colors," Dani said.

The minisheet tells the story (in Chinese and English) of the Tu tribal wedding tradition. When the marriage takes place, the groom gives a female goat to his parents-in-law as a symbolic replacement of the calmness and tenderness of their daughter.

Famous Australians born in the Year of the Goat include the former Prime Minister Paul Keating, business magnate Rupert Murdoch, actress Nicole Kidman and singers Judith Durham and Tina Arena. According to Chinese astrology they are likely to be reserved, quiet and deeply affectionate.

As part of this stamp issue, a silk minisheet pack is available, comprising three minisheets one of which is printed on silk. This year, for the first time, both the silk and the self-adhesive minisheets are embellished with a turquoise foil.

A gold Year of the Goat minisheet (shown) will be of interest to collectors. This pure gold sheet is presented in an attractive glass and timber stand. Another collectable is a limited edition (8,888) Lion Dance postal and numismatic cover featuring a \$1 Perth Mint colored coin.



Other products associated with this stamp issue include a zodiac sheetlet, first day cover, stamp pack that can double as a Lunar New Year greeting card, postcard, designed gutter strip of 10 x 70c stamps, domestic and international postage paid envelopes and a postal and numismatic cover. A prestige booklet explores the lucky gemstones of the Chinese Zodiac and features the stamps from the zodiac sheetlet.

The new Christmas Island Lunar New Year—Year of the Goat issue is available from January 8, 2015 at www.auspost.com.au/stamps or contact Australia Stamp Agency in North America toll free (USA and Canada) at 1-800-443-4225 while stocks last.