

10 of 16 sign-up flows show the plan price without the delivery charge added to each order.

We walked the public sign-up of 20 Australian subscription boxes (pet food, meal kits, coffee, household, snacks and drinks, wine and flowers) as a guest, from the plan page to the last screen before payment, and read what each site says about cancelling. Here is what keeps coming up, with the screen it sits on and the rule behind it.

At a glance

- 20

sign-up flows walked, desktop, as a guest
- 6

findings worth a look, each seen in two or more flows
- 16

checks per flow from the Flowlane checklist

Walked 5 Oct 2026 · Version 1.0 · 6 Oct 2026

Key takeaways

- 10 of 16 sign-up flows: Delivery charge missing next to the plan price.
- 7 of 19 sign-up flows: Condition for free delivery or a discount shown only below the offer.
- No new screen needed: each of the 6 findings is a label, a line or the order of a step.

What we saw across 20 sign-up flows walked

Walked against the full Flowlane checklist for Australia (16 checks); shown: every finding seen in more than one flow, with the screen it sits on, the rule it touches and the usual size of a change. Counted once per flow; uncertain observations not counted. Each number counts only the flows in which that step could be checked.

WHAT WE SAW AND WHERE IT SITS	FLOWS	RULE	CHANGE
Delivery charge missing next to the plan price Checkout address step, delivery page	10 of 16	B · s 48A A fee charged on every order or booking is shown beside the advertised price, not at the end of the flow.	S Small
Condition for free delivery or a discount shown only below the offer Plan page, terms, offer pages	7 of 19	C · s 28B Information that changes the price belongs where the price is shown, not one level deeper.	M Medium
Subscription, larger size or paid extra already selected on arrival Product page, plan page, basket	7 of 19	C · s 28B A paid extra the customer did not choose can steer the decision.	S Small
Free-delivery promise for subscribers changes in basket or checkout Plan page, basket, checkout	4 of 19	B · s 48A The condition for a fee must be the same on every screen that shows it.	S Small
Marketing emails ticked in advance at checkout Checkout contact step	9 of 14	D · Spam Act s 16 Express consent to marketing messages needs an active choice; a pre-ticked box is not one.	S Small
Also seen in two or three flows			
Minimum term or cancel cut-off missing where the plan is confirmed	3 of 10	A · s 48D	S Small

S: a label or a line of text · M: layout or the order of a step · L: a new screen or route.

Three examples, written as categories

FEES

In one sign-up flow, a meal plan of about \$93 came to about \$105 at checkout: about \$15 delivery on every order, first shown after the address was entered.

ADD-ONS

In one basket, shipping protection for about \$3 was switched on by default and added to the first order unless the customer turned it off.

JOINING

In one sign-up flow, the checkout said cancel anytime, while a tooltip next to the plan asked for at least two deliveries before cancelling.

What the rules ask

The Act received Royal Assent on 6 July 2026 and its rules apply from 1 July 2027; until then these are patterns that will need a look. The Spam Act rules on marketing consent already apply. Shown here: the rules this report touches.

A • s 48D

Subscriptions FROM 1 JULY 2027
Before the contract is entered: the price, the price after any introductory period, term, renewal and how to end it. A subscription taken out online must be cancellable online, by a route that is easy to find.

B • s 48A

Fees and total price FROM 1 JULY 2027
A fee that applies to every transaction is shown beside the base price, at the same time, as prominently. Where the amount is not yet known, how it is calculated.

C • s 28B

General prohibition FROM 1 JULY 2027
No practice that manipulates or unreasonably distorts a decision: pressure that is not real, defaults that steer, obstacles to a choice the customer is entitled to make.

D • Spam Act s 16

Consent IN FORCE
Commercial emails and texts need consent; a pre-ticked box is not express consent.

Check your own flow in ten minutes

One question per finding. A "no" is worth a look; it is not a verdict.

QUESTION	RULE	YOUR FLOW
1 Is the delivery charge for each order, or how it is worked out, shown next to the plan price?	B • s 48A	☐ yes ☐ no
2 Does every condition for free delivery or a discount, such as a minimum spend, sit right next to the offer?	C • s 28B	☐ yes ☐ no
3 Are the subscription, larger sizes and every paid extra left unselected until the customer chooses them?	C • s 28B	☐ yes ☐ no
4 Is the free-delivery condition the same on the plan page, in the basket and at checkout?	B • s 48A	☐ yes ☐ no
5 Does the screen where the plan is confirmed state the minimum term, any cancel cut-off and how to cancel?	A • s 48D	☐ yes ☐ no
6 Is the box for marketing emails unticked until the customer ticks it?	D • Spam Act s 16	☐ yes ☐ no

Not observed in this benchmark

Reminder and renewal emails
They go to the customer's inbox after sign-up, so a public guest walk cannot see them.

Cancelling inside the account
Most sites describe cancelling in the account, which needs a login that a guest walk does not have.

Plans behind an email or login step
Some sites show the plan price only after an email or a login, where our walk stopped.

How the benchmark is made: public flows, walked as a guest, with a screenshot for every observation and a rule mapping, no company named. Full method: getflowlane.com/benchmarks/subscription-boxes-australia/#method

NEXT STEP

See where your flow sits. Twenty minutes, for you only.

Book a walkthrough: getflowlane.com/walkthrough

Or email the URL of your flow to tobias@getflowlane.com



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