



CORPORATE RESPONSIBILITY
KEY HIGHLIGHTS 2008/09



“COMMUNITY CONNECTIONS
IS A FANTASTIC INITIATIVE BY
TELSTRA TO PROVIDE FINANCIAL
SUPPORT TO ORGANISATIONS
THAT ARE CLOSE TO EMPLOYEES’
HEARTS.”

*Sarah George, Telstra employee and volunteer
for Sacred Heart Mission.*



CEO MESSAGE.



Telstra places great importance in corporate responsibility, which means taking into account the impact of our activities on our customers, shareholders, employees, the environment, and the communities we serve. This year we contributed more than \$16 billion to Australia’s economic wealth, provided \$180 million to help disadvantaged Australians stay connected, and conserved enough energy to power 1,728 homes. Listed here are some of the concrete steps Telstra is taking to make Australia a stronger, greener, more connected country.

DAVID THODEY.

Chief Executive Officer

November 2009

MAKING AUSTRALIA'S ECONOMY STRONGER.

- Employed 31,662 Australians directly, and thousands more indirectly.
- Paid \$4.1 billion in wages, \$3.5 billion in dividends, and \$1.9 billion in taxes.
- Spent \$11 billion on goods and services from around 7,000 suppliers.

BUILDING BETTER NETWORKS.

- Laid 800kms of optical fibre through Arnhem Land, providing Indigenous communities with access to high speed broadband and a range of other advanced communications solutions.
- Expanded the coverage and capability of the Next G™ mobile broadband network by investing \$96 million in 234 new Next G™ mobile base stations across Australia.



CARING FOR THE DISADVANTAGED.

- Helped one million disadvantaged customers stay connected with \$180 million of assistance.
- Supported Victorian bushfire victims with bill waivers, 1,000 free handsets, Internet kiosks and 60 free public payphones.
- Provided relief for thousands of customers affected by floods, bushfires, storms and other natural and civil disasters.
- Provided funding to help 45,000 seniors learn to use the internet and mobile phones.



“PARTICIPANTS FELT MORE CONFIDENT IN THEIR USE OF MOBILES AND THE INTERNET AFTER THE CONNECTED SENIORS® TRAINING AND WANTED TO CONTINUE LEARNING.”

Margaret Roberts, NSW President,
Country Women's Association.

INVESTING IN OUR PEOPLE.

- ➔ Invested around \$2,800 per employee in training to help build their potential and serve our customers better.
- ➔ Increased the number of executive women by 4.6%
- ➔ Increased Indigenous employment opportunities by 29%.
- ➔ Reduced time lost to injuries by 19%.

MANAGING CLIMATE CHANGE.

- ➔ Saved 24,186 tonnes of CO₂ equivalent – enough energy to power 1,728 Australian homes for a year.
- ➔ Saved 12 mega litres of water – enough to fill around four Olympic swimming pools.
- ➔ Operated 10,314 solar powered sites, reduced use of transport fuel by 12% and office paper by 14%.

BUILDING STRONGER COMMUNITIES.

- ➔ Provided \$3 million to help children and young people learn to stay safe online through the Telstra's Foundation's Spotlight on Cyber Safety program.
- ➔ Provided over \$3.5 million in grants through the Telstra Foundation, including 625 Telstra's Kids Fund grants, to help community organisations connect children and young people to their communities,
- ➔ The Telstra Beach to Bush program reached 30,000 primary school children in over 300 regional schools through Telstra's partnership with Surf Life Saving Australia.
- ➔ Awarded 758 local sports and community clubs with equipment through the Telstra Assistance Fund.

“THANKS TO THE SUPPORT OF THE TELSTRA FOUNDATION AND OUR OTHER PARTNERS, FEELINGSAFE WILL... EMPOWER YOUNG PEOPLE WITH THE SKILLS TO HELP PROTECT THEMSELVES FROM SEXUAL ABUSE.”

Dr Christian Jones, University of the Sunshine Coast.

OUR COMMITMENT TO EXCELLENCE.

- Green Building Council of Australia five-star 'Green Star' certified rating for new Brisbane offices.
- Australian Telecommunications Users Group 2009 Excellence Award for 'Best Communications Initiative – Large Business' for the Arnhem Land project.
- Dow Jones Sustainability Index score of 80% - a 10 percentage point increase from 2007/08.
- Large Business Award winner in the Australian Privacy Awards.
- Environmental Responsibility Award at the Communications Alliance and CommsDay Awards.



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