



TELSTRA
IN THE
COMMUNITY

IT'S HOW WE CONNECT



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Contact us

Your feedback on this publication is welcome. Please email Julia Hellyer at cr@team.telstra.com.

Cover image

Children from Bacchus Marsh Montessori Preschool enjoy play equipment purchased with a grant from Telstra's Kids Fund, which supports organisations involving the family of a Telstra employee. As part of its objective to help enhance and strengthen local communities Telstra Foundation grants \$750,000 annually through Telstra's Kids Fund.

Opposite page

Telstra CEO David Thodey at Yirkalla school in the Northern Territory, supporting One Laptop per Child Australia.



CEO MESSAGE

At Telstra, we understand that the success of our business and the welfare of our communities are interdependent, and that's why we are active in local communities all around the nation.

As a company that connects with nearly every Australian in some way – be they customers, shareholders or employees – we have the opportunity to make a real difference in the communities in which we operate.

Our involvement affords us the opportunity to understand and respond to the unique needs and concerns of our customers, employees and communities, and to work in partnership with government, business and non-profit organisations to help address some of the key challenges facing Australia.

We invest in communities with our networks, technology, products and services as well as the time and skills

of our people. Through our social investment, Telstra assists people to stay connected, works alongside communities in times of disaster and helps to strengthen local economies.

We are proud of Telstra's community activities, some of which are highlighted in this report, and of our contribution to the wellbeing of all Australians.

DAVID THODEY
Chief Executive Officer
January 2011

THINK LOCAL

Making grass-roots contributions

It takes passionate and proactive people to pull together a community. We all know them; they are the ones that make things happen. Telstra recognises the important role that these people play. We support local business initiatives and grass-roots community projects all around Australia, helping to build capacity and decrease the metro-country divide.



WOMEN IN BUSINESS MATTER

Since 1995, the *Telstra Business Women's Awards* has celebrated the journeys of some of Australia's most inspirational business women including entrepreneurs, innovators, up-and-coming young business women, corporate leaders and those working in the non-profit sector.

Amongst the recognised women are those involved in agricultural and regional community development, such as northern Tasmanian cheese producer Jane Bennett (pictured left), the *2010 Telstra Tasmanian Business Woman of the Year*.

Jane is Managing Director of Ashgrove Cheese, a family-owned cheese producer established in 1993 on the Bass Highway north of Elizabeth Town on farming property owned by the Bennett family since the 1880s.

In the early days of Ashgrove Cheese, Jane made the cheese, packed the cheese, developed the quality assurance and human resources systems and served in the family shop. Today she manages the financials, sales and marketing and 60 employees of the business that has become one of Australia's premier cheddar cheese brands.

In 2010, a record 4,220 women were recognised through the nomination process. The national winners join an alumni of more than 430 winners of the *Telstra Business Women's Awards* since program's inception.



SPORTING CLUBS ARE THE LIFEBLOOD OF A COMMUNITY

Since its inception in 2003, the *Telstra Assistance Fund* has provided more than \$8.5 million worth of equipment grants to more than 6,500 community and sporting clubs across Australia.

In 2010, the Fund was launched through a series of “hometown visits” by Telstra ambassadors Nathan Hindmarsh (NRL), Dale Thomas (AFL), Zane Holmes (Surf Life Saving) and Sophie Edington (Swimming). The ambassadors visited their junior clubs and discussed the importance these clubs had on their lives, in terms of participation in healthy activity and the forming of social bonds which helped them become active members of their community.

In 2010, more than 770 Rugby League, Aussie Rules, surf life saving and swimming clubs were awarded equipment through the *Telstra Assistance Fund*.

This year Telstra is extending the Fund to include new groups that help people connect with one another, and help bind our communities through music and dance.

Musicians inspire us all

Australia’s next generation of country music stars can kick-start their music career through the *Telstra Road to Tamworth* competition. Since 2004, Telstra has sought out and nurtured emerging regional music talent, exposing aspiring performers and songwriters to a bigger audience, and putting them in touch with key music industry professionals.

Each year, the competition takes place in 13 regional locations across Australia. The 2009/10 Performance Winner Tenielle Neda Musulin and Songwriter Winner Luke Webb (pictured above), were announced at the final stop, the Tamworth Country Music Festival. The prize is a bespoke 12-month music mentorship, which includes a return trip to Nashville USA.

Since winning the competition, Luke’s career has gone from strength to strength, gigging regularly around Sydney, performing at a number of *Telstra Road to Tamworth* heats across the country, and currently building a home studio to continue producing his own independent music.

Loving the water is safe in the water

Telstra has partnered with Surf Life Saving 🏄 since 2003, and in 2010 continued to support the *Telstra Beach to Bush* surf safety program.

The program is Australia's largest surf safety education program. In 2010, the program reached more than 40,000 primary school children from 450 regional primary schools with important surf safety messages. Live video streaming is used to help the kids experience the beach and identify rips.

Telstra Beach to Bush ambassador and former dual World Ironman champion, Zane Holmes, has thrown his support behind the program and the importance of teaching students the skills needed to survive and enjoy the surf.

"I've been in and around the surf all my life and the water conditions constantly change – so it's important to know the warning signs," Holmes said.

"The *Telstra Beach to Bush* program is a great way to teach young kids from regional Australia, who probably don't experience the surf as often as those who live near the beaches, just how important it is to enjoy the beach safely."

In addition to Beach to Bush, Telstra provided \$250,000 worth of financial assistance to local surf life saving clubs through our affinity program in which Telstra encourages its customers to nominate their favourite club and then donates \$30 to the club on their behalf.

 Telstra Payroll Giving Charity Partner



BUSINESS SUCCESS IS EVERYONE'S SUCCESS

An ACT business that provides vital security services for the digital economies of Australia and South-East Asia was named the *2010 Telstra Australian Business of the Year*.

Stratsec is a world-class provider of independent information security consulting and testing services for blue-chip government and commercial clients. It provides services in more than 20 countries and has won contracts with governments in Australia and overseas, international software companies and Australian and offshore banks in competition with large multinational players.

"We remove the jargon that is so prevalent in *cyber-security* and provide advice that helps business managers to make informed decisions," said Peter Lilley, Stratsec Chief Executive Officer.

"Stratsec is a critical part of the digital economy, giving people the confidence to transact online. They are leaders in *cyber-security* services, exporting Australian expertise in this emerging service," said Deena Shiff, Telstra Business Group Managing Director and Telstra Business Awards Ambassador.

The *Telstra Business Awards*, now in their 19th year, are Australia's pre-eminent national awards program for small and medium businesses. The Awards help to celebrate the achievements of businesses across Australia and recognises those small and medium businesses as the foundation of the Australian economy.

Get involved!



nominate an inspirational woman for the 2011 *Telstra Business Women's Awards*; go to www.telstrabusinesswomensawards.com



nominate an outstanding business for the 2011 *Telstra Business Awards*; go to www.telstrabusinessawards.com



follow the 2011 *Telstra Road to Tamworth* music competition; go to www.telstra.com/trtt



purchase an eligible Telstra service and support your local sporting club; go to www.telstra.com/localsupport (surf life saving) www.truesupporters.com.au (all other sports)



find out about *Telstra Assistance Fund* equipment grants for your eligible community or sporting club; go to www.beinvolved.com.au



Photo courtesy of the Mount Barker Courier.

TELSTRA'S KIDS ARE PART OF OUR FAMILY TOO

Telstra's Kids Fund, delivered by the Telstra Foundation, is an employee-directed giving program that provides grants of \$1,200 to local community organisations involving the participation of a child or young person directly related to permanent Telstra employees.

The grants support a broad range of initiatives and projects across education, sports and recreation, arts and culture, environment, health, disability and cultural diversity. 625 *Telstra's Kids Fund* grants were made in 2009/10, totalling \$750,000. Here is how two of the grants are making a difference.

Lobethal garden of earthly delights

Thanks to South Australian Telstra employee Kylie Bailey who applied for a grant to benefit her son's kindergarten, the children at Lobethal Community Kindergarten can now enhance their sensory garden area.

The garden is sensory because it involves touching, smelling, listening and learning. The money enabled the purchase of gardening tools, a worm farm and compost heap, as well as vegetables, herbs and flowers for planting.

Kindergarten director Lee Munn said that the garden connects the children to their world and connects them to the environment.

"Having the garden means that environmental education can be a part of the curriculum at the kindergarten," said Lee.

Sale students play it safe

Thanks to Victorian Telstra employee Shane Kinder who applied for a grant to assist Sale Safety House, students at Sale 545 Primary School, including Shane's two children, can now easily identify safety houses in their neighbourhood.

People in the Safety House program are specially trained and have guaranteed that they will be home in the hours when students make their way to and from school.

The money was used to purchase new, bright yellow signs to label the safety houses around the school. The students also received a lesson on personal safety and were taken on a tour of the safety houses to familiarise themselves with their locations.

"Supporting the Safety House program was important to me as my children are getting to an age where they will be commuting to and from school on their own. I'm actively involved with the school and it's crucial that all the kids know where to go in case of an emergency," said Shane.

RECONCILIATION IN ACTION

Supporting Indigenous Australians

Australia has the opportunity to grow as a nation in harmony with our Indigenous community. Telstra's *Reconciliation Action Plan* is about securing a better future for our nation, with a focus on opportunities, partnerships and respect toward Indigenous people.

YOUTH ACHIEVERS ON CAREER PATH

Telstra has a proud tradition of helping Indigenous students further their high school and university studies, and advance their careers.

Yilki Guyula, a Year 12 graduate from Yirrkala CEC School in remote Northeast Arnhem Land, was awarded the *2009 Telstra Remote Indigenous Student Award*, which recognises the highest achievement by an Indigenous student receiving the Northern Territory Certificate of Education while studying in a remote location.

The 18 year old focused her major school project for the year on multimedia and investigated the question, What are the challenges to being a successful multimedia professional in a remote community? Yilki also spent six weeks doing work experience at the Buku-Larrngay Mulka Centre, an arts and multimedia department that records, edits, and preserves Indigenous stories.

Telstra has also partnered with Southern Cross University in Lismore to help advance Indigenous students' education with a \$15,000 scholarship awarded to an Aboriginal or Torres Strait Islander student who lives outside a capital city. The 2010 recipient was Allysha LePage, who is enrolled in a Bachelor of Education in early childhood development.

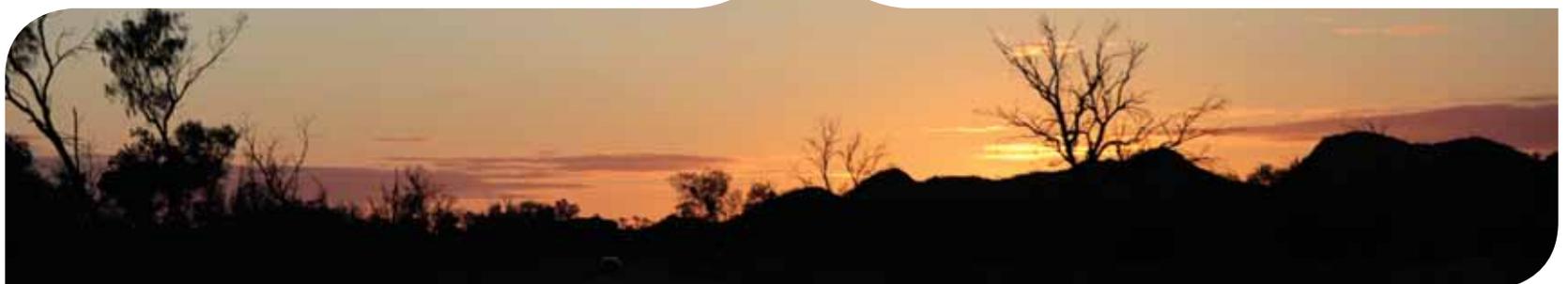
"Over the past six years, our support has helped maximise the attendance, engagement and potential of students at the university. We have seen some wonderful success stories where students have overcome obstacles and completed their studies," said Telstra Country Wide Area General Manager Michael Sharpe.

The Telstra Wholesale Indigenous vacation employment program provides training, life skills, emotional support and paid employment to Indigenous students. It offers graduating high school students an opportunity to be trained as specialist consultants and then ongoing employment over the annual vacation for the first two years of their tertiary studies.

In 2009/10, three students from St Ignatius College Riverview in Sydney participated in the program, Cyril Johnson, Adrian Jarrett and Kevin Omoro.

"It was absolutely mind blowing. We had no idea what to expect," said Cyril, originally from Broken Hill and now studying at the University of Melbourne.

"We met the people we were going to be working with and they seemed pretty cool. I expected it to be strict and all uptight but it wasn't. It was really supportive."





INDIGENOUS ARTISTS THRIVE

Telstra has been the major sponsor of the *National Aboriginal and Torres Strait Islander Art Award*, or the *Telstra Art Award* as it has become known, for the past 19 years.

The internationally recognised Award is the longest running, most prestigious Indigenous art award in Australia. It provides Indigenous artists an opportunity to celebrate and share their culture with the wider public through a diverse range of art forms. This year we encouraged artists to help bring new ideas and ways of expressing themselves to the Awards by entering their work in the inaugural *Telstra New Media Award*.

Telstra's support has enabled more Australians to experience Indigenous art. Since 1991, in addition to our sponsorship of the Award, Telstra has given more than \$550,000 in prize money directly to the winners to support their artistic endeavours.

South Australian artist Mr Donegan was named the 2010 *Telstra Art Award* winner. His painting (pictured above) relays two ancestral stories, Papa Tjukurpa and Pukara, from both Mr Donegan's father's and grandfather's country, and is striking for its immensely strong composition held together across a diversity of painting styles – from intricate skeins of dots to gestural mark-making.

"This is my first time doing canvas. Many times I be painting in the centre, it's a big task to keep doing all this work. Until now I've got not much for that, but now my time has come," said Mr Donegan, who speaks in his native tongue.



Close the gap, one laptop at a time

For children in Australia's remote communities, gaining access to sustained, quality education is an ongoing challenge. A newly formed charity, One Laptop per Child (OLPC) Australia, is doing its part to address this challenge, and Telstra is lending a hand.

OLPC Australia is providing remote primary school students with an XO laptop - a purpose-built, low-cost, low-power, rugged, connected learning device - which gives them access to educational programs and connects them, via the internet, to the rest of the world.

The program was launched in May 2009 and has since deployed more than 1,500 XOs to children across the country, including Yirkalla school students (pictured) in the Northern Territory. By 2014 the charity hopes to provide each of the 400,000 geographically isolated children with their own machine, a massive undertaking which OLPC Australia projects will cost \$200 million.

Telstra announced our partnership with this organisation in March 2010 and will contribute financial and in-kind support to OLPC Australia over three years, joining News Ltd and the Commonwealth Bank in support of the program. It will enable children in remote communities to realise their dreams through the use of information and communications technology and overcome the barrier of distance.

LEADERSHIP AND EDUCATION FUNDAMENTAL TO PROGRESS

The *Telstra Foundation's Indigenous Community Development* program supports organisations that help to make a positive and lasting difference to the lives of Indigenous children and young people. In 2010, the Foundation committed \$3.5 million over the next three years to the following projects:

- Australian Indigenous Leadership Centre to link Indigenous leaders across the country through a national alumni network.
- La Perouse Aboriginal Land Council to deliver a suite of La Perouse Youth Haven programs.
- The Catherine Freeman Foundation to improve the literacy and numeracy of children on Palm Island.
- The Long Walk Trust to bring Indigenous history into mainstream schools.
- Unity of First People of Australia to deliver a healthy eating and diabetes management education program.
- Stronger Smarter Institute to build a critical mass of leaders and advocates in Indigenous education.

In addition, the Stronger Smarter Institute, an innovative partnership between the Queensland University of Technology and Education Queensland, is committed to changing the tide of low expectations in Indigenous education. Supported by the Telstra Foundation since 2005, it received \$16.4 million from the Federal Government in 2009 for its newest initiative – the *Stronger Smarter Learning Communities* program.

CONNECTION IN A VAST LAND

Telstra and its partners celebrated the win of a *Global Telecoms Business Innovation Award* in June 2010 for the Arnhem Land Fibre Project – a \$34 million joint venture between Telstra, the Northern Territory Government and Rio Tinto Alcan, with valuable support from the Northern Land Council.

Telstra Country Wide Director Brett Riley said the major contributing factor to winning at this level was the innovative multi-party agreement approach the company takes to remote network investments.

The project saw the laying of over 800km of fibre optic backbone through tropical savannah terrain from Jabiru to Nhulunbuy. Further works in late 2009 have delivered broadband access to a number of island communities.

“Telstra will continue to develop business cases with all levels of government, large enterprises, and other organisations for network extensions where normal commercial investment is viewed as uneconomic,” Brett said.

Life-changing technology associated with high-speed broadband is now being used to deliver services across this region of Australia, significantly improving access to education, health, justice and business services and contributing to regional growth.

Brett credits strong partnerships with vendors, including Alcatel-Lucent, Prysmian Cables & Systems Australia and Ericsson Australia, as another factor to the project's success.

“This win is truly a team effort, from our corporate and government partners, to our international suppliers, to our network construction fibre crews on the ground working with Traditional Owners.”

Years of consultation, including community meetings and detailed negotiations with individual Traditional Owners in partnership with the Northern Land Council, preceded the project's commencement. Traditional Owners expressed their appreciation of Telstra, recognising “best ever” consultation.

The Arnhem Land Fibre Project won six awards at international, national and state levels in 2009/10.

Telstra volunteer, Pat Kelly, conducting a literacy test with a Northern Territory student in Darwin.



Get involved!



enter the 28th *Telstra National Aboriginal and Torres Strait Islander Art Award*; go to www.magnt.nt.gov.au/natsiaa



apply for the undergraduate *Telstra Country Wide Indigenous Scholarship* at Southern Cross University; email scholarships@scu.edu.au



apply for the *Stronger Smarter Leadership Program*; go to www.strongersmarter.qut.edu.au



read *Telstra's Reconciliation Action Plan*; email cr@team.telstra.com for a copy



find out more about *Telstra Foundation*; visit www.telstrafoundation.com

Volunteers help make abracadabra magic

In June 2010, 15 Telstra employees travelled to Darwin to assess progress of Indigenous students participating in a trial of ABRACADABRA, an interactive web-based software program that helps primary school children improve their literacy skills. There are 367 students participating in the three-year trial of the program, run by Charles Darwin University and funded by the Telstra Foundation.

Telstra volunteers worked one-on-one with students across six schools to conduct literacy testing, essential in assessing the children's progress and thus the effectiveness of the tool.

Sydney-based employee Pat Kelly said, "I was curious to experience Darwin and get an insight into Indigenous culture. I think literacy is so important. Meeting and interacting with these children was both delightful and rewarding."

TECHNOLOGY FOR SOCIAL GOOD

Connecting us all

Connection matters. Face to face, computer to computer, phone to phone – Australians' ability to communicate across this vast land is essential to our wellbeing. Telstra appreciates the diversity of our customers and communities and we actively work to improve the accessibility and affordability of our services.

LOW INCOME CUSTOMERS STAY CONNECTED

Through our *Access for Everyone* programs, Telstra provides a comprehensive package of products and services to assist people on a low income or in financial hardship to stay in touch. This includes older people, job-seekers, Indigenous communities, as well as people with disability.

Access for Everyone programs include lower-cost telephone services, discounts for eligible pensioners, emergency relief options such as assistance paying Telstra bills and provision of phone cards, as well as pre-paid mobile handsets and starter kits for people who are homeless.

Established in 2002, the Low Income Measures Assessment Committee provides independent advice on how Telstra can provide services to customers on low incomes. The Committee, which includes senior representatives from eight national community organisations, guides Telstra's *Access for Everyone* programs.

In 2009/10, Telstra provided assistance to more than one million low income customers to connect or maintain their communications services, a total benefit of \$203 million.

We also provided phones and multi-media production support to Melbourne Citymission for their Mobile Home photographic exhibition and calendar. The exhibition and calendar focus on the issues of connectedness, belonging and personal support, which are crucial to young people who are homeless.

In late 2009, Telstra commissioned an independent research company to assess the effectiveness of the *Telstra Bill Assistance* program in the economic climate of the post 2008 global financial crisis.

The study, *A sense of connectedness when times are tough*, found:

- Nine out of 10 agencies reporting an increase in demand for bill assistance.
- During the crisis, people on a low income were likely to increase the use of their telephone to look for work, contact family, the doctor and other support services.
- High levels of satisfaction from both customers and agencies with our bill assistance program.



Migrants join the technology revolution

The Migrant Information Centre coordinates information to enhance the lives of new and existing migrant populations in the eastern region of Melbourne.

The Centre has received two *Telstra Connected Seniors*® state grants, totalling more than \$106,000. It has used the grants to assist older people from culturally and linguistically diverse backgrounds to learn how to use mobile phones and the internet.

The Centre ran workshops that both improved people's use of technology, and helped the Centre to maintain positive relationships with the communities it serves. At the workshops, participants not only learned new skills, but also met others from similar backgrounds in a fun and friendly environment.

After the workshops were held, Migrant Information Centre's Geraldine Jeremiah said the members were no longer afraid to use their mobile phone or the internet. "They felt the practical demonstrations by the trainers made it easier to learn how to use the phone."

"The participants now confidently keep in contact with family and friends, and can better access information and services via the internet. The added benefit is the reduction in social isolation by networking with the wider community through internet and mobile phone technology," said Geraldine.

OLDER AUSTRALIANS ENJOY IT

The *Telstra Connected Seniors*® program gives thousands of older Australians the chance to learn about technology in a fun, friendly, peer-environment. Supported by educational materials developed specifically for seniors, the classes make it easier than ever for older Australians to overcome the barriers to using new technology, and learn how to use mobile phones and the internet to stay in touch with friends and family.

In 2009/10, over \$600,000 in grants was provided to 85 community organisations across Australia. More than 5,000 seniors participated in *Telstra Connected Seniors*® training events conducted in locations including Telstra stores in Sydney and Melbourne.

Social Investment Snapshot

- 114,000** fixed lines provided at special rates to our charity and non-profit customers
- 1m+** low-income customers assisted through our *Access for Everyone* programs
- 96** Indigenous artists recognised through the *Telstra Art Award* nomination process
- 13** peak disability consumer organisations represented on *Telstra's Disability Forum*
- 4,220** women recognised through the *Telstra Business Women's Awards* nomination process
- 4,552** small and medium businesses recognised through the *Telstra Business Awards* nomination process
- 16** charities supported by Telstra employees through *Payroll Giving*

NATIONAL

- 902** primary school children educated on surf safety through the *Telstra Beach to Bush* program
- 7,240** phone cards distributed through the *Telstra PhoneCard/PhoneAway Assistance* program
- 25** footy, 2 surf life saving, and 1 swimming club received *Telstra Assistance Fund* equipment grants
- 7** grass-roots organisations received *Telstra's Kids Fund* grants
- 375** customers assisted in paying their telephone bill through the *Telstra Bill Assistance* program

NORTHERN TERRITORY

- 3** local groups received *Telstra Connected Seniors®* grants
- 11,894** phone cards distributed through the *Telstra PhoneCard/PhoneAway Assistance* program
- 45** footy, 11 surf life saving, and 10 swimming clubs received *Telstra Assistance Fund* equipment grants
- 32** grass-roots organisations received *Telstra's Kids Fund* grants
- 2,861** customers assisted in paying their telephone bill through the *Telstra Bill Assistance* program

WESTERN AUSTRALIA

- 6** local groups received *Telstra Connected Seniors®* grants
- 973** primary school children educated on surf safety through the *Telstra Beach to Bush* program
- 12,928** phone cards distributed through the *Telstra PhoneCard/PhoneAway Assistance* program
- 32** footy, 10 surf life saving, and 6 swimming clubs received *Telstra Assistance Fund* equipment grants
- 38** grass-roots organisations received *Telstra's Kids Fund* grants
- 2,991** customers assisted in paying their telephone bill through the *Telstra Bill Assistance* program

SOUTH AUSTRALIA

QUEENSLAND

- 16** local groups received *Telstra Connected Seniors®* grants
- 6,211** primary school children educated on surf safety through the *Telstra Beach to Bush* program
- 35,165** phone cards distributed through the *Telstra PhoneCard/PhoneAway Assistance* program
- 166** footy, 18 surf life saving, and 22 swimming clubs received *Telstra Assistance Fund* equipment grants
- 91** grass-roots organisations received *Telstra's Kids Fund* grants
- 5,138** customers assisted in paying their telephone bill through the *Telstra Bill Assistance* program

NEW SOUTH WALES

- 31** local groups received *Telstra Connected Seniors®* grants
- 13,546** primary school children educated on surf safety through the *Telstra Beach to Bush* program
- 37,751** phone cards distributed through the *Telstra PhoneCard/PhoneAway Assistance* program
- 151** footy, 18 surf life saving, and 22 swimming clubs received *Telstra Assistance Fund* equipment grants
- 148** grass-roots organisations received *Telstra's Kids Fund* grants
- 12,414** customers assisted in paying their telephone bill through the *Telstra Bill Assistance* program

AUSTRALIAN CAPITAL TERRITORY

- 13,445** phone cards distributed through the *Telstra PhoneCard/PhoneAway Assistance* program
- 4** footy and 1 swimming club received *Telstra Assistance Fund* equipment grants
- 11** grass-roots organisations received *Telstra's Kids Fund* grants
- 735** customers assisted in paying their telephone bill through the *Telstra Bill Assistance* program

VICTORIA

- 25** local groups received *Telstra Connected Seniors®* grants
- 11,628** primary school children educated on surf safety through the *Telstra Beach to Bush* program
- 41,888** phone cards distributed through the *Telstra PhoneCard/PhoneAway Assistance* program
- 112** footy, 18 surf life saving, and 22 swimming clubs received *Telstra Assistance Fund* equipment grants
- 283** grass-roots organisations received *Telstra's Kids Fund* grants
- 7,655** customers assisted in paying their telephone bill through the *Telstra Bill Assistance* program

TASMANIA

- 4** local groups received *Telstra Connected Seniors®* grants
- 2,655** primary school children educated on surf safety through the *Telstra Beach to Bush* program
- 5,688** phone cards distributed through the *Telstra PhoneCard/PhoneAway Assistance* program
- 12** footy, 6 surf life saving, and 3 swimming clubs received *Telstra Assistance Fund* equipment grants
- 15** grass-roots organisations received *Telstra's Kids Fund* grants
- 1,070** customers assisted in paying their telephone bill through the *Telstra Bill Assistance* program



Elite athletes challenge perceptions

The Australian Paralympic Committee (APC) believes participation in sport provides positive social and physical benefits to people with disabilities, and plays an important role in changing community perceptions of people with disability.

Through Telstra's partnership with the APC, a number of these very talented paralympians have become Telstra ambassadors including Kurt Fearnley (pictured left), Matt Cowdrey, Heath Francis, Kelly Cartwright (pictured below) and Toby Kane. As part of our partnership with the APC, Telstra provides telecommunications and business solutions, enabling the secure and efficient management of their entire business and athlete network, in Australia and overseas.

Telstra's support of the *Paralympic Education Program* has also provided the opportunity for 280,000 Australian school children to be educated about paralympic sport and the importance of inclusion of people with disabilities.

KIDS WITH DISABILITY PART OF THE ACTION

The Telstra Foundation's vision to make a positive and lasting difference to the lives of children and young people includes those with disability, who are at greater risk of social isolation.

In 2009/10, the Foundation continued its support for the following projects with a total of \$541,000 in funding over three years:

- Novita Children's Services for an e-mentoring program for young people with an acquired brain injury.
- St Lucy's School for a mixed ability creative arts program.
- Autism South Australia for the *i-Modelling Social Groups* program.

In May 2010, the Foundation was recognised with a *Business Partnership Award* for its support of the *i-Modelling* program, which helps young people with Autism Spectrum Disorder learn the social and conversational skills that are essential to developing meaningful relationships.



CHARITY ORGANISATIONS GET SPECIAL TREATMENT

To help Australian charities make their limited funds go further, Telstra provides rates of around half to one third the usual monthly service cost for fixed line telephone services.

In 2009/10, the value of this contribution was \$33.7 million.

ACCESSIBILITY ESSENTIAL TO EVERYONE

An estimated 20 per cent of Australians have a disability. Telstra is committed to making communication accessible and affordable for our customers with disability and we have a proud tradition of using our technologies and resources to help improve the lives of people with disability.

We consult regularly on telecommunications issues through our Disability Forum with representatives from 13 national peak disability consumer organisations. A Consumer Advisory Group provides advice to Telstra about changes to the operation of, and equipment provided under Telstra's Disability Equipment program.

In 2009/10:

- Telstra launched its fifth *Disability Action Plan* which details our commitment to our customers, our communities and our people.
- An independent review of Telstra's Fourth *Disability Action Plan*, conducted by former Federal Disability Discrimination Commissioner Ms Susan Halliday, found that the ongoing work undertaken by Telstra has been flexible, intuitive, consultative and persistent, despite the global financial crisis and significant organisational changes.
- Telstra made a submission to the federal government's *Access to Electronic Media for the Hearing and Vision Impaired Discussion Report – Approaches for Consideration*. We supported proposed initiatives and advocated for additional approaches to speed up improvement in access to online audiovisual content for people with hearing and vision impairment.
- Following representation from Deafness Forum and Better Hearing Australia, Telstra began a field trial in August 2009 for the introduction of high and low frequency boost tone control switch on the Telstra Big Button multi-purpose phone for people with hearing impairment. Unfortunately, no definitive conclusion could be drawn from the trial.
- We continued our sponsorships of the Australian Paralympic Committee, the Telstra and Telecommunications Journal of Australia's *Christopher Newell Prize for Telecommunications and Disability*, the *Link* disability magazine and the Better Hearing Australia annual conference.



Telstra provides this big button phone to eligible customers through our *Disability Equipment Program*.

DIGITAL INNOVATORS FLOURISH

Now in its second year, the *Telstra Innovation Challenge* aims to find new technology innovations for Telstra to support and assist to bring to market.

Submissions are invited and subjected to a rigorous assessment process. We look for projects that are able to enhance, or be enhanced by, telecommunications and those that have the potential to provide a significant benefit to the Australian community.

While divergent in nature, the 2009 project winners demonstrate how telecommunications networks can assist with the delivery of innovative services. The selected projects, announced in March 2010, include:

- Neural Diagnostics - e-mental healthcare delivery: aims to diagnose a range of mental health issues and, with Telstra's assistance, trial mobile delivery of the service and the potential to enable access outside of major cities.
- Taggle Systems Pty Ltd: Currently in prototype, the 'taggle' is a small, low-cost, long-life tag (pictured below) which allows users to track the location and status (e.g. temperature) of assets over the internet. Taggles may be used in many ways by businesses, governments and consumers, including tracking and monitoring of pallets, tools and equipment, livestock, sporting goods and pets.
- Dev-Audio - intelligent microphone device for groups: aims to develop an intelligent microphone device for use in group conversations. A small table-top unit, the Microcone®, is designed to pick up voices from multiple directions while reducing background noise. Currently in prototype, the Microcone® will help to meet the teleconferencing needs of small to medium enterprises.
- LaTrobe University - rehabilitation for Chronic Obstructive Pulmonary Disease (COPD): The COPD rehabilitation system is designed to provide a supervised remote exercise regime where patients' responses are monitored and observed through video-link, with the potential to enable provision of this therapy wherever the patient may be located.

With Telstra's assistance, the aim is to see the projects realise their full potential and be brought to market.





Get involved!



apply for specialised equipment through *Telstra's Disability Equipment Program*; go to www.telstra.com.au/disability or call 1800 068 424 (Voice) or 1800 808 981 (TTY only)



become a museum volunteer or visit a Telstra museum in Bankstown NSW, Hawthorn VIC or Clayfield QLD; call 02 9790 7624 in NSW, 03 9819 1199 in VIC or 07 3862 2958 in QLD



submit a project for the *Telstra Innovation Challenge*; email telstra.innovation.challenge@team.telstra.com



enter the 2010/11 *Telstra-TJA Christopher Newell Prize for telecommunications and disability*; email the TJA Editor at pgerrand@gmail.com

Volunteers keep history present

Telstra's historical collection consists of thousands of artefacts, photographs and documents representing the development of telecommunications in Australia over the past 150 years and the significant role Telstra and its predecessors played in this.

The collection is managed by small groups of dedicated volunteers, largely past and current Telstra employees, who have committed themselves to keeping Telstra's history alive. The volunteers spend hundreds of hours each year collecting, fixing, organising and cataloguing the collection.

Museums in Brisbane, Melbourne and Sydney are open to the public and the volunteers guide visitors through interactive displays which bring to life the progression of telecommunications over the decades.

The museums are also meeting points for 'Morse Codians', or people whose working lives were dedicated to telegraphy. They practice communicating in Morse code with fellow practitioners across Australia, which allows them to stay connected with colleagues from their much-loved, past working life.

TO THE RESCUE

Assisting in time of disaster

We never know exactly when and where the next natural or civil disaster will occur, but we know that help is likely to be needed. That is why we are always ready to respond. When disaster strikes, Telstra's first priority is to assist the emergency and essential service organisations with their telecommunication needs.

A SPECIAL COW RESCUES THE REEF

The Great Barrier Reef is classed as one of the seven natural wonders of the world, so when the Chinese coal carrier, Shen Neng 1, ran aground on the Reef in April 2010, urgent action was called for.

Telstra's Satellite Cell on Wheels (SatCOW) played a role in the Queensland Government's rescue operation to remove the coal carrier, which was leaking oil and causing damage to the Reef.

Telstra's SatCOW had to be flown by helicopter to North Reef, 29 kilometres south east of where the coal carrier ran aground, and was then quickly erected at a lighthouse site to provide mobile coverage out to the ship.

According to Mike Wright, Executive Director Networks & Access Technologies, the reef rescue proved to be the most challenging project to date for the SatCOW.

"After initial set up, our engineers needed to monitor the cell's operation. Within 15 minutes the SatCOW had carried 5-6 voice calls and 12 data connections. The operation was certainly no mean feat.

"The success of this operation is testament to our highly skilled people, their teamwork and customer focus", said Mike.

The SatCOW is a highly transportable mobile network base station, which can be set up within two hours. It has been designed to support the Next G™ network, allowing for simultaneous voice, video and data calls. It uses satellite transmission to provide the network connection to the Next G™ base station equipment, and provides rapid recovery of mobile network infrastructure when an existing mobile base station is damaged, during natural disasters or remote installations.

COMMUNITIES ON THE ROAD TO RECOVERY

In 2009/10, Telstra provided support to thousands of customers and many communities across Australia affected by devastating floods, bushfires and natural and civil disasters including:

- bushfires in Toodyay, Western Australia (December 2009)
- bushfires in Port Lincoln, South Australia (December 2009)
- floods in south west and south east Queensland (February 2010)
- cyclone Ului in central Queensland coastal areas (March 2010)
- tornado in Lennox Head, New South Wales (June 2010)
- ongoing support for customers affected by the February 2009 Victorian bushfires.

In addition, in times of international disaster, we provide free calls for Telstra customers to check on family and friends in affected areas. In 2009/10 this included:

- earthquake in Chile (March 2010)
- earthquake in Messina, Italy (October 2009)
- earthquake in Padang, Indonesia (October 2009)
- earthquake and subsequent tsunami in American Samoa, Samoa and Tonga (October 2009)
- typhoon in The Philippines (October 2009).



Photo courtesy of the Hobart Mercury.

Generosity knows no boundaries

Telstra people are quick to show their generosity in times of need. In October 2009, over \$10,000 was contributed by Telstra staff through payroll donations in the aftermath of the Asia Pacific natural disasters. Telstra also offered support by contributing \$25,000 to TeleTech's efforts to assist employees affected by subsequent flooding in the Philippines. In September 2010, Telstra people raised over \$14,000 in payroll giving donations for the Australian Red Cross 🇵🇰 Pakistan Monsoon Floods Appeal 2010.

🇵🇰 Telstra Payroll Giving Charity Partner

Lives saved on Telstra time

Telstra supports our people who volunteer their time with emergency service organisations by offering special leave for employees to provide critical services for the protection of life and property. In 2009/10, 21 Telstra people volunteered 443 hours with emergency service organisations.

Tasmanian Colin Partridge has been volunteering for the ambulance service for the last 12 years and covers at least one ambulance shift a week. In Tasmania, volunteer ambulance officers are an essential part of the ambulance service as they fully staff around half of the state's ambulance stations.

“My manager and workmates are very supportive of what I do. It may require a last minute change of a rostered day off or arriving to work late after an early morning callout. I have always found understanding and flexibility, and my manager only too willing to assist,” said Colin.

Get involved!

(Telstra employees only)



support the Australian Red Cross and other charities through tax-effective *Payroll Giving*; go to www.in.telstra.com.au/ism/telstraspaces/payrollgiving.asp



volunteer your time with emergency service organisations and apply for *Volunteer/First Response Leave*; go to www.in.telstra.com.au/ism/attendance/communityservice.asp



donate blood and apply for *Blood Donor Leave*; go to www.in.telstra.com.au/ism/attendance/communityservice.asp

CYBER-SAFETY EVERYONE'S BUSINESS

Promoting online safety and security

Safety in the online world is just as important as safety in the real world, and it is everyone's responsibility. Telstra believes a holistic approach - including education, law enforcement, international cooperation, technology and parental supervision - is needed to empower Australians to exercise care and responsibility online.

Visit www.telstra.com.au/cyber-safety to learn how to stay safe online.

CHILDREN PROTECTED ONLINE

The Telstra Foundation's *Spotlight on Cyber Safety* program supports the online safety and wellbeing of Australian children and young people with a \$6 million funding commitment to community organisations over six years. Projects supported during 2009/10 include:

- BeNetWise, an initiative of Berry Street, addressing issues for at-risk youth in out-of-home care.
- SuperClubsPLUS Australia, a safe online community for kids aged six to 12.
- Edith Cowan University's *Parent Education* resources.
- *Ethical Cyber Citizen* project run by Centacare.
- NAPCAN's 🇺🇸 (National Association for Prevention of Child Abuse and Neglect) *Smart Online Safe Offline* campaign.

In addition, a pivotal cyber-safety campaign run by the Alannah and Madeline Foundation, supported with a \$200,000 grant from the Telstra Foundation in 2008, won \$3 million in Federal Government funding. This will enable the rollout of the cyber-safety program across 150 schools.

🇺🇸 Telstra Payroll Giving Charity Partner

Does social networking impact school work?

More than half of Australian parents are concerned that social networking sites like Facebook and Twitter are distracting children from their studies, according to a Cyber Safety Research Report commissioned by Telstra in May 2010.

Telstra commissioned the national study of over 500 parents, to make sure we are at the forefront when it comes to advising our customers on how to be safe online. The survey, conducted by Newspoll, shows that the concern is more pronounced for teenagers aged between 14 and 17, with 65 per cent of parents concerned that social networking is frequently distracting their children from their homework.

The research also found:

- 53 per cent of parents with children aged 10 to 13 years report their children are frequently or occasionally distracted from studying because of their social networking habits.
- despite children increasingly using computers for study and social networking, the majority of parents (62 per cent) do not feel it is impacting on their child's health or wellbeing.



TIPS AND ADVICE FOR ALL AGES

In 2009/10, Telstra created an *Internet and Cyber-Safety* webpage. The site provides internet users with access to information and expertise, enabling them to make their online experience safer and more enjoyable—regardless of age. We worked with cyber-safety experts, parents, kids, teenagers and seniors to make sure we provide access to credible information, websites and useful tips that are relevant to all lifestyles. On the site, we promote the Australian Communications and Media Authority's *Cybersmart* website, which also provides expert cyber-safety advice and targeted information.

In addition, we published and distributed the *Telstra and cyber-safety* booklet to provide hints and tips on a range of age-appropriate topics for all internet users.

SMART ONLINE, SAFE OFFLINE

Cyber-safety and cyber-bullying continue to be of concern for people of all ages, especially children and young people. Thirty per cent of Australia's adolescents have experienced cyber-bullying, and around seven per cent of students in grades four to nine are cyber-bullied at least every few weeks.¹

Recognising that children and young people spend a lot of time in social networking environments, the National Association for Prevention of Child Abuse and Neglect (NAPCAN)  developed the *Smart Online Safe Offline* campaign. The campaign aimed to help children and young people understand online dangers, and educate them about how to manage their personal safety both online and offline.

Smart Online Safe Offline was unique because it targeted children and young people in their own language, and within their own social networking environments. NAPCAN partnered with BigPond, Yahoo, Gorilla Nation, MTV, Facebook and others to deliver the campaign.

As part of *Smart Online Safe Offline*, the first ever branded YouTube channel was created, receiving 79,000 clicks. A computer-based game called Web Warriors was also created, with over 8,600 kids as registered users. Digital tools were developed to share and spread the message on social networking sites such as Facebook and Twitter.

Nine out of 10 young people who explored the site during the campaign thought it impacted on how they felt about cyber-bullying. Changes in attitudes were expressed with comments such as "I now feel really sorry for those people and will never cyber-bully in my life"; "It made me think how bad I would feel if it happened to me" and "[it] made me more aware of my options and if I am a victim, to speak up".

NAPCAN has received \$534,000 from the Telstra Foundation over three years to deliver the *Smart Online Safe Offline* program.

¹Cross, D., Roberts, C., Slee, P & Dooley, J. (2010 – 2012). An empirical trial to reduce cyber-bullying in adolescents. Healthway.

 Telstra Payroll Giving Charity Partner





Get involved!



find out about Telstra Foundation's *Spotlight on Cyber Safety* grants; go to www.telstrafoundation.com.au



stay safe online; go to www.telstra.com.au/cyber-safety



support NAPCAN and other charities through tax-effective *Payroll Giving* (Telstra employees only); go to www.in.telstra.com.au/ism/telstraspace/payrollgiving.asp

A role for us all

As an internet services provider (ISP), Telstra people across the business work together to ensure that the community knows how to stay safe online and have a positive cyber experience.

Established in 2008, the *Telstra Internet Trust and Safety Working Committee* is responsible for a coordinated internal approach to cyber-safety issues including internet filtering, cyber-bullying, online scams and identity theft. Representatives from across the business, including network engineering, product, government relations, regulatory, legal and marketing, work together to ensure the alignment of activities and messages. In addition, the Telstra Foundation, also represented on the Committee, co-chairs the Technology and Wellbeing Roundtable, a forum which brings together thought leaders to share insight into how technology can enable the wellbeing of young people and to promote best practice.

We also work with industry, government, community, non-government organisations and internet users to address evolving online risks and to develop measures that promote online safety. For example, Telstra is the only telecommunications company and large ISP represented on the *Federal Government's Consultative Working Group* to improve Cyber-Safety, and throughout 2009/10, we worked constructively with the Government on the issue of mandatory ISP filtering.

SOCIAL INVESTMENT MEASURED

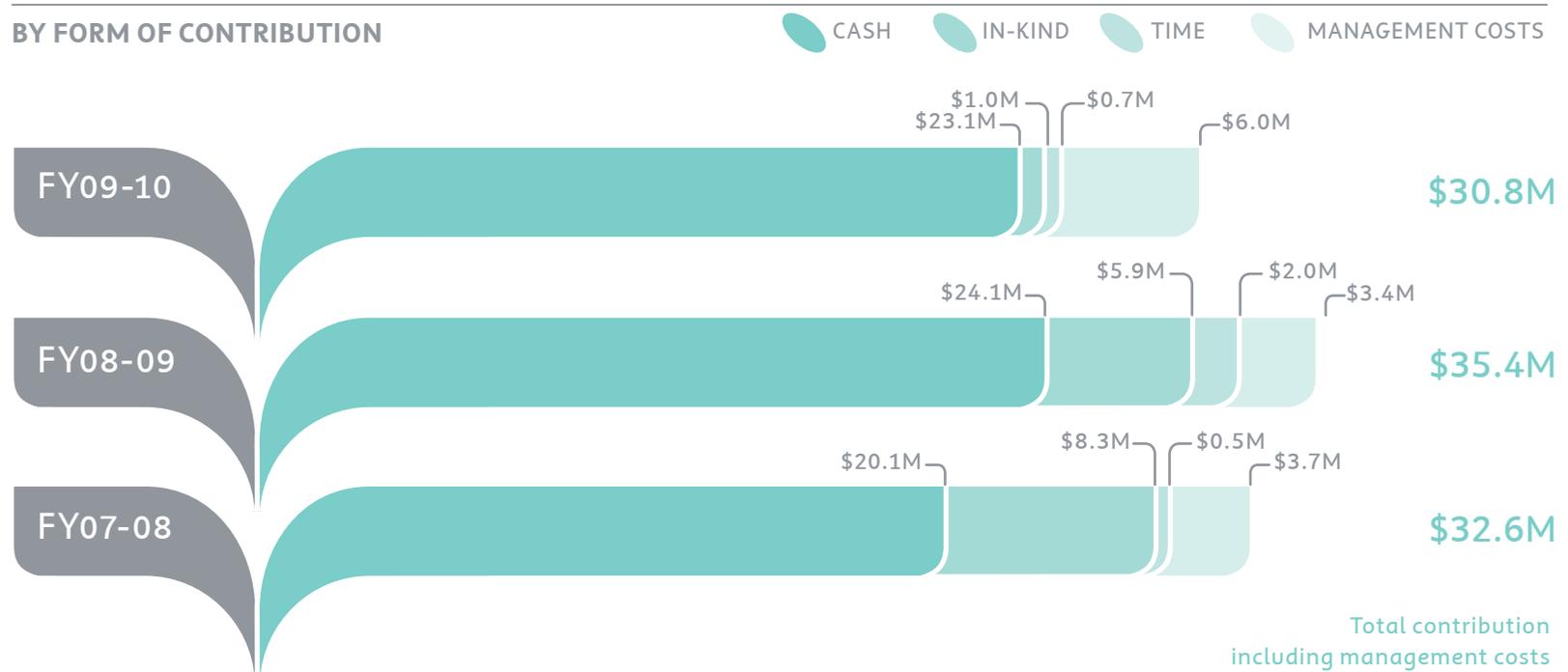
Telstra has had the value of its voluntary social contribution measured through the London Benchmarking Group (LBG) since 2007. The LBG provides a global standard to measure and benchmark voluntary corporate social investment.

In 2009/10, Telstra's total contribution was valued at \$30.8 million, which includes sponsorships, philanthropic grants from the Telstra Foundation, community partnerships, donations of goods and services, disaster relief and the value of employee volunteering. It also includes management costs, which are those costs incurred to make our contributions – including salaries and other overheads, research, publicity and communications.

The value of this year's contribution is less than our 2008/09 total of \$35.4 million², which included a significant contribution (valued at \$6.6 million) in disaster relief provided to customers and communities affected by the devastating Victorian bushfires.

On top of our LBG assessed contributions, in 2009/10, the total benefit provided by Telstra's *Access for Everyone*³ programs, which offer assistance to our low income customers, was valued at \$203 million. Telstra also provided special rates to over 114,000 fixed lines to the value of \$33.7 million in savings to our charity and non-profit customers.

BY FORM OF CONTRIBUTION

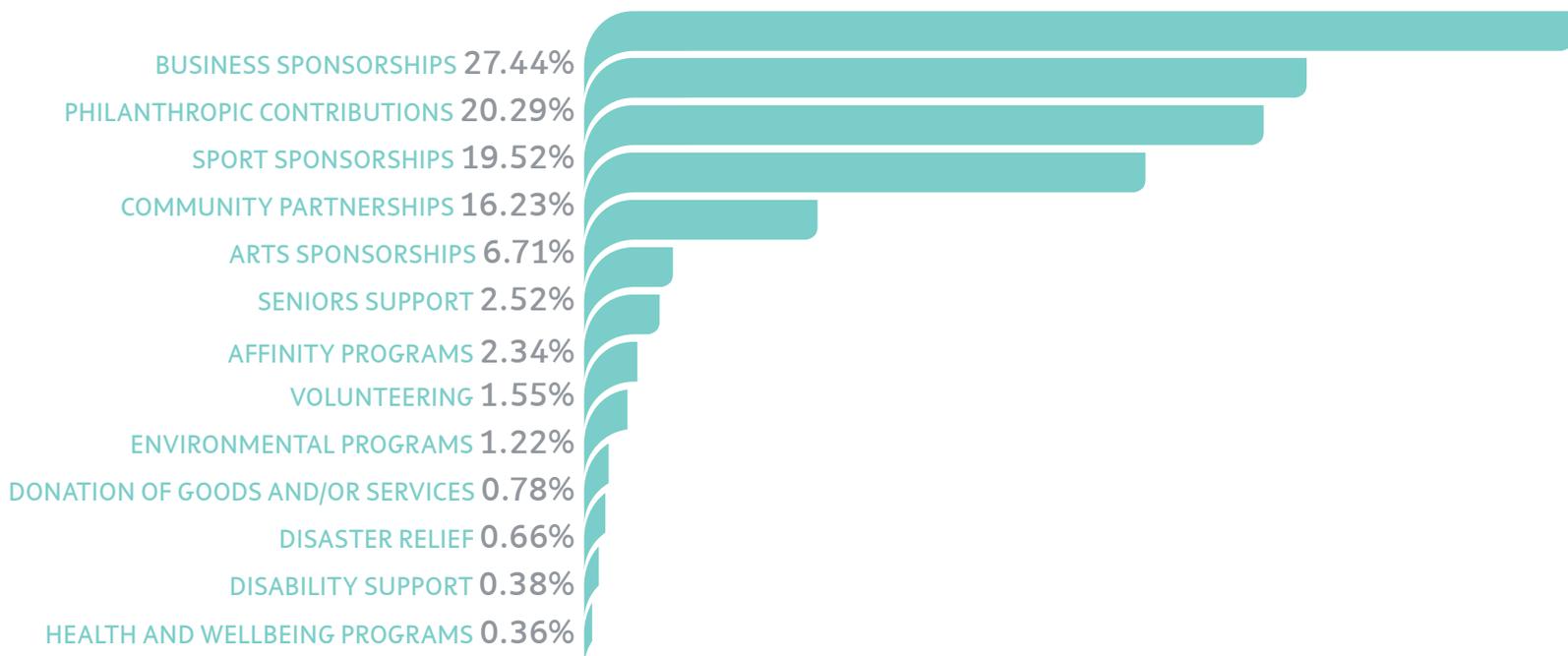


²The published LBG figure for Telstra in 2008/09 was \$65.2 million. This included the value of our charity and non-profit discounts on line rentals (\$29.8 million of revenue foregone), which was disallowed in the 2009/10 LBG calculations. We have recalculated last year's total, minus the charity discounts, in order to provide accurate and comparative data.

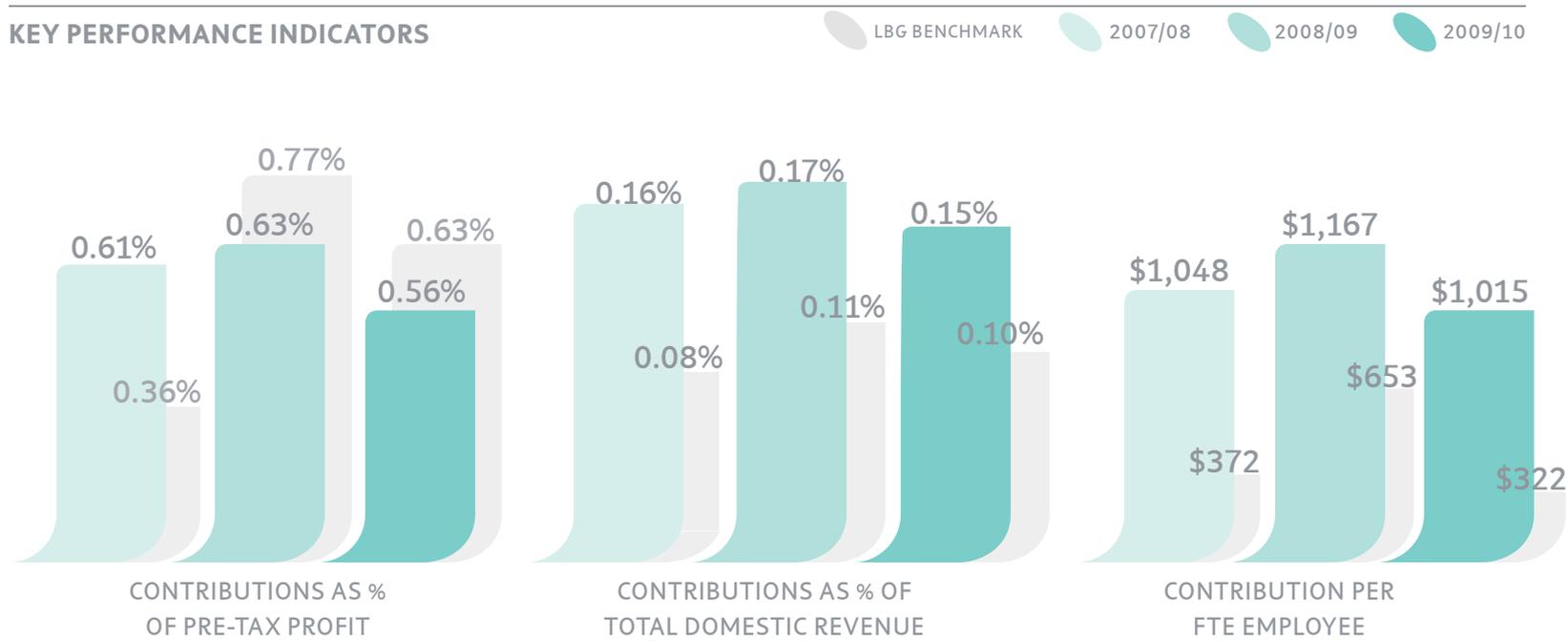
³*Access for Everyone* includes the low-income package and marketing plan obligations under Telstra's Carrier Licence Condition 22.



BY TYPE OF SOCIAL INVESTMENT



KEY PERFORMANCE INDICATORS





telstra.com.au/cr