BRIDGING THE DIGITAL DIVIDE
CONNECTING COMMUNITIES

Bigger Picture
2015 Sustainability Report
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**Context**
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Digital connectivity is increasingly an essential service, with access to the internet in many parts of the world now underpinning economic development, social connections, education, the arts, employment and social services. It is also evident that opportunity is intrinsically linked to access. Finding a job or accommodation, paying bills and staying in touch with family and friends are all made simpler and quicker thanks to the internet and technology – provided you can get online.

The telecommunications sector in Australia has been successful in connecting the vast majority of people, but those that are missing out are at greater risk of being permanently left behind. Barriers to digital access, be they physical, financial or literacy-based, are likely to reinforce disadvantage.

That’s why our purpose – to create a brilliant connected future for everyone – is so important; it guides our social and community investment to focus on digital inclusion and ensuring everyone has access to the benefits digital technology can bring.

Material topics

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OUR PERFORMANCE

Switched on Wi-Fi hotspots in 250 towns and cities across Australia

$11 in social value returned for every $1 invested in Tech Savvy Seniors

214M Total value of social and community contributions

$1.6M value of community volunteering

Reached almost 117k people through our digital literacy programs

Provided assistance packages worth $2.8 million to around 28,000 customers affected by natural disasters

40% of all Australian public libraries have started their eSmart journey

Performance

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<td>Release national strategy for Indigenous Digital Excellence, in partnership with the NCIE</td>
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<td>Source three to five new Telstra Foundation investments</td>
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<td>Deliver 10,000 volunteer days to the community</td>
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Achieved 83% | In progress 0% | Not achieved 17%
EVERYONE CONNECTED

We provided $128.8 million in benefits through our programs for vulnerable customers.

APPROACH
We believe that everyone – regardless of age, income, ability or location – should enjoy the benefits of being connected. We want everyone to have the confidence and skills to participate safely in the digital world.

With our core telecommunications capabilities, assets, expertise and scale, it makes good business sense for us to focus our social and community investment on getting Everyone Connected.

PROGRESS
Vulnerable customers
Through our largest digital inclusion program, Access for Everyone, we help people on a low income or facing financial hardship to stay connected. Since its inception in 2002, we’ve provided benefits to the value of more than $2 billion.

We work with more than 2,000 community organisations across Australia that assist people in crisis to deliver these programs. In FY15, the benefit provided by all our programs for vulnerable customers was $128.8 million, a reduction of 11 per cent compared to FY14, largely reflecting a lower take-up of our pensioner discount on fixed-line home phone services as more customers are moving to bundles. Around 885,000 pensioners received the discount this year to the value of $101 million, compared to 980,000 people in FY14.

We provided home phone line rental relief for about 74,500 households and distributed around 72,500 pre-paid calling cards, compared to 113,000 cards distributed in FY14. Community agencies have reported a decrease in the need for calling cards as clients are increasingly using mobile phones. Every month we also provided rebates on Telstra bills for around 2,000 customers seeking emergency relief.

In November 2014, we launched a new program in partnership with the Women’s Services Network (WESNET). Telstra Safe Connections helps women impacted by domestic violence to stay safely connected to their friends, family, essential services and vital information.

Through our Everyone Connected programs we support our most vulnerable customers. We invest beyond our regulatory obligations to provide these programs, and partner with non-profit and government organisations to deliver them. We regularly review our approach to identify groups most in need, changing technologies and consumer preferences.

Our Everyone Connected strategy has four key objectives:

01 Digital access – keeping people connected, especially when they’re doing it tough
02 Digital literacy – helping people gain the confidence and skills to enjoy the digital world
03 Cyber safety – helping people stay safe and be responsible online
04 Digital innovation – connecting technology with great ideas for social good.

Elizabeth Broderick
Sex Discrimination Commissioner, Australian Human Rights Commission

“For some women living with intimate partner violence, having a secure phone can be the difference between life and death. I applaud Telstra and WESNET for the wonderful Safe Connections Initiative. I have no doubt that this program will make a tangible difference to the lives of thousands of women.”

With technology now a major part of everyday life, stalkers and perpetrators of domestic violence increasingly use a variety of telephone, surveillance and computer technologies to monitor and harass their victims. Women impacted by domestic violence need access to safe and secure communications.
Connecting communities

Through the program, we provide up to 5,000 smartphones a year, along with $30 pre-paid credit and educational materials on the safe use of technology. This is in addition to $1 million in mobile pre-paid recharge cards Telstra already makes available each year to help homeless youth and victims of domestic violence stay connected.

Telstra has a regular program of engagement with key consumer organisations in Australia to ensure our programs for vulnerable customers meet community needs. Since 2002, the Low Income Measures Assessment Committee (LIMAC) has generally met four times per year to oversee the effectiveness of Telstra’s low income package and marketing plan. We meet regularly with the Australian Communications Consumer Action Network (ACCAN), in addition to day-to-day interactions on current issues.

Our bi-annual CEO Consumer Roundtable provides a regular forum for peak consumer organisations to meet with our CEO and senior leaders to discuss current and emerging issues.

To find out more about our vulnerable customer programs, visit www.telstra.com/hardship

Customers with disability

Our sixth Disability Action Plan (2013-2016) articulates Telstra’s commitment to improving the accessibility and affordability of our products and services for customers with disability.

This year we launched a new accessibility portal on telstra.com that assists people with disability to identify the mobile communications products and services that best suit their needs. A world first, the portal assists customers by letting them search for features that may assist specific disabilities such as speech, vision, cognitive and dexterity impairment.

We also removed CAPTCHA – where users are asked to enter letters or numbers to prove they are a real person – from all online Telstra consumer platforms, improving the accessibility of our information for customers who are vision impaired. CAPTCHA can lock out blind or vision impaired users because they, or their screen readers, are unable to read the often skewed text, and because audio CAPTCHA can be hard to hear.

We also started releasing selected BigPond™ movies with open captioning for people with hearing impairment.

This year, our Disability Enquiry Hotline took more than 24,000 calls and processed almost 5,000 successful applications for 5,800 products as part of our Disability Equipment Program. Around 126,000 calls were made to our Directory Assistance Helpline by customers who are not able to use our printed or online telephone directories.

In FY15, the Telecommunications Industry Ombudsman (TIO) received 115 customer complaints that included reference to disability access or equipment.

The majority of complaints related to fault resolution, service connection or eligibility for priority assistance; nine were about point of sale issues, eight were about equipment and one about the accessibility of information. We routinely analyse TIO complaint data in order to eliminate the root causes of complaints.

This year, there were six new complaints to the Australian Human Rights Commission, the Anti-Discrimination Commission Queensland, the Victorian Equal Opportunity and Human Rights Commission and the Anti-Discrimination Commission Tasmania alleging disability discrimination. All complaints were addressed during the year, with three formally closed and three pending final confirmation prior to formal closure.

To find out more, visit www.telstra.com/disability

Providing bill assistance for cancer sufferers

Working with the Cancer Council of NSW, we offer Telstra Bill Assistance to help ease the significant financial burden experienced by many people after a cancer diagnosis. Helping families keep in touch, especially when they are geographically separated for treatment, is a practical way we can show we care.

This year we assisted the family of 32 year old Carol in Northern NSW. Carol’s six year old daughter was diagnosed with a brain tumour, which required lengthy stays in hospital for both mother and daughter. With other children to care for, Carol’s husband stopped working to remain at home, leaving the family with only Centrelink benefits as income.

Along with other assistance, the Cancer Council NSW supplied Carol’s family with Telstra bill assistance certificates. As a result, they could keep in touch during long separations with the peace of mind that their phone bill was taken care of.

All referrals are made to the Cancer Council NSW by social workers and health care professionals across NSW and via the Cancer Council NSW Helpline 13 11 20.

Customers experiencing financial difficulties should call Telstra on 13 22 00.
Indigenous Australians

We’re committed to addressing barriers to digital inclusion by ensuring Indigenous customers and communities have access to ICT and the skills to benefit from being online.

This year we continued to implement our $5 million, multi-year Indigenous Digital Excellence (IDX) partnership with the National Centre of Indigenous Excellence (NCIE). IDX aims to inspire Aboriginal and Torres Strait Islander people to take the next step towards ‘making digital objects’ (e.g. apps and devices), build relevant skills and connect Indigenous ‘digital makers’ with each other and to meaningful opportunities in the digital space. The work particularly supports the next generation, namely young people aged 12–30 years old.

We established the IDX Hub workspace and team and set the foundations for what IDX is and how we talk about it this year. At the IDX Hub, the IDX team developed and prototyped workshops that included culturally-adapted materials to teach code, robotics and 3D printing to Indigenous children. More than 55 young people attended. Based on its early success, the ‘MIT Scratch’ coding program was expanded to roll out over a number of weeks as part of the NCIE After School Program.

We also released Making the Connection, a series of essays exploring Indigenous digital excellence. Commissioned by the Telstra Foundation, Making the Connection provides a range of views on the landscape of digital issues for Indigenous communities.

To find out more about Indigenous Digital Excellence, visit http://idx.org.au

Rural and regional communities

We’re committed to delivering leading telecommunications products and services to our customers in regional, rural and remote Australia.

Faster, more reliable connections provide better access to education, health and business services, and can contribute to economic growth.

The Telstra mobile network currently reaches 99.3 per cent of the population and is the largest network in the country, covering 2.4 million square kilometres, thanks to our long term commitment to network investment.

This year we continued to enhance the Telstra mobile network by introducing 4GX, a service that creates extra 4G coverage in rural and regional areas and in metro areas offers extra 4G in-building coverage and faster 4G in-building speeds compared to our regular 4G. Almost one million Telstra customers in more than 1,200 towns and suburbs are covered by 4GX.

In June this year we announced that Telstra will build 429 new 3G and 4G towers over the next three years as part of the Government’s Mobile Black Spot Programme, to better serve our customers in regional, rural and remote parts of Australia. In addition to the new mobile towers, we will be installing 250 Small Cells to deliver high speed 4G data services in country towns where suitable Telstra infrastructure is available. We will contribute $165 million to this program over the next three years.

As part of our strategy to drive network innovation, last year we committed $100 million to building Australia’s largest Wi-Fi network. We commenced a trial of this technology in November 2014, switching on more than 2,600 Wi-Fi hotspots across Sydney, Melbourne, Brisbane and many regional towns and cities. Since then people around Australia have connected more than 1.5 million unique devices to free Wi-Fi.

After a successful trial, we officially launched Telstra Air® in June this year. Telstra home broadband customers are now able to get online using their home broadband allowance at thousands of hotspots in 250 towns and cities across Australia. And, to make it easier and more affordable to connect when travelling, Telstra Air members are able to access their home broadband allowance at 15 million hotspots in 18 countries around the world – thanks to an exclusive partnership with world-leading Wi-Fi provider, Fon.

To find out more about Telstra Air, visit www.telstra.com/air
Connecting communities

Supporting digital literacy

$11 in social value returned for every $1 invested in Tech Savvy Seniors

Being confident and literate with technology is an essential skill in the digital age. This year, our Everyone Connected digital literacy programs reached almost 117,000 people.

We reached 18 per cent fewer people through our digital literacy programs this year due to an increased focus on providing face-to-face training. While this training is more resource-intensive to deliver, it results in better learning outcomes for participants. We increased participation in face-to-face training by 50 per cent in FY15.

To extend the reach of our face-to-face training to as many senior Australians as possible, we partnered with the New South Wales (NSW) and Victorian state governments to deliver Tech Savvy Seniors. This year, we provided face-to-face training to almost 32,000 people.

This training was delivered through an extensive network of libraries and community colleges. In February 2015, we expanded the NSW program to deliver training in a number of languages other than English, including Hindi, Arabic, Cantonese, Mandarin and Vietnamese.

An independent evaluation of the NSW program, conducted by the University of Melbourne this year, concluded that almost 90 per cent of participants found it to be helpful in increasing their knowledge or confidence in using new technologies. The study also found that for every dollar invested in the Tech Savvy Seniors program, almost $11 in social value is created, including through strengthened connections with family and friends, greater community involvement and better utilisation of online information and services.

Along with face-to-face training, we provide instructional videos and guides on our website, and self-help DVDs to public libraries, community agencies and more than 100 universities of the third age. These DVDs cover subjects such as getting started with smartphones and tablets, social networking, and online banking and shopping. On average, our self-help DVDs were loaned out six times per month across 960 libraries nationally, for a total of almost 70,000 loans throughout the year.

In November 2014 we introduced Telstra Digital Ambassadors, a new employee volunteering program that delivers simple training for seniors who have minimal or no digital literacy skills. We partner with community organisations such as Red Cross and Villa Maria to deliver the coaching sessions, as well as providing large scale support for events such as NSW Seniors' Week and the Sydney Royal Easter Show.

Almost 3,300 seniors have received coaching sessions in the seven months since the program launched, and participating employees have found it personally rewarding to help someone connect to the internet for the first time. The program is also multilingual, assisting seniors in Mandarin and Cantonese as well as English.

B.T. Samuels
NSW Tech Savvy Seniors training participant

“The Tech Savvy Seniors basic internet training was great and really helps me in everyday life. As a pensioner, it’s useful that I can now keep up to date with important government services. The training has also made a difference in my confidence, and I’m slowly getting better at doing things myself online. The Tech Savvy Seniors course is not only educational, it’s also a fun way to spend time and keep in touch with others.”

To access our free Everyone Connected training materials, visit www.telstra.com/seniors

1 For an overview of our calculation method see our glossary, available at www.telstra.com/sustainability/report/about
Cyber safety
We want to ensure that everyone has the confidence, knowledge and skills to have a positive experience in the digital world.

Our commitment is to provide consumers with the information they need to have a positive online experience and to collaborate with industry, government, academic and community organisations to help create a safer, more trusted internet for everyone.

This year, we published an important cyber safety research paper to inform our own work and contribute to the broader community discussion on cyber safety. Addressing the cyber safety challenge: from risk to resilience describes the cyber safety issues emerging from a range of technology trends, how different populations are using technologies, the risks they face, and how we can effectively respond to each group’s unique cyber safety needs. A key finding in this research was that there is limited data on the way adults manage cyber safety, and we will address this gap with further research in the coming year.

In August 2012, we launched eSmart Libraries, a multi-year, $8 million partnership between the Telstra Foundation and The Alannah and Madeline Foundation. This world-leading cyber safety program is designed to better equip Australia’s 1,500 public libraries to support library users with the skills they need for smart, safe and responsible use of technology. To date, over 40 per cent of public libraries across Australia (more than 600 libraries) have started the eSmart journey.

In September 2014, Hume Libraries in Melbourne became Australia’s first public library service to complete the program and achieve eSmart status. In December, the Campaspe Regional Library Service in Victoria became the first regional library service in Australia to achieve eSmart status. Five other libraries now also have eSmart status, having completed the program this year. Staff at these libraries now know how to guard against security and privacy risks online; download content in a legal and ethical way; research and reference information; and manage reputation and relationships in cyberspace.

To find out more about eSmart libraries, visit www.esmartlibraries.org.au

We continue to participate in the Australian Government’s Online Safety Consultative Working Group and continued as co-chair of the Technology and Wellbeing Roundtable with ReachOut.com this year. We remain the only Australasian member of the Family Online Safety Institute (FOSI), an international, non-profit organisation that convenes leaders in industry, government and the non-profit sectors to collaborate and innovate to develop new solutions and policies in the field of online safety.

For more information, see the Customer experience chapter of this sustainability report.

To access our free cyber safety awareness materials, visit www.telstra.com/cybersafety
**Connecting communities**

**Digital innovation**

Through the Telstra Foundation Social Innovation Grants Program we invest in ‘tech for good’ collaborations across Australia and look to the power of smart devices, social media, platforms and apps to champion social change and community connection.

In FY15, the Telstra Foundation approved five social innovation grants to the value of $2.4 million.

Our grants to ReachOut Australia, PROJECT ROCKIT, Cerebral Palsy Alliance, Code Club Australia and the Independent Living Centre NSW will provide support for mental health and disability programs, as well as initiatives to address cyber bullying and the digital skills shortage.

Helping kids code their way to a brighter future

It’s typically not until high school that Australian kids get the opportunity to participate in a concentrated ICT program as part of the curriculum. Studies show that by this stage, young people – especially girls – are already self-selecting out of STEM subjects (science, technology, engineering and mathematics).

Code Club Australia is changing that. Its mission is to give every child in Australia the chance to learn code, via a network of after school clubs for kids aged 9 to 11 years. Code Club Australia is designed to be inclusive of kids who face barriers to thriving in STEM education, and the sessions emphasise fun, creativity, problem-solving skills and learning-through exploring.

Jackie Coates, Telstra Foundation General Manager says: “While teaching kids to code now may help solve a future skills shortage, coding also builds digital confidence and helps kids understand the world around them.”

The Telstra Foundation is investing $532,000 in Code Club Australia to raise awareness about coding and to support the delivery of an accelerated ‘train the trainer’ program, targeting 500 teachers and prioritising schools in low socio-economic areas.

Over 2,000 primary-school students are now learning to code via code clubs around Australia. Forty per cent of these clubs are located in remote or low socio-economic areas, helping to ensure every child in Australia has the chance to learn code.

This year we also brought together 60 talented developers, designers and marketers to participate in our second company ‘Hackathon’ – The Telstra Challenge Cup. With 48 hours on the clock and the mission to ‘accelerate advocacy’, 11 teams formed to rapidly prototype solutions to a variety of challenges crowd-sourced from across the company.

One team built a digital solution that will help clients of the MJD Foundation, a Telstra Foundation partner that assists Indigenous people living with MJD – a hereditary neuro-degenerative disease – to ‘bank’ their speech for use once they have lost the ability to speak.

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**NEXT STEPS**

**EXTEND**

our digital literacy reach by implementing a Tech Savvy Seniors program in Queensland

**ESTABLISH**

a research program to enhance our understanding of digital inclusion and exclusion in Australia

**CONDUCT**

research to better understand and promote effective, culturally appropriate and sustainable cyber safety strategies for remote Indigenous populations

**RECRUIT**

In partnership with The Alannah and Madeline Foundation, launch eSmart week and recruit an additional 450 libraries to the initiative

**IMPLEMENT**

engagement plans for social innovation grant projects to raise awareness of the transforming role of technology, with a focus on mental health and disability
DISASTER RELIEF AND RECOVERY

APPROACH

Our technicians are often among the first to enter disaster-affected areas. Our priorities include assisting emergency and essential services organisations with their telecommunications requirements and restoring services to our customers.

Along with technical support, we provide telecommunications services such as temporary internet and loan handsets to evacuation centres. We support affected residential and small business customers through relief assistance packages and make payphones in disaster areas free of charge.

Where necessary, we also provide temporary mobile base stations and repeaters to boost coverage for the emergency services. Satellite Cells on Wheels, or SatCOWs, provide satellite-assisted mobile coverage in remote areas, while trailer-mounted repeaters can pick up the signal from the nearest Telstra mobile tower and repeat it to improve reception in a specific location.

We provide emergency response leave for our people who volunteer with the emergency services, and employees in disaster affected areas can use their annual volunteer day to support their local communities in clean-up efforts. Telstra also matches employee donations to emergency appeals.

In case of international disaster, we help our customers check on friends and family by providing free or reimbursed calls and SMS to affected countries.

PROGRESS

Domestic disaster relief

This year we completed large-scale trials of LANES, the LTE Advanced Network for Emergency Services, a ground-breaking technology developed by Telstra to provide emergency services groups with reliable wireless broadband communications in emergency situations.

LANES technology enables us to separate a portion of spectrum that 4G network technology can operate on and offer this to emergency services for their exclusive use in times of emergency. This means no matter how many people are using the Telstra network, emergency services can have a dedicated ‘lane’ to carry their critical communications in 4G coverage areas.

Following the successful use of LANES technology to support police operations during the G20 Summit in Brisbane in November 2014, we were recognised with the Broadband for All: Outstanding LTE Contribution award at the 2015 Mobile World Congress in Barcelona.

This year we provided assistance packages worth $2.8 million to around 28,000 customers affected by the following natural disasters:

1. Severe storms and floods in the central region of New South Wales (April 2015)
2. Tropical Cyclone Olwyn in Carnarvon, Coral Bay, Exmouth and Denham in Western Australia (March 2015)
3. Tropical Cyclone Marcia in Banana Shire, Queensland (February 2015)
4. Bushfires in the Adelaide Hills, South Australia (January 2015)

In cyclone-impacted Rockhampton and Yeppoon (Queensland) we set up Stores on Wheels to provide residents with everything from information about disaster relief packages, to free Wi-Fi hotspots, to simply providing a place to charge phones for those with no power. More than 1,500 customers were served at these two stores.

We assisted our customers wishing to check on family and friends affected by Cyclone Pam in Vanuatu and the Nepal earthquakes.

For two and three weeks respectively, we provided free voice calls and SMS for Telstra fixed line and post-paid mobile customers, and reimbursed pre-paid customers for all voice calls and SMS to Vanuatu and Nepal. Almost 7,000 customers benefited from the two initiatives.

International disaster relief

This year we assisted our customers wishing to check on family and friends affected by Cyclone Pam in Vanuatu and the Nepal earthquakes.

NEXT STEPS

CONTINUE to support our customers and the broader community in case of disaster

Provided assistance packages worth $2.8 million to around 28,000 customers affected by natural disasters
VOLUNTEERING AND GIVING

APPROACH
With over 36,000 direct employees across the Telstra Group, we have a unique opportunity to contribute to the communities in which we live and work.

We encourage our people to get involved in our core sustainability programs by supporting them to give One Day, One Cause, One Dollar. For Everyone. Our ‘ONE’ employee call to action encourages our people to take up their One Day of volunteering leave, get behind One Cause that matters to them, and have every One Dollar they donate through payroll giving matched by Telstra.

In addition to providing paid volunteer leave, we maintain a number of partnerships that provide individual and team, skilled and unskilled volunteering opportunities. We also provide emergency response leave and paid blood donor leave to employees donating with the Australian Red Cross Blood Service.

With the support of the Telstra Foundation, we provide dollar-for-dollar matched payroll giving (up to $1,000 per employee per year and $750,000 overall), enabling employees to give to any registered charity in Australia. This provides an incentive for our people to donate and the freedom to choose causes that they are passionate about.

We also encourage our people to support their local communities through the Telstra Kids Fund. Collectively, our employees can apply for up to $1 million in grants each year to fund the little things that make a big difference to kids’ lives.

PROGRESS
Employee volunteering
This year, our employees contributed 7,225 volunteer days, up 41 per cent from 5,122 days in FY14, but short of our target of 10,000 days.

This includes around 500 days of Telstra-coordinated out-of-hours volunteering and represents a total value of $1.6 million. Employees volunteered their time to a variety of causes including helping communities recover from bushfires with Habitat for Humanity; preparing and serving food to people in need with the Salvation Army or Sacred Heart Mission; and planting trees, mulching and weeding with Landcare.

Around 140 employees volunteered with the Conservation Volunteers Australia Living Memorials program. The program commemorates the Anzac Centenary, marking 100 years since our involvement in the First World War by creating 100 living memorials across Australia and New Zealand. Working in local communities across Australia, projects range from the restoration of existing Avenues of Honour and community memorials to the creation of new living memorials such as walkways, community or native gardens.

Our Telstra International employees contributed an additional 765 volunteering days through events held in Hong Kong, the UK, the US and other countries this year, more than doubling their FY14 contribution. The team’s efforts were recognised for the third year in a row when Telstra International was awarded the accolade of ‘Caring Company of the Year 2014/15’ by The Hong Kong Council of Social Service.

Our reward and recognition program, Pay it Forward, continued this year with two groups taking part in unique volunteering experiences in Cambodia and Gallipoli (Turkey). Pay it Forward recognises our peoples’ appetite for getting involved in the community, and is designed to reward our advocacy champions.

Volunteering on Telstra time
Number of days

Employee giving
During FY15, 5.8 per cent of our employees made donations through Telstra’s payroll giving program, compared with 5.3 per cent for the previous year.

Including Telstra’s matched contribution, we contributed $1.5 million to over 300 charities.

This year, our top 10 payroll giving recipients were:
1. World Vision Australia
2. Salvation Army
3. Cancer Council Australia
4. Australian Red Cross
5. RSPCA Australia
6. The Smith Family
7. Beyond Blue
8. Maneki Neko Cat Rescue
9. Oxfam Australia
10. Médecins Sans Frontières Australia

Payroll giving
Participation rate (%)
Telstra Kids Fund

In addition to our regular $1,200 ‘grassroots’ community grants, this year we provided 20 $10,000 grants to support digital inclusion projects in regional and remote schools.

Telstra teams across regional Australia identified a selection of schools to receive a larger ‘tech for good’ Telstra Kids grant, as part of the Telstra Foundation’s broader social innovation strategy.

In FY15, the Telstra Foundation distributed 682 Telstra Kids grants to the value of $994,000. Enabled by Telstra employees, these grants supported a range of initiatives and projects across education, sports and recreation, arts and culture, environment, health, disability and cultural diversity organisations.

Telstra Foundation Philippines

This year we officially launched the Telstra Foundation Philippines, our first international Foundation. The Telstra Foundation Philippines has been set up to develop projects to assist Filipino youth and promote education in the Philippines.

Our work to establish the Telstra Foundation Philippines reflects our commitment to maintain and expand our presence in the region in the long term.

Through the Foundation, employees of our strategic partners contributed 241 volunteering days this year, largely to local schools.

Telstra creates significant social value through employment, investment and our supply chain. During FY15, the Telstra Group’s 1 business activities:

- **Supported around $4.0 BILLION in salaries and wages**
- **Paid $3.7 BILLION in dividends to around 1.4 million shareholders**
- **Purchased $6.8 BILLION in goods and services from around 4,800 suppliers**
- **Contributed an estimated $14.4 BILLION to Australia’s gross domestic product**
- **Collected and remitted $1.2 BILLION in net goods and services tax for the Australian federal government**

**NEXT STEPS**

**DELIVER**
10,000 volunteer days to the community

**INCREASE**
employee participation in matched payroll giving to 6 per cent

Telstra makes a significant contribution to Australian federal, state and local government tax revenues and during FY15:

- **Paid $1.7 BILLION in Australian income tax**
- **$0.3 billion in other Australian federal, state and local government taxes**

**Volunteering and giving**

Telstra Kids Fund grant recipients from Kalkaringi School (NT)
### SUMMARY OF SOCIAL AND COMMUNITY INVESTMENT

#### Social and community investment by focus

**Millions of dollars**

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<th>Description</th>
<th>Amount invested</th>
<th>Percentage of total</th>
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<td><strong>Everyone Connected</strong></td>
<td>Customer and community digital inclusion programs</td>
<td>185.1</td>
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<td></td>
<td>Digital access</td>
<td>179.8</td>
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<td>Digital literacy and cyber safety</td>
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</tr>
<tr>
<td></td>
<td>Digital innovation</td>
<td>4.8</td>
<td></td>
</tr>
<tr>
<td><strong>Employee volunteering and giving</strong></td>
<td>Value of employee volunteering, matched payroll giving (regular and disaster relief), fundraising and Telstra Kids Fund</td>
<td>4.7</td>
<td>2.2</td>
</tr>
<tr>
<td><strong>Sponsorship</strong></td>
<td>Ad hoc local community and high profile national sponsorships. Focus on art, health, sport, children and youth, general community assistance, economic development and diversity</td>
<td>20.7</td>
<td>9.7</td>
</tr>
<tr>
<td><strong>Disaster relief</strong></td>
<td>Covers customer and community measures, including disaster relief credits and free payphones in disaster affected areas</td>
<td>3.1</td>
<td>1.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>213.5</td>
<td>100</td>
</tr>
</tbody>
</table>

Note: Management costs associated with each program are included in the amount invested. Total differs due to rounding.

#### Social and community investment by form of contribution

**Millions of dollars**

<table>
<thead>
<tr>
<th>Form of contribution</th>
<th>FY15</th>
<th>FY14</th>
<th>FY13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue foregone</td>
<td>169.9</td>
<td>181.3</td>
<td>197.0</td>
</tr>
<tr>
<td>Cash</td>
<td>18.9</td>
<td>16.0</td>
<td>17.1</td>
</tr>
<tr>
<td>In-kind</td>
<td>11.8</td>
<td>5.9</td>
<td>5.4</td>
</tr>
<tr>
<td>Time</td>
<td>1.6</td>
<td>1.2</td>
<td>0.7</td>
</tr>
<tr>
<td>Management costs</td>
<td>9.4</td>
<td>8.8</td>
<td>9.0</td>
</tr>
<tr>
<td>Leverage</td>
<td>1.9</td>
<td>3.3</td>
<td>1.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>213.5</td>
<td>216.5</td>
<td>231.0</td>
</tr>
</tbody>
</table>

**Social and community investment relative to domestic pre-tax profit**

<table>
<thead>
<tr>
<th>Percentage of domestic EBIT (pre-tax profit)</th>
<th>FY15</th>
<th>FY14</th>
<th>FY13</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.2%</td>
<td>3.5%</td>
<td>3.6%</td>
</tr>
</tbody>
</table>
About Our Reporting

Our business
Telstra is Australia’s leading telecommunications and information services company, offering a full range of communications services and competing in all telecommunications markets. We employ over 36,000 people directly, facilitate access to more than 2,000 network points of presence across the globe and have one of Australia’s largest shareholder bases, with around 1.4 million shareholders.

We have a diverse range of customers, including consumer, small business, large enterprise and government organisations, and we strive to put them at the centre of everything we do. In Australia, our services are offered through 371 Telstra-branded retail stores, 84 Telstra Business Centres, 137 Telstra business and enterprise partners and are distributed by over 18,700 retail points of presence managed by our partners.

In Australia we provide approximately 16.7 million retail mobile services, 6.0 million retail fixed voice services and 3.1 million retail fixed data services. Telstra’s international businesses operate in 20 countries around the world and include Telstra’s global networks and managed services business, as well as Telstra’s China-based search and advertising business, Autohome Inc.

We understand our customers want technology and content solutions that are simple and easy to use – that’s why we have built networks like Australia’s largest fully integrated internet protocol (IP) network and Australia’s largest mobile network.

United Nations Global Compact
You will find the icon below throughout the Bigger Picture 2015 Sustainability Report. It indicates where we are providing information on our progress in implementing the ten principles of the United Nations Global Compact.

About our sustainability reporting
Our sustainability reporting comprises the Bigger Picture 2015 Sustainability Report, our sustainability website and a concise summary of our approach and performance in our 2015 Annual Report. Through our reporting we aim to provide information on sustainability issues relevant to our business and of importance to our stakeholders, as defined through our annual materiality process. The material topics addressed within each chapter of this report are outlined in Sustainability at Telstra, and on the context page of each corresponding chapter.

We develop our sustainability reporting in accordance with industry and sustainability standards including the United Nations Global Compact Communication on Progress and the Global Reporting Initiative (GRI) G4 Core Sustainability Reporting Guidelines, and with reference to AccountAbility’s AA1000 Principles Standard 2008.

For more information visit www.telstra.com/sustainability/report

Scope
Our sustainability reporting covers the financial year 1 July 2014 to 30 June 2015 (FY15) for Telstra Corporation Limited. All controlled entities are excluded unless otherwise stated.

As our international operations expand we are committed to developing a global framework for sustainability data collection and reporting. Starting with our most material operations overseas we will continue to expand on the scope of our reporting over time.

Wherever possible and relevant under the G4 guidelines we have extended the scope of this report to include our operations across the Telstra Group, as well as a discussion of any broader impacts across our value chain.

Information regarding the controlled entities in the Telstra Group can be found in Note 25 to the Financial Statements in the 2015 Annual Report.

Assurance
Independent assurance supports our commitment to transparency and accountability. To provide confidence for our stakeholders in our reporting Ernst & Young provides limited assurance, in accordance with the ISAE 3000 standard, over specified data and related performance disclosures in our 2015 Annual Report and Bigger Picture 2015 Sustainability Report, as well as an assessment of Telstra’s application of the principle of materiality, as outlined in the Global Reporting Initiative G4 guidelines.

You can access Ernst & Young’s assurance statement at www.telstra.com/sustainability/report/about

Feedback
We welcome your feedback on our sustainability reporting, approach and performance. Please email Tim O’Leary, Chief Sustainability Officer at sustainability@team.telstra.com

Stay in touch
Twitter: @telstra
Facebook: telstra
Sustainability Matters
www.telstra.com/sustainability/subscribe