



## **Independent Review of Telstra's Fifth Disability Action Plan**

Reviewer: Roland Naufal Director 4C Consulting

**March 2013**

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# Independent Review of Telstra's Fifth Disability Action Plan

## Reviewer's Overview

Conducted during March 2013, this independent review of Telstra's Fifth Disability Action Plan (DAP #5) has comprised interviews with key staff, an examination of electronic and hard copy documentation and an interrogation of material provided by Telstra with a subsequent series of requests for further information.

The summary snapshot of review findings presented at the end of this review, shows that out of 80 DAP Action Items:

- a total of 75 (94%) are deemed to have been **Complete** or to have presented during the review as **Ongoing**; many with high achievement.
- a further 3 (4%) are rated as **In Progress**.
- there are 2 (2%) items for which **Not Actioned** was recorded.

These are outstanding results. Through its actions over three years in DAP #5, Telstra has been striving to achieve best practice for providing products and services for people with disability. As one senior manager commented: *diversity is no longer seen as a burden at Telstra, it's increasingly seen as an opportunity to excel*. Telstra understands that this can be a win-win outcome for the organisation; they are pursuing corporate responsibility while growing the business. Telstra wants to be provider of choice for people with disabilities at a time when government outlays and the consumer market are both rapidly expanding in this area.

Telstra understands the enabling power of technology and was a strong advocate to ensure developments such as the NBN provide real benefits to people with a disability. Telstra has also taken a number of significant initiatives to improve the lives of people with a disability in the broader community. This includes work to advance the National Disability Insurance Scheme (NDIS) and support for the Every Australian Counts campaign.

As the independent reviewer, I have over 25 years experience in the disability sector as a CEO, company director, researcher, lecturer, policy developer and advocate. One outcome of this review is that it has left me genuinely impressed with Telstra's commitment to corporate responsibility and its work to enhance the lives of people with a disability.

David Thodey in his CEO's foreword to DAP #5 noted that there are two groups that have the greatest potential for social and economic progress: Indigenous Australians and Australians with a disability. He acknowledged that is why Telstra's fifth Disability Action Plan was so important.

In my opinion DAP #5 is a significant achievement for Telstra. It creates the foundation for the organisation to enhance its role as an international leader in corporate responsibility for people with a disability.



Roland Naufal MBA, BEc., B.S.W.  
Director 4C Consulting  
March 2013

### **Review Format**

The review document is constructed using the DAP #5 format, it divides into Telstra's three key areas of focus:

- A. Our Customers
- B. Our Community
- C. Our People

The Telstra DAP Actions in each of these areas are identified and then followed by the reviewer's commentary (**in blue**) including an evaluation of whether the action has been completed.

### **Acknowledgements**

Bert Ciavarra, Manager Disability Programs at Telstra provided invaluable assistance in the preparation of this report. His commitment to his role and improving the lives of people with a disability is one of the key drivers of the success of Telstra's work in this area.

## **A. Our Customers**

Objective – to provide affordable, innovative and accessible products and services which improve the quality of life for Telstra customers with a disability and their carers.

### **1. EMERGING ISSUES**

#### **1.1 National Broadband Network and Regulatory Environment**

**DAP Action:** Actively co-operate with NBN USO Co NRS to explore accessible product service options for Telstra customers with a disability into the future

**Reviewers Comments: Complete/Ongoing: Very high achievement**

Telstra is aware of the importance of the NBN to people with a disability and undertook a range of activities to input into NBN developments. Its activities in this area were driven by the unknown opportunities and issues the NBN will raise for people with a disability and the ongoing need to meet the Telstra USO. A range of evidence was provided to the reviewer including interviews held with key staff, electronic and hard copy documentation that highlighted Telstra's activities in this area. For example, in September 2011, Telstra undertook a major initiative when it made a submission to the review of access to telecommunications services by people with disability, older Australians and people experiencing illness. Also worth noting, the Manager Disability Programs encouraged the development of Next Generation options for TTYs and Braille TTYs and TTYs with Large Visual Displays in an NBN environment.

#### **1.2 Access to Telstra online**

**DAP Action:** Review Telstra's web Accessibility Standard from Web Content Accessibility Guidelines (WCAG) 1.0 to WCAG 2.0, to align with the Australian Human Rights Commission's published advice. Ensure expedient roll out of WCAG 2.0 standard to Telstra and BigPond sites to align with Australian Government time-lines

**Reviewers Comments: Completed: Very high achievement**

It is the reviewer's informed opinion that Telstra is an industry leader in its compliance with international Web Accessibility Standards and Web Content Accessibility Guidelines.

#### **1.3 SMS access to Emergency Services**

**DAP Action:** Explore options to introduce SMS access to Emergency Services in cooperation with Australian Government and Industry.

**Reviewers Comments: Completed/Ongoing:**

Telstra undertook significant activity in this area but at the time of this review there had not been any public announcement on the Smartphone app. All reasonable steps were undertaken without successful outcome.

#### 1.4 Captions for movie downloads

**DAP Action:** Explore commercially viable introduction of captioning and audio description on BigPond Movies and BigPond TV, including:

- Commercially viable options to obtain captioned movie titles for download

**Reviewers Comments: Completed/Ongoing**

Telstra undertook significant activity in this area but at the time of this review captioning of downloaded movies (other than limited titles in iTunes) is not available due to technological issues. All reasonable steps were undertaken without a successful outcome.

- Capability of Big Pond and Telstra systems and media player software/devices to present suitable captions for download

**Reviewers Comments: Completed:** The scope of aligning caption activities to suit the proliferation of a diverse range of download content delivery media/devices has hampered progress. Media/devices including online (BigPond), T-Box, ConnectTVs, mobile devices and T-Hubs each have their own technical/system requirements,. The issue remains that Closed Captions need to be available when sourcing content/obtaining content rights.

- Monitoring and implementation of relevant outcomes from the DBCDE Access to Electronic Media Review

**Reviewers Comments: Completed/Ongoing:** Despite Telstra input, the DBCDE Access to Electronic Media Review report (December 2010) did not include any tangible outcomes in support of the implementation of captions for movie downloads. Telstra has encouraged consumer stakeholder groups to represent to Screen Australia to include a requirement for the feature films it finances to include captioning and audio descriptions for movie downloads.

## 2. MARKET OPPORTUNITIES TO IMPROVE ACCESS

### 2.1 Commercial opportunities

**DAP Action:** Explore commercially viable and sustainable options to improve access to Telstra products and services for people with a disability, including:

- Undertaking target market research on the disability segment to identify and inform product, service and communication opportunities.

**Reviewers Comments: In Progress:** Telstra has considered national/international trends, best practice and consumer advocacy in developing submissions to two Government reviews, however more work is needed in this area. The Digital Inclusion group in the Chief Sustainability office will consider further opportunities in Telstra's 6th Disability Action Plan.

- Exploring commercial partnership opportunities with key disability service providers.

**Reviewers Comments: Completed/Ongoing:** A range of evidence was provided to the reviewer including interviews held with key staff, electronic and hard copy documentation that demonstrated this action was undertaken in a thorough manner.

- Ensuring ongoing accessibility and affordability of suitable pre-paid and post-paid mobile handsets, to include an extensive accessibility feature set.

**Reviewers Comments: Completed/Ongoing:** Evidence was provided that Telstra has undertaken a range of initiatives to ensure ongoing accessibility and affordability of suitable pre-paid and post-paid mobile handsets.

- Exploring options for commercially viable fixed and mobile video calling options for customers who are Deaf and who use Auslan as their preferred language.

**Reviewers Comments: Completed/Ongoing: Very high achievement**

Activity included the Manager Disability Programs working with Deaf Australia to promote and deliver the most cost-effective Plans to the Deaf community.

- In co-operation with health medical practitioners and customers, Telstra explore opportunities to develop commercially viable in-home monitoring management of chronic diseases and disability using Telstra's fixed and mobile broadband networks, applications on next-generation devices such as the T-Hub and Bluetooth technology.

**Reviewers Comments: Completed:** All reasonable steps were undertaken and while Telstra has been exploring opportunities to develop commercially viable in-home monitoring options, there has not been a commercial launch yet.

- Expanding promotion of MyGlucoHealth and other in-home monitoring management applications to customers who are managing diabetes, and other chronic diseases, and disability (including age-related disability), as they are developed.

**Reviewers Comments: Completed:** The MyGlucoHealth web site is now hosted by BigPond and a number of companies actively promote and sell MyGlucoHealth support products.

- Exploring opportunities for product and service advertising and Telstra brand promotion to be more inclusive of people with a disability.

**Reviewers Comments: Completed:** Opportunities continue to be explored, including the development of disability icons.

## 2.2 National and international trends

**DAP Action:** Monitor national and overseas trends in the development of accessible telecommunications products and services for people with a disability, including universal design and explore commercially viable and sustainable options to implement for Telstra customers.

**Reviewers Comments: Completed/Ongoing: High Achievement.** Interviews with the Manager Disability Programs evidenced that comprehensive monitoring was undertaken; national and international initiatives are routinely monitored by web searches, Twitter and other new media, media releases and articles. In an important initiative, in late 2012, Telstra began dialogue to partner with ACCAN to co-host an M-Enabling Forum with international guests, including the Executive Director of G3ict in August 2013.

**DAP Action:** Proactively engage with telecommunications industry participants and suppliers (e.g. Mobile Manufacturers Forum, Australian Mobile Telecommunications Association, and Communications Alliance) to identify and implement opportunities to improve access for people with a disability.

**Reviewers Comments: Completed/Ongoing:** A range of evidence was provided to the reviewer including interviews held with key staff, electronic and hard copy documentation that demonstrated that comprehensive networking and liaison was undertaken to improve access for people with a disability.



### 3. IMPROVEMENTS TO EXISTING INITIATIVES, PROGRAMS AND PROCESSES

#### 3.1 Employee awareness

**DAP Action:** Monitor, review and improve relevance and currency of disability awareness training for Telstra employees in relation to service for customers with a disability, including suggestions for improvements from employee feedback

**Reviewers Comments: Completed/Ongoing: High Achievement:** The reviewer examined Telstra's staff Disability Awareness Module. While the reviewer considers the module to be a basic introduction to the area, it is well presented and highly appropriate. Staff numbers undertaking the module were very high, for the 2011-12 financial year:

- 3244 Existing and 7947 new employees successfully completed the course
- 63 existing and 187 new employees failed (80% pass rate) and were re-enrolled.

**DAP Action:** Monitor, review and improve relevance and currency of dis-ability accessibility-related content on Telstra's Intranet, Know-How and Retail.LIVE channels.

**Reviewers Comments: Completed/Ongoing: High Achievement.** The reviewer examined Telstra's Retail.LIVE content resources on disability for Telstra Shops and channel partners. It too is considered to be basic but well presented and highly appropriate.

**DAP Action:** Review and improve accessibility of employee training materials

**Reviewers Comments: Completed/Ongoing: High Achievement.** Accessibility of course content and resource materials for employees with disability complies with international best practice standard WCAG 2.0 AA level.

#### 3.2 Access to Telstra by phone

**DAP Action:** Monitor performance of Telstra's Disability Enquiry Hotline for customer queries, including TTY access, and implement improvements where practicable.

**Reviewers Comments: Completed/Ongoing: High level of achievement:** Telstra invests significant resources in to the Disability Enquiry Hotline for customer queries, including TTY access.

**DAP Action:** Ensure callers to Telstra call centres with voice recognition continue to have the ability to readily default to a consultant if required; monitor voice recognition technologies and implement improvements where possible.

**Reviewers Comments: Completed/Ongoing:** Ongoing activities in this area were evidenced.

**DAP Action:** Improve awareness of the role of the National Relay Service among employees.

**Reviewers Comments: Completed/Ongoing:** A range of evidence was provided to the reviewer that demonstrated the actions were undertaken in a timely and thorough manner.

**DAP Action:** Explore options afforded by emerging technologies to improve text-based access to Telstra, including online 'chat' and email and IP (Internet) Relay.

**Reviewers Comments: Completed/Ongoing: High level of achievement:** A range of evidence was provided to the reviewer that demonstrated the actions were undertaken in a timely and thorough manner and options for hearing impaired people had improved significantly. This included a very important initiative undertaken to enable Telstra customers to access consultants online by text, including for general inquiries and complaints.

### **3.3 Access to Telstra information**

**DAP Action:** Explore options to improve the accessibility of Telstra information such as bills and related correspondence, contractual terms, and relevant marketing offers.

**Reviewers Comments: Completed/Ongoing: High achievement** A range of evidence was provided to the reviewer that demonstrated Telstra's significant commitment to continually improve accessibility of its correspondence.

**DAP Action:** Ensure marketing promotional activity to support Telstra's Disability Equipment Program, including:

- explore options to promote Telstra's Disability Equipment Program in community languages, including Auslan
- explore options to develop a plain-English version of the Disability Equipment Program brochure/ application form for customers with low levels of literacy

**Reviewers Comments: Completed:** Marketing promotional brochures and application forms were revised and an excellent initiative was implemented with a YouTube video about Telstra's DEP products suitable for people who are deaf/Deaf/have speech impairment (TTYs), in Auslan and with captions.

### **3.4 Access to Telstra Shops and properties**

**DAP Action:** Review and improve access to Telstra Shops and properties including Hearing Loops in Telstra owned shops and physical access to Telstra shops and premises

**Reviewers Comments: Completed/Ongoing: High achievement:** An audit of Telstra Shops by the external contractor who supplies loops in Telstra Shops (2nd Q2012) found that all shops have loops with instructions on how they should be used. In addition instructions on how to use loops has been included in the review of Retail.LIVE. Telstra Properties Group advised that when conducting new fit-outs or leasing new premises, all builders engaged and all perspective new landlords are legally obligated to comply with the Disability (Access to Premises — Buildings) Standards 2010, and are required to provide Telstra with all required compliance certificates.

### **3.5 Access to Directories information**

**DAP Action:** Review operation of Telstra's Directory Assistance (DA) Helpline which provides access to information in Telstra's White and Yellow Pages directories for eligible customers who are blind or have print disability and implement identified improvements where practicable.

**Reviewers Comments: Completed/Ongoing:** A range of evidence was provided to the reviewer that demonstrated that improvements to the Directory Assistance Helpline are identified and implemented where practicable.

### **3.6 Enabling phone calls**

**DAP Action:** Review operation of the Call Connect Fee Exemption for eligible customers who cannot physically press/dial numbers on their fixed phone and implement identified improvements where practicable

**Reviewers Comments: Completed/Ongoing:** Approximately 1,500 customers are registered for Call Connect Fee Exemption. The Telstra Disability Enquiry Hotline continued to process approximately three requests for CCFE each month from eligible customers during the period of the Plan. Telstra states that access to CCFE continues to be provided to eligible customers on presentation of an application form with appropriate endorsement of need from an appropriately qualified practitioner.

### **3.7 Proof of ID for people with a disability**

**DAP Action:** Investigate and implement viable improvements to proof of ID process for customers with a disability, to improve their customer experience.

**Reviewers Comments: Completed/Ongoing:** The 100 point ID process for customers with disability was reviewed and the exemption to the requirement to provide a combination of primary (mainly photo/drivers licence/passport) and secondary ID was confirmed: i.e. customers with disability are not required to provide photographic ID as primary ID if, because of their disability, they cannot do so. Telstra has also introduced two new forms of photo ID as primary ID – learner's permits and government issued proof of age/proof of identity cards, which were previously not accepted as primary ID.

### **3.8 Complaints resolution and analysis**

**DAP Action:** Review and improve where possible processes to resolve disability-related complaints, and enable analysis to address any identified complaint root causes, including through Telstra's compliance programs.

**Reviewers Comments: Completed/Ongoing:** It is clear Telstra takes DDA complaints very seriously. The Manager Disability Programs continues to be the prime contact for DDA related complaints from the Australian Human Rights Commission and equivalent state counterparts bodies. A range of evidence was provided to the reviewer that demonstrated that complaints received are investigated and appropriately processed and resolved with causes being examined.

## 4. ONGOING COMPLIANCE PROGRAMS

### 4.1 Access to fixed (home) phones

**DAP Action:** Subject to any changes to the Australian telecommunications regulatory environment, review Telstra's Disability Equipment Program (DEP) to ensure that it continues to meet universal service obligations, such as:

- Consult on DEP product development, review, maintain support with Telstra's Disability Equipment Program Consumer Advisory Group (DEP CAG)

**Reviewers Comments: Completed/Ongoing:** Two DEP CAG meetings were held in calendar years 2010 and 2011. The DEP CAG scheduled for March 2012 was cancelled due to uncertainty about the results of two outstanding and material Government Reviews.

- Review the effectiveness of Telstra's DEP application process, including eligibility, and implement improvements where practicable, in consultation with the Telstra DEP CAG

**Reviewers Comments: Completed/Ongoing:** The effectiveness of the DEP application process is reviewed at DEP CAG meetings and any improvements identified are implemented where practicable. Evidence was provided that Telstra has consulted with the DEP CAD members on improvements to the DEP loan phone program process.

- Review processes for verifying the eligibility of consumers with a long-term life threatening illness medical condition for Priority Assistance (PA) in consultation with the Telstra Disability Forum.

**Reviewers Comments: Completed:** Processes reviewed, the PA process has been reviewed and a recommendation made that customers with permanent life threatening illness/medical condition who have been validated as eligible for PA would only need to respond that PA was still required, and not be required to resubmit a formal application form.

- Clarify and communicate DEP processes for remote Indigenous communities.

**Reviewers Comments: Completed:** The Manager Disability Programs and Manager of Telstra's Indigenous Directorate met with First Peoples Disability Network representative in April 2011 to clarify issues relating to the provision of telecommunications equipment in remote aboriginal communities.

## 4.2 Access to Payphones

**DAP Action:** Subject to changes to the regulatory environment, continue to:

- Maintain and install TTY payphones based on need

**Reviewers Comments: Completed/Ongoing:** The number of TTY payphones in service at December 2012 was 155. In 2011-12, Telstra continued to provide 48 web phones, featuring keyboards and a 22" touch-screen, mainly in airport locations. These terminals can be used to make TTY-equivalent call through the Internet Relay Service or for live 'chat' to services such as Telstra's 24/7 Live Chat.

- Modify specified payphones in support of Communications Alliance Accessibility of Payphones Industry Guideline G630:2006 (e.g. access paths and door width)

**Reviewers Comments: Completed/Ongoing:** Telstra continued to review and make capital investment for upgrades to booths or foundations where there is demonstrated need and to meet the G630:2006 Payphones guidelines. In FY11-13 Telstra invested \$0.3m across 378 sites to further improve access.

- Investigate and rectify reported pedestal payphone hazards to people who are blind.

**Reviewers Comments: Completed/Ongoing:** Telstra provided evidence that it continued to investigate and rectify any reported hazards associated with its payphone network.

- Investigate suppressing background noise and improving incoming volume on payphones for customers with hearing impairment.

**Reviewers Comments: In Progress:** In 2012-13, Telstra trialled alternative electronic modules to test new technology within its payphones to extend lifecycles and reduce costs of maintenance.

- Review publicity on availability of TTY payphones, including webpage.

**Reviewers Comments: Completed:** The T.com web pages associated with payphone enquiries, applications and locations, and Payphone Register/Locator, have been updated.

## 4.3 Compliance with industry codes, standards and regulations

**DAP Action:** Review and revise operational processes to ensure Telstra meets disability-related regulations and industry codes and standards.

**Reviewers Comments: Completed/Ongoing:** A range of evidence was provided to the reviewer that demonstrated that compliance processes for disability-related regulations and industry codes and standards are in place and effective.

#### **4.4 DDA compliance program**

**DAP Action:** Ensure DDA compliance remains part of Telstra's Compliance and Corporate Ethics Framework (C&CEF).

**Reviewers Comments: Completed/Ongoing:** Telstra's DDA compliance program is part of Telstra's Compliance and Corporate Ethics Framework and business planning and initiative management processes. Annual Corporate Disability Services compliance plans were submitted to the Corporate Compliance Group in June 2010 and 2011, from which Business Units developed their respective compliance plans. These Plans were revised to ensure currency in January 2010, 2011 and 2012. A Compliance Plan was not prepared for 2012-13; instead Business Units were advised to refer to the 2011-12 Compliance Plan, as there were no material changes to the previous Plan. Disability Services Compliance Plans continues to draw heavily from Telstra's Disability Action Plans and from feedback from the Telstra Disability Forum, complaint analysis and customer feedback.

**DAP Action:** Review disability impact assessment, issue identification and follow-up process in Telstra's business planning and initiative management program (EPM CQ) and implement improvements where practicable.

**Reviewers Comments: Completed/Ongoing:** Telstra's Business planning and initiative management process is under ongoing review to ensure relevance. Improvements to the assessment process were implemented in 1st Q 2012 and 270 projects were assessed for disability impact in the 2011-12 financial year.

## **B. Our Communities**

Objective – to support and create opportunities for people with a disability and their carers to participate in the community by investing in and working with our community partners, particularly through the use of our information, communication and technology capabilities.

### **5. COMMUNITY INVESTMENT**

#### **5.1 National Disability Long-Term Care and Support Scheme**

**DAP Action:** Publically support an economically viable National Disability Long-Term Care and Support Scheme to ensure the inclusion of commercially sustainable and accessible, affordable information communication and technology options as a core formal service.

**Reviewers Comments: Completed: High achievement.** Telstra made two submissions to the Productivity Commission's Public Inquiry into a Long-Term Disability Care and Support scheme in August 2010 and May 2011. Telstra has developed a strong and positive partnership with the Every Australian Counts campaign and was principal sponsor of the National Disability & Carer Congress held in Melbourne in May 2011. Telstra was major sponsor of the Every Australian Counts campaign rallies held in 2012 in Sydney, Melbourne, Brisbane, Perth, Adelaide and Hobart.

#### **5.2 Supplier diversity in procurement**

**DAP Action:** Include issues relating to disability in a Telstra Supplier Diversity Program within Telstra's procurement strategy.

**Reviewers Comments: Completed/Ongoing High achievement:** Telstra's Supported Workforce Program, has created employment opportunities for over 200 people with disability through contractual arrangements with Australian Disability Enterprises. The Program won the Excellence in Improving Employment Opportunities Award. The reviewer was particularly pleased to note the high level of Telstra staff enthusiasm for the program evidenced in staff online responses to an internal communiqué.

#### **5.3 Payroll giving partnerships**

**DAP Action:** Form payroll giving partnerships with and encourage employee contributions, including volunteering, to community organisations which support and or advocate for people with a disability.

**Reviewers Comments: Completed/Ongoing:** Payroll Giving partners have included Beyond Blue, Cerebral Palsy League Queensland and Technical Aid to the Disabled. In July 2012, Telstra announced matching payroll giving by employees up to up to a maximum of \$1000 per employee each year.



## 5.4 Innovative research

**DAP Action:** Encourage innovative research and development in the area of telecommunications and disability through:

- The Telstra-Telecommunications Journal of Australia Christopher Newell Prize.

**Reviewers Comments: Completed:** Academic papers by Christopher Newell Prize winners were published in the Telecommunications Journal of Australia in 2010 (4) and 2011 (3) respectively. Four papers (including one International) were awarded prizes and published in 2012. Six academic papers submitted for the 2013 Christopher Newell Prize will be assessed by a Judging Panel in February and March 2013, and the prize winners published in the TJA.

- A Web 2.0 portal.

**Reviewers Comments: Completed/Ongoing:** The Newell Network Web 2.0 portal was launched in 2010. Telstra has contributed a number of responses to the "Ask Questions" forum, and has supported the extension of this portal to be inclusive of people with disability generally as well as for people with complex communications needs.

- Trial of mobile applications software.

**Reviewers Comments: Completed/Ongoing:** Telstra has supported a range of research into software applications on mobile smartphones and tablets to serve as low-cost, off the shelf augmentative devices for people with a disability and people with complex communication needs.

## 5.5 Stakeholder consultation

**DAP Action:** Ongoing effective consultation with disability stakeholders in Telstra's business processes.

### **Reviewers Comments: Completed/Ongoing**

Two meetings of the Disability Forum were held in each of 2010 and 2011 and one meeting was held in September 2012. Formal feedback from consumer members on the effectiveness of meetings following each Forum consistently indicated that Telstra and consumer input was balanced; the items discussed were timely and relevant; the standard of discussion was good; the process for resolving issues was adequate; and there is clarity on closed and ongoing issues. In March 2013, the reviewer undertook a two part survey of Telstra Forum members to determine the key criteria they believed important to the success of the Forum and how they thought the Forum was performing against these criteria. The results in all areas were very positive with strong support for enhancing the interaction between meetings with Forum members and between Telstra and members. Suggestions included single issue meetings and increased use of internet based communications. The survey results are available on request from the Manager Disability Programs at Telstra.

## 5.6 Targeted community communication

**DAP Action:** Promote and increase awareness of Telstra's products and services through communication channels focused towards people with a disability and their carers.

**Reviewers Comments: Completed/Ongoing:** A range of activities were undertaken to increase awareness of Telstra's products and services amongst people with a disability, examples include:

- advertorials have appeared in each of five editions each year 2010-2012 of LINK Disability magazine, promoting Telstra's products, services and initiatives for customers with disability
- the EasyTouch Discovery 3 was promoted in Better Hearing Magazine in 2011 and the Australian Hearing Newsletter and Catalogue.
- a range of Telstra products suitable for people who are blind or have vision impairment were promoted in the Macular Degeneration Foundation quarterly newsletter in 2nd Q 2012.

A range of informative/educational videos on how to use the many features of the Telstra EasyTouch Discovery 3 were published on YouTube. A Telstra Disability Equipment Program YouTube video with Auslan AND professional-grade open (always on) captions was published online in 2012. Reviewer notes that the Youtube videos were outstanding initiatives but appear to have low viewing numbers.

## 5.7 Equipment grants

**DAP Action:** Provide Telstra Assistance Fund (TAF) equipment grants to support people with a disability in sports that Telstra sponsors including AFL, NRL and Surf Life Saving.

**Reviewers Comments: Not progressed:** While there was an indication of preliminary progress early in the Plan on this action, no documented programs were identified to include equipment for people with a disability. The 2011 TAF was focused on Disaster Relief and was distributed to regions affected by the devastating floods which occurred earlier in the year. At 31 December 2012, the TAF program was being reviewed.

## 5.8 Community support

**DAP Action:** Identify ways Telstra can support other community organisations which support people with a disability.

**Reviewers Comments: Completed:** The Telstra Foundation Everyone Connected Grants Program provided support to community organisations that support people with a disability.

## 5.9 Australian Sports Commission programs

**DAP Action:** Work with the Australian Sports Commission to jointly identify programs within sports which Telstra sponsors which improve physical activity and address social isolation for people with a disability.

**Reviewers Comments: Completed:** An early update on this action indicated that Telstra was commencing discussions with Australian Sports Commissions to determine ways that Telstra could provide support through technology to sports programs supported by ASC for people with a disability.

## 5.10 Australian Paralympic Committee programs

**DAP Action:** Provide value-in-kind Telstra products and services (ICT) at the Australian Paralympic Committee (APC) offices nationally.

**Reviewers Comments: Completed:** Installed products and services relevant to APC's overall ICT requirements.

- Provide cash support through sponsorship of APC

**Reviewers Comments: Completed:** Cash sponsorship over \$1 million over 3 years.

- Ensure Telstra technology is tailored to support individual requirements of APC staff with a disability to support them in their work.

**Reviewers Comments: Completed:** Selected Telstra technology customised for each APC staff member.

- Promote and encourage Telstra representatives to consider Australian Paralympians when identifying Telstra Ambassadors to speak appear at Telstra events.

**Reviewers Comments: Completed:** Telstra's public London 2012 Paralympic sponsorship campaign included Telstra Paralympian ambassadors.

## 6. PROGRAMS SUPPORTED BY THE TELSTRA FOUNDATION

**DAP Action:** The Telstra Foundation provides grants to community organisations to deliver programs that make a positive and lasting difference to the lives of children and young people. The Telstra Foundation offers support to a significant number of projects through its two main programs – the Telstra Foundation Community Development Fund and the Telstra's Kids Fund.

### 6.1 Autism SA video-modelling therapy program

Grant to support Autism SA (SA) for video-modelling therapy and information technologies help and support young people with an Autism Spectrum Disorder. (Grant of \$224,000 over three years)

**Reviewers Comments: Completed:** Autism SA video-modelling therapy program was developed as a teaching tool for children with Autism resulted in a further Telstra Foundation grant to Autism SA to develop an iModelling app.

### 6.2 Inspire Foundation NSW mental health program

Funding to the Inspire Foundation (NSW) for a project delivered to young people at greatest risk of experiencing mental health issues. The projects seeks to shift levels of social connection, self efficacy and help seeking amongst young same sex attracted people and young people who are carers. (Grant of \$600,000 over three years)

**Reviewers Comments: Completed:** Inspire Foundation's Reachout.com has delivered online approaches to improving the mental health of young people at greatest risk by conducting and drawing on research, applying technology creatively for the 120,000 young people who visit the site each month.

### 6.3 Murdoch Children's Research Institute (VIC) Mobiletype program

Funding (\$285,000 over two years) to Murdoch Children's Re-search Institute (VIC) for the Mobiletype program that uses mobile phones to track the mental health of young people as an early warning sign detection system for adolescent depression.

**Reviewers Comments: Completed:** Murdoch Children's Research Institute's mobiletype program, used mobile phone-based tools to assist GPs in monitoring and improving young people's mental health and enabling adolescents to gain greater emotional self-awareness.

### 6.4 Young people with a disability as a priority area

Telstra Foundation Board to consider young people with a disability as a strategic priority area within its grants strategy.

**Reviewers Comments: Completed/Ongoing:** The Telstra Foundation Board will select the Foundation's second flagship partner in June 2013, and a significant disability-focussed proposal is one of three options under consideration.

## **6.5 Promotion of Telstra Foundation grants**

With a focus on social inclusion, promote that Telstra Foundation funding programs are open to supporting children and young people with a disability

**Reviewers Comments: Completed/Ongoing:** The Telstra Foundation promotes its grants programs widely, both internally and externally to a wide range of stakeholders, including with disability. As a result, 43 disability-focussed community projects aimed at improving the lives of children and young people were funded.

### **Additional Programs: Completed/Ongoing**

The following disability-focussed programs are now supported by the Telstra Foundation in addition to those published above:

#### **ORYGEN YOUTH HEALTH RESEARCH CENTRE:**

(\$150,000 over two years to Dec 2012). Horyzons - This new model of online interventions has attracted global interest and integrates peer-to-peer on-line social networking; individually tailored interactive psychosocial interventions; and involvement of expert mental health from different disciplines and peer moderators to ensure the effectiveness and safety of the intervention.

#### **TELETHON SPEECH & HEARING for FIRST VOICE:**

(\$450,000 over three years to Dec 2013) Sound Connections - an Australian-first research project of developmental outcomes for deaf children, culminating in an early intervention best practice model. The overall outcome of SC is to help deaf children achieve the educational / social outcomes needed for mainstream education and to reverse the social isolation caused deafness.

#### **AUTISM ASSOCIATION OF SA:**

(Stage 1 completed - \$224,000 over three years to Dec 2011; Stage 2 \$426,312 over three years to Dec 2013) iModelling Mobile Project – an extension of the original social innovation grant to connect children with autism and their families to new technologies and capacity building social development models. A project that has received renewed funding, the project team is now focussed on developing and trialling the program on mobile applications.

#### **AUSTRALIAN CHILDHOOD FOUNDATION:**

(\$450,000 over three years to Dec 2013) Calmer and Connected Kids - an initiative to develop and pilot an interactive software application which supports traumatised children to better regulate their arousal levels. Now in year three, the project has completed planning and establishment phases and is currently trialling an innovative mobile technological solution with children and carers who attend ACF therapeutic services.

## C. Our People

Objective – to improve Telstra's attraction, recruitment, engagement and retention of people with a disability and their carers.

### 7. ATTRACTION AND RECRUITMENT

#### 7.1 Process audit

**DAP Action:** Complete an audit of Telstra source, recruit and onboard processes to ensure equitable access for candidates and new employees with a disability and their carers

**Reviewers Comments: Completed:** Audit was undertaken by the Australian Employers Network on Disability (now AND) completed Q1 FY11.

#### 7.2 Implement audit recommendations

**DAP Action:** Recommendations and initiatives of Audit confirmed and implemented into the Recruitment Process, websites and portals as well as on customer-facing Telstra websites

**Reviewers Comments: Completed/Ongoing:** Recommendations implemented during Q2&Q3 FY11. Careers Centre team awareness training completed. Improvements to accessibility of recruitment processes ongoing.

#### 7.3 Recruitment promotions

**DAP Action:** Embed presence of employees with a disability and their carers in external-facing recruitment promotions

**Reviewers Comments: Significant Progress:** Ambassadors are being identified for inclusion in an updated site for launch in March 2013.

#### 7.4 Recruitment partnerships

**DAP Action:** Partner with a disability recruitment organisations to access more diverse talent pools

**Reviewers Comments: Completed:** Progress monitored monthly and quarterly meetings between Careers Centre and National Disability Recruitment Coordinator. Telstra has partnered with the National Disability Recruitment Coordinator as the umbrella organisation connecting Telstra with a range of DES providers. This is a formal partnership and publicised on the careers website.

#### 7.5 Mental Illness Fellowship Victoria Transitional Employment Program

**DAP Action:** Continue to partner with the Mental Illness Fellowship Victoria to implement the Transitional Employment Program for people with a history of mental illness

**Reviewers Comments: Completed/Ongoing:** Program in place and continuing.

## **8. COMMUNICATIONS AND AWARENESS**

### **8.1 Resourcing People Managers**

**DAP Action:** Provide and promote resources for People Managers on successful leadership of diverse employees, including employees with a disability and their carers

**Reviewers Comments: Completed:** Resources are available on the Telstra Intranet including a New Manager's Guide. Resources on "Being More Inclusive" are now included in fortnightly communications to all People Managers and highlighted through champions in all Business Units.

### **8.2 Disability awareness**

**DAP Action:** Incorporate disability awareness activity and messaging within broader Diversity and Inclusion communication and cultural change initiatives

**Reviewers Comments: Completed/Ongoing:** Information about employees' experience around living with disability/caring responsibilities enhanced through "My Telstra Story" aspects of internal communications, and launch of online internal community through "Yammer".

### **8.3 Australian Employers Network on Disability membership**

**DAP Action:** Continue membership of Australian Employers Network on Disability

**Reviewers Comments: Completed:** The membership was renewed in May 2011 and June 2012 and funded in the FY13 budget for the following year.

### **8.4 Inclusive internal communications**

**DAP Action:** Incorporate presence of employees with a disability and their carers into internal communications activities.

**Reviewers Comments: Completed:** Two stories published in Q3 FY11. Plan under development for FY13. Other information about employees' experience around living with disability/caring responsibilities enhanced through "My Telstra Story" aspects of internal communications, and launch of online internal community through "Yammer"

## **9. OPPORTUNITY, ENGAGEMENT AND RETENTION**

### **9.1 Workplace facility standards**

**DAP Action:** Ensure access and workplace facilities for employees with a disability are implemented within Telstra Accommodation Standards

**Reviewers Comments: Completed:** Ongoing as per property activities.

### **9.2 Employee engagement**

**DAP Action:** Monitor engagement of employees with a disability through regular employee engagement survey

**Reviewers Comments: Completed:** A baseline has been established. Engagement of this group is less than Telstra as a whole. However, engagement of this group is reported to have improved between the 2011 and 2012 periods.

### **9.3 Learning and Leadership**

**DAP Action:** Ensure opportunities for needs-based learning and development for people with a disability and carers are promoted and equitably available as part of Telstra's learning and leadership curricula.

**Reviewers Comments: Completed Ongoing** as per 9.2.

### **9.4 Promotion of aids and assistance**

**DAP Action:** Promote information on and facilitate provision of aids and assistance for Telstra employees with a disability and their carers (including smartphones and relevant applications). Regularly monitor uptake and access.

**Reviewers Comments: Completed:** Promotion via intranet.

### **9.5 Sharing with the broader Telstra community**

**DAP Action:** Develop and implement creative opportunities to engage and share the lived experience of people with a disability among the broader Telstra population

**Reviewers Comments: Completed:** Two Deaf Deaf World workshops were held in Melbourne & Sydney in February 2012, providing the opportunity for work colleagues of a Deaf employee and others to experience life from a Deaf perspective. Other information about employees' experience around living with disability/caring responsibilities enhanced through "My Telstra Story" aspects of internal communications, and launch of online internal community through "Yammer".



## 9.6 Disability impact assessments

**DAP Action:** Review disability impact assessment, issue identification in terms of impact on employees with a disability, and follow-up process in Telstra's business planning and initiative management program (EPM CQ) and implement improvements where practicable

**Reviewers Comments: Completed: Ongoing.** Telstra's Enterprise Program Management Compliance Questionnaire includes the following question relating to any potential impact on employees with disability for all product development and business improvement projects: *"Is it possible that this initiative may affect the capacity of staff with disability to satisfactorily perform their job role? Please ensure you consider the possible effect on staff who may have hearing impairments, visual impairments, mobility impairments or other disabilities which require specific technical assistance and accessibility needs?"*

## 9.7 Personal leave

**DAP Action:** Examine provisions relating to personal leave for Telstra employees and improve where viable

**Reviewers Comments: Not Actioned:** Yet to be examined.

## 9.8 Promoting networking opportunities

**DAP Action:** Relaunch and sustain networking mechanism for employees with a disability and their carers.

**Reviewers Comments: Completed:** Soft relaunch in December 2010. Further publicity around promotion of Manager's Guide in July 2011 and included in relaunched processes in FY12.

## **10. The DAP#5 Reviewer Roland Naufal: Brief Bio**

Roland Naufal is a leader in the Australian disability sector. Roland's qualifications include an MBA from Melbourne Business School (2002), a Bachelor of Social Work and Bachelor of Economics. In 2003 he was awarded the Harvard Club Disability Fellowship. With over 25 years in the sector, his disability sector roles have included:

- CEO at Villa Maria (2002- 2006)
- GM at Yooralla responsible for all equipment, technology and therapy programs (1998- 2002)
- CEO at the Association for Children with a Disability (1994-1997)
- State Manager Service Development at Vision Australia (1997-1999)
- creation of the first Disability Action Plan for the TAFE sector (1994)
- the development of deinstitutionalisation policy at VCOSS (1998-1992)
- Sessional Lecturer at Deakin & Victoria Universities, subject: the Politics of Disability (1992-1995)
- Directorships at State Trustees, Singleton Housing and Supported Housing Development Foundation

In 2012, Roland was invited to consult as Manager of the National Disability and Carer Alliance. This is a leadership role at the forefront of the development of the NDIS with responsibility for coordinating the joint approaches to the NDIS from Australia's peak organisations for people with a disability (AFDO), Carers Aust and NDS (service providers).

## DAP 5: Summary Snapshot of Review Findings

Sector/Issue	Completed	In Progress	Not Actioned
<b>A. OUR CUSTOMERS</b>			
<b>1. EMERGING ISSUES</b>			
<b>1.1 NBN and Regulatory Environment</b> <ul style="list-style-type: none"> <li>• Actively co-operate with NBN USO Co NRS</li> </ul>	<b>1</b>		
<b>1.2 Access to Telstra online</b> <ul style="list-style-type: none"> <li>• Review WCAG 1.0 to WCAG 2.0</li> <li>• Rollout per Government timelines</li> </ul>	<b>2</b>		
<b>1.3 SMS access to Emergency Services</b> <ul style="list-style-type: none"> <li>• SMS access to Emergency Services</li> </ul>	<b>3</b>		
<b>1.4 Captions for movie downloads:</b> Explore commercially viable options			
<ul style="list-style-type: none"> <li>• Captioned movie titles</li> </ul>	<b>4</b>		
<ul style="list-style-type: none"> <li>• System and device capacity</li> </ul>	<b>5</b>		
<ul style="list-style-type: none"> <li>• DBCDE Access to Electronic Media Review</li> </ul>	<b>6</b>		
	<b>7</b>		

<b>2. MARKET OPPORTUNITIES</b>			
<b>2.1 Commercial opportunities</b> - Explore viable/sustainable options:			
• Target market research		1	
• Commercial partnership opportunities	8		
• Accessibility/affordability of mobile handsets	9		
• Fixed & mobile video for Deaf/Auslan	10		
• In-home monitoring	11		
• MyGlucoHealth promotion	12		
• Inclusive brand promotion	13		
<b>2.2 National and international trends</b>	14		
• Monitor national and overseas trends			
• Proactive Industry Engagement	15		

<b>3. IMPROVE EXISTING INITIATIVES</b>			
<b>3.1 Employee awareness</b>	<b>16</b>		
• Monitor/review/improve awareness training			
• Monitor/review/improve Know-How/Retail.LIVE	<b>17</b>		
• Review/improve training material accessibility	<b>18</b>		
<b>3.2 Access to Telstra by phone</b>	<b>19</b>		
• Monitor DEH performance, implement improvement			
• IVR default to a consultant; improvements	<b>20</b>		
• Improve employee awareness of NRS	<b>21</b>		
• Improve text-based access (online 'chat'/email)	<b>22</b>		
<b>3.3 Access to Telstra information</b>	<b>23</b>		
• Accessibility of information (bills/terms/offers)			
• DEP promotion: languages/Auslan/plain-English	<b>24</b>		
<b>3.4 Access to Telstra Shops and properties</b>	<b>25</b>		
• Review and improve, including Hearing Loops and physical access			
<b>3.5 Access to Directories information</b>	<b>26</b>		
• Review DAH operation			
<b>3.6 Enabling phone calls</b>	<b>27</b>		
• Review Call Connect Fee Exemption			
<b>3.7 Proof of ID for people with a disability</b>	<b>28</b>		
• Investigate/implement viable improvements			
<b>3.8 Complaints resolution and analysis</b>	<b>29</b>		
• Review complaint root cause, implement improvement			

<b>4. COMPLIANCE AND CONSULTATION PROGRAMS</b>			
<b>4.1 Access to STS:</b> Review DEP subject to regulatory environment:			
• Consult with DEP CAG	30		
• Review effectiveness of application process	31		
• Consult on Priority Assistance with TDF	32		
• DEP processes for remote Indigenous communities	33		
<b>4.2 Payphones Access:</b> Subject to regulatory environment, continue to:			
• Maintain/instal TTY payphones based on need	34		
• Modify specified per Industry Guideline G630	35		
• Investigate/rectify reported hazards	36		
• Investigate background noise/incoming volume		2	
• Review TTY payphone promotion	37		
<b>4.3 Compliance with codes/standards/regulations</b>	38		
• Review/revise operational processes			
<b>4.4 DDA compliance program</b>			
• DDA compliance remains part of C&CEF	39		
• Review EPM CQ, improve where practicable	40		

<b>B. OUR COMMUNITIES</b>			
<b>5. COMMUNITY INVESTMENT</b>			
<b>5.1 National Disability Care and Support Scheme</b> • Publically support an economically viable NDIS	41		
<b>5.2 Supplier diversity in procurement</b> • Include disability in Telstra Supplier Diversity Program	42		
<b>5.3 Payroll giving partnerships</b> • Form partnerships, encourage employee contributions	43		
<b>5.4 Innovative research:</b> Encourage innovative R&D for PWD through:			
• The Telstra- TJA Christopher Newell Prize	44		
• A Web 2.0 portal	45		
• Trial of mobile applications software	46		
<b>5.5 Stakeholder consultation</b> • Ongoing effective stakeholder consultation	47		
<b>5.6 Targeted community communication</b> • Promote/increase awareness via PWD/carer channels	48		
<b>5.7 Equipment grants</b> • Telstra Assistance Fund grants to support PWD sports			1
<b>5.8 Community support</b> • Identify support for PWD support organisations	49		
<b>5.9 Australian Sports Commission programs</b> • Work with Commission on PWD support programs	50		
<b>5.10 Australian Paralympic Committee programs</b>			
• Provide Value In Kind Telstra Products & Services at APC offices	51		
• Provide cash support through sponsorship of APC	52		

• Tailor Telstra technology to support APC staff WD	53		
• Promote/encourage Paralympians as Ambassadors	54		



<b>6. TELSTRA FOUNDATION PROGRAMS</b>			
<b>6.1 Autism SA video-modelling therapy</b> • \$224K/3yrs for video-modelling therapy	<b>55</b>		
<b>6.2 Inspire Foundation NSW mental health</b> • \$600k/3yrs for young at mental health risk	<b>56</b>		
<b>6.3 Murdoch Children’s Institute Mobiletype</b> • \$285k/2yrs to young track mental health	<b>57</b>		
<b>6.4 Young people with disability as a priority</b> • Board to consider as a strategic priority	<b>58</b>		
<b>6.5 Promotion of Telstra Foundation grants</b> • To support children/young people with disability	<b>59</b>		
<b>Additional TF grants focused on young PWD:</b> • Orygen Youth Health Research Centre: \$150k/2yrs • Telethon Speech & Hearing for First Voice: \$450k/3yrs • Autism Assoc of SA: \$426k/3yrs • Australian Childhood Foundation: \$450k/3yrs	<b>60</b>		

<b>C. OUR PEOPLE</b>			
<b>7. ATTRACTION &amp; RECRUITMENT</b>			
<b>7.1 Process audit</b> • Audit to ensure equitable access for PWD/carers	61		
<b>7.2 Implement audit recommendations</b> • Implement recommendations from 7.1 audit	62		
<b>7.3 Recruitment promotions</b> • Include PWD/carers recruitment promotions		3	
<b>7.4 Recruitment partnerships</b> • To access a more diverse talent pools	63		
<b>7.5 Mental Illness Fellowship (Vic) partnership</b> • Implement Transitional Employment Program	64		
<b>8. COMMUNICATIONS &amp; AWARENESS</b>			
<b>8.1 Resourcing People Managers</b> • On leadership of diverse employees include PWD/carers	65		
<b>8.2 Disability awareness</b> • Incorporate in diversity/inclusion/change initiatives	66		
<b>8.3 Australian Employers Network on Disability</b> • Continue membership	67		
<b>8.4 Inclusive internal communications</b> • Incorporate employees with a disability & their carers	68		

<b>9. OPPORTUNITY, ENGAGEMENT AND RETENTION</b>			
<b>9.1 Workplace facility standards</b> • Access & facilities in Telstra Accommodation Standards	69		
<b>9.2 Employee engagement</b> • Monitor through regular employee engagement survey	70		
<b>9.3 Learning and Leadership</b> • Opportunity promoted/available in curricula	71		
<b>9.4 Promotion of aids and assistance</b> • Promote, facilitate provision of aids and assistance	72		
<b>9.5 Sharing with the broader Telstra community</b> • Develop/implement creative opportunities to engage	73		
<b>9.6 Disability impact assessments (EPM CQ)</b> • Review & implement improvements where practicable	74		
<b>9.7 Personal leave</b> • Examine and improve where viable			2
<b>9.8 Promoting networking opportunities</b> • Relaunch/sustain for employees with disability/carers	75		

TOTALS	Complete	In Progress	Not Actioned
N=80	75	3	2
100%	94%	4%	2%