

TELSTRA'S 5th
DISABILITY ACTION PLAN

2010 - 2012





Telstra's Fifth Disability Action Plan 2010-2012

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Introduction

CEO's Foreword

Telstra is in the business of making connections. Connections between individuals and families, connections between businesses and governments, connections between communities in the city and the country. Real connections that make a real difference. We use a wide range of technologies to make those connections, ranging from fixed phone lines to the Internet to wireless broadband.

Ultimately, though, what we do is all about people. Telstra's core mission is to use technology to improve the way Australians live and work.

We believe there are two groups that have the greatest potential for social and economic progress: Indigenous Australians and Australians with a disability. That is why, in 2010, Telstra released its first Reconciliation Action Plan and made a submission to the Productivity Commission in support of a proposed National Disability Insurance Scheme.

And that is why we are now releasing our fifth Disability Action Plan.

Telstra is proud to be a corporate leader in serving customers with a disability and addressing accessibility issues.

For more than 20 years, we have stepped up to the challenge of ensuring Australians with disability have access to the latest advances in communications – becoming one of the first major Australian corporations to develop and lodge a Disability Action Plan with the Australian Human Rights Commission in 1996.

The independent review of our Fourth Plan 2007-09 found that we continue to achieve excellent results. A highlight of that Plan was the development of Telstra's EasyTouch[®] Discovery mobile phone, incorporating a wide range of accessibility features. This handset, designed with substantial end-user representation and testing, is now a very popular mobile phone for our customers with disability and seniors.

In a rapidly changing Australian telecommunications environment, and in a time of even greater demand for our services, I am determined that we stay focussed on providing the best possible level of service to all our customers. To achieve this, we are streamlining processes, removing duplication and putting the customer at the centre of everything we do. Further, our extensive fixed, mobile and broadband data networks provide new opportunities for product innovation such as the T-Hub and T-Box.

This, Telstra's Fifth Disability Action Plan complements our customer service initiatives.

We strive to meet the ongoing challenge of ensuring that our products, services and information remain accessible to our customers with disability and are improved wherever possible. In this way we will support initiatives such as the National Disability Strategy, recognising the benefits that modern information and communications technologies bring to people with a disability.

David Thodey
CEO, Telstra



Message from Dr Rhonda Galbally AO

There are two ways that disability can be approached.

The first way is to dwell on the negatives – defining people by the things that they may or may not be able to do as a result of their physical or intellectual disability. This marginal approach has held sway since deinstitutionalisation in the 1970s and 1980s – resulting in a generation of Australians being shut out of employment and community life.

The second way is to focus on the positives – defining people by what they can do and giving them the support they need to live a more independent life.

Happily, after decades of marginalising disability, the mainstream approach is finally gaining traction. Major initiatives, such as the proposed National Disability Insurance Scheme, are focusing on people with disabilities as individuals.

If implemented correctly, the NDIS – which has the bipartisan support of all political parties – will create a huge

market for services and products to support the individual needs of 1.5 million Australians with a disability.

That's why Telstra's fifth Disability Action Plan is so important.

Now more than ever, our nation needs corporate champions like Telstra to show what can be achieved when people with a disability are given the support they need to make the most of the abilities they possess.

There is no doubt that next generation technologies like Telstra's Next G and Next IP networks have the potential to transform the personal and professional lives of thousands of Australians with a disability.

I congratulate Telstra for its ongoing leadership.

Dr Rhonda Galbally AO
Chair - National People with Disabilities and Carer Council

Our Commitment

The Australian Bureau of Statistics (ABS)¹ records that one-in-five Australians have a disability² – that's close to four million Australians. Further, over six per cent or 1.2 million Australians have a profound or severe level of core activity limitation; and the rate of disability increases with age.

This means that many Telstra customers with a disability may have difficulty making or receiving a phone call, using standard voice or text-based phone services or have difficulty reading information about Telstra's products and services. Telstra has long recognised these challenges, which is why in 1996 we were one of the first major Australian corporations to develop and lodge a Disability Action Plan with the Australian Human Rights Commission (AHRC). Since then, we have developed and published three more Plans. All were submitted to the AHRC, as were the respective review reports based on independent assessments of performance against actions undertaken.

The independent review of our Fourth Disability Action Plan 2007-09 found that of the 42 items, 33 were complete or on-going with high achievement; there was extensive progress on four items; and five items remained in progress. Telstra's Disability Action Plans and review reports are published online at www.telstra.com.au/disability.

¹ Disability, Ageing and Carers, Australia, 2003 @ www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/4430.02003

² For the definition of 'Disability', see the *Disability Discrimination Act* §5.2.1 – 'Disability' defined @ www.humanrights.gov.au/legal/FDL/index.html

Developing our Disability Action Plans has been more than just a response to Disability Discrimination Act (DDA) obligations. There are strong business and customer service imperatives behind our Plans, which continue to be a key element of our company policy on disability services and our company and board policies on diversity and inclusion. This Plan is endorsed by Telstra's CEO, Diversity Council and senior management team. It demonstrates Telstra's ongoing commitment to Australians with a disability, which includes many older Australians.

The scope of our Plan includes physical, sensory, intellectual and psychiatric disability (including mental health). For the first time, we are including people who are carers of people with a disability within the remit of our Disability Action Plan, where appropriate.

Our vision is to improve the way people live and work

As Australia's leading telecommunications provider, Telstra is uniquely positioned to have impact by continuing to innovate and provide great service to our customers with a disability. We can contribute positively to the lives of people with a disability through community investment and partnerships, and we can be a great place for people with a disability and their carers to work. Our objectives for this Plan, within the three pillars of our Diversity and Inclusion framework, are:

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



We know that accessible telecommunications are critical to full participation in work and in the community. The rapid growth in new technologies is providing opportunities that were previously not possible – such as mobile video communication in Auslan for Deaf Australians over Telstra’s Next G™ network and mobile services for Australians with hearing aids without the concern of interference. Social networking applications are providing new possibilities for people with a disability to form supportive communities of interest in Australia and across the world.

This Plan includes exploring a number of commercial opportunities, including state-of-the-art, in-home monitoring and management of chronic conditions – such as the MyGlucoHealth diabetes monitoring system, using Telstra’s fixed and mobile broadband networks, and applications on next-generation devices such as the Telstra T-Hub. We understand the significance of people with a disability and seniors as a growing market segment. This Plan includes a commitment to explore opportunities to be more inclusive of people with a disability in our product, service and brand promotion.

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

Telstra is uniquely placed to participate in public policy developments affecting people with a disability. We are

committed to taking a leadership role on the emerging National Disability Long-Term Care and Support Scheme. We will do this by engaging widely and publicly advocating for accessible, affordable Information and Communication Technology options that are economically viable to be included in the scheme.

Telstra doesn’t do all this on its own. We consult and partner with community organisations such as disability consumer advocacy and service provider groups, to improve the accessibility of our products, services and information, and to support our community initiatives. We do this with representatives from national peak disability consumer organisations via our Disability Forum.

Our community initiatives also include support for community groups, and elite and grass-roots sporting groups, including the Australian Paralympic Committee. This Plan includes a number of programs supported by the Telstra Foundation such as the Inspire Foundation Mental Health Program.

For our people – to improve Telstra’s attraction, recruitment, engagement and retention of people with a disability and their carers. We actively seek to provide and improve opportunities for employees with a disability, and their carers; and also for employees who are caring for family members with a disability. At Telstra we want to continue to be a great place to work.



Implementation and Governance

This Plan is part of a dynamic process and commitment. Its implementation will be monitored regularly, and appropriate information will be collected and analysed to determine progress against actions, targets and goals.

Telstra Business Units will have responsibility for implementation and ensuring the progress of their respective actions through their annual business cycle.

Telstra Public Policy and Communications will, in conjunction with Human Resources and relevant Business Unit representatives, oversee the implementation of the Plan.

Telstra will report both internally and externally on progress against actions in the Plan as per the table below. In addition, regular articles will be published in internal employee communication channels and on the Telstra Intranet site, to report progress and achievements within the company.

As with previous plans, provision has been made for a comprehensive assessment, including external input, to be conducted on conclusion of the Plan. The assessment report will be lodged with the AHRC.

Action	Responsibility	Timeline	Performance indicator
<ul style="list-style-type: none"> • Monitor the implementation of our Action Plan and report quarterly to Telstra's Diversity Council • Compile and publish annual results through our Corporate Citizenship Report and Telstra Annual Report • Conduct internal mid-term review of implementation, report results to Telstra's Disability Forum • Conduct independent review of progress of actions under our Action Plan, publish results and inform development of next plan 	Public Policy and Communications Consumer Affairs; Human Resources Diversity	<ul style="list-style-type: none"> • Quarterly from December 2010 • From 2011 by end July 2011 • By end September 2011 • By end March 2013 	Evidence of activities undertaken to explore and develop commercially viable and sustainable options to improve access to Telstra products and services for people with a disability under <i>Our Customers</i> ; evidence of activities on undertakings under <i>Our Communities</i> and <i>Our People</i>



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			
Action	Responsibility	Timeline	Performance indicator
<p>1.1 National Broadband Network and Regulatory Environment</p> <p>Actively co-operate with NBN USO Co NRS to explore accessible product service options for Telstra customers with a disability into the future</p>	Public Policy and Communications	Ongoing, review mid-term	Evidence of co-operation
<p>1.2 Access to Telstra online</p> <ul style="list-style-type: none"> 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 timelines 	Chief Marketing Office Telstra Consumer and Country Wide Public Policy and Communications	Review June 2011 Compliance target December 2014	<ul style="list-style-type: none"> Review undertaken New Telstra WCAG2.0 Accessibility Standard published and rollout implemented
<p>1.3 SMS access to Emergency Services</p> <p>Explore options to introduce SMS access to Emergency Services in cooperation with Australian Government and Industry</p>	Public Policy and Communications Telstra Operations Wireless	Per Government timelines, review mid-term	Options evaluated as per Government timeline
<p>1.4 Captions for movie downloads</p> <p>Explore commercially viable introduction of captioning and audio description on BigPond Movies and BigPond TV, including:</p> <ul style="list-style-type: none"> Commercially viable options to obtain captioned movie titles for download Capability of Big Pond and Telstra systems and media player software/ devices to present suitable captions for download Monitoring and implementation of relevant outcomes from the DBCDE Access to Electronic Media Review 	Chief Marketing Office Media Public Policy and Communications	<ul style="list-style-type: none"> March 2011 for initial investigations June 2011 for report on outcomes from investigations Pending release of final DBCDE Media Access Review report, review mid-term 	Evidence of exploratory actions taken towards the provision of captions for movie downloads from Big Pond, including engagement with relevant stakeholders, including suppliers and partners

2. MARKET OPPORTUNITIES TO IMPROVE ACCESS			
Action	Responsibility	Timeline	Performance indicator
<p>2.1 Commercial opportunities</p> <p>Explore commercially viable and sustainable options to improve access to Telstra products and services for people with a disability, including:</p> <ul style="list-style-type: none"> • Undertaking target market research on the disability segment to identify and inform product, service and communication opportunities • Exploring commercial partnership opportunities with key disability service providers (e.g. Australian Hearing) • Ensuring ongoing accessibility and affordability of suitable pre-paid and post-paid mobile handsets, to include an extensive accessibility feature set • Exploring options for commercially viable fixed and mobile video calling options for customers who are Deaf and who use Auslan as their preferred language • In co-operation with health medical practitioners and customers, exploring opportunities to develop commercially viable in-home monitoring management of chronic diseases and disability (including age-related) using Telstra's fixed and mobile broadband networks, applications on next-generation devices such as the T-Hub and Bluetooth technology • 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 • Exploring opportunities for product and service advertising and Telstra brand promotion to be more inclusive of people with a disability as and where appropriate 	<p>Telstra Consumer and Country Wide</p> <p>Chief Marketing Office</p> <p>Market Intelligence</p> <p>Customer Analytics</p> <p>Public Policy and Communications</p>	<p>December 2010 to June 2011; re-report mid-Term</p>	<p>Evidence of activities undertaken to conduct targeted research and explore and develop commercially viable and sustainable options to improve access to Telstra products and services for people with a disability.</p>

2. MARKET OPPORTUNITIES TO IMPROVE ACCESS			
Action	Responsibility	Timeline	Performance indicator
<p>2.2 National and international trends</p> <ul style="list-style-type: none"> • 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 • 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 	<p>Public Policy and Communications Telstra Consumer and Country Wide</p>	<p>Ongoing activity, review mid-term</p>	<p>Evidence of monitoring and investigation of national and international trends in product development for people with a disability</p>

3. IMPROVEMENTS TO EXISTING INITIATIVES, PROGRAMS AND PROCESSES			
Action	Responsibility	Timeline	Performance indicator
<p>3.1 Employee awareness</p> <ul style="list-style-type: none"> • 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 • Monitor, review and improve relevance and currency of disability accessibility-related content on Telstra's Intranet, Know-How and Retail.Live channels • Review and improve accessibility of employee training materials 	<p>Public Policy and Communications</p>	<p>Ongoing activity, review progress mid-term</p>	<ul style="list-style-type: none"> • Induction and ongoing training reviewed, with regular refresher training for current employees • Evidence of content reviews and improvements

3. IMPROVEMENTS TO EXISTING INITIATIVES, PROGRAMS AND PROCESSES

Action	Responsibility	Timeline	Performance indicator
<p>3.2 Access to Telstra by phone</p> <ul style="list-style-type: none"> • Monitor performance of Telstra's Disability Enquiry Hotline for customer queries, including TTY access, and implement improvements where practicable • 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 • Improve awareness of the role of the National Relay Service among employees • Explore options afforded by emerging technologies to improve text-based access to Telstra, including online 'chat' and email and IP (Internet) Relay 	<p>Telstra Consumer and Country Wide Customer Service and Sales Public Policy and Communications Telstra Operations</p>	<ul style="list-style-type: none"> • June 2011 • Ongoing activity; review progress mid-term • September 2010 • March 2011 	<p>Evidence of market research and improvement identified and implemented to access for customers with a disability</p>
<p>3.3 Access to Telstra information</p> <ul style="list-style-type: none"> • Explore options to improve the accessibility of Telstra information such as bills and related correspondence, contractual terms, and relevant marketing offers • Ensure marketing promotional activity to support Telstra's Disability Equipment Program, including: <ul style="list-style-type: none"> • 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 	<p>Telstra Consumer and Country Wide Chief Marketing Office Marketing Communications Public Policy and Communications</p>	<ul style="list-style-type: none"> • Ongoing activity; review progress mid-term (1-2) • December 2010 (2.1) • March 2011 (2.2) 	<ul style="list-style-type: none"> • Evidence of ongoing activity taken to ensure access to Telstra information in accessible formats for customers with a disability (1) • Evidence of exploratory actions taken on community languages, Auslan and Plain English (2)
<p>3.4 Access to Telstra Shops and properties</p> <p>Review and improve access to Telstra Shops and properties including Hearing Loops in Telstra owned shops and physical access to Telstra shops and premises</p>	<p>Telstra Consumer and Country Wide Retail Finance and Administration Procurement Telstra Property</p>	<p>Ongoing activity; review processes mid-term</p>	<ul style="list-style-type: none"> • Hearing loops in place in all Telstra Shops and employees trained in their use • Evidence of processes that ensure physical access to all Telstra Shops
<p>3.5 Access to Directories information</p> <p>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</p>	<p>Sensis Public Policy and Communications</p>	<p>June 2011</p>	<p>Evidence of review of DA Helpline operation, including application process</p>

3. IMPROVEMENTS TO EXISTING INITIATIVES, PROGRAMS AND PROCESSES			
Action	Responsibility	Timeline	Performance indicator
3.6 Enabling phone calls 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	Sensis Public Policy and Communications	June 2011	Evidence of review of Call Connect Fee Exemption, including application process
3.7 Proof of ID for people with a disability Investigate and implement viable improvements to proof of ID process for customers with a disability, to improve their customer experience	Finance and Administration Credit Management Operations Public Policy and Communications	Ongoing; Review progress mid-Term	Evidence of actions taken to improve proof of ID process for people with a disability
3.8 Complaints resolution and analysis 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	Public Policy and Communications Corporate Strategy and Customer Experience Customer Service and Satisfaction	March 2012; Review mid-term	Evidence of disability/ DDA-related complaint resolution and root cause analysis processes, and actions taken to address complaint root causes

4. ONGOING COMPLIANCE PROGRAMS			
Action	Responsibility	Timeline	Performance indicator
<p>4.1 Access to fixed (home) phones</p> <p>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, e.g.:</p> <ul style="list-style-type: none"> • Consult on DEP product development, review, maintain support with Telstra's Disability Equipment Program Consumer Advisory Group (DEP CAG) • Review the effectiveness of Telstra's DEP application process, including eligibility, and implement improvements where practicable, in consultation with the Telstra DEP CAG • 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 • Clarify and communicate DEP processes for remote Indigenous communities 	<ul style="list-style-type: none"> • Public Policy and Communications; Chief Marketing Office Devices; Telstra Consumer and Country Wide Customer Service and Sales (1-2) • Public Policy and Communications; Telstra Consumer and Country Wide Customer Service and Sales: Telstra Operations • Public Policy and Communications; Telstra Consumer and Country Wide Indigenous Directorate 	<p>Ongoing activity</p> <p>March 2011</p> <p>September 2011</p> <p>March 2011</p>	<ul style="list-style-type: none"> • Two DEP CAG meetings to be held each calendar year • Evidence of an ongoing, effective DEP application process • Evidence of supporting marketing and promotional activities (including application form) • Results of eligibility for DEP, PA etc process review • Clarification of responsibility for provision of DEP to remote indigenous communities

4. ONGOING COMPLIANCE PROGRAMS			
Action	Responsibility	Timeline	Performance indicator
<p>4.2 Access to Payphones Subject to changes to the regulatory environment, continue to:</p> <ul style="list-style-type: none"> • Maintain and install TTY payphones based on need • Modify specified payphones in support of Communications Alliance Accessibility of Payphones Industry Guideline G630:2006 (e.g. access paths and door width) • Investigate and rectify reported pedestal payphone hazards to people who are blind • Investigate suppressing background noise and improving incoming volume on payphones for customers with hearing impairment • Review publicity on availability of TTY payphones, including webpage 	<p>Telstra Consumer and Country Wide Payphones Public Policy and Communications</p>	<p>Points 1-3; Ongoing activity Points 4-5 March 2011</p>	<p>Evidence of installation, maintenance and investigation activities pertaining to payphones accessibility, including TTY payphones</p>
<p>4.3 Compliance with industry codes, standards and regulations Review and revise operational processes to ensure Telstra meets disability-related regulations and industry codes and standards</p>	<p>Public Policy and Communications All Business Units</p>	<p>Ongoing activity; review mid-term</p>	<p>Evidence of operational processes relating to compliance with industry codes, standards and regulations</p>
<p>4.4 DDA compliance program</p> <ul style="list-style-type: none"> • Ensure DDA compliance remains part of Telstra's Compliance and Corporate Ethics Framework (C&CEF) • 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 	<p>Finance and Administration Governance and Compliance Public Policy and Communications</p>	<p>Ongoing activities; review mid-term</p>	<p>Evidence that Telstra's DDA compliance program is included in Telstra's Compliance and Corporate Ethics Framework and business planning and initiative management processes (EPM CQ)</p>



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			
Action	Responsibility	Timeline	Performance indicator
<p>5.1 National Disability Long-Term Care and Support Scheme 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</p>	Public Policy and Communications	December 2012	Telstra contribution by way of business leadership, public support and in-kind assistance
<p>5.2 Supplier diversity in procurement Include issues relating to disability in a Telstra Supplier Diversity Program within Telstra's procurement strategy</p>	Finance and Administration Procurement	December 2012	Disability issues included within Supplier Diversity Program
<p>5.3 Payroll giving partnerships Form payroll giving partnerships with and encourage employee contributions, including volunteering, to community organisations which support and or advocate for people with a disability</p>	Public Policy and Communications	Ongoing	Partnerships formed. Ongoing encouragement of employee contribution and volunteering
<p>5.4 Innovative research Encourage innovative research and development in the area of telecommunications and disability through:</p> <ul style="list-style-type: none"> • The Telstra- <i>Telecommunications Journal of Australia</i> Christopher Newell Prize • A Web 2.0 portal • Trial of mobile applications software 	Public Policy and Communications Telstra Operations Telstra Consumer and Country Wide	June 2011	<ul style="list-style-type: none"> • Number of peer-reviewed articles published by <i>Telecommunications Journal of Australia</i> Successful awarding of the Prize • Successful launch and promotion of Web 2.0 site. Successful uploading of Telstra information • Successful publishing of iPhone iPad applications research to improve communications options for people with a disability
<p>5.5 Stakeholder consultation Ongoing effective consultation with a disability stakeholders in Telstra's business processes</p>	Public Policy and Communications	Ongoing consultation with forums held in March and September annually	Hold two meetings per annum of the Telstra Disability Forum with high level of consumer satisfaction feedback

5. Community Investment			
Action	Responsibility	Timeline	Performance indicator
5.6 Targeted community communication Promote and increase awareness of Telstra's products and services through communication channels focused towards people with a disability and their carers	Telstra Consumer and Country Wide	June 2010-11 Ongoing	<ul style="list-style-type: none"> Sponsorship of LINK Disability magazine, 5 editions per year with advertorial and editorial Promotion of EasyTouch Discovery in Australian Hearing Newsletter and Catalogue 210K circulation
5.7 Equipment grants 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	Chief Marketing Office Marketing Communications	December 2012	Equipment relevant to assisting people with a disability is available under the Telstra Assistance Fund
5.8 Community support Identify ways Telstra can support other community organisations which support people with a disability	Chief Marketing Office Marketing Communications	December 2012	Other community organisations that assist people with a disability are identified and ways are found to provide information communication and technology support to them
5.9 Australian Sports Commission programs 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	Chief Marketing Office Marketing Communications	December 2012	Programs developed and implemented
5.10 Australian Paralympic Committee programs <ul style="list-style-type: none"> Provide value-in-kind Telstra products and services (ICT) at the Australian Paralympic Committee (APC) offices nationally Provide cash support through sponsorship of APC Ensure Telstra technology is tailored to support individual requirements of APC staff with a disability to support them in their work Promote and encourage Telstra representatives to consider Australian Paralympians when identifying Telstra Ambassadors to speak appear at Telstra events 	Telstra Business Chief Marketing Office Marketing Communications	December 2012 December 2012 December 2012 December 2011	<ul style="list-style-type: none"> Installed products and services relevant to APC's overall ICT requirements Cash sponsorship value over \$1 million over three years Selected Telstra technology customised for each APC staff member Increase Telstra staff awareness of promotional opportunities available related to the five current Telstra Ambassadors who are Australian Paralympians

6. PROGRAMS SUPPORTED BY THE TELSTRA FOUNDATION

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. The delivery and outcomes of these projects remain the responsibility of the funding recipients. Visit www.telstrafoundation.com for more information.

Funded Program	Responsibility	Timeline	Performance indicator
<p>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)</p>	Telstra Foundation	To be acquitted December 2011	An improvement in social adaptive functioning for children with Autism participating in this program (approx 128 children)
<p>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)</p>	Telstra Foundation	To be acquitted December 2011	An increase in the social connection, civic engagement and mental health literacy and help seeking for young same sex attracted people and young people who are carers
<p>6.3 Murdoch Children’s Research Institute (VIC) Mobiletype program Funding (\$285,000 over two years) to Murdoch Children’s Research Institute (VIC) for the <i>mobiletype</i> program that uses mobile phones to track the mental health of young people as an early warning sign detection system for adolescent depression</p>	Telstra Foundation	To be acquitted December 2011	Statistically significant evidence that Mobiletype is an effective tool to detect, treat and manage adolescent mental health
<p>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</p>	Telstra Foundation	Telstra Foundation Strategy meeting 2011	Consideration and decision by Telstra Foundation Board
<p>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</p>	Telstra Foundation	Ongoing	Promotion occurs at least once per year, including through internal communications



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			
Action	Responsibility	Timeline	Performance indicator
7.1 Process audit 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	Human Resources	By end October 2010	Audit completed
7.2 Implement audit recommendations Recommendations and initiatives of Audit confirmed and implemented into the Recruitment Process, websites and portals as well as on customer-facing Telstra websites	Human Resources Public Policy and Communications	By end December 2010	Recommendations implemented
7.3 Recruitment promotions Embed presence of employees with a disability and their carers in external-facing recruitment promotions	Human Resources	Ongoing	Increase representation of people with a disability and their carers among employment brand ambassadors
7.4 Recruitment partnerships Partner with a disability Recruitment organisations to access more diverse talent pools	Human Resources	By end November 2010	Partnerships in place, client referrals and outcomes monitored
7.5 Mental Illness Fellowship Victoria Transitional Employment Program Continue to partner with the Mental Illness Fellowship Victoria to implement the Transitional Employment Program for people with a history of mental illness	Finance and Administration	Ongoing	Program implemented

8. COMMUNICATIONS AND AWARENESS			
Action	Responsibility	Timeline	Performance indicator
8.1 Resourcing People Managers Provide and promote resources for People Managers on successful leadership of diverse employees, including employees with a disability and their carers	Human Resources	Ongoing	Resources provided
8.2 Disability awareness Incorporate disability awareness activity and messaging within broader Diversity and Inclusion communication and cultural change initiatives	Human Resources	Ongoing	Messages and initiatives incorporated
8.3 Australian Employers Network on Disability membership Continue membership of Australian Employers Network on Disability	Human Resources	Ongoing	Membership active
8.4 Inclusive internal communications Incorporate presence of employees with a disability and their carers into internal communications activities	Human Resources	Ongoing	At least two activities per quarter to include visibility of employees with a disability and their carers

9. OPPORTUNITY, ENGAGEMENT AND RETENTION			
Action	Responsibility	Timeline	Performance indicator
9.1 Workplace facility standards Ensure access and workplace facilities for employees with a disability are implemented within Telstra Accommodation Standards	Human Resources Finance and Administration Telstra Property	Ongoing	Standards fully implemented
9.2 Employee engagement Monitor engagement of employees with a disability through regular employee engagement survey	Human Resources	Baseline established by end 2011 and monitored in regular survey	Engagement of Telstra employees with a disability not less than overall Telstra engagement scores
9.3 Learning and Leadership 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	Human Resources	Ongoing	Engagement of Telstra employees with a disability not less than overall Telstra engagement scores



9. OPPORTUNITY, ENGAGEMENT AND RETENTION			
Action	Responsibility	Timeline	Performance indicator
9.4 Promotion of aids and assistance 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	Human Resources	Ongoing	Promotion occurs and access monitored quarterly
9.5 Sharing with the broader Telstra community Develop and implement creative opportunities to engage and share the lived experience of people with a disability among the broader Telstra population	Human Resources	Ongoing	Initiatives developed and implemented
9.6 Disability impact assessments 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	Human Resources	Ongoing activities; re-view mid-term	Inclusion in Telstra's Compliance and Corporate Ethics Framework and business planning and initiative management processes (EPM CQ)
9.7 Personal leave Examine provisions relating to personal leave for Telstra employees and improve where viable	Human Resources	December 2012	Implement viable improvements
9.8 Promoting networking opportunities Relaunch and sustain networking mechanism for employees with a disability and their carers	Human Resources	By end December 2010	Network established, expanded and maintained

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