



Creating a better digital world

As a leading telecommunications company, we are working to create a better digital world by leveraging our advanced network and technology capabilities to connect people, businesses and communities. We work hard to connect everyone and make sure they have the skills and tools to get the most out of their tech and stay safe online.

Today more than two million Australians are still highly digitally excluded¹ and may miss out on the social and economic benefits that come with being online. Our commitment to creating a better digital world is underpinned by our long history of responding to digital exclusion by improving digital access, affordability and

ability across Australia. We want to see Australians connect, participate and interact safely in the digital world, irrespective of age, income, ability or location.

Creating a better digital work is a key pillar of our sustainability strategy.

Our ambition	We work hard to connect people – and support them to access the skills and tools to get the most out of their tech and stay safe online						
Themes	Connecting regional and remote communities	Building responsible tech skills	Advancing online safety, privacy and security	Supporting people in vulnerable circumstances			
Vision	We deliver exceptional experiences across the best network	We help our community to develop digital skills and champion responsible use of tech	We protect our customers online and if something goes wrong, we are there to help	We support our customers when they need us the most by keeping them connected			
Our focus areas	 Network leadership	 Regional and remote communities	 Closing the digital divide	 Education on responsible tech	 Cyber security and online safety	 Helping when things go wrong	 Keeping customers connected
How we'll achieve this	Transparency Sharing progress and learnings	People Empowering action	Partnerships Delivering a greater impact together	Technology Leveraging tech to accelerate change			

1. [Australian Digital Inclusion Index interactive data dashboards.](#)





We do this by:

Connecting regional and remote communities

We are committed to providing reliable connectivity to our customers, whether it's through mobile networks, fixed broadband or satellite services. We are constantly investing in technology innovation to improve our network capabilities and enhance the digital experience of our customers. By enabling people and businesses to access the connectivity they want and need, we are making it easier for them to access information and services, across more of Australia.

Building responsible tech skills

We recognise the importance of building responsible tech skills and have implemented initiatives to promote ethical and responsible use of technology. We collaborate with industry partners, government and academic institutions to share knowledge and best practices for responsible tech skills. We also work with our customers to co-create solutions that address ethical and social issues. We deliver digital literacy programs with our community partners to help people of all ages and backgrounds develop the skills and knowledge they need to use technology safely and responsibly.

Supporting our customers when they need us the most

We believe that everyone should have access to the digital world, regardless of their location, circumstance or socioeconomic status. We support people to stay connected by providing affordable and accessible connectivity options to underserved communities and ensuring we are always servicing our customers in a way that meets their individual needs.

Advancing online safety, privacy and security

As more and more of our lives move online, online safety and cyber security is becoming increasingly important. We take our role as custodian of customer data seriously and invest in cyber security measures to protect our customers' data and privacy. We also invest in cyber security training for our employees and educational resources for our customers to help them understand the risks associated with using technology and how to protect themselves and their data.

Telstra's commitment to innovation, connectivity and inclusion is helping to create a better digital world for everyone.



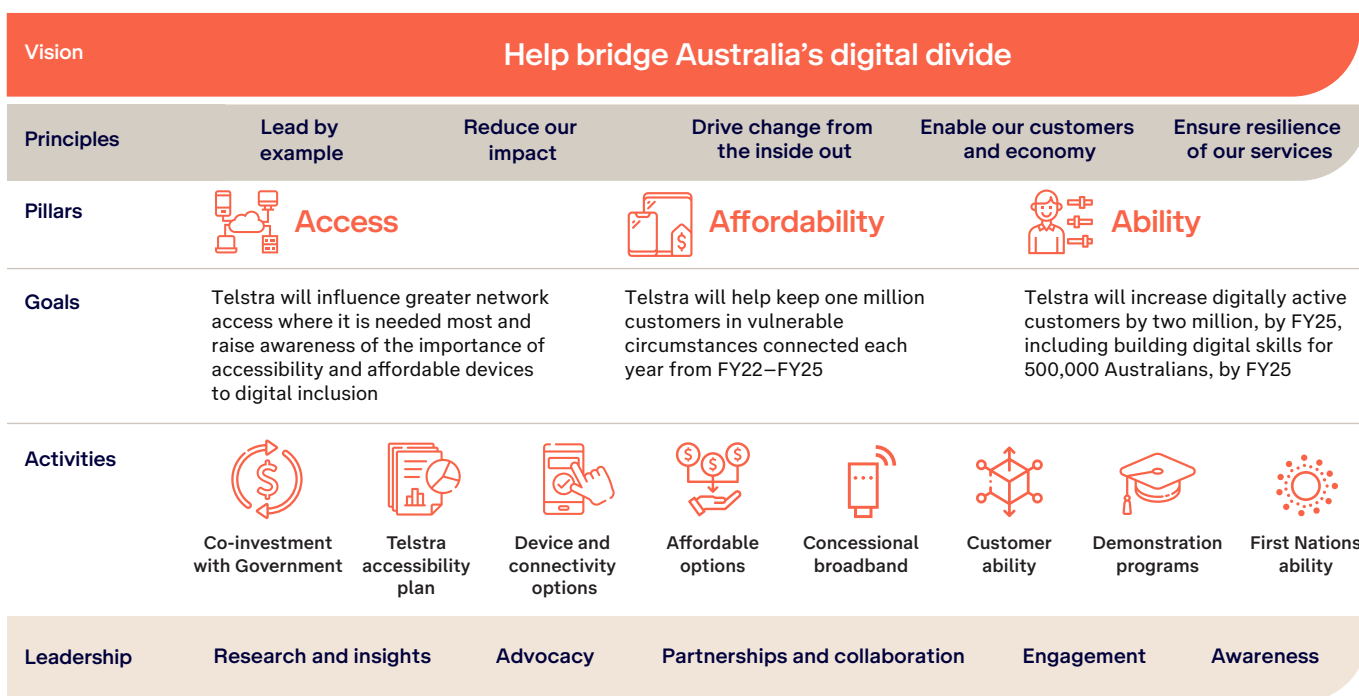
The Australian Digital Inclusion Index

Our approach is informed by the Australian Digital Inclusion Index (ADII). We undertake this research in partnership with RMIT University, Swinburne University of Technology and the ARC Centre of Excellence for Automated Decision-Making and Society. The ADII provides insights required to drive informed and effective action by policy makers, businesses and the community sector to help bridge the digital divide and improve digital inclusion outcomes for those most at risk of exclusion.

The ADII provides a comprehensive picture of Australia’s online participation by measuring three key dimensions of digital inclusion: Access, Affordability and Digital Ability. To read the latest report and view the interactive dashboards, please visit the [ADII website](#).

Our digital inclusion strategy

Our strategy aims to make a difference nationally in closing the ‘narrower but deeper’ digital divide that our research through the ADII has tracked for several years. It does this by maintaining our leadership in public policy advocacy, collaborating for impact and championing affordable products and services. The strategy is underpinned by a renewed focus on the digital capability of our own customers through large-scale programs.



For more information about our performance, see our latest Sustainability Report, data pack and additional downloads available on our [reports page](#).