



# Telstra's Accessibility & Inclusion Plan

2017 - 2019



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With technology driving such rapid change, there has never been a better time to focus on accessibility and inclusion and our vision remains to ensure we create a brilliant connected future for everyone.

## A message from the CEO



### Empowering everyone to thrive in a connected world

In this plan you will have the opportunity to read the story of Craig Morgan.

A father of two young girls and Contract Strategy Manager in Telstra's Wholesale business, Craig's life changed forever when he was hit by a car while cycling in 2015 and he lost the use of both legs.

His ongoing recovery and journey back to work is a testament to his extraordinary courage and determination, as well as the strength of his support network.

For me, Craig's journey is one of many incredible personal journeys across Telstra and goes right to the heart of why Telstra as an organisation is taking the next step to broaden our approach to accessibility and inclusion.

Ours is a long journey. In 1996 we were one of the first major Australian companies to lodge a Disability Action Plan with the Australian Human Rights Commission. Twenty years later we remain focused on embedding inclusion into everything we do.

As Australia's largest telecommunications company with people and customers in every

corner of the country, we are in a unique position to help build more inclusive communities and workplaces.

It is unique because in today's world digital technologies play a central and empowering role in our lives and being connected is not just an added extra, but an increasingly integral part of our daily lives.

It is unique because technology and connectivity also have unprecedented potential to empower and enrich the lives of people with disability.

That is what our first Accessibility & Inclusion Plan is all about – strengthening our commitment and amplifying our focus on inclusion and equal access to overcome barriers that prevent full social and economic participation.

Our plan is built on three pillars. The first pillar, Improve Customer Experience, is about intimately understanding the needs of our customers. The second pillar, Create a Fully Inclusive Workplace, is vital because a diverse workforce is our most powerful tool in building inclusion. And pillar three, Innovate for the Future, is about using our skills and capabilities as a leading innovator to truly unlock the possibilities of the digital world.

With technology driving such rapid change, there has never been a better time to focus on accessibility and inclusion and our vision remains to ensure we create a brilliant connected future for everyone.

I look forward to reporting on our progress.

**Andrew Penn**

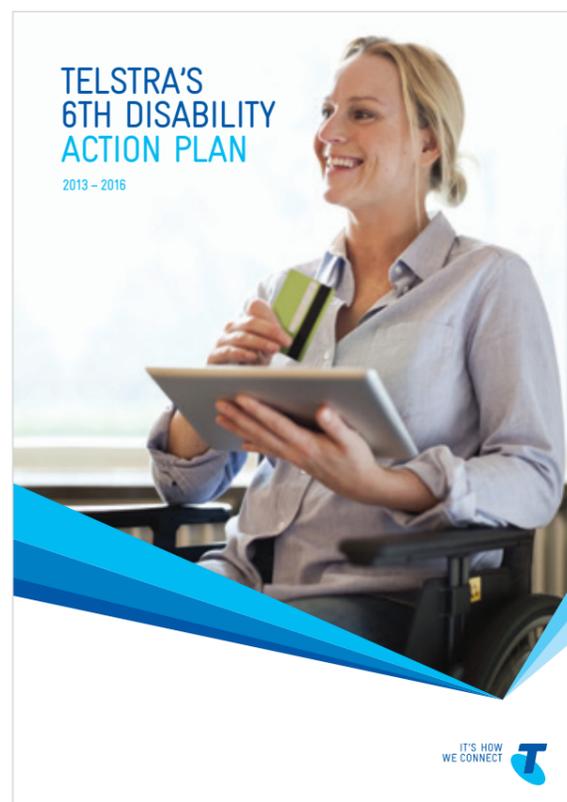
Chief Executive Officer  
Telstra

# Achievements: Disability Action Plan 2013 - 2016

The goal of our sixth Disability Action Plan (2013-2016) was to make a difference to the customers and communities we serve and the people we employ. The independent review of the Plan, conducted by Disability Services Consulting, found that of the 46 specific actions in the Plan, 42 had been completed, many with high achievement, three were in progress and one had not been actioned.

To improve our approach and the outcomes for people with disability the reviewers recommended that:

- Affordability be considered in the development of our products and services
- We embed a consistent approach to universal design
- Store accessibility guidelines are revised every two years and independent audits of store accessibility be conducted each year



## Some outcomes of the 2013 - 2016 Plan included:

- Appointing an executive manager in each business unit to champion accessibility and disability
- Removing CAPTCHAs from our Telstra websites
- Achieving a satisfactory result from an independent accessibility audit of our stores
- Improving the wellbeing of people with disability through investment in technology innovation in partnership with the MJD Foundation and Assistive Technology Australia
- Assisting customers with disability via 30,000 calls to our Disability Enquiry Hotline and providing 7,000 products through the Disability Equipment Program each year
- Providing access to employment for around 500 people with disability through our Supported Workforce Program for grounds maintenance and cleaning of network sites
- Promoting Australia's best accessible apps through support of the Australian Communications Consumer Action Network's (ACCAN) Apps for All Challenge
- Showcasing and exploring the consumer benefits of accessible technologies through M-Enabling Australasia 2013, in partnership with ACCAN

# Our Accessibility & Inclusion Plan 2017 - 2019

## Our goal is to help build a more inclusive society

While the Disability Discrimination Act lays out our legal responsibilities, our Accessibility & Inclusion Plan signals an ambition beyond compliance with regulatory requirements. We want to embed accessibility in everything we do, and raise the bar on customer experience and workplace inclusion.

Our Plan reflects Telstra's commitment to uphold the principles of the United Nations (UN)

Global Compact, the Sustainable Development Goals, and the UN Convention on the Rights of Persons with Disabilities - driving meaningful and sustainable change for people with disability.

It also reflects our commitment to digital inclusion. The Australian Digital Inclusion Index 2016 reveals people with disability in Australia are significantly below the national digital inclusion average, often missing out on the benefits of being connected.

Our Plan is informed by customer experience research, feedback from disability organisations and audit recommendations. **It is organised around three pillars:**

1

### Improve Customer Experience

Delivering brilliant customer experiences is a core pillar of our corporate strategy, and we want to be inclusive of everyone. We'll do this by making sure that our premises, products and information are accessible and easy to use, and our services meet the needs of our diverse customer base. It also means considering accessibility when we source and create software, applications, digital services, content and online experiences.

2

### Create a Fully Inclusive Workplace

To deliver brilliant customer experiences for everyone, we need a diverse workforce that lives and breathes a culture of inclusion. We'll support this by raising awareness, building accessibility know-how, providing employment for people with diverse abilities - including through our supply chain - and ensuring that our employees with disability have the technology and support they need.

3

### Innovate for the Future

We want to act now to support a better future for people with disability and help build a more inclusive society. We'll do this by pushing the boundaries of technology to shape solutions for the future, leading in universal design, and partnering with others to innovate and create new products and services. This includes a commitment to digital inclusion.

# Walking the talk

Curtis McGrath



When Telstra Youth Ambassador Curtis McGrath powered home to win the inaugural KL2 canoeing event at the Rio Paralympics, he proved to himself, his friends, his former army colleagues, and thousands of Australians with disabilities, that nothing – if you really believe it – is impossible.

It's a message and a spirit that drives Curtis in the daily charity work to which he has committed his life. And it's a message that is now making real waves at Telstra.

*“Telstra has a special role to play in providing life-changing opportunities for people with disabilities, both through technology and employment”*

**Curtis McGrath**

Less than five years after losing his legs to a landmine in Afghanistan, this dignified

28-year-old has risen from the depths of personal tragedy to become a model of hope, courage and determination for millions of Australians.

“There’s no one better than Curtis to make the words ‘accessibility’ and ‘inclusion’ really mean something across our business,” says Duncan Armstrong, an Olympic swimming champion himself and Telstra Community Engagement Specialist. “As the company focuses on greater opportunities for people with disabilities, there’s no better advocate than this young man who has bounced back from adversity to become one of our greatest Paralympians.”

With his rigorous Rio schedule, Curtis’s work for Telstra has been largely focused on social media advocacy. But he’s now setting his sights on a busy few years ahead: attending product launches and store openings, mentoring young people, and addressing community events. While continuing to represent the Mates4Mates and Legacy charities, Curtis sees Telstra as his foremost ally in promoting his personal passion for inclusion.

“Telstra has a special role to play in providing life-changing opportunities for people with disabilities, both through technology and employment,” he says. “Everyone needs to communicate and connect with other people, and as our largest communications provider Telstra is in a unique position to walk this talk.”

# 1 Improve Customer Experience



*“Our opportunity is to be great at understanding how our customers’ needs are changing, and how we keep improving our service to meet those needs.”*

**Vicki Brady, Group Managing Director, Telstra Consumer**

## Aspiration

Brilliant customer experiences for everyone

Commitment	Measure of success
1. Implement online accessibility enhancements through Telstra.com, mobile and partner sites	Positive independent accessibility audit result against WCAG 2.0 and inclusive user testing results
2. Produce bills, marketing material, contracts, Critical Information Summaries, and shareholder materials in accessible formats, including for assistive technologies	Positive independent accessibility audit and inclusive user testing results
3. Review Telstra brand and marketing accessibility for best practice, including contrast ratios, accessible media content, style and imagery	Positive independent accessibility audit and inclusive user testing results
4. Provide Auslan appointments in Telstra Retail stores via video remote interpreting	Number of customer appointments
5. Embed disability services and accessibility requirements into procurement processes	Spend on disability group services and suppliers
6. Provide customers with information on affordability options for accessible products and services	Product awareness of customers and disability organisations
7. Refreshed accessibility and inclusion training for frontline customer service employees	100% completion

# Service with attitude

Brad Emin and Bella Penfold



It usually takes years to build up a bond of loyalty and trust with a new employer. But on the day in July 2016 that Telstra Discovery Store Leader Wendy Duff gave Brad Emin his first job, she earned his loyalty for life. “I’ll always be grateful to Wendy,” says Brad. “I’ll follow her into battle and stay true to her forever.”

*“You can teach a person a job, but not an attitude – and Brad and Bella both have wonderful attitudes!”*

**Cameron Knox**

Brad, a cheerful, capable 26-year-old, has an intellectual disability and lived for years on welfare payments while he studied and tried to

find work. He was beginning to consider himself “unemployable” until a new initiative by Telstra’s flagship Melbourne store offered him and fellow jobseeker Bella Penfold part-time jobs.

Six months on, the experience has had a positive impact on everyone involved.

“This is the first time I’ve had to do things on my own,” says Bella, 22. “When I was at TAFE, I always had someone helping me take notes and do assignments. But here I have to be punctual and be very organised.

“But I’ve discovered I’m really good at that!”

Brad and Bella work on alternate days, keeping the counters stocked, the printers running, the computer screens and keyboards sanitised. These are critical tasks that help keep the store running smoothly every day.

The Melbourne store has gained a reputation for its friendly social conscience, with a café staffed by asylum seekers and a ‘pop-up space’ run by the Wise Foundation. But Brad and Bella’s employment is a new endeavour – and one their manager Cameron Knox is particularly proud of.

“You can teach a person a job, but not an attitude – and Brad and Bella both have wonderful attitudes,” says Cameron.

## ② Create a Fully Inclusive Workplace



*“We aspire to a workplace where disability and inclusion is not something we need to talk about anymore - but culturally, just what we do every day.”*

**Alex Badenoch, Group Executive, Human Resources**

### Aspiration

Fully inclusive workplace and a diverse workforce

Commitment	Measure of success
1. Telstra Careers Centre recruiters to complete the Australian Network on Disability Confident Recruiter Standards program	100% completion 100 new recruits who identify as living with disability
2. Increase the annual graduate and intern intake each year of people who identify as living with disability	Year on year increase to achieve 10% representation
3. Formalise the <i>Personalisation at Work</i> guide in a new policy to ensure employees have access to adjustments in the workplace including assistive technology and car parking	Engagement of employees who identify as living with disability equal to or greater than overall Telstra employee engagement (EES)
4. Establish a resource group comprising employees with various needs to provide insight into the design and use of products, processes and systems	Employee resource group actively engaged in design
5. Build employee engagement, awareness and empathy including through campaigns such as International Day of People with Disability and Global Accessibility Awareness Day	Increased engagement of all employees in relation to diversity and inclusion
6. Provide employment opportunities for people with a disability through our Supported Workforce Program	Maintain the use of Australian Disability Enterprises to provide cleaning and gardening services in >75% of the Network program
7. Employee workspace refurbishment and new design will be accessible and inclusive, in consultation with employees with disability and external consultants	Independent accessibility audit and employee survey results

# Changing our tune

Stephanie McDonald



Little things matter a lot to Stephanie McDonald. As a profoundly deaf person, life for the 26-year-old Telstra graduate involves a series of little adjustments and adaptations: using emails instead of phone calls, live-captioning phone meetings, making video calls through the National Relay Service, and – always – encouraging colleagues to meet face to face.

But nothing had prepared Stephanie for the help she’s had from her fellow graduates.

“Nearly every one of them has learned some Auslan (sign language) over the past year,” beams Stephanie. “It’s a wonderful feeling that they’ve learned it to communicate with me!”

Across Telstra’s graduate program, the inclusion of people with disabilities is bringing real change to our workplace: not just adaptive technologies, but a change of attitudes, a recognition that individual skills and talents far outweigh the soluble challenges of physical disability.

For Stephanie, being nearly 100% deaf has meant adapting her workplace and communications; but it has also meant broadening the horizons of her colleagues – and improving their lives, too.

Graduate Yvette Wyborn says learning Auslan has opened a new world for her. Now, she’s joined her office’s Diversity and Inclusion Council, and last year helped Stephanie produce three videos about Auslan.

“Hundreds of people have seen them and we’ve had amazing feedback, including people taking them home to show their kids,” says Yvette. “So much of Auslan is really intuitive, it’s much easier to learn than you think – especially for children.”

*“It’s great working for a company that genuinely cares about this level of accessibility”*

**Stephanie McDonald**

“I’m amazed and humbled how many people want to learn,” says Stephanie. “For me, every little sign helps. When I’m in a meeting and someone signs when there’s a new topic, it really helps me follow the conversation.”

Stephanie, a business analyst, is also supporting R&D on some new technologies. “It’s great working for a company that genuinely cares about this level of accessibility,” she says.

# 3 Innovate for the Future



*“We need to be inclusive in seeking innovative ideas and welcome the contribution of everyone - some of the best ideas and innovation come from people who are outside a business.”*

**Cynthia Whelan, Group Executive, New Business**

## Aspiration

Accessible and inclusive new technology, products and services that empower everyone to fully participate.

Commitment	Measure of success
1. Enable people with disability to better connect and live independently through home automation, telehealth and dedicated customer service	New product development and uptake
2. Develop and deploy industry-leading accessibility standards for mobile and tablet apps in collaboration with innovators from tech, disability, accessibility and software organisations	Delivery of App Standards and number of signatories
3. Include disability and accessibility focused organisations and programs in the Telstra Foundation portfolio in support of tech-for-good (e.g. Remarkable, Assistive Technology Australia, MJD Foundation and Reachout).	Investment and impact of disability partnerships

# A life reclaimed

Craig Morgan



Craig Morgan has always been one for goals. As a “super-passionate” triathlete, Telstra Wholesale’s General Manager of Contracts was always after the next personal best. But when, in a freak hit-and-run cycling accident in November 2015, Craig lost the use of both legs, he had no idea how badly he would rely on his commitment to tangible targets.

“It was one goal after another,” says Craig. “Getting from intensive care to the spinal ward to rehab, targeting weekly goals in physio, mobility, self-care – there were countless little goals that helped me reclaim my independence. Jules (Jules Scarlett, Director of Commercial Operations) was amazing, coming to see me, supporting my family, constantly keeping up my connection with work.

“In those early days, two things reassured me I could get my life back: my wife Anna telling me the one thing I didn’t need to worry about was our relationship, and Jules saying ‘you have our full support, your job’s here waiting for you.’”

Psychologists have long noted the strong association between rehabilitation and connectivity to one’s workplace. Work is a stabilising force, a force that gives us purpose, fulfilment, normality. For Craig, coming back from a near-death experience, his job with Telstra was – and remains – pivotal.

In May 2016, just six months after his accident, Craig began returning to his office: a few hours at a time to start with, building up to two days a week – with the remaining days working from home. Work fuelled his recovery, he says – although it was even more inspiring for his colleagues.

*“To see someone adapting to such monumental change: always focusing on the positives, always finding a way forward – really, there can be nothing more inspiring.”*

**Jules Scarlett**

“We always knew Craig had tenacity and drive, but we’ve been astounded at how quickly he returned to work,” says Jules. “It’s had an incredible impact on the team, particularly as we’re going through a period of structural change. To see someone adapting to such monumental change: always focusing on the positives, always finding a way forward – really, there can be nothing more inspiring.”

# Governance

Progress on actions within this Plan are monitored by Telstra’s Chief Sustainability Office and reported to the Telstra Board half yearly. An independent audit will provide an end of Plan performance review.

We report publicly on progress in our annual Telstra Sustainability Report.

Our Accessibility & Inclusion Plan is available on our Telstra website at [telstra.com/disability](http://telstra.com/disability). If you would like to be provided with the Plan in an alternative format, please contact us.

## Feedback

We encourage organisations and individuals to provide feedback on this Plan and other Telstra accessibility issues by emailing us at [sustainability@team.telstra.com](mailto:sustainability@team.telstra.com)

## Disability Equipment Program

For more information visit [telstra.com/disability](https://telstra.com/disability)

## Disability Enquiry Hotline

For advice on our disability products and services, contact our Hotline:

- **1800 068 424** (Voice)
- **133 677** (TTY)
- **1800 814 777** (Fax)

Or email: [disability@online.telstra.com.au](mailto:disability@online.telstra.com.au)

