



# Purpose and values

For Telstra, doing business responsibly means doing the right thing – for our customers, our people and the communities in which we operate.

## Fulfilling our purpose

We believe it's people who give purpose to our technology.  
So we're committed to staying close to our customers and providing them the best experience.  
And delivering the best technology.  
On the best network.  
Because our purpose is to **build a connected future so everyone can thrive.**

## Living our values

Our four values describe what we stand for and will guide us into the future.

- We are changemakers
- We are better together
- We care
- We make it simple

Our purpose underpins our belief that Telstra has a very real responsibility to play a positive and meaningful role in creating a more sustainable and inclusive world.

The foundational connectivity and digital solutions we provide create value for our customers, people, communities and shareholders.

Through our Responsible Business Strategy, we are demonstrating that we understand the expectations on us and are working to contribute to solutions to meet the environmental and societal challenges facing the communities in which we operate.

## Key material issues

- Access and affordability
- Building digital ability
- Business transformation and market forces
- Climate change
- Community investment
- Culture and engagement
- Customer experience
- Diversity and inclusion
- Employment conditions and consultation
- Human Rights
- Leadership, ethics and governance
- Product and service responsibility
- Technology and ethics

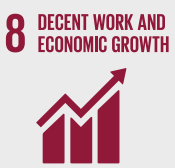
## Key stakeholders

- Customers
- Employees
- Unions
- Government
- Investors
- Communities
- Media

## Priority SDGs Targets



- End all forms of discrimination against all women and girls everywhere
- Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- Enhance the use of enabling technology, in particular information and communication technology, to promote the empowerment of women



- Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms
- Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors
- By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value



- Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all
- By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities



- By 2030, achieve the sustainable management and efficient use of natural resources
- By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
- Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle
- Promote public procurement practices that are sustainable, in accordance with national policies and priorities



- Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

For more information on Telstra's approach please refer to the following sections of the Bigger Picture 2022 Sustainability Report > Trusted operations – How we do business responsibly; Ethics, values and governance

Please also refer to our 2022 Corporate Governance Statement for more information on our approach to corporate governance, transparency and accountability.