

Sustainability Matters



April 2021

Telstra Elevate RAP withdrawn

The start of the decade has been defining for many reasons. COVID-19 has fundamentally changed how we live, work and connect with people, and expectations on businesses to act responsibly have continued to evolve. When considering these changes in 2021, it is clear that how we do business is just as important as why we do it. As a large, iconic Australian business, this means acknowledging when we get it wrong and working to make things right.

Following the [ACCC investigation last year](#) in relation to sales practices in some of our licensee stores to Indigenous customers, Reconciliation Australia has informed Telstra it is removing its endorsement of our status as an Elevate Reconciliation Action Plan (RAP) organisation. We understand and accept this decision given what occurred. In addition, we acknowledge that we did not engage

Reconciliation Australia as effectively as we should have during this period.

We will reflect on what we have learned and welcome the opportunity to work together with Reconciliation Australia to develop a new RAP. We acknowledge our journey ahead and as part of this we will listen better so that we understand, learn and rebuild trust with Aboriginal and Torres Strait Islander peoples.

Watch our CEO Andy Penn talk about this and what it means to him and to Telstra [here](#).



Trusted operations

Moving to full ownership of all retail branded stores

Today, when our customers enter a local Telstra store they may not realise that some are owned by Telstra and some are operated under a licensee agreement. In February, [we announced our](#)

[intention to move to full Telstra ownership of all our retail branded stores.](#)

This change means we will be able to deliver a more consistent offering no matter which store our customers visit. It also means we can further embed our responsible business practices by having more direct engagement with our store employees. We know how important the local Telstra store is for many people, particularly in remote and regional areas. We are committed to making sure we deliver what our customers value, and that's locals helping locals.



[Read more](#)

Telstra First Nations Connect

We're on a mission to improve the way we do business. Central to that is our customers, and how we serve them. That's why [we have opened a new contact centre in Darwin](#) dedicated to answering customer enquiries and reporting faults from Indigenous communities around Australia.

Every year we receive 25,000 calls from Indigenous communities. These calls will now be serviced by the dedicated Darwin-based hub, using staff who are regionally based and of Indigenous descent. We're also anticipating that some of these calls will be taken and solved in-language for our Indigenous customers.



[Read more](#)



Improving the Triple Zero Emergency Call Service

Every second counts when a caller dials in to the Triple Zero Emergency Call Service. It is vitally important that emergency dispatchers can get emergency services to where a caller needs help, as soon as possible.

Working with the Australian Government, state and territory emergency services organisations, and our industry peers, Telstra

has helped to develop [Advanced Mobile Location](#) (AML) – a technology that allows capable smartphones to send their location to Emergency Services to help operators to work out where they're calling from. Where deployed in other countries, AML can pin-point a caller's location within five meters when used outdoors, and 25 meters when used indoors.



[Read more](#)

Getting cyber smart with Device Protect

With more devices connected to the Internet than ever, it's important to keep safe online. To help with this, we've launched [Telstra Cyber Security Device Protect](#) with cyber security leaders Trend Micro, to make it easier than ever for customers to protect their devices online.

Whether it's managing kids' screen time, helping to keep devices safe against hackers, or protecting personal information, Device Protect has it covered. To learn more about how Device Protect works, and for further tips on how to keep loved ones safely connected, [click here](#).



[Read more](#)



Environmental action

Leading on climate action

In March 2020, Telstra committed to three [ambitious targets](#) on climate change: to be carbon neutral in 2020, to lead in renewable energy by 2025 and to reduce our absolute emissions by half by 2030. These targets reflect that we all need to act, and not in a decade, but now.

That's why we have joined the United Nations Global Compact's [Business Ambition for 1.5°C](#), and pledged that we will help to limit global temperature rise to 1.5°C above pre-industrial levels. This echoes our own commitments and challenges our peers to join us to take more direct action on climate change.

We are also encouraging our [suppliers to lower their emissions](#). In April 2020 we launched a three-year partnership with CDP, becoming their first Supply Chain Program member in Australia. This partnership enables us to deliver training, tools and support to our top-100 suppliers (who account for approximately 80 per cent of our spend), to help them disclose their environmental impacts to Telstra via the CDP. Since then, 89 per cent of our top-100 suppliers have disclosed their environmental impacts to Telstra via CDP, which is well above the global average rate of disclosure.



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