Telstra's Accessibility and Inclusion Action Plan

FY23-FY25 Progress Report

Introduction

In today's world, digital technologies play a central and empowering role. Being connected is not just an added extra, but an increasingly integral part of our daily lives. While the digital economy is generating social, cultural, and economic benefits for many Australians, we know these benefits are not always equally shared with those in the disability community. Technology and connectivity have the potential to empower and enrich the lives of people with disability and benefit all.

Telstra's purpose is to build a connected future so that everyone can thrive. For people with disability, this means that we must design products and services that are inclusive. Accessible telecommunications are a necessity for all, as are the digital literacy skills needed to make full use of technologies and the benefits they bring.

Our aspiration at Telstra is to **build a connected future that is accessible to all Australians** so that everyone can thrive.

Our Accessibility and Inclusion Action Plan FY23-FY25 presented a collection of actions that we strived to complete to encourage, recognise and promote an active commitment to eliminating disability discrimination. This report outlines our progress against the actions to support inclusion and equitable access to overcome barriers that prevent full social and economic participation for people with disability.

Acknowledgement of Country

We recognise and acknowledge the existing, original, and ancient connection Aboriginal and Torres Strait Islander peoples have to the lands, waterways, and sky country across the Australian continent. We pay our respects to their Elders past and present.

At Telstra we are enriched by Aboriginal and Torres Strait Islander peoples' contribution to our organisation, and we commit to working with you to build a prosperous and inclusive Australia.

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Consultation with people with disability

At Telstra, we recognise the United Nations Convention on the Rights of Persons with Disabilities definition of disability, the Social Model's approach to disability, and the role our business plays in being an enabler for driving meaningful and sustainable change. We recognise the importance of consultation and co-design with people with disability.

1 in 5 people in Australia – or about 5.5 million – have disability[1], this is an increase from 4.4 million at the commencement of this AIAP[2]. Australians with disability continue to be **less digitally included than the national average** with the rate of inclusion continuing to decrease (11.7 points below the national score)[3]. **1 in 10 people with disability have experienced discrimination**[4], and there are **3 million carers** assisting people with disability in Australia[5].

TelstrAbility

TelstrAbility is Telstra's employee representative group (ERG) for our employees with disability and their allies. TelstrAbility are a team of passionate Telstra employees supporting a culture and workplace where accessibility and disability is normalised, and everyone feels they belong. TelstrAbility provided feedback on this progress report in a consultation session.

Australian Disability Network Membership

We are proud to be Gold members of the Australian Disability Network (ADN), a not-for-profit organisation focused on advancing the inclusion of people with disability in all aspects of business. We regularly consult with ADN on various inclusion projects across our business. In FY26, we will be completing ADN's Access and Inclusion Index to further measure our improvement as an organisation against our FY22 baseline.

Disability Stakeholder Forum

Telstra has had a long tradition of engaging directly with disability sector stakeholders in Australia. The Telstra Disability Forum was established in 1999 and continued until 2013. A renewed commitment to the stakeholder forum was published in Telstra's FY21 Accessibility Action Plan and the forum was revived. The forum has been held annually for the duration of this AIAP, with regular updates on our progress towards the actions and were consulted with on this progress report. The forum and stakeholders will play a pivotal role in developing our next action plan. We would like to thank the organisations for their feedback and continued engagement on matters of importance to the sector.

The ways we consult with people with disability will continue to play an important role in working towards our aspiration to build a connected future that is accessible so that everyone can thrive. In FY26, we will be focused on consulting with people with disability to prepare for and launch our next Telstra Accessibility and Inclusion Action Plan FY27-FY30.

1 Disability, Ageing and Carers, Australia: Summary of Findings, 2022 | Australian Bureau of Statistics
   https://www.abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings/latest-release
2 https://www.abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings/2018
3 https://www.digitalinclusionindex.org.au/dashboard/Total.aspx
4 Disability, Ageing and Carers, Australia: Summary of Findings, 2022 | Australian Bureau of Statistics
   https://www.abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings/latest-release
5 Disability, Ageing and Carers, Australia: Summary of Findings, 2022 | Australian Bureau of Statistics
   https://www.abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings/latest-release

Feedback mechanisms

Telstra actively engages with people with disability to receive feedback and ensure we are improving our products and services to be inclusive.

Our core mechanisms for feedback are discussed in the above **Consultation with people with disability** section of this report. Additionally, anonymous feedback regarding accessibility can be submitted via our website.

All feedback is considered and integrated into the way we strategise, plan and take action to drive meaningful and sustainable change.

Examples of feedback we've received during the course of this AIAP and how we have taken action are:

- In May 2023, we rolled out a change that expanded the types of ID that can be accepted in-store for customers without a driver's license or passport, based on feedback received from our Disability Stakeholder Forum.

- We developed a comprehensive Neurodiversity Support Framework and launched a Neurodiversity Hub, which provides resources, tools, support, and education for all employees. This initiative was guided by feedback from our employees in the TelstrAbility ERG.

- In preparation for the Australian 3G network closure in 2024, we regularly sought feedback from and worked closely with Disability Stakeholder Forum member, Vision Australia, to support blind or low vision customers to update their affected devices to meet post 3G exit requirements.

Our actions

Our Accessibility and Inclusion Action Plan FY23-FY25 was a three-year strategy to inclusion and equitable access to overcome barriers that prevent full social and economic participation for people with disability.

Of the 40 actions outlined in the Accessibility and Inclusion Action plan FY23-FY25, we are proud to have **achieved 35 actions** in the original timeline of the plan. There are **two** partially complete, with part of the action completed with more work to achieve the intended full scope. Unfortunately, there are **three** actions that we did not complete, however we will continue to work towards fulfilling them in the future.

Our customers

- ✓ Completed
- ● Partially completed, work continuing
- ● Did not complete

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
Provide a seamless inclusive customer experience for ALL	Ensure our identification requirements are inclusive for people with disability.	FY23	C&SB[6]	✓ In FY23, we rolled out a change that expanded the types of ID that can be accepted in-store for customers without a driver's license or passport. This includes additional combinations of other ID types that can be accepted in store.
	Review and improve the service model for customers with accessibility needs.	FY23-FY25	C&SB	✓ In FY24, the Disability Enquiry Hotline service was moved to the Telstra Contact Centres (TCC) and into the Enhanced Care team. A pilot program, Telstra Ruby was run with specially trained agents supporting the hotline.
Enhance frontline team member capability to improve our ability to serve customers with disability	Review customer facing staff training with disability sector organisations, with added focus on customers with accessibility needs.	FY24	C&SB	✓ In FY24, our "Customers in Vulnerable Circumstances" training for frontline staff was reviewed and updated in collaboration with Australian Disability Network.
	Develop a webpage that provides all disability services information, processes, and contacts, in one hub.	FY23	C&SB	✓ In FY23, Our Accessibility and disability hub went live. The hub is regularly updated with practical Accessibility news, guides and resources to help customers find the right products and services for their needs.

6 In FY24 Telstra Consumer and Small Business (C&SB) was split into two separate business units; Telstra Consumer (TC) and Telstra Business (TB).

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
Support people with disability to connect and live independently with accessible telecommunications and assistive technology	Align our Disability Equipment Program, Disability Enquiry Hotline, and Digital Skills program, under our accessible telecommunications program.	FY23-FY25	P&T, C&SB, GBS[7], SEAL	☑ In FY23, a RACI matrix was created for the Disability Equipment Program and Disability Enquiry Hotline with the Disability Equipment program owned by the Product and Technology (P&T) Business Unit and the Hotline moving to the Telstra Contact Centres (TCC) area in the Telstra Consumer Business Unit. A refresh of the RACI matrix was undertaken in FY25 to support continuous improvement. Our Accessibility programs are now aligned under the governance of the Accessibility Council.
	Review the current product catalogue of the Disability Equipment Program and identify opportunities for new and emerging assistive technology.	FY23	P&T, SEALR&C	☑ The Disability Equipment Program product catalogue was reviewed in FY23. Another review is in progress in FY25 and into FY26 to further identify opportunities.
Produce and promote a training module to build digital skills and literacy on accessible telecommunications features.	Make the module publicly available to be delivered by disability and community service providers.	FY23	SEALR&C	☑ The module was made available on our website alongside videos in Auslan about accessibility features on mobile devices.
	Deliver workshops of the module through our Tech Savvy Senior's program.	FY24	SEALR&C	☑ In FY24, workshops were delivered in Auslan through the Tech Savvy Seniors program in partnership with the Deaf Society.

Our products and services

- ☑ Completed
- 🟡 Partially completed, work continuing
- 🔴 Did not complete

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
Develop a consistent approach to addressing accessibility requirements in procurement practices in line with AS EN 301 549.	Embed evidence-based accessibility questions into our procurement tools and documents.	FY23	GBS	☑ Accessibility questions added in our Telstra Services Agreement and training was provided to relevant groups in procurement.

7 In FY24 the work of Telstra Global Business Services (GBS) was decentralised and moved into other parts of the business such as People, Culture & Communication (PCC) and Strategy and Finance.

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
	Develop a procurement accessibility compliance process flow.	FY23	GBS, SEALR&C	☑ Procurement flow added to our decision matrix tool, included in training and process documentation.
	Develop partnerships with critical vendors to improve the Accessibility of their products for our customers and employees.	FY23-25	GBS, C&SB	☑ Participation in Australian Disability Network accessible procurement taskforce. Regular cadences have been established with key partners to raise issues and increase accessibility of our internal tools and systems.
Experience test our products and services with people with disability and share this back to the business.	Expand our inclusive research and user testing program to more stages of our products and services development lifecycle.	FY24	C&SB	☑ Expanded our inclusive research and user testing program to earlier stages of our products and services development lifecycle across our Telstra Consumer business unit. Increased our representation of people with disabilities in the user testing phase to 20%.
	Deliver TelstrAbility's immersive pop-up Accessible Tech Experience Labs to frontline staff.	FY23-25	C&SB	☑ The pop-up Accessible Tech Experience Labs was presented at our FY23 & FY24 Frontline conferences. In FY25, Accessibility was featured in a whole conference presentation, further increasing reach and impact.
	Scale Telstra's Inclusive Tech lab to build awareness and skills back into company and beyond.	FY23-25	C&SB	☑ Our Inclusive Tech lab has scaled from FY23, including more simulations, deeper information for our frontline staff and an increased focus on building awareness and skills back into the company through regular events and activations. We plan to continue to scale the lab in our next AIAP.
Deliver accessible communications that include and can be experienced by ALL.	All TC&P internal and investor relations communications are accessible.	FY23	TC&P	☑ All internal and investor relations communications are accessible to current WCAG 2.2 AA standard.

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
Embed accessibility in our marketing approach and assets.	All digital marketing communications are accessible.	FY23-FY24	C&SB	✔ All digital marketing communications are developed to our refreshed brand guide that was created with WCAG 2.1 consideration. Beyond FY25, we still have work and testing to do to ensure our agencies are compliant with our renewed WCAG 2.2 standard.
	All retail signage and wayfinding are accessible in stores.	FY23-FY25	C&SB	● This action was not completed in the timeframe of this AIAP. We are continuing to work together to successfully fulfil this commitment in a meaningful and sustainable way. We plan to relaunch this work in the next AIAP.
Deliver an accessible brand that includes and can be experienced by ALL.	Develop our brand guidelines with accessibility best practice.	FY23	C&SB	✔ In FY23, we developed our new brand with accessibility best practice in mind, tested with people with lived experience. Our brand refresh played a key role in improving accessibility by introducing a new set of inclusive colours, a custom font designed specifically for people with dyslexia, low vision and cognitive impairments, along with several other design traits aligned with our branding guidelines.
	Deliver brand guides and assets to empower our content creators to develop accessible artefacts.	FY24	C&SB	✔ In FY24, we delivered brand guides and assets to empower our content creators to develop accessible artefacts. Including accessible powerpoint, word, and email templates for Telstra main brand as part of this refresh.

Our digital products and services

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
Ensure our core assets are accessible so our customers can engage and thrive in our digital experiences.	Ensure our core digital assets maintain a heightened level of accessibility in line with the latest WCAG standards.	FY23-FY25	C&SB	✓ All digital assets are measured against our Accessibility Maturity Score, which uses the latest WCAG AA standards. Since FY23, all digital assets improved on their Accessibility Maturity Scores, with a focus on maintaining level A scores while also improving on level AA scores.
	All new critical customer facing documents are accessible.	FY23	C&SB	✓ Over the past three years any new critical customer facing documents have been uplifted to be compliant to the WCAG 2.2 AA standard. This work not only uplifted customer documents but also our processes to embed practices for document accessibility.
	Inherit the latest international standards into our accessibility policies and ways of working.	FY23-FY25	C&SB	✓ We have uplifted to the new WCAG standard of 2.2 and from level A to AA, which includes an additional 20 success criteria. We have also acknowledged the changes from Canada and the EU's EAA changes coming in June 2025.
Increase digital accessibility awareness, competence, and tools, to build a skilled community.	Develop a baseline of disability confidence for Telstra employees and upskill key practitioners to create best practices for accessibility.	FY23-FY25	C&SB	✓ Over the past three years we have provided both general Accessibility awareness training to a number of our employees as well as specific role-based training to product specialists who design and code our digital experiences. There are 40 online modules in our internal platform Workday that teams can access, and we provide on-going support to our people in regular accessibility upskilling sessions.

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
	All new reusable patterns and components are accessible to WCAG AA standard.	FY23	C&SB	✅ In FY23, we implemented the standard that all new reusable patterns and components were to be accessible. The Able Design System we use continues to release fully accessible patterns to the latest WCAG 2.2 standards. This allows our digital constructor teams to use reusable patterns and components when building customer facing digital assets.

Our employees

- ✅ Completed
- 🟡 Partially completed, work continuing
- 🔴 Did not complete

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
Employee workspace refurbishment and new design will be accessible and inclusive, in consultation with employees with disability and external consultants.	Engagement with people with disability and our TelstrAbility ERG from the design phase for all new workspace builds.	FY23-FY25	GBS	✅ It is now built into the design sign off process of all new workspace build projects to consult with people with disability via the TelstrAbility ERG.
	Deliver a roadmap to embed the features of Design for Dignity guidelines for all new workspace builds.	FY23	GBS	✅ In FY23, roadmap developed with Design for Dignity check points against guidelines in all new workplace build projects.
	Refresh accessibility training so that the skills are maintained by the premises team.	FY24	GBS	✅ In FY24, the accessibility module in our Business Essentials training was updated and specific Dignified Access training for premises team with the Australian Disability Network was completed.

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
Improve employment outcomes by increasing Disability recruitment.	Increase our representation of Telstra's graduate cohort to include people who identify as living with disability from 10% to 12% by commencement in 2025.	FY23-FY25	PCC / GBS	● Accepted offers have increased each year to 11% representation in FY25, however fell to 9% at commencement due to candidates withdrawing before their start date. In FY26 and beyond, we plan to have a strong focus on reviewing the onboarding process. This will include engaging with candidates more effectively prior to start date to reduce offer declines.
	Accelerate people living with disability through the recruitment process by progressing 100% of all shortlisted candidates who disclose a disability to an interview with the hiring manager (Interview guarantee for people with disability).	FY23-FY25	GBS	● 99% percent of shortlisted candidates who disclosed a disability were fast-tracked to an interview with the hiring manager. A minor error prevented us from reaching 100% during this period. To address this and enhance the candidate experience, we are exploring AI-driven improvements.
	Provide employment opportunities for people with disability through our Supported Workforce Program.	FY23-FY25	GBS	✓ Through our supported workforce program 1,073 employment opportunities were created for people with disability/from a disadvantaged background from FY23-25 to date.
	Advertise job vacancies effectively, to reach candidates with disability by partnering with disability recruitment agencies.	FY24	PCC/GBS	✓ In FY24, we partnered with gradWISE to recruit talented candidates with disability into graduate roles. We also completed an integration pilot with a disability-focused recruitment platform for all other career roles. We will continue to engage with disability recruitment agencies on scaling our recruitment solutions.
	Promote reasonable adjustments to ALL candidates throughout the different stages of their recruitment process, including adjustments from the application phase.	FY23-FY25	GBS	✓ We promote reasonable adjustments throughout the entire recruitment process. For FY26 and beyond, we aim to enhance this through the use of AI and ongoing recruiter education to improve communication, experience, and support.
	Retain Disability Confident Recruiter (DCR) status through the Australian Network on Disability.	FY23-FY25	PCC/GBS	✓ We have annually retained our Disability Confident Recruiter (status) through the Australian Disability Network.

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
	Ensure the Telstra Careers website meets WCAG to the latest accessibility standards of the day.	FY23-FY25	PCC/GBS	✅ The Telstra Careers website meets the current WCAG 2.2 A/AA standards.
Improve employment outcomes by increasing Disability retention and professional development.	Refresh career conversation practices and processes to include flexibility and adjustment conversations in performance managing and reviews for people with disability.	FY25	PCC, SEALR&C	✅ Several initiatives have contributed to refreshing our career conversation practices and processes: – Shortly prior to the launch of the FY23-25 AIAP we launched our Disability Confident Leaders training – Developing and implementing our Equity Action Plan to improve the experience of people with disabilities throughout our employee lifecycle – The development and launch of our Neurodiversity hub and support tools for leaders and employees – Regular people development sessions such as "Understanding and disrupting bias in performance discussions" and "Big Three in Action – Performance".
	Gather richer data in relation to representation of people with disability across the employment lifecycle and monitoring employee experience using our employee surveying platforms.	FY23-FY25	PCC	✅ In February 2023, we completed an all-company culture survey to collect diversity data on our workforce. In November 2024, we launched a self-identification campaign in consultation with TelstrAbility to promote voluntary sharing of diversity information company-wide to help inform better decision making and measure impact of our initiatives and programs.

Commitment	Action	Delivery Year	Responsible Business Unit	Outcome
	Remove accessibility barriers in our internal 'ways of working' tools and systems.	FY23-FY25	PCC/GBS/C&SB	🟡 Work has been completed to begin the uplift of our workplace adjustments process and regular cadences have been established with key major partners to raise issues and increase accessibility of our internal tools and systems. In FY26, we plan to conduct an accessibility experience audit and assessment to better understand the workplace experiences of employees with disability and neurodivergence to inform the continuation of this action in our next AIAP.
Develop a company wide accessibility champion network.	Develop an accessibility council to drive a strategic approach to accessibility across the business.	FY23	C&SB, SEALR&C	✅ An Accessibility Council has been established, meeting on a bi-monthly schedule to drive accessibility awareness, compliance and initiatives across Telstra.
	Launch our new governance tool (the Telstra Accessibility Maturity Model (TAMM) to measure Accessibility as a companywide program.	FY23-FY25	C&SB, SEALR&C	🟡 The TAMM has been developed and embedded into our Accessibility strategic approach. All digital assets are measured against the Accessibility Maturity scores set out in TAMM. Expanding the model to measure other areas of accessibility as a companywide program will continue in our next AIAP.
	Appoint accessibility champions at the executive level across all relevant business areas.	FY25	C&SB, SEALR&C	✅ Accessibility champions have been appointed at the executive level across all relevant business areas and convene regularly at the Accessibility council.

What's next

The actions of the Telstra Accessibility and Inclusion Action Plan FY23-FY25 mean that we are well progressed towards reaching our aspiration to build a connected future that is accessible to all Australians so that everyone can thrive. However, there is still more we can do to encourage, recognise, and promote an active commitment to eliminating disability discrimination.

In FY26 we will be planning, engaging with stakeholders, and consulting with people with disability to prepare for and launch our next Telstra Accessibility and Inclusion Action Plan FY27-FY30.

These are the key actions we will be taking:

- **Internal Engagement:** We will have a number of internal sessions to consult with people with disability via our TelstrAbility ERG. We will also use our Accessibility Council to collaboratively plan out commitments and actions across the business with accountable Executives.

- **Focus on employee experience:** We will be conducting an accessibility experience audit and assessment to better understand the workplace experiences of employees with disability and neurodivergence. The insights gathered will inform an internal action plan and shape commitments in our next AIAP.

- **Access and Inclusion Index:** In FY23, we committed to completing the Australian Disability Network Access and Inclusion Index at the conclusion of the current AIAP to further measure our improvement as an organisation against FY22 baseline. The Access and Inclusion Index evaluates 9 key areas, each weighted by their importance for disability inclusion. The Australian Disability Network will then provide us with a comprehensive assessment with recommendations to aid in the development of our next AIAP.

- **Stakeholder engagement:** We will utilise our Disability Stakeholder Forum to engage with peak disability bodies to identify areas Telstra can most effectively contribute to accessibility in Australia. We will also work directly with our disability stakeholders to gather customer feedback to identify key barriers to accessibility.

✉ We encourage organisations and individuals to provide feedback on our AIAP FY23-FY25 progress and provide input for the planning of our next AIAP by emailing us at AccessibilityAndInclusion@team.telstra.com

Appendix A:
Alignment to Accessible Canada Act[8]

Accessessible Canada Act (ACA) requirement	Where to find
A Telecommunications Service Provider (TSP) must publish a progress report in every year that it does not publish an updated accessibility plan.	This report and AIAP FY23-FY25
A TSP must consult with persons with disabilities in the preparation of its progress reports and explain in the progress report how it consulted with persons with disabilities.	Consultation with people with disability section of this report
Progress reports must explain how feedback was received and how that feedback was considered by the entity.	Feedback mechanisms section of this report
The progress report made under the CRTC Accessibility Reporting Regulations (ARR) must include the following headings: **(a) Information and communication technologies;** **(b) The procurement of goods, services, and facilities;** **(c) The design and delivery of programs and services;** **(d) Communication, related to the above areas;** **(e) The applicable conditions imposed under s. 24 or s. 24.1 of the Telecommunications Act that relate to the identification and removal of barrier and the prevention of new barriers;** **(f) Manner of consultation; and** **(g) Feedback information (how the information was received and taken into consideration).**	Telstra has considered the areas required under the CRTC ARR and we have mapped them to the following sections in our progress report: (a) Our digital products and services in Our actions section of this report (b) Our products and services and Our employees in Our actions section of this report (c) Our customers in Our actions section of this report (d) Marketing commitments in Our products and services in Our actions section of this report (e) The identification, removal and prevention of barriers that prevent full social and economic participation for people with disability is woven throughout Telstra's AIAP FY23-FY25 and this progress report. Our next AIAP FY27-30 will further address this work. (f) Consultation with people with disability section of this report (g) Feedback mechanisms section of this report

8   Although Telstra has a limited Canadian presence, focusing on providing multinational customers with business-to-business private line and internet connectivity services as part of global deals, we are still considered a federally regulated 'Telecommunications Service Provider' (TSP) and must publish feedback processes, accessibility plans, and progress reports that meet specific requirements under the Accessible Canada Act. Telstra is registered with the Canadian Radio-Television and Telecommunications Commission as a Reseller of Telecommunications Services and holds a Basic International Telecommunications Services license.