



# TELSTRA IN THE COMMUNITY



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## Contact us

Community investment is a component of Telstra's broader corporate responsibility commitment.

For more information please visit [www.telstra.com.au/cr](http://www.telstra.com.au/cr).

For more information on our community initiatives and to join the conversation please visit [www.telstra.com/ideasforgood](http://www.telstra.com/ideasforgood).

Your feedback on this publication is welcome. Please email Julia Hellyer at [cr@team.telstra.com](mailto:cr@team.telstra.com).



Telstra has a proud tradition of enabling Australians to communicate with each other and participating in local communities all around the country.

Telstra touches nearly every Australian in some way – be they customers, shareholders or employees. We are active in virtually every local community around the nation. This is about who Telstra is as a company and demonstrates the commitment we have to this nation.

We invest in communities with our networks, products and services as well as the time and skills of our people. We help to connect the disconnected and we work to build and strengthen local economies. We also support our own people in the community initiatives that matter most to them.

We are proud of Telstra's community activities, some of which are highlighted in this report, and of the important work we do in helping to contribute to the wellbeing of all Australians.



David Thodey  
Chief Executive Officer

February 2010

# CONNECTING THE DISCONNECTED

Telstra invests in services and programs that connect people with their families, friends and communities, and help to overcome barriers of distance and disadvantage through the use of information and communication technologies.

## 500,000+ GOOD REASONS FOR HEARING AID COMPATIBLE PHONES

For 20 years, Telstra has been engaging the community in a consumer consultation program which has led to many improvements and innovations in our products and services.

These include making mobile handsets more accessible to the more than 500,000 Australians with hearing aids. While mobile handsets on the Telstra Next G™ mobile network do not generally cause interference with hearing aids, members of the Deafness Forum and Better Hearing Australia, both represented on the Telstra Disability Forum, told us they wanted better hearing aid compatibility in our mobile phones.

And we listened. The specifications for the EasyTouch Discovery 1 and 2 mobile phones, launched in late 2008 and 2009 respectively, included an Australian-first requirement for an excellent rating (based on a US rating system) for hearing aid compatibility in both microphone and telecoil settings, which was to be laboratory tested and verified.

To ensure the end user experience was consistent with the lab test findings, we tested the prototypes with people with hearing aids at the 2009 Better Hearing Australia Annual Conference. The results confirmed the lab test findings and all participants who tested the EasyTouch Discovery 2 said they would recommend the handset to other people with hearing aids. Their feedback included comments like: "The first mobile I can use!" "As clear and useable as any fixed line phone. Perhaps better!" "Very surprising result. Clear, no buzzing, noise or interference."

"The Telstra Easy Touch Discovery mobile phone not only includes many useful features for people to use in a simple manner including large print

numbers, but one main and important feature is that this phone is particularly useful for people with hearing aids," said Liz Evans, President of Cochlear Implant Club and Advisory Association (CICADA) Queensland, former board member of Deafness Forum, and a long time enthusiastic advocate for people with hearing impairment.

Telstra Manager Disability Services, Bert Ciavarra, said that Australians with hearing impairment need mobile phones that are interference free. "We've always promised the Next G™ network would be better than the previous mobile networks – with less interference and greater coverage – and this commitment extends to the specific needs of the people in our community with hearing impairment," he said.

### Did you know?

In 1996 we formalised our commitment to enhancing telecommunications for people with disability by becoming one of the first major Australian corporations to lodge a Disability Action Plan with the Human Rights and Equal Opportunity Commission. In 2010, following an independent review of performance against actions in our Fourth Disability Action Plan 2007–09, we will be preparing our Fifth Disability Action Plan 2010–2012.

For more information visit [www.telstra.com.au/disability](http://www.telstra.com.au/disability)

*Sadly, Better Hearing Australia National President and Telstra Disability Forum member Alan Keir passed away on 20 August 2009, after a long battle with cancer. "Alan worked tirelessly and effectively to improve the lives of people with hearing impairment and will be remembered as a knowledgeable, passionate and compassionate advocate," said Bert Ciavarra, a long time collaborator and friend. Telstra is grateful for the opportunity to have worked with Alan over a long period to help drive change and improve our products and services for Australians with hearing impairment.*

## ACCESS FOR EVERYONE MADE POSSIBLE

*"Staying in touch goes to the very core of our existence. Irrespective of your income or financial position, you should be able to stay in touch with your family, friends and community."*

Chris Dodds, *Australian Council of Social Service, Chairman of the Low Income Measures Assessment Committee*

Most people take their access to modern, affordable communications services for granted. However, there are many who struggle to afford the basics and in Australia there are over 1.6 million households with a very low disposable income who are at risk of isolation.

Through our Access for Everyone programs, Telstra provides a comprehensive package of products and services to assist people on a low income or in financial hardship to stay in touch.

"The programs are based on the belief that a sense of connectedness is fundamentally important to individual, family and community wellbeing for all Australians. This includes older people, job-seekers, Indigenous communities, as well as people with disability," said Robert Morsillo, Telstra Group Manager Consumer Affairs.

Access for Everyone programs include lower-cost telephone services, discounts for eligible pensioners, emergency relief options such as assistance paying Telstra bills and provision of phone cards, as well as pre-paid mobile handsets and starter kits for people who are homeless.

The success of the programs depends largely on our partnerships with around 4,000 community agencies across Australia, who make use of the services provided by Telstra for their clients.

"The real benefit is gained through the use of telecommunications for social, personal and family wellbeing," said Sue McAleer, Access For Everyone Project Manager.

### Did you know?

In 2008/09, we provided assistance to more than one million low-income customers to connect or maintain their communication services. The total benefit provided exceeded \$180 million. Since 2002, we have provided over \$1 billion in concessions and benefits.

For more information visit [www.telstra.com.au/accessforeveryone](http://www.telstra.com.au/accessforeveryone)

Anne Baldwin is one of many older Leeton Shire residents who have been getting tips on how to get the most out of their mobile phones, thanks to a grant from Telstra and a program delivered by the CWA; caption and image courtesy of *The Irrigator*, Leeton NSW, 31/03/09



## TELSTRA CONNECTED SENIORS®

Telstra Connected Seniors® is a tailored program created to help older Australians learn how to make the most of new technology. It supports seniors' community groups with grants ranging from \$5,000 to \$50,000 to run educational workshops on using mobile phones and the internet in a fun, friendly peer environment. Here is how the program is making a difference to older people across Australia.

### Joining the techno revolution

Country Women's Association (CWA) members will be able to SMS with the best of the best of the youth across the region thanks to a program of learning sessions. With grants from Telstra, the CWA will be teaching seniors across the district all about their mobile phones and keeping them up to date with the technology.

Murrumbidgee CWA member Libby Bailey has taken on the task of teacher for the program. "Telstra gave CWA a grant to train seniors in the use of mobile phones, to learn more about them and keep pace with the technology of modern communications," Mrs Bailey said. "We are also doing the internet and emails to inform people of what uses they have."

Mrs Bailey started with a session at her home branch, Murrumbidgee, has done Barellan and two at Yanco,

with Hanwood, Griffith to come followed by session throughout the Murrumbidgee Lachlan Group, including Hillston and Goolgowi.

Telstra has provided resources and Mrs Bailey will aim to complete 15 to 20 sessions by the end of April. She said most seniors have mobile phones and just need someone to show them the "ins and outs" of the technology. "What I'm really pleased about is doing pre-emptive text when SMSing and I know so many younger people who don't do it," Mrs Bailey said.

"We are taking and sending photos and generally getting the most out of the technology. I try and group people up so they can send each other messages."

Courtesy of *The Irrigator*, Leeton NSW, 31/03/09

### Workshops help make seniors text savvy

Territory seniors now have the chance to keep up to date with the latest mobile communications technology. Workshops, conducted by the NT Council on the Ageing in collaboration with Telstra's Connected Seniors program, will teach seniors how to send text messages with their mobile phones, save contacts and make mobile calls.

"At the end of the workshops, seniors will be able to impress their grandchildren by being able to send and receive text messages, personalise their phone and take photos and videos," said Denise McGrath from the Council on the Ageing.

Courtesy of the *Northern Territory News*, Darwin NT, 20/06/09

### Thinking young only way to stay in touch

Terry McCarthy isn't ashamed to admit his eight-year-old granddaughter knows a fair bit more about today's technology than he does.

From sending a text-message, to using the internet, the Maryborough resident, in his early 70s, has never felt the need to keep up to speed – until now, that is.

"It was starting to feel like everything was going past me," he said. "I wanted to learn how to use a computer to stay in touch with my kids and grandkids."

So Mr McCarthy, a member of the Maryborough Probus Club, decided to join club members in Telstra's Introduction to the Internet workshop for seniors last Friday. "I'm going away with much more than I came with," he said. "So far, it's been of great benefit."

Mr McCarthy said one of the hardest parts to grasp was internet and computer terminology. He said he was looking forward to the next meeting in two weeks, "The fact is that I don't think you're ever too old to learn."

Courtesy of the *Fraser Coast Chronicle*, Hervey Bay QLD, 19/10/09

### Did you know?

Since the program's inception in 2007, we have provided over \$1.3 million of grant funding to 188 community organisations to assist 45,000 older Australians to feel a sense of accomplishment by getting online and using their mobile phones.

For more information visit [www.telstraseniors.com.au](http://www.telstraseniors.com.au)



## CREATIVE TECHNOLOGIES HELP CHILDREN WITH AUTISM

South Australian children with an Autism Spectrum Disorder (autism or Asperger syndrome) are developing their social and conversation skills thanks to a cutting-edge video modelling program run by Autism SA and supported by the Telstra Foundation with a \$224,000 grant over three years.

By tailoring technology to the specific skills and needs of children with autism – through the use of video role-playing and online tools such as a comic strip conversation creator and a storytelling forum – the iModelling Social Groups program helps them learn and navigate the social world and better understand the people around them.

“Children with an Autism Spectrum Disorder can experience developmental delays in the areas of communication, social and emotional understanding. This includes initiating peer contact, making and maintaining friendships, and suffering from bullying and abuse,” said Jon Martin, CEO of Autism SA.

Jon says that iModelling Social Groups participants reported an increased sense of self-esteem and belonging. “There is no known cause or cure for autism but there is so much that can be done to increase a child’s quality of life through greater social contact and stronger relationships,” Jon said.

“We’ve seen some great engagement from the young people involved... The group format allows for really positive bonds to form. Participants are mastering the ability to relate to each other and converse with people in a similar situation to the role playing,” he added.

At the conclusion of the three-year program, Autism SA hopes to package it up to assist other groups to deliver technology-based social development programs.

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### Did you know?

In 2008/09, over \$4.8 million in funding was provided through the Telstra Foundation to more than 1,200 projects. Since 2002, the Foundation has supported over 6,000 projects and programs to the value of over \$32 million.

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For more information visit [www.autismsa.org.au](http://www.autismsa.org.au) and [www.telstrafoundation.com.au](http://www.telstrafoundation.com.au)

## SALUTING TELSTRA'S UNsung HEROES

*"I had the privilege of seeing our Telstra team in action as they worked tirelessly to reconnect services in some of Victoria's worst affected bushfire regions. While nothing can compensate for the terrible loss that occurred across the state, I am extremely proud of Telstra's immediate and cohesive response to the fires and especially the tireless work of our people in the field, who to me, are amongst some of the true, unsung heroes."*

Paul Crisp, Telstra Corporate Affairs Manager VIC/TAS

### Broadcasting emergency alerts

Peter Cornish is a Telstra Network Manager and chairman of Yarra Valley FM 99.1, a community radio station and the local emergency services broadcaster. Peter describes how he used Telstra's various networks to deliver emergency broadcasts and alerts.

"On Saturday 7 February, the phone did not stop ringing with people throughout the bushfire affected areas asking for information and advice. Our BigPond Internet streaming connection was saturated with about 10 times the number of online listeners than usual.

"One of our initial issues was getting timely messages from the Country Fire Authority (CFA) and the Department of Sustainability and Environment (DSE). To speed things up, we set-up a special BigPond email address hooked into my Next G™ mobile phone and registered the email address with the various CFA and DSE Incident Control Centres. Each time they sent out an alert, it came up as a text email message on my mobile phone, which I then broadcast on the radio.

"Yarra Valley FM kept our community very well informed with both fire advice and emergency assistance, and we wouldn't have been able to do it nearly as well without Telstra's networks."

### In the line of fire

Telstra supports our people who volunteer their time with emergency service organisations. In times of disaster, Telstra offers special leave for employees to protect their family and property and, where possible, to assist with the relief efforts.

Andrew Wright, a Telstra veteran of 23 years and a CFA volunteer for 12 years, was awarded a Chief Officer's Commendation by the CFA for his role in leading the Wonga Park volunteer fire brigade to rescue the North Warrandyte brigade which

was stranded between St Andrews and Kinglake on Black Saturday.

Michael Pulford from Telstra's Network Construction team and a CFA volunteer for 10 years, cheated death by huddling in his CFA truck with two others as a firestorm swept over them near Upwey. "It is one of those things where a lot of things are happening in a short period of time and you just kick into automatic pilot, your training then takes you into survival mode," he said.

Mick Flower, doing double-duty during the bushfires as a Telstra Communications Technician and a CFA volunteer, fought the devastating fires in the Gippsland region and in Wilsons Promontory. Describing the fires he reflected, "Sobering is the only word I can think of. Pictures on television and in the paper only give an idea of the devastation the fires have caused. Indiscriminately, houses have been destroyed, while neighbours may have been untouched."

### The recovery begins

Bob Beresford, Southern Region Service Delivery Director, Telstra Operations, and Grant Wilshire, Telstra Country Wide® Executive Director Southern Region, were instrumental in driving Telstra's response and recovery efforts after Black Saturday. They received the Telstra CEO Community Award for leading our team to reconnect the affected communities.

"When I drove into the bushfire area I saw the terrible destruction first hand. Amongst it all were our Service Delivery people, making sure our exchanges and mobile sites kept running, our technicians repairing our networks, and the Telstra Country Wide® team, working one on one with customers who have lost everything. They were some of the very first, along with emergency services, to help out in the early hours and days after the fires," Bob said.

"What mattered during this critical period was that all parts of Telstra came together without prompting – many aspects, many business units and many staff," added Grant.

Laurence Webb, Telstra General Manager Network Enterprise Services, describes when he accompanied Pat O'Beirne, Telstra Country Wide® General Manager Melbourne, to Strathewen six days after Black Saturday.

"Strathewen was ground zero – not a house stood in the town centre; the school was a wreck, and molten metal lay in pools next to burned out cars. Everyone we met had lost friends and most had lost family.

"The hum of a generator came from the top of the hill; a Telstra Cell on Wheels (COW), a mobile base

station, shipped in from Tasmania. Phill Sporton, Executive Director Service Delivery, was there to thank the crew who powered it up. Software was loaded, and Strathewen received its first mobile coverage. Pat handed out his last Telstra mobile phone as one more dazed survivor walked by. A local told us he had lost his father, his brother and his home, and his sister was in intensive care. Phill followed him and gave him his own phone."

### Did you know?

- One hundred and seventy three lives and thousands of Victorian properties were lost in the Black Saturday bushfires.
- Telstra's mobile and fixed networks were damaged and Telstra technicians were quickly deployed to repair damaged infrastructure, reconnect households and establish additional mobile coverage in remote areas using transportable Cells on Wheels.
- Telstra's team in the 000 Call Centre worked tirelessly to manage over 31,000 calls received on Saturday 7 February.
- Thirty five Telstra Country Wide® employees were deployed to emergency relief centres established across Victoria to help customers affected by the fires.
- Telstra distributed more than 1,000 mobile handsets free of charge and set up more than a dozen free internet kiosks at community centres across the state.
- Telstra waived almost 25,000 bills for thousands of customers in fire affected areas and supported communities by converting 60 payphones so they provided free local and STD calls.
- Telstra and our people contributed more than \$1.5 million to the Victorian Bushfire Appeal, while employees volunteered to work in Telstra call centres that were used to coordinate public pledges of support.
- Since the fires, Telstra has invested over \$15 million to repair and upgrade its networks in affected areas, including establishing four new exchanges in Marysville, Narbethong, Kinglake and Kinglake West, and to build new mobile network base stations to provide permanent and improved mobile coverage to areas such as Strathewen, St Andrews and Arthurs Creek.
- As a further response to disasters, Telstra developed new innovative technologies, such as the Mobile Exchange on Wheels (MEOW) and the Telstra Emergency Communications Kits (TECK), 300 of which have already been deployed to emergency service organisations.





A reliable telecommunications network is paramount in any disaster relief effort as it not only provides a vital link for emergency service organisations but also keeps family and friends connected during the most trying of times.

Paul Crisp, *Telstra Corporate Affairs Manager VIC/TAS*

# BUILDING STRONGER COMMUNITIES

Telstra's networks, products and services, along with our people's skills and knowledge, support initiatives which build and strengthen the capacity of community groups and organisations to more effectively deliver their services and promote positive social change for all Australians.

## SPECIAL RATES FOR SPECIAL ORGANISATIONS

For many years Telstra has been helping Australian charities and not-for-profit organisations\* make their limited funds go further for their clients or members.

Rates of around half to one third the usual monthly service cost (for fixed line telephone services) mean that these Telstra customers can choose to save this money and apply it to other areas of their operations, or get more services from their communications budget.

Mission Australia is one of thousands of organisations using the savings from these special rates to invest in leading technologies. The organisation is using the Telstra Next G™ network for a range of wireless data, mobile and voice solutions. For example, the network is helping Mission Australia case workers input and access client data in urban, regional, rural and remote locations from their laptops, anywhere in the country. This saves time, allowing for more direct interaction with clients and more time for other activities such as writing funding applications and reporting.

“When we quantified the benefits, we found that on average, every case worker saved 69 hours or something like two weeks a year, in administration time. A saving of 69 hours per case worker would translate to nearly 35,000 hours per year, which is that much time we can give to our clients,” said Santana Khurana, Project Manager, Mission Australia.

Tim Morris-Smith, Mission Australia CFO, said that the rationalisation of the mobile workforce brought about increased productivity in excess of \$1 million a year to the organisation, which enabled them to redistribute funds to the point of need, working more effectively to help more clients.

### Did you know?

In 2008/09, Telstra provided special rates to over 143,000 fixed line to the value of \$29.8 million in savings to our charity and not-for-profit customers.

## SUPPORTING STRONGER SMARTER FUTURES

School principals and leaders across Australia are learning ‘stronger, smarter’ ways of educating Indigenous students, thanks to the Stronger Smarter Institute, formerly the Indigenous Education Leadership Institute.

Supported by the Telstra Foundation with a \$1.2 million grant over three years, the Stronger Smarter Leadership program, which began in 2007, develops leadership capacity in key school staff and community members, and teaches them skills to engage Indigenous students. The program aims to help ensure Indigenous students stay in school longer and gain better future employment opportunities.

Participants commit to the program for 12 months, attending a five day residential course, school-based initiatives and follow-up workshops. They gain a clear connection to Indigenous perspectives and issues, a heightened awareness of their power and responsibilities as leaders and a smarter grasp of the possibilities and potential in their school communities.

The program is facilitated by Stronger Smarter Institute staff, under the guidance of the program’s creator Dr Chris Sarra. As principal at Cherbourg State School, Chris had unprecedented success with the ‘stronger, smarter’ philosophy, achieving a 94 per cent drop in unexplained absenteeism.

“We have to challenge Indigenous kids’ views about their future. We have to teach these students to have high expectations,” he said.

“Once the students realise school can be fun and that turning up and participating can be a rewarding and positive experience, the change is amazing, and the battle to give them a decent future is half won.”

To date, over 330 school and community leaders have participated in the Stronger Smarter Leadership program and begun to implement their learning in their schools.

### Did you know?

Following the positive results achieved by the Institute to date and thanks to Telstra Foundation support, the Federal Government has committed \$16.4 million to the Stronger Smarter Learning Communities project to extend it throughout Australia.

For more information visit [www.strongersmarter.qut.edu.au](http://www.strongersmarter.qut.edu.au) and [www.telstrafoundation.com.au](http://www.telstrafoundation.com.au)

## PROMOTING CORPORATE RESPONSIBILITY

Since 2006, Telstra has partnered with the Royal Melbourne Institute of Technology (RMIT) to teach young business people about corporate responsibility. We support three specific units each year and senior Telstra managers deliver weekly presentations to RMIT’s Masters of Business Administration students as part of the program. The course helps to develop a group of young business people who are aware of the challenges and relevance of corporate responsibility to their own business practice and performance.

“Involving corporate executives in the program enables students to see the real business world, admire a role model and add to existing knowledge through their own research... This subject is regarded as one of the highlights of the present RMIT MBA program,” said Associate Professor Erica Hallebone, RMIT Graduate School of Business.

In 2008/09, Telstra Group Manger Community Investment, Maria Simpson, contributed to a working group that helped design and develop a post graduate diploma and masters program in corporate responsibility for LaTrobe University’s Graduate School of Management.

Facilitated by the Australian Centre for Corporate Social Responsibility, a small representative group of leading corporate responsibility practitioners considered a range of issues these courses required; for example, how to balance the rigour of a university course with practical relevance to the business people undertaking them. The group applied their knowledge of the subject matter and experience in the business world to help ensure that the course addressed corporate responsibility in a practical and pertinent way as an integrated, whole of business consideration.

### Did you know?

Telstra has reported on corporate responsibility for the last seven years. The reporting covers our economic, social and environmental contributions and performance, and is intended to provide comprehensive information to the full range of Telstra’s stakeholders.

For more information visit [www.telstra.com.au/cr](http://www.telstra.com.au/cr)



## SUPER CYBER SAFETY WITH SUPERCLUBSPLUS AUSTRALIA

Over 100,000 Aussie kids are connecting with each other and learning how to keep safe online thanks to SuperClubsPLUS Australia (SCPA), a kids-only social network. The Telstra Foundation has committed \$1.5 million over three years to help rollout SCPA across the country as part of its Spotlight on Cyber Safety program.

SCPA addresses growing community concerns about cyber bullying and harassment, as well as identity theft. Keeping children safe online is a concern for all parents and the website offers a positive and practical solution. It is similar to Facebook or My Space, except that it is completely safe, only for six to 12 year olds, and is both fun and educational. Access to the site is only possible through schools where

'SuperClubbers' can talk to local and global audiences, but are protected by a sophisticated mix of software tools, intelligent systems and highly trained mediators.

SuperClubsPLUS Australia allows young people to safely explore their identity and reach out to each other. 'Super Hot Seats' also provide the opportunity for kids to talk with significant adults in online forums. In 2009, hot-seat guests included children's authors Andy Griffiths and Morris Gleitzman, Antarctic explorer and conservationist Jason Kimberley, scientist Dr Karl Kruszelnicki and senior female Qantas pilot Davida Foreshaw.

Dr Martyn Wild, internationally recognised e-learning expert, cyber safety advocate and project leader, says that the children also learn very practical ways of how to keep themselves safe online.

"Children build their own web pages, communicate with friends in Australia and around the world, and get involved in any number of online projects designed to help develop

their online technology skills and online citizenship. These kids are learning even when they don't know they are," Martyn said

### Did you know?

In 2009, the Telstra Foundation committed a further \$3 million over three years towards its Spotlight on Cyber Safety program, bringing the value of its investment in youth cyber safety to \$6 million over six years. Telstra also has a long-standing commitment to cyber safety. We have a dedicated Officer of Internet Trust and Safety and the Internet Trust and Safety Working Committee to ensure a coordinated response to cyber safety issues across the company and to support cyber safety initiatives and educational programs. We also provide information, tools and tips on how to stay safe online on our website.

For more information visit [www.superclubsplus.com.au](http://www.superclubsplus.com.au) and [www.telstra.com.au/cyber-safety](http://www.telstra.com.au/cyber-safety)



## HELPING TO KEEP AUSSIES SAFE IN THE WATER

Telstra has been in partnership with Surf Life Saving Australia (SLSA) since 2003, recognising the crucial role local surf clubs play in building safer and stronger local communities.

The Telstra Beach to Bush surf safety program is an innovative education program which involves experienced and highly qualified surf lifesavers volunteering to travel to regional primary schools to teach important basic surf and water safety messages.

In 2008/09, the program reached more than 30,000 primary school children in more than 300 regional schools around Australia in an attempt to increase awareness of, and minimise the risks associated with, the surf and local waterways. This year, for the first time, classes will use live video conferencing to experience the beach – see where the flags are and find out how to look for rips.

“Surf Life Saving Australia has a goal of zero preventable deaths at beaches around the coast and the Telstra Beach to Bush program is particularly important to achieving this goal. SLSA statistics unfortunately show that beachgoers who live more than 50km from the beach are over represented in drowning statistics. If all beachgoers observe the five basic steps to ensure safety at the beach, surf lifesavers such as myself will have a quieter time when on surf patrol,” said Zane Holmes, dual World Ironman Champion and Telstra Beach to Bush ambassador.

“This is a vitally important grassroots education program which can save many lives over the summer surf season,” said Michael Rocca, Telstra’s acting Chief Operations Officer. “Telstra’s support of the Beach to Bush program is just one example of our commitment to providing tangible opportunities to regional communities across Australia.”

### Did you know?

We are also helping our customers support their local surf clubs. Through the Answer the Call campaign, Telstra contributes \$30 for every new connection to an eligible Next G™ mobile or BigPond Broadband service to a participating surf club of our customers’ choice. In the summer of 2008/09, the program contributed over \$250,000 to 205 clubs right across Australia. Already, the campaign for the summer of 2009/10 has contributed over \$135,000.

For more information visit [www.telstra.com.au/beinvolved](http://www.telstra.com.au/beinvolved)

## REWARDING YOUNG TALENT IN REGIONAL COMMUNITIES

Telstra Country Wide® (TCW) is the local face of Telstra across Australia. TCW people work with and for the local communities Telstra operates in, out of 50 locations across the country.

TCW supports hundreds of activities and initiatives throughout the year that strengthen local communities. While the range of activities is wide and the scope of support varies – be it financial or the provision of products, skills or services – the end result is always the same; TCW aims to make a community better off.

For example, we invest in numerous initiatives which recognise and reward talented young people who are future leaders of their communities.

In Western Australia, we have supported the Sports Star of the Year Awards in the Goldfields and Esperance, for six and four years respectively. These awards recognise the pivotal role that sport plays in young people’s lives and the positive impact that participating in sport at any level has in building a sense of community.

In New South Wales, we have long supported undergraduate and Honours scholarships at Southern Cross University to emphasise the importance of access to a university

education. This includes the new \$15,000 three-year Telstra Country Wide® Indigenous Scholarship for Indigenous students living in remote and regional areas.

“We have seen some wonderful success stories where, with our support, students have overcome obstacles and completed their studies,” said Michael Sharpe, Telstra Country Wide® Area General Manager North Coast.

And in the Northern Territory, we have been supporting the Telstra Remote Indigenous Student of the Year Award for the past four years to recognise the hard work and dedication of talented Indigenous students in remote areas, and to encourage them to pursue higher education.

Kingsley Murphy, a student of the Maningrida Community Education Centre in North Central Arnhem Land, won this prestigious award in 2009, receiving the highest recognition from the NT Board of Studies, along with \$1,000 from TCW to put towards his future education. Subsequently, Kingsley was a finalist in the NT Young Australian of the Year Awards.

### Did you know?

TCW, in partnership with the Aboriginal Employment Strategy, is helping five young Indigenous people realise their job aspirations. Trainees located in regional offices in Darwin, Townsville, Canberra and Geelong are currently completing their Certificate III in Business.

# SNAPSHOT 2008/09

**143,237**

Fixed lines provided at special rates to our charity and not-for-profit customers

**1,234**

Projects funded by the Telstra Foundation to make a positive and lasting difference to the lives of children and young people

**12**

Disability consumer groups represented at the Telstra Disability Forum

**30,000**

Primary school children educated on surf safety through the Telstra Beach to Bush program

**4,180**

Women recognised through the Telstra Business Women's Awards nomination process

**18**

Years supporting Indigenous artists as major sponsor of the National Aboriginal & Torres Strait Islander Art Award

# 1m+

Low-income customers received assistance to connect or maintain their communication service through our Access for Everyone programs

# 24,780

Bills waived for customers in fire affected areas after Black Saturday\*

# 625

Grants made to local community organisations that involve the children of Telstra employees through Telstra's Kids Fund

# 3,163

Small and medium businesses recognised through the Telstra Business Awards nomination process

# 1,100

Telstra employees, family and friends helped raise money to find a cure for diabetes by participating in the Juvenile Diabetes Research Foundation's Walk to Cure Diabetes

# 79

Community organisations supported with Telstra Connected Seniors® grants to run educational workshops for older Australians on using mobile phones and the internet

# SUPPORTING LOCAL ECONOMIES

Telstra assists in the development and growth of Australian communities by supporting local business initiatives and the business people behind them, with an emphasis on good business practice and economic prosperity.



## SMALL HEALTH BUSINESS NAMED AUSTRALIA'S BEST

A Victorian business which has developed an innovative coaching program to improve the lives of people with chronic illnesses was named the 2009 Telstra Australian Business of the Year.

The COACH Program, devised by Dr Margarite Vale, is a telephone delivered coaching program to help people with illnesses such as coronary heart disease and diabetes better manage their health and lifestyles. As the Program is based on evidence of how patients have responded in controlled trials, its proven credibility means it has the potential to grow and be rolled out in public and private health systems around Australia and overseas.

"It has been a rewarding challenge to translate a program developed from research into a commercial product over the years, but to be recognised as a business by the prestigious Telstra Business Awards provides us with the opportunity to take The COACH Program to another level," Margarite said.

Telstra CEO David Thodey said that The COACH Program was a great example of an innovative small business playing a fundamental role in Australian society.

"Businesses like The COACH Program and the other state and national finalists capture the powerful entrepreneurial spirit in this country and celebrate the people who form the very foundation of our economy," David said.

"They are the reason why Telstra continues to support these awards year in and year out. These awards are about recognising and rewarding the talent and determination of small businesses and helping them achieve even greater success."

### Did you know?

The Telstra Business Awards, established in 1992, are Australia's pre-eminent national awards program for small and medium businesses. The Awards help to celebrate the achievements of businesses across Australia and recognise small and medium businesses as the foundation of the Australian economy. More than 3,100 businesses were recognised through the 2009 nomination process.

For more information visit [www.telstrabusinessawards.com](http://www.telstrabusinessawards.com)

## THRIVING BUSINESSES CRUCIAL TO LOCAL COMMUNITIES

Established in 2000, Telstra Country Wide® (TCW) is the local face of Telstra across Australia.

We understand the importance of successful, thriving businesses to local communities – they provide employment, generate income and help sustain towns and their surrounds. That is why we support and encourage hundreds of local business initiatives; from sponsoring tourism and development opportunities, to providing telecommunications services or volunteering time for events which bring businesses and people together.

For example in Western Australia, we sponsor the Chamber of Commerce Business Awards in Northam, Esperance and Kalgoorlie-Boulder to reward successful, small businesses, and recognise the important role they play in local business development. We also support other regional chambers of commerce across the country.

In South Australia, we helped bring together the Limestone Coast Area Consultative Committee, a key facilitator of change and development in the region and the link between the Australian Government, business and the community. We supported the Committee by providing a past Telstra Business Women Awards winner as a guest speaker at their International Women's Day Dare to be Different event.

In Victoria, we provide the Golden Beach Fishing Association with an internet WiFi broadband hot spot so that the community, a small settlement on the beautiful Ninety Mile Beach in Gippsland, "can surf the net and the waves at Golden Beach", as advertised on a local website. For the past five years, we have also sponsored the annual Golden Beach Fishing Competition.

And in Inverell, New South Wales, we have been supporting the Telstra Country Wide® Sapphire City Festival for the last seven years. The Festival is a week long event of exhibitions, performances and sporting events that brings visitors to this remote and rural area. Our employees who also live and work in the region provide extra support to the Festival by volunteering their time.

### Did you know?

In 2008/09, Telstra Country Wide® supported hundreds of community organisations across Australia through the provision of funds, products, services, skills and time to the value of almost \$1.3 million.

## KICK-STARTING YOUNG MUSIC CAREERS

Australia's next generation of country music stars can kick-start their music career through the Telstra Road to Tamworth competition.

First launched in 2003, the competition takes place each year in thirteen locations right across Australia. In addition, the digital heat, introduced in 2009, is for those that live more than 400km from a physical heat location. The overall winner is selected from all the heat winners and announced at the final stop, the Tamworth Country Music Festival.

When crowned the 2008/09 winner, Peter McWhirter said, "To be up here on stage, hearing my songs played the way I've always dreamed was just an awesome experience. Winning this prize can only mean bigger things ahead for my career."

Indeed, Peter has enjoyed tremendous success since winning the competition. As part of his Telstra Road to Tamworth prize, Peter performed at one of the biggest music festivals in the world – the Country Music Association Music Festival in Nashville USA, where he also recorded material for his debut album, Humm, released in December 2009. Additionally, Peter has performed his fresh and exciting contemporary country music as a live support act for Sir Elton John, Thirsty Merc, Matchbox 20 and Chris Isaak.

Acting Group Managing Director Telstra Consumer, Glenice Maclellan, said that Telstra is committed to ensuring the ongoing success of the country music genre. "Telstra is proud to give talented young musicians the chance to reach for the stars and get that elusive break into the music industry," Glenice said.

### Did you know?

In 2009, we introduced Telstra Keep the Music Playing, a program designed to promote musical development around Australia by offering a music equipment grant to one community group in each heat region visited during the Telstra Road to Tamworth competition. Each grant consists of musical instruments to the value of \$3,500 and is made possible by our partner Billy Hyde Music.

For more information visit  
[www.telstra.com.au/beinvolved](http://www.telstra.com.au/beinvolved)



Photo by Paul Spencer

Peter McWhirter, 2008/09 Telstra Road to Tamworth winner, getting into the groove



## RECOGNISING AUSTRALIAN WOMEN IN BUSINESS

Since 1995, the Telstra Business Women's Awards have celebrated the journeys of some of Australia's most inspirational women including entrepreneurs, innovators, up-and-coming young business women, corporate leaders and those working in the not-for-profit sector.

In 2009, a record 4,180 women were recognised through the nomination process. We congratulate the following deserving and outstanding winners for their contributions to the Australian economy:

**Gina Rinehart**, Hancock Prospecting Pty Ltd – 2009 Telstra Australian Business Woman of the Year and Commonwealth Bank Business Owner Award Winner  
Gina took over the family business in 1992, and has successfully transformed it from a small prospecting company to a growing mining house with a pipeline of projects in Australia, providing opportunities for local communities and Australians for decades to come.

“In being honoured with this award, I pay tribute to the many thousands of Australians working in the pastoral, mining and resources industries of which I am proud to be a part. It's exciting to witness the increasing role of women in these businesses, particularly as we enter a new era in

international relations.

“There are exciting times ahead for Australia, especially for companies at the forefront of developments with Asia. Both China's and India's economies are forecast to double in the next decade, and we are well positioned as a nation to forge valuable and fruitful relationships,” Gina said.

**Rhonda Brighton-Hall**, Luxottica – Hudson Private and Corporate Sector Award Winner  
As Senior Vice President of Human Resources and Communication, Asia Pacific and Africa, Rhonda influences the working environment of 8,500 employees regionally. She leads the development and implementation of strategy in people, culture and communication for a company that in her region alone has a turnover of more than one billion Euros.

**Romilly Madew**, Green Building Council of Australia (GBCA) – White Pages Community and Government Award Winner  
As Chief Executive Officer, Romilly's biggest business achievement has been growing a small industry association into an influential, internationally recognised organisation tackling the issue of reducing greenhouse gas emissions. The GBCA aims to develop a sustainable building industry and promote green building practices.

**Dr Catherine Foley**, Commonwealth Scientific and Industrial Research Organisation (CSIRO) – Nokia Business Innovation Award Winner

Catherine is Chief Research Scientist at CSIRO, Australia's largest government research organisation. As one of Australia's top applied physicists, she has achieved international recognition in her field, particularly for the commercialisation of systems for mineral exploration, which has contributed to the discovery of more than six billion dollars' worth of mines worldwide.

**Dr Emma Cassar**, Corrections Victoria, Department of Justice – marie claire Young Business Women's Award Winner  
Emma was the first female and the youngest person to ever transition from forensic psychology to an operations management role within the Victorian prison system. Innovative policy and astute decision-making has seen Emma promoted rapidly over a five year period, and she now finds herself General Manager of the Women's Prison System in Victoria with responsibility for all functional areas of the Victorian women's prison system, managing a budget of \$22.3 million.

### Did you know?

The Telstra Business Women's Network is an exclusive online community comprising 500 past Award winners which has been designed to foster ongoing personal and professional development amongst its members. It is our way of connecting some of Australia's most successful and influential women with each other.

For more information visit [www.telstrabusinesswomensawards.com](http://www.telstrabusinesswomensawards.com)

## INVESTING IN INDIGENOUS ARTISTS

Telstra has been the major sponsor of the National Aboriginal & Torres Strait Islander Art Award (NATSIAA), or the Telstra Art Award as it has become known, for the last 18 years. Our support has allowed hundreds of Indigenous artists from across Australia gain the recognition they deserve and offers economic benefits to their communities.

“What you always see in Aboriginal art is stories. Those stories are being told all across the country; artists are talking about their progress in life. The Telstra Art Award allows for them to be brought together in one space to have that conversation,” said Franchesca Cubillo, former curator of the Award.

The internationally recognised Award has been a major catalyst in the growth of Aboriginal art and has helped develop an Indigenous arts market estimated to be worth up to \$500 million per annum to the Australian economy. Since 1991, in addition to our sponsorship of the Award, Telstra has given \$500,000 in prize money directly to the winners to support their artistic endeavours.

“Telstra is committed to developing opportunities for Indigenous Australians and Telstra’s work, with the Northern Territory Government in particular, has enabled the extension of broadband access into Arnhem Land to a number of remote Indigenous communities, providing artists new avenues with which to market their art and communicate with buyers,” said Brett Riley, Group Managing Director Telstra Country Wide®.

### Did you know?

*From Rite to Ritual* by Danie Mellor, 2009 Telstra Art Award winner, explores the encounter and fragile co-existence between Indigenous and non-Indigenous, or settler cultures. In this artwork, the meeting place is the interior of a Freemason’s lodge and the work highlights the importance of secret and public ceremony and initiation in both cultures; it speaks of the challenges of settlement and the differences in spiritual enactment and belief.

For more information visit [www.telstra.com.au/beinvolved](http://www.telstra.com.au/beinvolved)



Danie Mellor, *From Rite to Ritual*, mixed media on paper, h 207 x w 154 cm, winner Telstra Art Award, 26th Telstra National Aboriginal & Torres Strait Islander Art Award 2009; image courtesy of the Museum and Art Gallery of the Northern Territory



## DIGITAL MEDIA UP-SKILLING FOR INDIGENOUS YOUTH

The Balyarr Open Learning Centre (OLC) in Western Australia has thrown open its doors to local children in the Broome and Kimberley community to teach them digital media skills. The OLC, part of Goolarri Media Enterprises, is a groundbreaking Indigenous multimedia and performing arts centre that showcases the oldest living culture in the world.

Supported by the Telstra Foundation with a \$563,000 grant over three years,

the Goolarri program adopts the unique approach of engaging Indigenous youth to learn alongside their elders. Indigenous mentors teach the students how to use new technology to record and broadcast stories of their cultural heritage, giving the young people a voice in local media – on radio, TV and online.

The program further encourages participants to take part in accredited training in media, multimedia and business, thus gaining a recognised qualification to assist with future employment opportunities.

“An in-depth knowledge of digital media will help our young people gain educational qualifications and a place in the workforce,” said Jodie Bell, CEO, Goolarri Media.

“One of the long term objectives of the program is to skill these kids to a level where they can partner with Goolarri staff on commercial projects so both participants will be paid for their contribution and Goolarri will make money which will be put back into the Centre to sustain it,” she said.

### Did you know?

Since 2002, the Telstra Foundation has supported more than 90 community projects worth over \$9 million to help improve the health and education outcomes of Indigenous children and young people.

For more information visit [www.gme.com.au/ata glance](http://www.gme.com.au/ata glance) and [www.telstrafoundation.com.au](http://www.telstrafoundation.com.au)

# BACKING OUR EMPLOYEES

Telstra is proud of the contributions our employees make to the community through their voluntary giving of skills, knowledge, effort and money. Telstra encourages these contributions by supporting community initiatives in which our people are involved and that matter most to them.

## ONLINE LEGAL ADVICE TO YOUTH

The Telstra Legal team, in association with Mallesons, has been involved with the National Children's and Youth Law Centre (NCYLC) since 2007. NCYLC is a community legal centre which offers online legal advice to children and young people through the LawStuff website and LawMail.

LawStuff provides general advice on common legal issues affecting young people such as drugs, bullying and trouble with the police. LawMail allows young people to seek legal advice and referrals by email.

Eighteen Telstra Legal employees in Brisbane, Melbourne and Sydney participate as cyber-volunteer lawyers who update and maintain the LawStuff website, and read and respond to LawMails. They volunteer two hours each month either from their desk in the office or at the nearest Mallesons office.

"Children and young people are amongst the most vulnerable in our community. They have limited resources and can find it difficult to access quality legal advice.

"I'm so glad that Telstra gives its lawyers an opportunity to do pro bono work. It's really satisfying using my skills to help people who otherwise couldn't afford access to legal resources.

"The pro bono work I do with NCYLC is very interesting and the challenge of advising children in a friendly and easily understandable way really sharpens my communication skills," said Telstra Legal Counsel Fiona Robson, who coordinates Telstra's involvement with NCYLC.

### Did you know?

Telstra Legal has a strong commitment to pro bono and volunteering activities. The team also actively participates in a mentoring program for disadvantaged Year 9 students in Western Sydney and English conversation classes for migrants run by Melbourne's Adult Multicultural Education Service.

For more information visit [www.ncylc.org.au](http://www.ncylc.org.au)

## YABBERING ON

Telstra people from all walks of Telstra life are busy telling their stories on Yabber, our online meeting place. Yabber is an internal site where employees can start a conversation, share and celebrate their involvement in the community, as well as highlight their personal interests, triumphs and causes.

The site has been designed to encourage individuals to write and submit their own stories in their own words, and has been developing organically from the grassroots up with over 450 published stories since the launch of the site in 2009. Yabber also includes news about Telstra's sponsorship, community, environment and diversity activities, and the Telstra Foundation.

The site played a key role in Telstra employees reaching out to each other in the aftermath of the Victorian bushfires by posting over 100 special messages of support, coordinating donations and drives, organising volunteers and Telstra providing continuous updates on our response and relief efforts.

"I love reading the amazing, heartfelt and incredible stories that people have chosen to share with Yabber and the generous responses and interactions of the Telstra audience. We work in an organisation whose mantra is all around connecting people and there is an awesome synchronicity in enabling connections on a different level inside the organisation," said Telstra Online Communications Specialist Amy Seymour.

### Did you know?

In addition to Yabber, Telstra people contribute to many other company-wide online forums and websites, including: our corporate blog, Telstra Exchange; our CEO blog, the CEO's desk; [T]ideas, an internal site dedicated to generating new ideas for a better Telstra; Yammer, an online network of Telstra people; and corporate news stories.



## TACKLING CLIMATE CHANGE

In 2009, Telstra announced a target to reduce our carbon emissions intensity by at least 10 per cent by 2015. Tackling the effects of climate change is not only important to us as a company, but also to our employees, that is why we support environmental initiatives in which our people can get involved.

Telstra's 'Eco-champions' group, with members from across the company, was created in 2007 and now has over 560 members. Eco-champions receive regular communication, are encouraged to provide their suggestions for a 'greener' workplace and are instrumental in promoting environmentally friendly behaviours and events in their workplaces. They disseminate information and gather support for initiatives such as Earth Hour, World Environment Day and the 1 Million Women campaign.

The goal of the 1 Million Women campaign is to inspire one million Australian women to take positive action against climate change by

committing to reduce one tonne of their carbon dioxide (CO<sub>2</sub>) emissions in a year. To date, over 600 Telstra women have made the pledge.

"I am extremely proud to be a 1 Million Women ambassador. I believe that the power of women with a common vision can truly make a difference – for our children, our planet, our future. This is a tangible way to play our part," Andrea Grant, Telstra Group Managing Director Human Resources, said.

"This campaign reflects principles that I and Telstra hold dear: that by working together, individuals can make a real difference, and that through the smart use of telecommunications, we can help Australia tackle climate change," added ambassador Amanda Johnston-Pell, Telstra Executive Director Brands and Marketing Communication.

Telstra also runs an internal GreenChallenge program which aims to educate employees on how they can reduce their carbon footprint, encouraging them to use technology to reduce and re-think business travel, and raise awareness of the environmental impacts of daily office activities. GreenChallenge

entails employee participation in Sustainability Victoria's Greenhouse Games, Clean Up Australia Day and Ride to Work Day.

Ride to Work is a behaviour change program that encourages employees to commute to work by bicycle and experience the health, financial and environmental benefits of riding. Telstra has won the ultimate participation challenge three years in a row by having the highest number of participants. In 2009, over 700 employees in more than 35 workplaces registered nationally.

### Did you know?

All Telstra employees who lease a vehicle through our salary sacrifice scheme pay a contribution to Greenfleet to offset the emissions their vehicle creates by planting native forests. Telstra has engaged Greenfleet since 2003 with the aim to offset 100 per cent of the emissions created by the salary sacrifice fleet. In 2008/09, Greenfleet committed to planting over 110,000 native trees, offsetting 30,000 tonnes of CO<sub>2</sub> on behalf of Telstra employees.

For more information visit [www.telstra.com.au/cr](http://www.telstra.com.au/cr)





## STEPPING OUT TO FIND A CURE

In 2009, over 1,100 Telstra employees, family and friends participated in the Juvenile Diabetes Research Foundation's (JDRF) Walk to Cure Diabetes, which raises money for research to find a cure for type 1 (juvenile) diabetes. For the past five years, the Telstra Operations group has coordinated participation across the country, encouraged Telstra employees to get involved and walk, and raised in excess of \$220,000 for the cause.

Approximately 140,000 Australian people have type 1 diabetes with 2,000 more diagnosed every year. Many Telstra employees and their families are affected by this fast growing chronic disease and the JDRF Walk provides an opportunity to join with colleagues, family and friends to celebrate hope and progress towards a cure.

Illaria, seven-year-old daughter of Telstra Enterprise and Government General Manager Vince Del Tito, was first diagnosed with type 1 diabetes four years ago. Since then, her days have revolved around a series of blood tests to monitor blood sugar levels, which she bravely does herself, and insulin injections.

"Illaria is determined not to miss out on anything, participating in after school sporting activities nearly every day to help stabilise her sugar levels," said dad Vince. "She is very brave when

doing blood sugar finger pricks and insulin injections, taking everything in her stride."

Fleur Rake, Telstra Consumer manager, participated in the JDRF Walk with her daughters, Jessie, Ally, Isabelle and Charli.

"Jessie has been living with type 1 diabetes since she was 11 and she amazes us every day with her courage. We hope that one day she will be able to go a day without finger pricks and insulin injections – for this to happen research is critical," said Fleur.

Kevin Vickers, CEO Telstra Plus and national team captain, highlighted and recognised the incredible effort the Telstra teams make each year.

"Their dedication is unwavering, from extensive pre-walk fundraising activities to coordinated Telstra t-shirts, water bottles and caps on the day. They look great – and PROUD! It just keeps getting better and better each year. It is truly wonderful to see Telstra people coming together to help others in need, in true Telstra style," he said.

### Did you know?

Telstra employees are actively involved in numerous fundraising events across Australia such as Movember, World's Greatest Shave, Parkinson's Unity Walk, Pink Ribbon Day, Australia's Biggest Morning Tea, RSPCA Cupcake Day, Jeans for Genes and others.

For more information visit [www.jdrf.org.au](http://www.jdrf.org.au)

## KEEPING OUR HISTORY ALIVE

Telstra's historical collection consists of thousands of artefacts, photographs and documents representing the development of telecommunications in Australia over the past 150 years and the significant role Telstra and its predecessors played in this.

The collection is managed by small groups of dedicated volunteers, largely past and current Telstra employees, who have committed themselves to keeping Telstra's history alive. The volunteers spend hundreds of hours each year collecting, fixing, organising, cataloguing and displaying the collection for public viewing, and are a great example of how volunteering can provide value not only to the wider community but also to the volunteers themselves.

Museums in Brisbane, Melbourne and Sydney are open to the public and volunteers guide visitors through interactive displays which bring to life the progression of telecommunications over the decades.

Among the many groups to visit in 2009 were children from Our Lady of Victories Primary School in Camberwell VIC. Ken Hosking, a retired Telstra employee and volunteer tour guide at the museum in Melbourne, provided the kids with a hands-on experience of using the old telephones and watching how a call was delivered through the step by step exchange technology.

Hands down the most interesting part of their visit was seeing the telegraphers in action demonstrating Morse code. "It was the best excursion ever," wrote one young participant who concluded his note with a statement accurately presented in Morse, a skill learned during his visit.

### Did you know?

The volunteers whose working lives were dedicated to telegraphy refer to themselves as 'Morse Codians' and are retirees from Telstra in its previous form as the Postmaster General's Department or Telecom. A small group of them meet at the museums to practise their very unique skill, communicating in Morse code, with fellow practitioners across Australia, and to stay connected with colleagues from their much-loved, past working life.



## TELSTRA'S KIDS FUND

Telstra's Kids Fund is an employee directed giving program that provides grants of \$1,200 to local community organisations that involve the participation of a child or young person directly related to a permanent Telstra employee. The grants are managed by the Telstra Foundation and support a broad range of initiatives and projects across education, sports and recreation, arts and culture, environment, health, disability and cultural diversity. Here is how some of the grants are making a difference.

### School plays to beat of a new drum

Rylstone Public School has been able to put the final touches on their school band after receiving a new drum kit from money granted by Telstra's Kids Fund. The fund contributed \$1,200 to the school to help encourage children into music and school principal Alan Kerr said it was great to see the band finally come together.

"We only started the school band this year and the children have been making great progress from the tuition they have been provided," he said.

"The previous drum kit was a second hand donation and now we have a brand new drum kit which has added some excitement and given the band a fresh look."

Mr Kerr also thanked Telstra's Kids Fund for their help and especially local Telstra employee Jeff Bowles who was the man behind the application. He

also thanked the P&C for helping with the application and their continued support.

*Courtesy of the Mudgee Guardian, Mudgee NSW, 30/10/09*

### Kicking new goals and other lures

Children at Coral Park Primary School in Hampton Park will soon be kicking goals with help from a \$1,200 Telstra Foundation grant. The money will allow the school to replace vandalised wooden goalposts. One of the posts was sliced in half by machete-wielding vandals more than a year ago.

School sports teacher Bill Hains said the damaged posts made playing interschool sports difficult.

"We've had to use portable goalposts for our interschool sports until now," Mr Hains said. The new posts – made of steel – will give the school a more professional look and allow children to practise goal kicking. Construction should start within a month.

And children's lives at Berwick Kindergarten and Southern Cross Primary School will be enriched with similar \$1,200 grants. The kindergarten will improve its garden while the school will buy new musical equipment for its school band.

*Courtesy of the Berwick Leader, Berwick VIC, 24/06/09*

### Possum education in the classroom

Pallara State School students are understanding more about possum and glider life on a minute to minute basis thanks to the support of Telstra and the use of infrared cameras positioned in possum boxes.

The Home Secrets of Pallara Marsupials project is the brainchild of project co-ordinator Ruth Miller and has been realised with the financial support of Telstra and the Pallara State School Parents & Citizens Association (P&C).

Infrared cameras have been strategically placed in the top of possum and glider boxes and the footage is being directly streamed into the year four classroom. The students monitor and observe the life of the gliders and possums and have the benefit of digital recording so they can observe them exiting and entering the boxes at all hours of the day.

Gary Goldsworthy of Telstra said Pallara State School was on the "cutting edge of technology" and it was hoped that with continuing financial support from Telstra and the P&C, the footage would be accessed by students right around the world. This project has been a real labour of love for Pallara's year four teacher, Jonathan Clark, who has spent many hours of his time making sure his students have the benefit of state-of-the-art learning opportunities in this, Pallara's 50th anniversary year. *Courtesy of The Satellite, Ipswich QLD, 26/08/09*

### Did you know?

In 2008/09, the Telstra Foundation made 625 Telstra's Kids Fund grants totalling \$750,000 to support local community organisations that involve the children of Telstra employees.

For more information visit [www.telstrafoundation.com.au](http://www.telstrafoundation.com.au)

David Quilty, Telstra Group Managing Director Public Policy and Communications, recognising Telstra employee Dr Ron Thompson for his involvement with the YMCA of Canberra Sailing Club by presenting a grant to the club's acting CEO Andrew O'Neil; L-R, Ron Thompson, Andrew O'Neil, David Quilty



## REWARDING LEADERSHIP AND VOLUNTEERING

The Telstra Foundation Community Connection program recognised Telstra employees' contribution and efforts in the community by providing Leadership Grants, valued at \$1,000 each, to community organisations where a Telstra employee is a board or management committee member, and Volunteering Grants, valued at \$250 each, to not-for-profit organisations where a Telstra employee has volunteered their time. Here is how some of the grants are making a difference.

*"The Telstra Foundation has donated a Community Connection grant to the YMCA of Canberra Sailing Club where I am the Commodore. David Quilty*

*found some time in his busy schedule to visit the YMCA Sailing Club, meet the CEO of the YMCA of Canberra and present the cheque to the sailing club. The equipment bought by this grant will be used for many years by hundreds and hundreds of budding young sailors. Telstra has had such a profound effect on Australian communities over so many years. That is why I am proud to be part of Telstra and the team that makes it so great."*

*Dr Ron Thompson, Data Solution Specialist, Telstra Enterprise and Government, started with the Postmaster General's Department 36 years ago*

*"In 2009, I received a Community Connection Leadership Grant for SongBirds, a Sydney-based musical theatre group I founded. The grant was used to build up our props and scenery department, essential to putting on an*

*entertaining show! We perform for residents of local nursing homes and retirement villages for the aged and disabled. We get the older people up to dance to the music and sing along to the songs. We have a lot of fun putting on our shows and the old people in the audience just love them so much. They say it transports them back to their youth. Many don't get out much and they say our performances help them get through their day. And that's what keeps us going."*

*Susan Grant, Network and Infrastructure Environment Team, eight years with Telstra*

### Did you know?

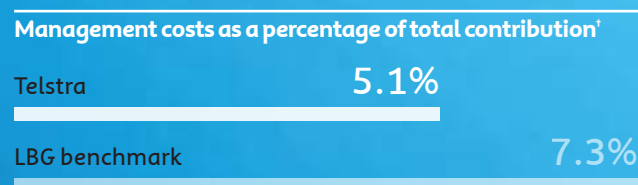
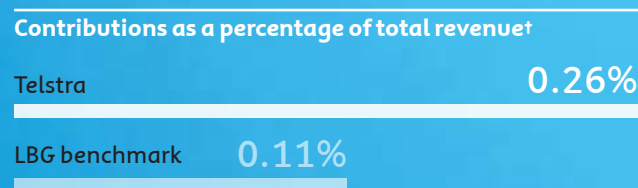
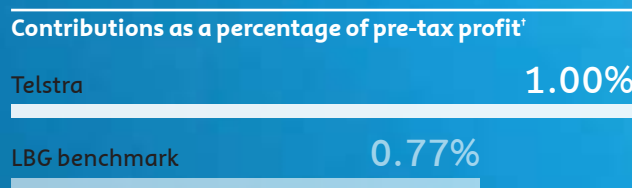
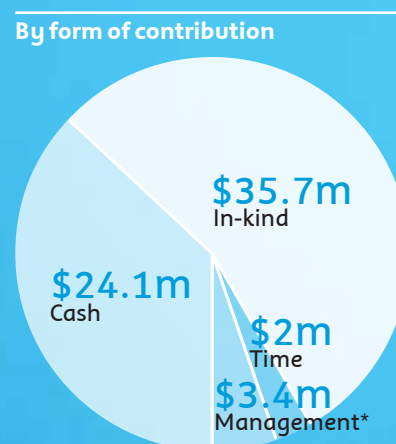
**In 2008/09, the Telstra Foundation made 582 Community Connection grants totalling \$377,250 to support the community organisations in which our people are involved.**

# MEASURING COMMUNITY INVESTMENT

Telstra's annual contribution to the community in 2008/09 was valued at \$65.2 million by the London Benchmarking Group (LBG). LBG provides a global standard to measure and benchmark corporate community investment, and reports on members' contributions. Currently more than 200 companies participate in the LBG process globally.

The below graphs and figures provide a break-down of Telstra's 2008/09 contribution, and are benchmarked, where applicable, against the 42 member companies of LBG Australia/New Zealand.

By type of community investment†	
Charity and not-for-profit discounts	\$29.8m
Community sponsorships, programs and initiatives	\$17.2m
Disaster relief	\$6.6m
Telstra Foundation grants	\$4.8m
Environmental sponsorships, programs and initiatives	\$1.2m
Employee engagement	\$0.9m
Telstra Connected Seniors® grants	\$0.6m
Other	\$0.7m



† Excludes management costs

\* Value of employee salaries and company operating, publicity and communication expenses to the programs

‡ Calculations based on total Telstra contribution of \$65.9 million which includes New Zealand contribution (\$0.7 million)



The total benefit provided by Telstra's Access for Everyone programs, which offer assistance to our low-income customers, was valued at over \$180 million in 2008/09. This figure is not included in Telstra's LBG contribution of \$65.2 million because the Access for Everyone programs are regulated by the government uniquely for Telstra and, as such, LBG regards them ineligible for submission.

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