

STRATEGIC OVERVIEW AND PRIORITIES

OUR VISION IS TO IMPROVE
THE WAY PEOPLE LIVE
AND WORK.

We aim to be one of the most
admired, respected and trusted
telecommunication companies
in the world. Telstra is changing.
We are building a new company
from the inside out based on four

strategic priorities of improving
customer satisfaction, retaining
and growing our customer numbers,
simplifying the business, and
developing new growth businesses.



IMPROVE
CUSTOMER
SATISFACTION



RETAIN
AND GROW
CUSTOMER
NUMBERS



SIMPLIFY
THE
BUSINESS



DEVELOP
NEW GROWTH
BUSINESSES

SUSTAINABILITY

SUSTAINABILITY IS EMBEDDED
IN OUR APPROACH TO OUR
CUSTOMERS, OUR PEOPLE,
OUR COMMUNITIES,
AND OUR ENVIRONMENT.

At Telstra, sustainability is a
business approach that creates
long-term value by embracing
the opportunities and managing
the risks derived from economic,
environmental, social and

technological developments.
Sustainability is an important
part of how we will achieve
our vision to improve the way
people live and work.



OUR
APPROACH



OUR
CUSTOMERS



OUR
PEOPLE



OUR
COMMUNITY



OUR
ENVIRONMENT