SUSTAINABILITY – PUTTING CUSTOMERS AT THE CENTRE

OUR GOAL: TO ENSURE THAT ALL AUSTRALIANS ENJOY THE EVERYDAY BENEFITS OF BEING CONNECTED TO MODERN COMMUNICATION TECHNOLOGIES

AS AUSTRALIA'S LARGEST TELCO, WE ARE COMMITED TO KEEPING THE CUSTOMER AT THE CENTRE OF EVERYTHING WE DO.

EVERYONE CONNECTED

We recognise the fundamental role Telstra plays in promoting economic and social inclusion. Our *Everyone Connected* customer programmes support around 1.3 million Australians each year and utilise Telstra's core capabilities, assets, expertise and national presence to support access, skills development and safety for those Australians and communities most in need. Programme effectiveness is enhanced through an independent advisory committee – The Low Income Measure Assessment Committee (LIMAC) – comprising representatives from national community organisations and the Federal Government. LIMAC annually assesses the effectiveness of Telstra's low income programmes and reports to the Minister for Communications.

Customers experiencing disadvantage

In 2012, the Centre for Social Impact conducted a social impact study of three of our *Access for Everyone* services. It showed that while emergency relief services such as *Bill Assistance* have a significant positive social impact, there is a gap in services for people on a low income who rely on a pre-paid mobile. Research conducted by LIMAC also identified the need

for a pre-paid recharge emergency relief service and an affordable broadband internet service for low income families with children in school. Next year, we will respond to these findings by expanding our *Access for Everyone* offering.

Customers with disability

This year, we conducted a mid-term review of our fifth *Disability Action Plan 2010-2012*. The Plan recognises the benefits that modern information and communications technologies bring to people with disability and communications challenges, and incorporates actions to provide a better experience for our customers with disability and their carers.

Customers in remote Indigenous communities

In 2012, we completed the ADSL2+ (high speed internet) upgrades in four remote Indigenous communities and partnered with the Torres Strait Island Regional Council to deliver ADSL2+ to 15 islands in the Torres Strait. We developed simplified calling cards for use in payphones in remote communities, and calls to the hotline for Indigenous customers increased by six per cent from 2011.