

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