

SUSTAINABILITY – BUILDING MORE INCLUSIVE COMMUNITIES

OUR GOAL: TO ENSURE THAT EVERYONE IN OUR COMMUNITIES ENJOYS THE BENEFITS OF COMMUNICATION TECHNOLOGIES AND THE SOCIAL AND ECONOMIC BENEFITS THEY BRING



WE ARE TARGETING PROJECTS THAT CONNECT PEOPLE TO THE INTERNET, BUILD THEIR ONLINE SKILLS, AND PROMOTE CYBER SAFETY.

In 2012, our objective was to bring strategic alignment to our social and community investment, with a stronger focus on digital inclusion and a 'shared value' approach to community investment.

TELSTRA FOUNDATION

Over 2012, the Telstra Foundation invested more than \$4 million into community organisations that share our vision of making a positive and lasting difference to the lives of Australia's children and young people. In May 2012, the Telstra Foundation launched the *Everyone Connected* grants programme, which provides one million dollars in the form of one hundred \$10,000 grants to support the digital inclusion initiatives of local community organisations. We are targeting projects that connect disadvantaged children and young people to the internet, build their online skills or promote cyber safety. In addition to the grants, this year the Telstra Foundation supported eight ongoing community digital inclusion projects with more than \$890,000 in funding.

The Telstra Foundation established a six-year partnership with The Alannah and Madeline Foundation to deliver eSmart Libraries to all public libraries in Australia. The initiative will assist 1,500 public libraries across the country to be safe and responsible in the online world. The program will commence next year.

TELSTRA CONNECTED SENIORS

Telstra Connected Seniors[®] helps to address the 'digital divide' experienced by many older Australians. It provides grants to community organisations to deliver training courses and hold events to help senior Australians master new mobile and internet technology. In 2012, almost 52,500 senior Australians received training through events, face-to-face sessions and DVDs loaned through libraries across Australia. Around 45,000 seniors accessed online content through our dedicated website.