

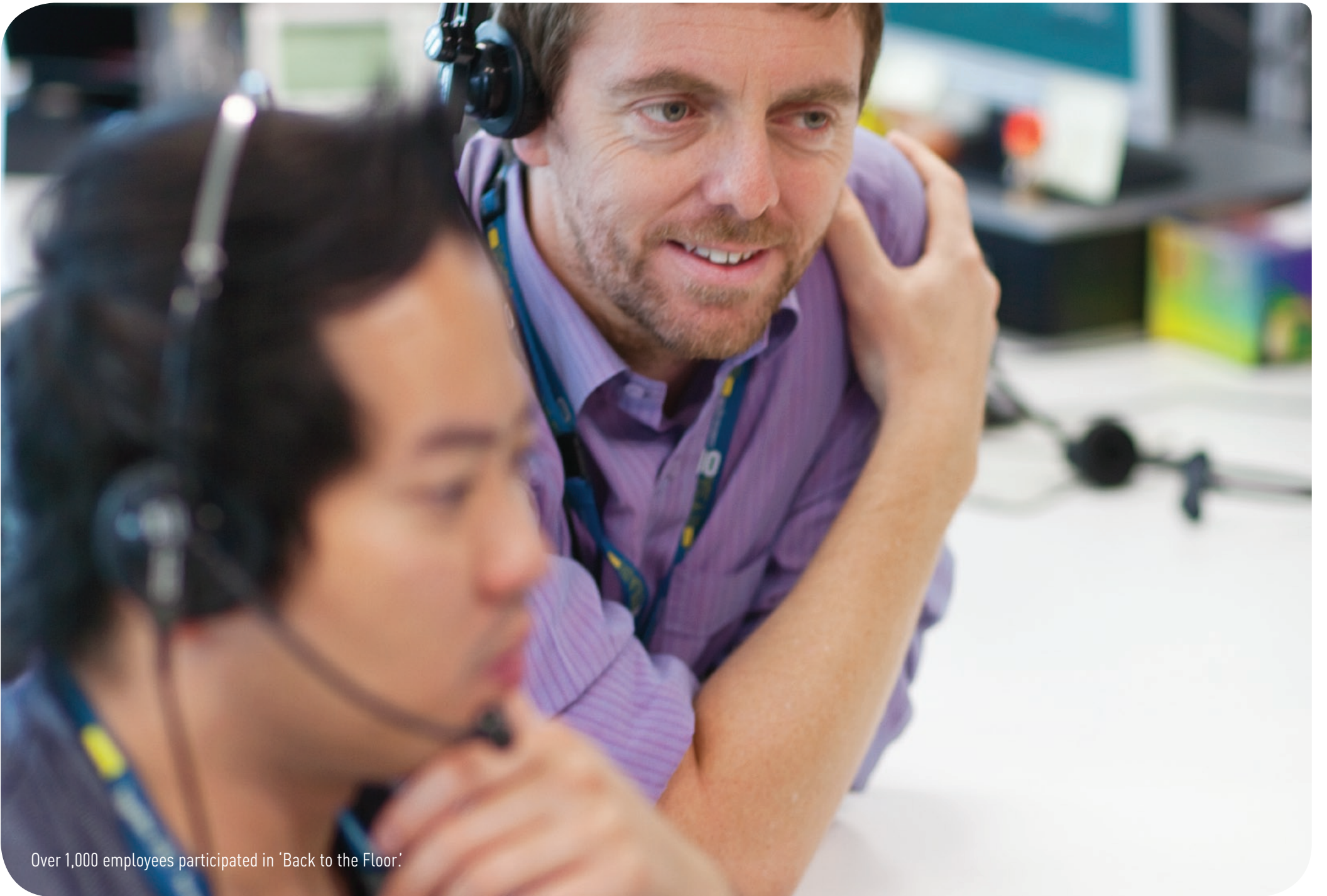


Connecting

Communities

Summary highlights from the Optus 2011 Corporate Responsibility Report.

'yes'
OPTUS



Over 1,000 employees participated in 'Back to the Floor'.

Our approach

At Optus, we are committed to operating in a socially and environmentally sustainable way. We aim to embed corporate responsibility into our everyday business practices.

Our corporate responsibility framework and priorities

Our corporate responsibility framework guides our activities and community investments and supports the initiatives that we undertake with our customers, our people, the environment, our suppliers and the communities in which we operate.

OUR CORPORATE RESPONSIBILITY GOAL

To be a company that our customers, our people and the wider community can trust and to use our technology, products and services to make a positive social impact.

OUR KEY PILLARS

Lead in customer experience

Great place to work

Responsible growth, society and environment

OUR MATERIAL ISSUES

- > Responsible marketing
- > Customer service and safety
- > Ensuring access
- > Driving innovation and uptake of technology
- > Disaster response

- > Leadership and talent development
- > Engaging our people
- > Learning and development
- > Supporting diversity

- > Reconnecting disengaged youth
- > Build social inclusion
- > Minimising our environmental footprint
- > Influencing our supply chain

The Optus 2011 Corporate Responsibility Report addresses performance for the financial year ended 31 March 2011 across our wholly owned operations in Australia. **Cover:** Young student participating in Schools of the Air program.

Expanding our coverage



“We’ve increased the number of base stations on our 3G network by more than 15 per cent, including building sites inside cities to cater for the growth in data traffic”.

Andrew Smith, Director Mobile Core Engineering

Optus delivers greater competition in the Australian telecommunications market. We have been giving Australian consumers greater choice and value since 1992. Our goal, to continually improve the services we offer customers, requires ongoing investment in our network. In the past five years, we have invested over \$AUD2.2 billion.

TO EXPAND OUR COVERAGE, WE:

- Connected more people than ever before. Optus serves over 9 million mobile phone customers.
- Invested \$AUD1.02 billion in our network, which now covers over 700,000 square kilometres, or up to 97 per cent of the Australian population.
- Brought dedicated mobile coverage for the first time to 14 remote towns
- Announced Optus 10, our sixth satellite. When deployed in 2013, Optus 10 will deliver customers the flexibility to provide high quality broadcast services to households, and two-way voice and data communication services to areas around Australia.

Improving the customer experience



“Technology step-change in the telecommunications industry is driving greater network bandwidth and faster speeds, coupled with the proliferation of mobile devices. The digital environment is shifting the way in which our customers transact with us, with more and more consumers everyday choosing to shop, pay their bills and request customer service via digital channels”. Austin Bryan, Director Digital Media

WE SAID:

We will look out for our customers and the wider community by taking our products and services to market in a responsible and transparent manner, enabling telecommunications access and connection to society.

WE DID:

- Invested millions – \$AUD250 million to date – to upgrade our IT systems so we can better understand our customers’ needs and provide them with high level online functionality.
- Developed a series of apps allowing customers to better manage their accounts.
- Offered special assistance packages to communities affected by natural disasters. We extended the payment period for Optus bills, waived fees for late payments, offered free fixed-to-mobile and fixed-to-fixed call diversion, and handed out thousands of handsets and pre-paid SIM cards to people in need whether they were Optus customers or not.
- Continued to consult with our stakeholders through avenues such as our Consumer Liaison Forum, to understand how Optus can better overcome barriers for access and use of telecommunications products and services.
- Provided education for 150 students from years P to 7 in remote communities through Schools of the Air program.





Creating a great place to work



“A diverse workforce not only opens up a much broader pool of potential employees, and drives innovative thinking – it also helps us reflect our customer base. If we don’t look like the community around us then we have no chance of seizing the leadership position”.

Vaughan Paul, Director Human Resources

WE SAID:

We aim to recruit and retain the best talent and create an environment where diversity is valued and our people are encouraged to develop and make the best of how they work, live and contribute to the community.

WE DID:

- Won the Australian Human Resources Institute – Martin Seligman Award for Health & Wellbeing.
- Supported Optus people to continually improve their understanding of the customer experience. Over 1,000 employees participated in ‘Back to the Floor’ –taking a break from normal duties to work in our call centres, retail stores and out at our customers’ homes and businesses.
- Continued to reduce workplace injuries. Our Lost Time Injury Rate fell by 19 per cent to 2.49.
- Renewed our diversity strategy to best harness the unique skills and experiences of our diverse workforce. Optus people represent over 70 nationalities from countries around the world.
- Under the banner of ‘Taking Care of Me’ we delivered health seminars covering a range of topics such as work/life balance and healthy lifestyles.



Reducing our environmental footprint



“Telecommunications can help businesses and individuals reduce their carbon footprint.

Broadband teleconferencing provides a cost effective alternative to travel by car or plane. Mobile communications can be used to track goods in stock”

Sam Buric, National Facilities Manager

WE SAID:

Optus is committed to reducing our environmental footprint and implementing best practice in managing our operations, processes, products, services and suppliers.

WE DID:

- Increased the number of Optus customers signed up to online billing to over one million (around 44 per cent of eligible customers). Overall online billing is saving 4.8 million pieces of paper every month.
- Increased the proportion of our packaging which is recyclable by 10 per cent to 81 per cent.
- Delivered a range of energy efficiency initiatives across our corporate offices, telephone exchanges and mobile phone base stations, generating total savings of 19,202GJ from July 2009 to June 2010.
- Recycled 92 per cent of general waste, co-mingled waste, paper and cardboard at our corporate headquarters.
- Implemented a new Supplier Code of Practice with our largest suppliers ensuring they meet our expectations, particularly in the areas of labour practices, environmental management and product stewardship.

Contributing to our community



“Connecting people is what we do best; our community investment includes a focus on the power of communications technology to drive real social benefit”

Helen Maisano, Manager – Corporate Social Responsibility

WE SAID:

We are committed to positively contributing to community development through our community investments which involve our financial giving, people, products and services. Our focus is on helping disengaged young people and supporting social inclusion.

WE DID:

- Launched ‘Mobile Student2Student’ providing young people in regional communities the opportunity to improve their literacy levels through the use of mobile phones.
- Supported a wide range of volunteer activities and community organisations. Optus staff contributed 12,694 hours to corporate volunteering.
- Launched the ‘Text to Donate’ initiative enabling Optus customers to donate \$AUD5.00 to either the New Zealand or the Japan earthquakes. This collaborative partnership with The Australian Red Cross and ‘Be.interactive’ is a first in Australia.
- Contributed a total of \$AUD6.18 million towards community as defined by the London Benchmarking Group (LBG) methodology. In addition to LBG assessed contributions, Optus and our people contributed a further \$AUD3.3 million in workplace giving donations and fundraising events. This figure also includes management costs, as well as assistance packages and support to customers affected by the devastation of the 2011 Queensland floods and Cyclone Yasi.



Awards and accolades

- Customer Service Institute of Australia Australian Service Excellence Awards. Premium Service Desk and Service Excellence in a Contact Centre
- Frost & Sullivan Australia Best Practices Awards 2010 Service Provider of the Year
- Australian Human Resources Institute National Awards Martin Seligman Award for Health & Wellbeing
- London International Awards 2010 Gold Television/Cinema/Online Film (Visual Effects) (Optus 'Secret Training Camp')
- Australian Direct Marketing Association Awards Silver – Art Direction – Optus 'Give Whales a Voice'
- Australian Centre of Corporate Social Responsibility State of CSR in Australia Annual Review Top performance in CSR management for a foreign-owned company
- Australian Telecommunications Users Group Excellence Awards Finalist in Best Communications Initiative – Large Business.



Connecting

Communities

To view the Optus 2011 Corporate Responsibility Report,
please visit optus.com.au/corporateresponsibility

Contact us with your queries, feedback and suggestions
via sustainability@optus.com.au

'yes'
OPTUS