

# Optus 2012 Sustainability Report.

Introduction ▶



## About this report

This report is for the financial year ended 31 March 2012. It is our 13th annual report on the economic, social and environmental performance of SingTel Optus Pty Limited, unless otherwise specified. Offshore ventures, franchised retail outlets and subsidiaries are not included in this report, unless otherwise specified.

In preparing this report, we have taken a consultative approach and focused on key material issues identified by our Corporate Responsibility Working Group and used the AccountAbility's AA1000AS principles of inclusivity, materiality and responsiveness to stakeholders.

This report summarises the progress we have made against our corporate responsibility commitments.

We welcome your feedback. Please [contact\\_sustainability@optus.com.au](mailto:contact_sustainability@optus.com.au) with any questions you may have.

### Optus Corporate Head Office

1 Lyonpark Road  
Macquarie Park NSW 2113.

### Global Reporting Initiative

Global Reporting Initiative (GRI) The report applies the Global Reporting Initiative (GRI) G3 Guidelines. Our third party checked GRI application level is 'A'. The GRI Index is available [here](#).



### London Benchmarking Group (LBG)

Optus uses the LBG framework to measure and report on our voluntary contributions.



# Who we are

For 20 years, Optus has been shaping the way our customers live, work and play using state-of-the-art technology.

With a customer base of over 9.4 million mobile subscribers, more than 1 million on-net telephony subscribers and 1 million on-net fixed broadband subscribers across Australia, we put the customer at the centre of everything we do.

We are Australia's second largest telecommunications group, providing a diverse range of innovative services including fixed, mobile, data, internet, ICT and TV. We are a wholly-owned subsidiary of the SingTel Group, Asia's largest telecommunications company, with operations in 20 countries worldwide.



# What we do

We provide communications products and services for personal and business use, through online, our customer service centres, and retail stores.



## Mobile phone

Our mobile network reaches over 97% of the Australian population with over 9.4 million customers. Our satellite-based communications services also provide voice and data services to regional, remote and rural areas.



## Broadband

We provide fixed and mobile broadband plans for personal and business customers.

Our ULL and DSL footprint covers up to 2.9 million premises, with over 1,200 DSLAM racks in the 419 local telephone exchanges.



## Fixed phone

Our Hybrid Fibre Coaxial fixed-line network can service 1.4 million homes in Brisbane, Melbourne and Sydney.

Our fixed-line network connects more than 18,000 corporate premises.



## TV

We operate five satellites that deliver pay TV to over 2 million households and mobile customers. Our TV services include Optus MeTV, which provides on-demand channels and Mobile TV with over 25+ channels.



## Digital solutions

We provide digital based solutions to businesses including cloud computing, offering events and tools for getting the most out of digital capabilities, and assisting customers assess their digital readiness. Our Cloud Solutions let you get on with what you know best – running your business.



## Expanding our network

We are investing in building our network to deliver more and better coverage for our customers. We have invested in our network to deliver an improved customer experience. In September 2011, we announced we will launch 4G in Sydney, Melbourne, Perth, Brisbane, Adelaide CBD, Gold Coast and Newcastle, also we have almost completed 3G network performance enhancements in-building coverage with over 3,000 sites having been upgraded under the U900 spectrum migration program.



## Retail Distribution

Our retail footprint includes over 290 Optus branded 'yes' stores nationally (as at 31 December 2011).



## Our people

Optus is a company of 9,835 people spread across Australia.

# Message from Paul O'Sullivan

## CEO Group Consumer, SingTel and Country Chief Officer, Australia

Paul is CEO Group Consumer and Country Chief Officer, Australia, and is the principal liaison with local and regulatory bodies. He assumed these roles on 1 April 2012.



**Our vision is to provide Australia's leading customer experience for flexible and personalised services, anywhere on any device.**

This year, Optus celebrates its twentieth birthday.

Optus, derived from the phrase "opt for us" was awarded Australia's first competitive carrier licence on 19 November 1991 and began commercial operations on 31 January 1992, its main purpose, to give customers choice.

Optus has since grown to become a leading Australian brand and company supporting and connecting over 9.4 million mobile services, 1 million fixed and broadband customers and thousands of Australian businesses.

The telecommunications sector is however undergoing significant change, and in keeping with our challenger spirit, Optus is responding. In March this year,

our parent company, SingTel announced a bold new organisational structure which puts the customer at the heart of everything we do. Three new groups – Group Consumer, Group ICT and Group Digital Life – began operating on 1 April 2012.

Despite this period of significant change, we continue to stay true to our commitment in corporate responsibility and using innovation and ideas to find ways of making a better tomorrow for our customers, people and the wider community.

At Optus, we have long recognised that corporate responsibility is about much more than charitable donations. It's also about how we meet our Customers needs, go about our everyday decision making and the depth of the relationships we have with our people.

Over the past year we invested \$7.2million in community programs where we continue to focus on supporting disadvantaged young people and building social inclusion through connectivity. Protecting young people and educating them about making safer online choices is important to Optus and why we went an extra step this year by developing a cyber-safety educational tool kit and distributing it to 10,000 schools across Australia.

The diversity of our people reflects the diversity of our country. Our people are passionate about working at Optus and regularly embrace opportunities to give us valuable feedback on where we can improve. This year we responded by reinvigorating our 'Reward Yes' program which gives staff an opportunity to say

'thanks' to colleagues for a job well done. We expanded our 'Back to the Floor' sessions, a popular program for connecting employees with customers, and introduced a 'Career + Me' program.

For 2012/13 we will focus on four priority areas of corporate responsibility: developing an energy efficiency strategy to underpin the improvements in our networks; improving our procurement practices to be more sustainable and build on the efficiencies of a Group approach; attracting new talent to help us develop innovative solutions to excite our customers and; reviewing our community investments to focus on outcomes.

We know our key stakeholders expect us to tackle the difficult issues. We will continue to listen, learn and do better each year, because it is an inherent part of our challenger spirit.

Finally, I'd like to thank all our people for a fantastic year – one in which we have achieved some outstanding things together. I look forward to another exciting year ahead.



# Highlights

Theme	Indicator	2011/12 Performance
Economic	Revenue	A\$9.4 billion (year-end 31 March 2012);
	Profit	A\$787 million (year-end 31 March 2012);
Environment	Energy use	1,295,735 GJ
	Carbon footprint	331,593 CO <sub>2</sub> e
	On-line billing	44% of customers
Customers	Customer satisfaction	Overall annual result of 7.26/10
People	Lost Time Injury Rate	2.44
	Females in management	15% of senior management are women
	Employee satisfaction	71%
Community	Monetary value of community investment	\$7,216,417
		Educational lesson plans for cyber bullying was sent to every school in Australia, reaching a potential 3.5 million kids.
	Volunteer hours in community activity	10,461 hours



*Social Media Response Team from Consumer Customer Care won an award.*

#### **Awards in 2011/12**

- > Customer Service Institute of Australia award for Customer Service Excellence
- > Communications Alliance and CommsDay Award for Commitment to Customer Service
- > Communications Alliance Awards for our Commitment to Customer Service
- > Australian Business Awards for recognition as an employer of choice
- > Safety Rehabilitation and Compensation Commission Safety Awards for Best Workplace Health and Wellbeing program.



# Our Corporate Strategy

## Our vision

Optus shares the vision, core purpose and values of the SingTel Group – to be Asia Pacific’s best multimedia solutions group.

## Our mission: breaking barriers, building bonds

- > We enable communication by breaking barriers and building bonds.
- > We help businesses and people communicate anytime, and in many ways.
- > We make communications easier, faster, more economical and reliable by breaking the barriers of distance, price, time, technology and the unknown; and building strong bonds among us, with our shareholders, customers and business partners.
- > We believe that creating and delivering value to our customers, employees and shareholders is fundamental to our business.

## Our structure moving forward

SingTel launched a major new strategy and organisational structure to take effect from 1 April 2012. Our three units – Group Consumer, Group Digital Life and Group ICT moves us from a regional approach to customer segments.

**Group Consumer** consolidates our consumer-related functions and aims to be the leading provider of next-generation communication, infotainment and technology services to consumers and small businesses across Asia Pacific.

**Group Digital Life** strives to bring people together with an innovative and cutting edge mix of digital services such as NextGen TV, music, digital concierge, cloud-based gaming and hyperlocal content. It complements our Group consumer with bundles and add-ons of state-of-the-art digital services.

**Group ICT** provides innovative end-to-end ICT solutions to our enterprise customers by providing access to our satellite services, international data and managed services, cloud computing and enterprise mobility services.

# Corporate Responsibility at Optus

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 and environmental impact.

## Our approach to Corporate Responsibility

Our approach to corporate responsibility is to embed it in our everyday decision making. While we have had a long history of giving back to the community, going back to 1993 when we began our relationship with the Starlight Children's Foundation, our corporate responsibility has evolved from philanthropic support to a more strategic approach, incorporating environment, community, customers and our people performance.

To ensure our corporate responsibility activities continue to deliver value in this new digital era to our business, our customers, community and partners, we are reviewing our strategic approach and key focus areas in the coming year. In doing so, we aim to further align corporate responsibility to:

- > Improving our network coverage and minimise our environmental footprint cost effectively
- > Delighting our customers with improved customer service and innovative products and services
- > Fostering a happy, diverse and innovative workforce and culture that reinforces the sentiment that Optus is a great place to work
- > Developing relationships with our suppliers and partners to deliver more sustainable outcomes
- > Creating value in our communities.

With the new corporate strategy and our structure, we will review our approach to corporate responsibility in 2012 to ensure alignment and delivery of value to our business, customers and broader stakeholders. Particular focus will be given to improving our approach and performance in procurement, networks and IT.

## Our material issues

We focus our corporate responsibility activities and reporting on the issues of greatest concern to Optus and our stakeholders.

This year we interviewed senior management across our business and worked with our Corporate Responsibility Working Group to identify key issues considered important to our stakeholders and influential to the success of our business.

For each of our corporate responsibility pillars we identified key priority issues for focus in our programs and reporting.



**Our Corporate Responsibility priority areas.**



**Leading Employer.**

- > Supporting diversity
- > Health, safety and wellbeing
- > Developing our people
- > Volunteering and workplace giving



**Leading in Customer Experience.**

- > Connect and protect our customers
- > Responsive in times of need
- > Customer experience



A company I trust

**Minimising our environmental footprint.**

- > Energy efficiencies
- > Carbon footprint
- > e-waste and recycling

**Building stronger communities.**

- > Digital and social inclusion
- > Cyber safety – protecting our youth
- > Disaster response
- > Community grants



**Responsible growth.**

- > Governance
- > Ethics and values
- > Stakeholder engagement
- > Transparency and accountability
- > Sustainable procurement

## Our stakeholders

Optus recognises that listening to stakeholders is fundamental in guiding how we can manage corporate responsibility to manage reputational risk and support the creation of business value. We respect the relationships we have with our stakeholders and connect with them regularly to ensure we are aligning with community expectations.

There are various channels through which we engage with different stakeholder groups. These include:

<b>Industry and Consumer Groups</b>	<p>Optus' Regulatory team also regularly liaises with key industry groups on behalf of the business. These groups include:</p> <ul style="list-style-type: none"> <li>&gt; The Internet Industry Association (IIA), Australia's national Internet industry organisation. The IIA contributed to the development of industry engagement on a broad range of public policy issues including: copyright; e security; classification and national security reforms during the reporting period.</li> <li>&gt; Communications Alliance aims to provide an effective forum for industry participants to work together to develop contributions to communications policy and debate. During the reporting period Communications Alliance successfully managed the registration of the revised Telecommunications Consumer Protection Code, progressed reviews of a range of operational codes to facilitate NBN migration and contributed to a wide range of public policy debates from privacy, convergence to copyright and national security reforms.</li> <li>&gt; The Australian Information Industry Association (AIIA) which is an industry advocacy group that aims to represent the information industry to maximise the potential of the Australian economy. The AIIA's focus is on the digital economy and engaged on the following priority issues areas during the reporting period: telework, e-health, government procurement, energy and e-waste.</li> <li>&gt; The Australian Mobile Telecommunications Association (AMTA) is a forum where key stakeholders can discuss issues influencing the development of mobile applications in Australia. During the reporting period AMTA has coordinated and advocated industry's views on proposed approaches to spectrum allocation, law enforcement and emergency services policy reforms and mobile deployment regulation.</li> </ul>
<b>Consumer Liaison Forum (CLF)</b>	<p>Established in 1995, the CLF is made up of people from peak consumer groups representing a range of interests from around Australia. We obtain consumer input into the development of policies and practices to overcome barriers for access and use of telecommunications products and services.</p> <ul style="list-style-type: none"> <li>&gt; Australian Communications Consumer Action Network</li> <li>&gt; Australian Financial Counselling and Credit Reform Association</li> <li>&gt; Blind Citizens Australia</li> <li>&gt; Deaf Australia</li> <li>&gt; Deafness Forum of Australia</li> <li>&gt; Federation of Ethnic Communities' Councils of Australia</li> <li>&gt; Isolated Children's Parents' Association of Australia</li> <li>&gt; National Council of Women of Australia</li> </ul> <p>During the reporting period the CLF provided input to Optus on a range of consumer and disability policy issues including a review of Optus' financial hardship policy, the revision of Optus' Disability Action Plan and pre-launch testing of new fixed line volume control handsets.</p>
<b>Communities</b>	<p>Letterbox drops, local newspaper articles, community consultative committees. Community and charity partners.</p>
<b>Employees</b>	<p>Through employee road-shows, staff newsletters, surveys and emails, we engage our people to discuss matters important to them. Informal taskforces across the business ensure key issues are considered at a practical and operational level.</p>



## Government and Regulatory bodies

Optus' Regulatory Compliance team and other groups within the Regulatory division manage Optus' liaison with the various regulatory stakeholders.

These stakeholders include:

- > The Department of Broadband, Communications and the Digital Economy, which is the Australian Government department that oversees communications, including telecommunications, radio communications and broadcasting. Optus has engaged on a range of fixed and mobile policy issues including: the National Broadband Network, Digital Dividend Auction, mobile deployment regulation, approaches to internet safety during the reporting period;
- > The Australian Communications and Media Authority, which is responsible for regulating telecommunications, radio communications, free-to-air and pay television, digital broadcasting and internet content; and for promoting industry self-regulation. During the reporting period, Optus engaged with the ACMA on a broad range of regulatory policy issues for example, spectrum regulation and future allocation, development and registration of the revised Telecommunications Consumer Protection Code, approaches to regulation of content, and proposed numbering plan reform;
- > The Australian Competition and Consumer Commission, an independent statutory authority which administers the Australian Consumer Law and the Prices Surveillance Act 1993;
- > The Telecommunications Industry Ombudsman, which is a free and independent alternative dispute resolution scheme for small business and residential consumers who have an unresolved complaint about their telephone or internet service. Optus engagement with the TIO is focused on ensuring the governance of the scheme works towards the efficient and effective alternate dispute escalation services for our customers;
- > The Australian Human Rights Commission, which is a national independent statutory government body responsible for inquiring into alleged infringements under federal anti-discrimination laws, as well as inquiring into alleged infringements of human rights. Optus is committed to ensuring it meets its obligations under anti-discrimination laws in terms of equitable access to employment by prospective and existing staff members regardless of race, national or ethnic origin, or whether English is their first language. Optus aims to eliminate discrimination within our corporate culture. To reinforce our approach to equal opportunity in the workplace, all employees are required to complete an equal employment opportunity module as part of their induction and refresh this training every two years. Additionally, recruitment skills workshops are held with all hiring managers so that they are aware of the responsibility to ensure that all of our hiring decisions are made on a merit basis and have no aspects of direct or indirect discrimination. Optus' Cultural and Linguistic Diversity Policy has been developed having regard to and consistent with our vision and mission as well as corporate policies such as Equal Employment Opportunity (EEO) and anti-discrimination laws. Also, Optus is also in the process of reviewing its Disability Action Plan with the intention of registering this plan with the AHRC on completion;
- > The Office of the Australian Information Commissioner, investigates alleged breaches of privacy and provides policy advice on privacy issues to government and the private sector. Optus' engagement with the Office of the Australian Information Commissioner is focused on ensuring compliance with our obligations under the Telecommunications Act 1997 and the Privacy Act 1988 (including the National Privacy Principles). Optus' Privacy Policy is drafted with reference to these obligations and details the approach Optus takes in relation to the collection, use, disclosure and storage of personal information; and The Attorney-General's Department, which provides support to the Government in the maintenance and improvement of Australia's system of law and justice, includes issues relating to law enforcement and national security. During the reporting period, Optus engaged with the Attorney General's Department on national security reform, law enforcement and copyright policy issues.



# Governance

Optus aspires to the highest standards of corporate governance to ensure long-term success, and enhance corporate performance and accountability.

Optus is a fully owned subsidiary of the SingTel Group, which is listed on both the Singapore Exchange Securities Trading Limited (SGX) and Australian Securities Exchange (ASX). As such, SingTel seeks to comply with two sets of listing rules and is guided in its corporate governance practices by the *Singapore Code of Corporate Governance 2005* (2005 Code) as well as the *ASX Corporate Governance Principles and Recommendations with 2010 Amendments* (ASX Code). Where one Exchange has more stringent requirements, SingTel will strive to observe the more stringent threshold.

The Board of Directors is responsible for SingTel's corporate governance standards and policies, and stresses their importance across the Group. SingTel has received accolades from the investment community for excellence in corporate governance. More details are included in the ['Key Awards and Accolades' section of the SingTel Annual Report](#).

All Optus employees, contractors and joint venture partners are expected to follow Optus' Code of Conduct, internal corporate governance practices, policy statements and standards. Our Ethics Policy provides guidance for employees and contractors on upholding the highest standards of integrity when dealing with competitors, customers, suppliers and the community.

The Ethics [Policy](#) covers conduct in the workplace, business conduct, protection of Optus' assets, confidentiality, non-solicitation of customers and employees, conflicts of interest and corporate opportunities. Upon induction, our employees and contractors are educated

on the Ethics Policy, ensuring consistent awareness and understanding of expected conduct.

For further information on our corporate governance, visit [SingTel's' Investor Relations Annual Reports](#).

## Corporate Responsibility Governance

The governance of corporate responsibility is led by the Optus Corporate Responsibility Steering Group, chaired by our Country Chief Officer, Paul O'Sullivan. This Group comprises members of the Senior Leadership Team and meets biannually, providing strategic input into our Corporate Responsibility Strategy and oversight of the embedding of CR across the business. The Group also considers feedback from external stakeholders as well as emerging CR risks and opportunities, and ensures funding and management sponsorship of key CR initiatives.

In 2012 we aim to refine our governance structure to include a CR Working Group to implement the CR Strategy and support the CR Steering Group. The Corporate Responsibility Working Group comprises senior managers from our key business units and is responsible for:

- > Executing the CR strategy
- > Integrating CR policies and management systems across the Optus functions and businesses

- > Monitoring and reporting on progress against KPIs to the CR Steering Group
- > Providing information and data support
- > Supporting the Associate Director of Corporate and Social Responsibility.

# Our customers

Optus' vision is to be the leader in customer experience in Australia.

We are committed to taking our products and services to market in a responsible and transparent way, enabling our customers to work, play and communicate wherever they are.

## Key highlights and achievements in 2011/2012

- > Launched Australia's first femtocell services to improve indoor mobile and Wi-Fi connectivity
- > Launched commercial services on the NBN
- > Launched Optus Smart Safe™, a back-up and storage cloud service
- > Launched Optus MeTV with fetch, an internet TV service available on demand
- > Launched ST-2 satellite, increasing our capacity to meet growing customer demand for fixed and mobile satellite services in the broadcast, maritime and oil and gas industries
- > Gained accreditation to deliver VMware vCloud® Datacenter Services
- > Optus Business and Alphawest introduced "Your IT as a Service", an on-premise cloud solution that simplifies the deployment and management of IT products and services for enterprise customers
- > Launch of a New On-boarding team which provided an extra focus new customers that had recently joined Optus and calling customer service for issues.



*SingTel launch their latest satellite ST-2.*

To make it easier for our customers to interact with us, we also introduced more online self-service tools such as the Optus MyAccount portal. More than two million customers have registered to manage their accounts through this facility.

We also made it easier for our customers to talk with us through our live chat feature called the Optus Community Forum. The Forum provides a dedicated area for frequently asked questions and educational tutorials to help customers find out more about our products and services. In addition, we introduced usage alerts and a new MyOptus app that allows mobile customers to view, pay and recharge their accounts on the go.

## Our performance

To delight our customers in 2011-12, we developed a range of innovative solutions and improvements for our consumer and small business and enterprise customers.

### Consumer and small business solutions

We continued to improve our processes and products and train our employees to better engage with customers. For example, our 'MeWe program' has focused on increasing feedback from customers, aligning performance measures with the customer experience, sharing improvement ideas, and ensuring managers, engineers and product groups interact with customers directly to better understand their interests and concerns.

### Providing high-speed wireless services

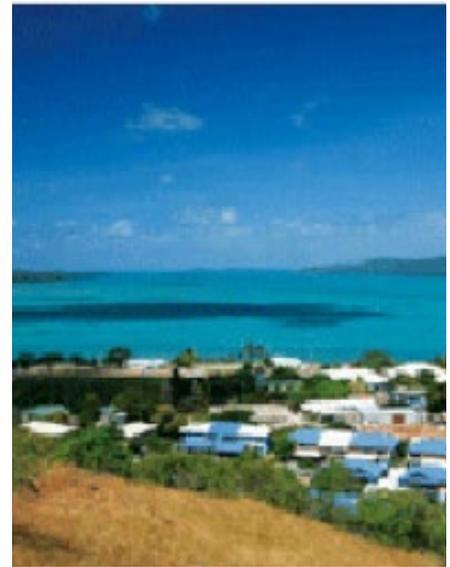
We are also well placed to meet the needs of our customers with our new Long Term Evolution (LTE) technology. The increased popularity of Smartphones and wireless broadband since 2008 means our customers need faster wireless data speeds to enable them to communicate, search for information and play games with increased ease and speed.

We began our LTE network rollout in October 2011. The first services will be available in Newcastle, Port Stephens, the Hunter Valley and Lake Macquarie areas from April 2012. Sydney, Melbourne and Perth will follow mid-year in line with widespread availability of devices. Phase 2 will be rolled out over the coming year.

To improve the indoor quality of our mobile and Wi-Fi connectivity in the home or office, we launched Femtocell services in July 2011. Our acquisition of Vividwireless Group Limited is key to improving the quality of our wireless and 4G services.



*Through the Networks team, Optus increased our coverage footprint, adding new sites and focussing on network.*



*Welcome to Thursday Island and our most northerly base station which we switched on in April.*

### Improving network coverage

Improving the quality of our network is a key priority for Optus. We are currently undertaking the largest expansion of our 3G metropolitan mobile coverage since 2006, investing more than \$2.5 billion across Australia.

In FY11/12, we invested almost \$600 million in our mobile network, adding more than 500 new mobile sites, an increase of 15% year on year. This includes bringing 3G coverage for the first time to regional towns such as Digby (Victoria), Kyalite (NSW), Dingo Beach (Queensland) and Carpenter Rocks (SA).

### Winning with apps

In the last 18 months, we have released more than 20 digital products and services including cloud-based services such as online storage and backup and media recording services plus digital content and applications for consumers and businesses.

Our digital services enable consumers to better communicate, find and share information, and be entertained wherever they are.

- > Optus Smart Safe is a cloud service that allows customers to back up and store content from their mobile handset, PC or laptop and access it online.
- > OptusNow news service gives customers access to the latest news, weather and traffic information on their mobiles.
- > Optus Go Places is a mobile app designed to make the dining out experience easy and convenient.
- > Entertainment Book listed restaurants plus restaurant listings, reviews & ratings, bookings and travel directions.
- > Optus MeTV with fetch is an internet TV service that redefines conventional TV viewing by giving customers control over what they watch and when.

### Enterprise solutions

#### Increasing our cloud firepower

By harnessing our innovative cloud solutions, we are committed to reducing complexity, increasing productivity, as well as providing greater control and scalability on demand.

During the year we gained accreditation to deliver VMware vCloud® Datacenter Services. This common platform will enable Group ICT to provide regional cloud services across Asia Pacific in the future.

Together with Alphawest, we announced “Your IT as a Service”, a private cloud solution hosting data on-premise. This includes a centralised catalogue of virtualised IT products and services, including servers, storage, networking, and security applications, from a single web portal. It enables customers to ‘automate’ their IT architecture as a service, significantly reducing deployment time from weeks to potentially a matter of minutes.

We boosted Internet security for enterprise customers with Optus Evolve Internet Security as a Service and Optus Evolve Distributed Denial of Service. These offerings help ensure security threats, viruses and malware are proactively detected and blocked at the network level so customers do not have to deploy their own premise-based solutions.



## Case Study

# Every consumer cloud has a silver lining.

In May 2011, Optus launched its first consumer cloud service, Optus Smart Safe. It enables our customers to back up, and store content from their mobile handset, PC and laptop and access it easily online.

This innovative digital service is already available at no charge to select Pre-Paid and Post-Paid consumer and SMB mobile customers and will be available to fixed broadband customers in the coming months as part of the starter pack, with access to 500MB of cloud storage.

Rory Brown Director, Strategy Business Development said, "The Smartphone is fast becoming the go-to device for customers in terms of accessing, capturing and playing back media and storing important information. This product enables our customers to safely back up that content, access it on their PC, and share it online".

"Utilising the cloud to create innovative and compelling offerings for our customers is something we've been working towards for some time. We're very happy to be bringing Optus Smart Safe to our customers. This is only the first of many new, exciting, consumer offerings we are launching in the digital space in the coming months."

Our customers are also able to set up automated back up as part of the Smart Safe offering – automatically backing up vital data and information whenever a change is made to ensure that new information is backed up and stored, in case the hardware fails or your mobile device is lost.

## Championing emerging technologies for mobility

The rapid rise of smart devices and mobile network speeds means the workforce is becoming increasingly mobile, where workers use their personal devices for work. This presents new challenges for enterprises as they seek ways of keeping their employees connected, secure and productive.

To address these challenges, Optus integrated MDM as part of its enterprise mobility portfolio, offering to provide inventory management, remote lock and wipe and user self-service. This helps customers easily manage and track their mobile workforce.

## Boosting our infrastructure, the backbone of our ICT solutions

Optus is one of only a few full service telcos in Australia that can harness the geographical reach of satellite communications for customers.

We have five satellites in orbit and will be launching a new satellite, Optus 10, in 2013. Our fixed networks, HFC, DSL and fibre, enable us to provide services to four million Australian premises, including 18,000 corporate premises.

We also introduced Electronic Bandwidth on Demand to give our customers full control of their bandwidth usage and

enable them to take advantage of on-demand cloud services for better network and cost efficiencies. Through a convenient self-service online portal, customers can temporarily increase the bandwidth for their IP VPN networks in less than 24 hours.

## Customer satisfaction and feedback

### Our 'Yes-Meter' customer survey

The Optus 'Yes-Meter' customer survey allows us to gauge whether our customers are satisfied with our service and how we are performing relative to our competitors. Twice a year we ask our Consumer, Small Medium Business, Wholesale and Satellite customers to rate their experience with us.

In 2012, our overall annual result improved slightly from 7.26 to 7.36 (out of 10).

The survey has given us important feedback for improving in the following ways:

- > Helping to resolve the problem the first time the customer calls
- > offer more unique, customise services and support to our Business, Wholesale and Satellite customers



*Diesel operated, environmentally friendly VW Caravelles.*

- > better inform our customers of mobile upgrades, particularly in the Business and Wholesale markets and create more positive word-of-mouth for our mobile network
- > establish the right policies, systems and processes which help identify and meet individual customer needs and make our customers feel valued.

In 2012/13 Optus, will move to a Net Promoter Score which is embedded at every touch point a customer interacts with us, so we can get real time feedback from each and every interaction with a customer.

## Customer complaints

### Complaints against Optus made to the Telecommunications Ombudsman

Year	Number	% increase
2007	17,656	
2008	22,923	23%
2009	31,210	27%
2010	31,855	2%
2011	46,335	45%

\*Figures are for 12 month period July to June.

The Telecommunications' Industry Ombudsman provides a dispute resolution service for small business and residential customers who have a complaint about their telephone or internet service in Australia.

Customer complaints increased in 2011-12. We believe this was primarily due to increased instances and awareness of 'bill shock'. The increased use of Smart phones as well as travelling means people are sometimes downloading more data, well above the included value caps included value on their plans. Some of our customers also complained about their calls dropping out and data slowing.

Reasons for hardship referral	March 09	March 10	March 11	March 12
Unusually high spend	39%	62%	60%	75%
Loss of employment	23%	7%	11%	8%
Disaster relief	1%	0%	8%	0%
Other	37%	31%	21%	17%
Volume of cases on hand	421	1,329	2,110	2680

To better address the issue of 'bill shock' going forward, Optus will issue usage alerts and data roaming usage alerts, which will advise customers travelling overseas, when they have reached a certain level of spend and/or are stopping data downloads at plan caps. Other initiatives aimed at reducing customer complaints include:

- > Launching real time escalations, an initiative where customer complaints are responded to immediately where possible, rather than within 24 hours
- > Having a proactive Customer Relationship Group which calls customers who repeatedly call into the contact centre, to more effectively address on-going concerns.

## Customer hardship

The Optus Financial Hardship Policy was developed to assist those customers having difficulty paying their bills. Our Financial Advisory Support Team works on a case-by-case basis to determine eligibility for the hardship program. We offer eligible customers a range of assistance, including extended payment timeframes and appropriate access to on-going services.

We train all of our employees in the general credit area, to identify financial hardship customers, and refer these customers to our specialised team known as the Financial Advisory Support Team (FAST).

We expect our FAST team members to act with compassion and sympathy, and yet manage the situation within business requirements.

In 2011/12, 10,255 people made use of the hardship service. This figure represents a 43 per cent increase compared to the previous year where 5,831 people made use of the service. One reason for this was better training and systems to enable our employees to better understand who is eligible for assistance.

## Regulatory compliance

Optus is regulated by a number of government agencies including the [Australian Communications and Media Authority \(ACMA\)](#). ACMA works with the electronic media industry to respond to community standards and respond to audience and user needs.

## Customer privacy

As a member of the Australian Direct Marketing Association (ADMA), we adhere to the ADMA Direct Marketing Code, which governs all direct-marketing and data-driven activities. As part of our commitment to this Code, we do not sell or disclose customer information to third parties. We also abide by the 'Do Not Call Register' guidelines, which aim to protect consumers from unsolicited marketing calls. We also make it a point to respect individual requests (including, but not limited to our customers) to not have personal information used for direct marketing purposes.

As an Australian telecommunications carrier, we adhere to the *Privacy Act 1988* (Cth) and the privacy provisions contained in the *Telecommunications Act 1997* (Cth).

We manage customer privacy through our [Privacy Policy](#) which sets out our approach towards the treatment of personal information. The Policy includes information on why we collect information, how we use it, who we disclose it to and how we take steps to update and secure it. We ensure all our employees are regularly trained and informed on privacy, active information security protection and monitoring and our internal code of conduct.

Our [Privacy Statement](#) contains information on privacy safeguards on our web sites. This includes information as to how we collect, use and disclose information gathered on our web sites, including the use of Cookies.

The [Privacy Collection Statement](#) contains specific information about why we may be collecting personal information and how we are likely to be using and disclosing it and notifying customers up front. The Collection Statement also includes information as to how customers can 'opt out' of marketing contact from Optus and how customers can seek access to their personal information.

## Responsible advertising and marketing

SingTel Optus Pty Ltd was fined \$3.61m on 7 March 2012 by the Federal Court for misleading and deceptive conduct contravening sections 52 and 55A of the Trade Practices Act 1974 arising from our 'Think Bigger' and 'Supersonic' campaigns. For more information on our complaints handling process see [Optus Customer Relations Group](#).

Despite the fine, our aim is to make every reasonable endeavour that our advertising and promotional materials comply with the Australian Competition and Consumer Act 2010 (Cth) which promotes a fair, competitive and informed marketplace.

To ensure compliance, all our employees undertake online compliance training annually. Employees that deal directly with our competitors have additional training on anti-competitive conduct.

Optus is a founding member of The Communications Alliance, a self-regulatory regime that provides a neutral forum for developing initiatives that foster the operation of competitive networks and protect the interests of consumers. The Optus Regulatory Compliance team manages our involvement with the alliance, and participates in the development of industry codes, guidelines and standards.

## Telemarketing

We have also had a strong focus on improving our telemarketing practices to minimise the incidences of calling customers on the *Do Not Call Register*. In response to the recommendations from ACMA, we have:

- > Improved our record keeping
- > Improved oversight of Optus' call centres
- > Improved actioning the opt out requests for our customers.

## Community and Customer Health and Safety

### Electromagnetic energy

Optus surpasses current safety standards relating to Electromagnetic Energy (EME). When rolling out new mobile base stations, Optus follows the guidance provided by the World Health Organisation (WHO).

In addition, we adhere to all relevant Australian standards set by the Australian Radiation Protection and Nuclear Safety Agency (ARPANSA) and enforced under the Australian Communications and Media Authority (ACMA) regulatory compliance regime. As part of our adoption of the Mobile Phone Base Station Deployment

Industry Code (564; 2011), Optus has contributed to the upgrading of the Radio Frequency National Site Archive (RFNSA), which provides information to the community about base stations and EME. A Community Consultation webpage with current information on all consultation activities is now available to the public at [www.RFNSA.com.au](http://www.RFNSA.com.au)

We also contribute to the Mobile Carriers EME Regulatory Compliance Strategy (RFSCP), a strategy developed to meet the regulatory requirements of:

- > Australian Communications and Media Authority (ACMA)
- > Radio-communications licence conditions
- > Occupational health and safety regulations.

The RFSCP process provides for the management of all mobile phone base stations in Australia and provides for the management of cumulative site EME levels to ensure industry compliance with the requirements of ARPANSA Radiation Protection Standard (RPS) No. 3 (Compliant with International ICNIRP Standard).

The RFSCP establishes a platform for collating and sharing information so that site owners and the community have transparency of information relating to the site's compliance.

### Mobile towers

We work hard to balance community concerns against the demand for greater mobile coverage and network performance.

When proposing new mobile sites, Optus follows all relevant planning guidelines and actively consults with the community on the roll-out of mobile infrastructure. This includes conducting letterbox drops, advertising in local papers, placing signs on proposed site locations and holding consultation meetings and information sessions with the communities to be impacted.

## Case Study

# Optus gives customers greater control of their mobile spend.

In September 2011, we launched a number of new tools to help our customers better manage their monthly mobile spend.

Optus Postpaid mobile customers who download data on their handset when they are overseas will now be notified, within approximately one hour of first usage they are being charged for data roaming. Our new Optus roaming alert prompts customers to disable or stop using data roaming on their device to avoid further charges.

For those customers who choose to keep using data roaming, we notify the customer at every 15MB of usage, to ensure our customers are aware of and keep control of their spend.

Gavin Williams, Marketing Director, Optus Consumer said, "This new alert system will notify customers when they use data roaming and make them aware of how much it is costing them if they choose not to turn it off. We believe it will lead to fewer customers coming home to unexpectedly high mobile bills or at least make customers more aware of how much it will cost them if they do choose to continue to use data roaming."

"While Optus currently provides mobile customers with the ability to monitor usage themselves, these new proactive alert systems will make it even easier for customers to keep an eye on their monthly spend. By alerting customers throughout the month to charges they may incur outside their mobile plan, we hope to provide customers with a greater level of visibility and control of their mobile bill." said Mr Williams.

## Email bill notifications get the make over

Hi David,

Your current Optus bill for account number 9172 xxxx xxxx xx is ready for you.

For your convenience we have attached a summary of your bill to this email. You can go online at [optus.com.au/myaccount](http://optus.com.au/myaccount) to see your detailed bill.

Here's a quick preview:

Account number : 9172 xxxx xxxx xx  
Previous Balance : \$121.56  
Payments and Adjustments: \$121.56CR  
New charges in this bill: \$123.36  
Card payment (including GST) to be applied on 15 Dec 10: \$123.36

Note your balance may exclude any payments made in the last 3 business days.

My Account

Log into [optus.com.au/myaccount](http://optus.com.au/myaccount) to view past bills and your payment history, set-up or modify Direct Debit, see your unbilled usage and set-up alerts, attach names to the mobile services and numbers you call, run reports on bill expenses or download a CSV file, set your method of bill notification to email or SMS, unlock PUK codes and much more.

Need fast help?

If you have any additional queries please go to the "Customer Help" section after you have logged into My Account.

We would like to thank you for using My Account

From plain text

To colourful HTML

## Performance against targets

TARGETS FOR 2011/12	Performance against targets
<b>Customer Service:</b> Achieve 'yes' Optus meter target of 7.7 per cent for customer experience	A year on year comparison shows a slight improvement in our overall annual result from 7.26 to 7.36 while most of our competitors remained stable. In 2012/13 Optus will move to a Net Promoter Score which is embedded at every touch point a customer interacts with us, so we get real time feedback each and every interaction with a customer.

# Our people

We aspire to be a great place to work. Optus employs a diverse workforce of over 9,800 people, representing over 70 nationalities.

Achieving Optus' overall business objectives starts by having the best people. We aim to recruit and retain the best talent and create an environment where our people are encouraged to develop and make the best of how they work, live and contribute to the community. We are dedicated to attracting and retaining a diverse workforce who embrace and embody our values of customer focus, challenger spirit, teamwork, integrity and personal excellence – this is strategically aligned with our recruitment process, performance reviews and our reward and recognition program.



*Paul O'Sullivan with the Optus senior leadership team. This program was beamed live to Optus sites by satellite with a staff Q&A session.*

To embed a customer centric culture and support our vision, our human resources strategy is focused on:

- > Talent – Attract and Develop great people to drive competitive advantage
- > Capability – Building and buying capability skills for today and for the future
- > Leadership – Outstanding leaders will drive transformational change
- > HR Services – Providing leading HR services and solutions to support employee engagement.

In addition to creating a satisfying and challenging daily work environment, we offer our employees extensive employee benefits and development opportunities, such as education assistance, career breaks, flexible annual leave, on-site childcare, access to health and wellbeing initiatives, etc. Our employees have choice and flexibility to help them grow both professionally and personally in their particular stage in life and our initiatives focus on their wellbeing, health and life styles, while supporting career development and planning. In 2012,

*Embracing a culture that allows innovation to flourish is important. This required a shift in our collective mindset – away from failure aversion to one of constant experimentation.*

we undertook the following activities to support our strategy for attraction:

- > We used LinkedIn to connect with potential candidates in the market
- > We became involved in more events such as the Sydney Mardi Gras to build awareness of Optus as an equal opportunity employer and an active member of the community
- > We employed a specialist HR team of Talent Acquisition professionals who are experts in their market and are able to build long term relationships with potential employees and better manage succession planning
- > We are using tools such as 'Track Me Back', to contact returning expats in order to discuss potential employment opportunities on their return.

## Our approach

Our people strategy is driven by three key objectives:

- > Drive staff engagement
- > Create a customer centric culture, and
- > Develop leaders who will drive transformational change.

Underlying the strategy is our five our core values –Challenger Spirit, Personal Excellence, Teamwork, Customer Focus and Integrity. Our values determine how work should be done and how teams should relate to each other, both inside and outside the organisation. They focus our strategy on how work is to be carried out, not just on what is achieved.

Our values are intergraded into recruitment/selection, leadership development (MEWE for leaders program) and our performance management system, with the aim of shifting behaviour to create a customer centric culture.



## KPI's

Priority	Indicator	07/08	08/09	09/10	10/11	11/12
Workforce	FTE	10,679	9,525	10,394	10,329	9,835
Gender %	Male	66	66	66	66	67
	Female	34	34	34	34	33
Employment type %	Full-time	93	93	93	92	92
	Part-time	5	5	6	6	7
	Casual	2	2	1	2	1
Age group %	16-29	39	16	24	24	20
	29-49	44	63	63	63	65.1
	50+	17	21	13	13	14.3
Turnover %	Voluntary Attrition	16	14	10	13	13
	Male	-	-	-	13	13
	Female	-	-	-	14	12
	<35	-	-	-	19	21
	36-59	-	-	-	9	12
	60+	-	-	-	9	11
Diversity	Ratio of basic salary men to women	1.0:0.96	1.0:0.96	1.0:0.96	1.0:0.97	1.0:0.97
	Females in executive positions	15	16	16	17	17
Discrimination %	Claims for discrimination	3	1	0	0	1
Flexibility %	Employees utilising flexible working arrangements	-	38	58	57	60
Employee survey %	Participation in employee satisfaction survey	84	85	87	87	88
Collective bargaining agreement %	Coverage of the Employee Partnership Agreement (EPA)	75	70	70	68	60

Priority	Indicator	07/08	08/09	09/10	10/11	11/12
Safety %	Lost Time Severity Rate	16.5	14.3	13.2	13.2	18.1
	Lost Time Injury Rate	4.9	4.5	3.1	2.5	2.4
	Coverage of OH&S consultative framework through our HSMA	100	100	100	100	100



Optus partnered with FITT (Females in IT & Telecommunication), to open up more networking and development opportunities for women in the industry.

## 'Your say' – Employee survey

Since 2005, we have conducted an annual employee satisfaction survey run by Towers Watson, known internally as 'Your Say', to help us understand how we can improve the work environment for our people. The survey asks our employees to tell us what we are doing well, what needs more work and how we can empower them to drive our transformation. In 2011, 88 per cent of our employees took part in 'Your Say'. This is a clear indication that Optus people are committed to working together to shape our future.

The 2011 survey produced an overall engagement score of 71 per cent. Our key strengths where our results exceeded the Australian National Norms were in the categories of: Values and Objectives, Immediate Manager, Work Environment and Corporate Social Responsibility.

Each year following the results of the survey, our leaders conduct targeted action planning sessions with their team to develop programs aimed at increasing results in underperforming categories.

On the basis of our 2010 survey, our efforts were focused on the areas of Customer Experience, Working Relationships, Reward and Recognition and Career and Learning Development. A number of initiatives were introduced to improve performance within these four categories including:

- > Introducing an 'Online Jam'
- > Refreshing Reward Yes
- > Reintroducing Back to the Floor sessions
- > Introducing new digital media products under the Employee Benefits scheme
- > Introducing a 'Career + Me' program and reviewing our CSR Program specifically reviewing potential volunteering opportunities for leadership and community development in both overseas and local communities.



Drawing on the results of our 2011 'Your Say' survey, our current focus areas are Leadership, Customer Focus and Working Relationships. Some actions initiated to date include extending the leave approval times, shortening the reward nomination processes to launching behaviour change systems, coaching and leadership opportunities and the development of scorecards and KPIs to drive a customer centric culture.

## Working at Optus – Flexible working arrangements

As a leading Australian employer, we recognise the importance of giving people a choice in their career pathways, and flexibility in their work practices, and respect people's desire for a healthy work-life balance.

Optus has a workplace culture which supports the diverse needs of our employees. We have a range of flexible work options including: working part time, job sharing, telecommuting, family friendly provisions and flexible leave. Sixty per cent of our employees are currently utilising flexible working arrangements.

Free access to fixed or mobile broadband enables our people to take advantage of flexible working arrangements. We also have an on-site childcare facility at our Macquarie Park headquarters.

*Career Break Leave* is offered to all Optus employees who have been with the company at least three years. It enables employees to apply for extended, unpaid leave, for the purposes of balancing their

life and work needs, whether those needs are family related (ie. caring for elderly family members), for travel, study, or for other purposes.

## Developing our people

We believe in encouraging our employees to explore their full potential, and a wide range of opportunities, activities and programs to support career development.

Our Career Framework is based around the 3P's – Prepare, Plan and Perform. We apply a flexible approach to employee career development, built on the '70/20/10' formula. We believe the most effective way to learn and develop new skills, is on-the-job, with real time interactions and in real situations. On this basis, seventy per cent of development activities are experience-based and on-the-job, through day-to-day activities and projects. Twenty per cent of activities are relationship-based which rely on engaging with subject matter experts or business leaders (mentoring). The final ten per cent of activity relates to formal skills development, training and education.

We have a large number of career and development initiatives known as 'My Career Choices'. These are targeted at different levels of professional development, to enable our people to achieve their personal and professional career goals.

Our career development programs include presentation and communication skills, leading change and achieving career goals. We also run Career Development Expos to support formal and on-the-job learning, featuring career coaching clinics and interview skills workshops.

Learning and development plans are formally reviewed twice a year as part of the employee performance and development review process. This process provides our employees with feedback on their achievements against defined objectives and seeks to measure individual performance, both at a behavioural and job requirement level. Each employee is

able to select the development solution that best matches their preferred learning style to best incorporate into their day-to-day role.

On average, Optus employees undertook 9.77 hours of training per year.

## In-store service capability

Over the year we upgraded equipment throughout our 'yes' shops nationally, in order to increase in-store efficiency and deliver better service to our customers. The new computers and touchscreen devices are expected to greatly reduce the frustration amongst sales associates, franchises and area managers, working with out-dated equipment. Over 1,400 computers will be deployed nationally and 250 stores refreshed between March and October 2012.

## Reward and recognition

We offer bi-annual employee reviews and feedback through our Performance and Development Review process. This process provides our employees with feedback on how well they have performed against individual objectives and targets, both at a behavioural and job requirement level. Our employees are rewarded for their efforts through annual salary reviews and an annual incentive scheme.

We offer a number of incentives and benefits in addition to salary, including:

- > Flexible Salary Packaging, which allows our employees to choose how much remuneration is taken in cash and how much is packaged towards other benefits such as car leases, shares, childcare, gym membership, superannuation, as well as tax and financial advice
- > Company discounts on products and services
- > Interest free loans to purchase an annual public transport travel pass
- > Employee Referral Program which rewards employees who refer talented candidates to us

- > Access to health and well-being services
- > Childcare or childcare resourcing services
- > Financial advice and discounted insurance.

Outstanding performance is recognised through a company-wide program known as Reward 'yes' which allows Optus employees to say 'thank you'. Based on recognition of one or more of the Optus values, Reward 'yes' enables our employees to recognise their colleagues. It can be as simple as sending an e-card or nominating a team member for an Immediate, Quarterly or Annual Award. Teams as well as individuals can be nominated for awards.

## Valuing diversity

Optus is diverse along many dimensions and our customer base is varied in terms of culture, language and ethnicity. The Optus Workforce Diversity Policy has been developed to ensure consistent and equitable treatment of our people across our global organisation. This Policy will be used as the foundation for development of Optus' initiatives and targets on diversity.

At the end of the reporting period, women comprised 33% of our workforce and 17% of our executive population. Optus continues to look at initiatives to increase the representation of females in Senior Leadership roles. Initiatives such as targeted female executive coaching, networking events and female talent pipelines and succession planning activities aim to address this low representation of females in Senior Roles.

We recognise succession planning and retaining Optus know how in this era of innovation is emerging as a key workforce planning issue. Approximately 15 per cent of our workforce is over 50 years of age and we are aware we will have to carefully manage career endings and succession. In 2011 we introduced *Phased Retirement*, enabling our mature-aged employees to reduce hours over time and 'ease in' to retirement at the pace that suits them, in negotiation with their manager.



OCS Campus valuing Diversity.



All of our employees, including senior management, are required to complete an equal opportunity module as part of their induction and refresh this training every two years. Additionally, recruitment skills workshops are held with all managers responsible for hiring to increase their awareness of the issues associated with diversity and to ensure that hiring decisions are free of direct or indirect discrimination. We recognise succession planning and retaining Optus know how in this era of innovation is emerging as a key workforce planning issue. To ensure Optus continues to attract and retain key talent in the market the Optus Talent Acquisition team have broadened their sourcing strategies moving away from traditional recruitment methods in to more innovative networking and social media methods with great success.

## Accessing new talent

In attracting new employees we offer a range of formal programs including the *Graduate Development program* and the *Engineering Cadet program*.

The *Graduate Development program* is a two-year program designed to provide new recruits with an in-depth knowledge of Optus, as well as expand their personal and professional capabilities. The program includes:

- > A comprehensive induction at our award-winning sustainable Sydney campus
- > Up to four 6-month job rotations in different parts of Optus and our subsidiaries
- > Extensive training in core skills such as project management, time management, conflict resolution, communication and presentation skills, and personal resilience

- > Additional targeted training in a specific discipline, e.g. finance, marketing, etc
- > Opportunities to create and lead community programs with our charity partners
- > Mentoring from senior leaders.

The *Engineering Cadet program* is offered to school leavers wanting to pursue a career in telecommunications. It combines on-the-job learning and TAFE studies over a three-year period. On completion of the program, participants will have earned a Graduate Diploma of Telecommunications Engineering and can commence an exciting career in engineering at Optus.

# Employee Health and Safety – Our focus your well-being

## Our strategy

Our Work Health Safety (WHS) strategy was approved by the Health Safety and Environment Leadership Council (HSELC) in April 2011 and has since been cascaded into each Business Unit Work Health Safety (WHS) management plan. Our health and safety program is led by our Safety and Environment Leadership Council, who review the objectives of the program on a regular basis. Targets are tracked monthly through the online Management Information Systems reporting system and Senior Leadership Teams.

As of 1 January 2012 the Commonwealth, States and Territories agreed to implement nationally harmonised WHS legislation. As a result, Optus has established a national WHS Committee to oversee the consultation requirements of the new Health Safety Consultative Arrangements. Over 2011-12, the Committee met on a quarterly basis to review our consultation structure.

Over the year, WHS policies have been reviewed to ensure compliance with Commonwealth legislation. Since commencement of the new legislation, a new review schedule has been developed and key policy development and company preparedness initiatives have commenced. The focus is on strengthening Optus' approach to risk management and ensuring that broadened obligations in relation to suppliers, vendors and contractors are managed effectively. This review will continue into the next reporting period as further WHS harmonisation progresses.

Over the same period, Optus' safety and wellbeing initiatives were recognised at the Safety, Rehabilitation and Compensation Commission 2011 Safety Awards in the category of 'Best Workplace

## Optus safety performance 2007-12

LTSR LTIR



Health and Wellbeing Program'. Optus has maintained 'tier 3' status (the highest status achievable), in all three pillars of its self-insurance licence (safety, claims management and rehabilitation).

## Our performance

We achieved a Lost Time Injury Rate (LTIR) of 2.4, a Lost Time Severity Rate (LTSR) of 18.4, and we are saddened to report a non-work-related fatality of an employee over 2011-12. While our LTIR is decreasing, our severity rate is a clear indicator that we still have more to do to achieve a safe and healthy working environment for our people, other workers, and other persons who may be impacted by work we undertake. To ensure we maintain a focus on this objective, we have interim reduction targets that are revised annually.

We have increased WHS training delivery over the past year and redeveloped WHS core modules to ensure alignment to our broadened obligations under the WHS legislation. Additionally, Optus has partnered with Comcare to roll out a national training campaign to ensure all people managers at Optus are aware of the broad impact the WHS legislation will have on individuals and the organisation as a whole.

We have also adopted a new audit methodology which supports a continuous improvement framework, drives injury

reduction and, most importantly, maintains business critical safety certifications. Optus maintains an internal audit program, and holds externally audited certifications (in key risk groups) to the Australian and New Zealand OH&S Management Standard AS/NZ 4801:2001, and holds Office of the Federal Safety Commission (OFSC) accreditation.

## Contractor safety

The new WHS legislation broadens the definition of 'workers' to cover all forms of people carrying out work. As a result, there are more defined obligations in regards to contractor management and safety. In line with the new legislation, a review of the Optus contractor engagement model has commenced.

## Wellbeing

A focus on the health and wellbeing of our people was acknowledged by the establishment of a dedicated corporate role to drive excellence in this area. A new Health and Wellbeing supplier commenced in October 2011 and a re-launch of Optus' health and wellbeing strategy is scheduled for mid-year 2012. We remain committed to offering our people a range of innovative and flexible health and wellbeing programs as part of our Occupational Health and Safety Strategic Plan including:

- > Optus/GMHBA Health Insurance Plan which provides health cover for full or part-time employees, their partners and dependent children. The plan offers a range of hospital and extras options at special rates, with premiums deducted from either fortnightly or monthly salary
- > Provision of on-site health and fitness initiatives and health promotion including fitness and wellbeing speakers and associated information
- > Corporate discounts for Gym Membership at various gyms around Australia for Optus employees and their families
- > Ongoing support and subsidy for employees participating in Corporate Games, Winter Games and City to Surf runs
- > Annual 'yes' days – a popular social event bringing together our people and their families in an informal setting
- > Opportunities for employees to make Blood Bank donations during work times, and no cost access to Red Cross first aid training for nominated First Aides across all sites
- > A Health and Wellbeing Intranet displaying an online calendar of health events, general health information and quarterly health newsletters.

The Flu vaccination program provided 2,416 staff with vaccinations, and corporate sport programs were again well supported, with Optus winning the NSW Corporate Games 'Sport for Life' Award for the 19th year in a row.

The Optus Family Day was again held from August – September, 2011 attracting 10,000 participants nationally. With the assistance of event management company Play, Optus people made it more than a fun day out. From Family Day ticket donations, Optus raised \$54,000, which was donated to two of our charity partners, 'Kids Helpline' and 'The Smith Family'. Unused tickets were donated to three of our charity partners – Mission Australia, Salvation Army and The Smith Family for distribution to their program beneficiaries.



*Optus Family Days across Australia with the theme Aquatica, took Optus staff and their families on exciting underwater exploration.*

### Case Study

## Weight Watchers.

Optus believes the overall health and wellbeing of our people is critical to work performance and employee engagement. We are always looking for initiatives that encourage healthy lifestyles and contribute to health in the workplace.

In October 2011, we started the Weight Watchers and Work program. The program runs for 13 weeks with the cost of the program paid in advance by participating staff. Attendees meet once a week during a lunch break. The meetings provide not only weight loss but a networking opportunity for others to talk about the obstacles they face in trying to lose weight.

Since the program commenced, we have lost a combined total of just under 1000kg. We have had 22 of our people make it to goal weight and 10 have become lifetime members. We also won the 2011 Healthy Life Awards for Australian Workplace and received \$1,000 in prize money. The money was reinvested in to the program for weight loss tools for members.

## Performance against targets

Targets for 2011-12	Performance against targets
<b>Occupational Health &amp; Safety</b>	
Continue to reduce our Lost Time Injury Rate and Lost Time Severity Rate	Our Lost Time Injury Rate reduced to 2.4 compared to 2.5 in 2011. Our Lost Time Severity Rate for was 18.1 which is higher than the previous reporting period.
Maintain AS/NZS4801 certification and OHS Accreditation through our OHS auditing programs	Successfully maintained Occupational Health and Safety Management System (OHSMS) certification against AS/NZS4801.
Model OHS Act Planning and Self Insurance Licence maintenance	Successfully maintained tier 3 status (highest status achievable) in all three pillars of its self-insurance licence (safety, claims management and rehabilitation). Achieved positive results as measured against the Determining Authority Key Performance Indicators (DAKPIs).
<b>Health and Well Being</b>	
Expand 'Taking Care of Me' seminars across multiple sites	Health Expos were held in NSW, Qld, SA, Vic, ACT and WA in early 2011 providing a range of medical screenings and benefit provider information, with 20% of employees taking part. A new provider commenced in October 2011 as the new Health & Wellbeing supplier. Optus will continue to offer a range of new initiatives to further improve its employee health and wellbeing program.
Continue Club Red and blood donations program nationally	Continued club red registration. Blood donation centres in all states were promoted on the Optus intranet with the Red Cross Mobile blood donation bus made available at Optus Centre Sydney.
Continue to run Health & Benefits Expos and sporting programs and Optus Family Day	Successfully continued Health & Benefits, family days and sporting programs nationally in 2011-12.
<b>Employee Engagement</b>	
Achieve a 2 percentage point increase in employee engagement	Achieved a 1% increase from 87% to 88%.

# Our environment

*Optus is committed to reducing the impacts of our operations on the environment despite continuing to grow and expanding our networks.*

Optus' key environmental risks exposures relate to the management of electromagnetic energy (EME) and energy consumption. We are currently undertaking a comprehensive review of EME management to ensure that employees and contractors who maintain our network are adequately trained in relation to safe EME work procedures. While energy consumption is a key issue, it also presents an opportunity to transform our energy cost base and improve our operational efficiency and long term sustainability.

Our Unified Energy Strategy is focused on improving energy efficiency throughout the business, in an environment of an expanding mobile network and rising electricity consumption. Energy efficiency considerations will play a large role, with the major equipment upgrade and replacement program being rolled out over the next few years. We also see this as a great opportunity to change Optus' culture and engage our employees around the importance of energy efficiency and sustainability, both in the workplace and at home.

## Our approach

We are committed to reducing our environmental footprint and implementing best practice in managing our operations, processes, products, services and suppliers. Our [environmental Policy](#) supports our commitment to minimising the impact of our operations. It identifies key environmental issues for our organisation on pollution, waste, recycling, sustainability and conducting all matters of business in an environmentally sound manner. Over the year we have supported our policy objectives through the following actions:

- > Consideration and adoption of a Unified Energy Strategy that will look to improve the energy efficiency performance of the fixed and mobile network
- > Introduced of a suite of measures into fleet management to improve energy efficiency and reduce GHG emissions
- > Public reporting of Optus' environmental performance.

We have established a number of internal processes to support our environmental objectives and are continually increasing awareness with staff newsletters, internal updates and information sessions. Training is provided to relevant employees to ensure they have knowledge of regulatory requirements, internal standards and Optus' policies and procedures.



*Decommissioning legacies and old equipment means we can now use our exchange space more efficiently.*



## KPI's

Priority	Indicator	Unit	07/08	08/09	09/10	10/11	11/12
Fleet	Vehicles	Number	544	501	534	534	572
	Petrol use	litres	1,502,483	1,187,476	982,239	895,723	663169.69
	Diesel use (mobile)	litres	167,175	334,139	337,379	329,640	448017.42
	Total	litres	1,669,658	1,555,681*	1,319,618*	1225898.5	1111187.11
Energy use	Electricity use	MWH	311,908	296,297	292,468	336,608	348,000
		GJ	-	-	-	1,256,804	1,295,735
Greenhouse Gas emissions	Scope 1 and 2 emission	Tonnes CO2e	286,496	281,361	310,130	325,465	331,593
	Carbon offsets	Tonnes CO2e	18,600	19,000	15,884	17,803	-
	Percentage corporate sites		50	50	50	50	-
Air travel	Flights	Tonnes CO2e	8,245	7,133	6,971		8006
Water use		Kilolitres	-	-	-	142,732	116,959
Paper use	Applicable customers using online billing	Percentage	-	<20	31	44	49.6
Waste and recycling	Recycling rate at head office	Percentage diversion	92	92	89	92	93
	Mobile Muster	Tonnes	3.9	4.9	4.4	4.5	5.6

## Clean Energy Future

Optus acknowledges that the *Clean Energy Future* package and associated price on carbon is likely to have a significant impact on our operating costs under a 'business as usual' (BAU) scenario. While we have not quantitatively estimated the financial impact of the package, we have commissioned an independent report to help us better understand and estimate our future energy needs and associated costs. The increased price of electricity resulting from the carbon price and network infrastructure improvements has been factored into these cost estimates.

## Energy

Following a BAU scenario, Optus' energy costs are forecast to increase considerably due to network growth and energy price increases. On this basis we have developed a unified energy strategy to transform our cost base and significantly reduce our overall energy consumption and associated costs.

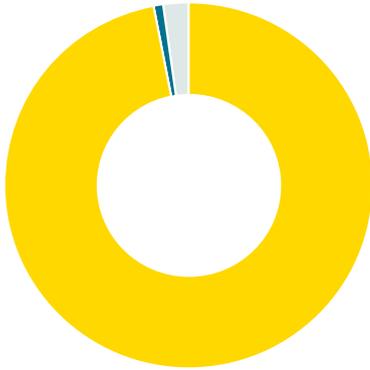
Electricity represents 97 per cent of Optus' overall energy consumption and is responsible for 99 per cent of our GHG emissions. In 2011-12 Optus consumed 1,295,735 GJ of energy. We produced 1,817 GJ through solar and thermal generation. We fully report our energy consumption and greenhouse gas

emissions under the *National Greenhouse and Energy Reporting Act 2007*.

The majority of our energy is consumed by our Network and Mobile divisions (87 per cent). Our Corporate division consumes 13 per cent. Whilst our emissions intensity has decreased, we expect our overall usage to continue to grow due to our network expansion and the increased consumption of data.

We had established a stretch target of 20 per cent improvement in energy efficiency by 2015 from a 2008 baseline. We realise now that this target cannot be achieved and we are in the process of analysing our current energy requirements and capacity. We are in the process of

## Energy (GJ)



- 97% Electricity
- 1% Gasoline
- 2% Other

establishing a new target that will meet the requirements of our customers whilst meeting our obligation to minimise carbon based energy consumption, in response to climate change.

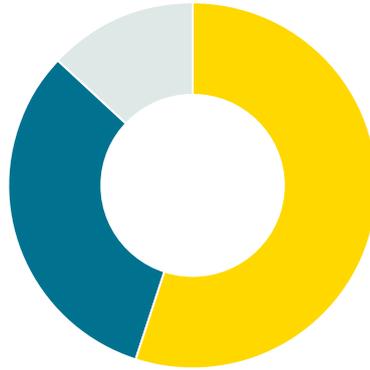
### Transforming our Energy Cost Base

Energy costs account for around 10 per cent of our operating costs. In 2011-12 we appointed a core Project team to drive energy efficiency at Optus and explore ways in which we can transform energy usage across our Corporate Property and our Network Facilities.

This team will be co-chaired by Senior Managers from Corporate Property and Infrastructure Services and will be composed of subject matter experts with clear deliverables including:

- > Analysing and reviewing Optus' energy consumption across Corporate sites and Network facilities (Base Stations, FAN, HUB, Exchanges and Satellites)
- > Engaging with external consultants to design and execute the Energy Efficiency Strategy
- > Partnering with Procurement to understand the end-to-end changes to our processes, systems and data management portals

## Energy use by division



- 55% Network
- 32% Mobile
- 13% Corporate

- > Supporting Corporate Social Responsibility reporting on energy usage, NGRS (National Greenhouse Reporting Scheme) and other regulatory and compliance reports
- > Driving energy cost reduction initiatives and understanding the impacts of the carbon tax.

### Energy efficiency

- > To date, Optus has adopted a predominantly compliance based approach to energy efficiency and environmental management. With the introduction of the Clean Energy Future package however, we have become aware of the imperative to reduce consumption and the immediate cost benefits that can be realised through the implementation of energy efficiency initiatives and a more strategic approach to energy management.

Our unified energy strategy sets out a co-ordinated approach to reducing energy consumption and cost. In 2011-12 we began implementing a number of the actions outlined in the plan including:

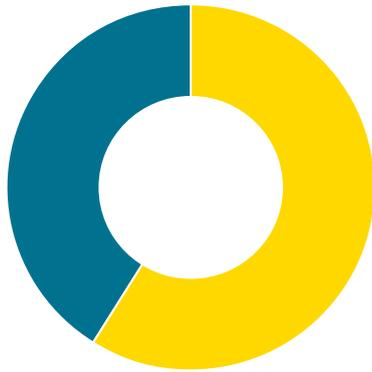
- > Undertaking energy audits on each of our sites to determine opportunities for efficiency improvements

- > Increasing set point temperatures at exchanges to increase the efficiency of our heating, ventilation and air conditioning (HVAC) systems
- > Introducing fresh air systems and exchanges which have reduced our dependence on mechanical cooling systems.

In 2011-12, as part of the continued network upgrade that is taking place in conjunction with the 4G rollout, we replaced old equipment and upgraded our 2G and 3G networks. Some of this equipment was installed in the 1990s and technology has since significantly improved and become more energy efficient. We estimate the equipment upgrades have resulted in savings of over 6,300 megawatt hours of electricity per year.

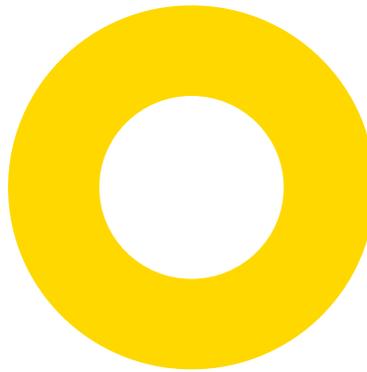
Over the next 12 months we intend to benchmark our existing performance by measuring the Power Usage Effectiveness (PUE) at all of our major facilities. PUE measures how a data centre or exchange uses its power and is an indicator of building efficiency. While our new mobile base station has been assessed as having a PUE of 1.3 (equivalent to world's best practice), major exchanges are less efficient and present opportunities for improvement.

## Scope 1 emissions (tCO<sub>2</sub>e)



59% Diesel Oil  
41% Gasoline

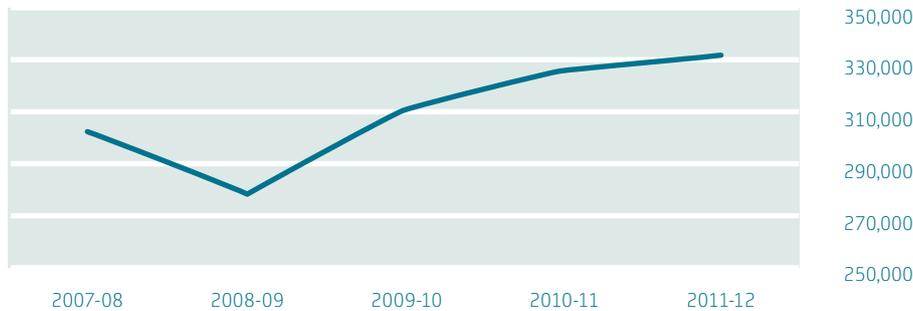
## Scope 2 emissions (tCO<sub>2</sub>e)



329,061 Electricity

## GHG Emissions (Scope 1&2)

Tonnes CO<sub>2</sub>e



We continue to increase the number of energy efficiency initiatives across our corporate offices. To date we have:

- > Changed over 400 multifunction devices (combined printer, photocopier, fax, scanner) to significantly increase energy efficiency
- > Relocated air flows within exchanges to maximise the benefit of air-conditioning
- > Reduced the lighting cycles for offices where possible
- > Installed movement sensors in meeting rooms to ensure lights are turned off when not in use.

## GHG emissions

In 2011-12, the total greenhouse gas emissions (Scope 1 and 2) from our operations totalled 331,593 tonnes CO<sub>2</sub>e. Of this total 329,061 (almost 99 per cent) were Scope 2 emissions generated through the consumption of electricity. While this result is a slight increase in emissions compared with 2010-11, it reflects an overall improvement in our emissions intensity overall. Our emissions profile is calculated in line with the methodology outlined in the *National Energy and Greenhouse Reporting Act*.<sup>1</sup>

## Reducing waste

The majority of our waste is generated at our corporate offices and we put a great deal of effort into minimising our materials use and maximising recycling. All paper and cardboard is dealt with separately, and sent to recycling. Toner and printer cartridges are recycled as part of a process that has been in effect since 2004.

In the year to March 2012, we produced 618 tonnes of general and comingled waste across the sites where we manage our own waste removal. We have recycling in place at all of our corporate offices and of the 618 tonnes of waste generated,

1. Scope 1 emissions are those generated directly by Optus and sources include petrol use in our vehicle fleet and diesel generators that are used in the field. Our Scope 2 emissions are those that occur indirectly as a consequence of the purchase and consumption of electricity.

Packaging Material	Rigid Plastic (SIM card packaging)	Rigid plastic (DVD style cases)	Plastic Wrap Cellophane	Paper	Cardboard	Styrofoam	PET Blister packs
Materials currently sold into the Australian market place (kg)	60065 (non-recyclable plastic)			11264	173672	2368	1318

65 per cent was diverted from landfill. 163 tonnes of paper and cardboard was collected for recycling.

Our corporate headquarters generated 554 tonnes of general and comingled waste and paper and cardboard and our overall diversion rate was 93 per cent. At the Macquarie Park campus solid waste is sent to an alternative waste processing plant at Eastern Creek where over 90 per cent is recovered and avoids landfill.

At the sites we lease, waste is managed as part of the tenancy and we have not been able to monitor recycling rates.

Across the Network, we annually replace and recycle about 200 tonnes of industrial size lead acid batteries that are used in exchanges and mobile phone base stations for back-up power. All e-waste (computers, monitors and printers) is collected and either recycled or reused.

## National Packaging Covenant

The National Packaging Covenant (NPC) is a collaborative agreement between governments and industry designed to minimise the environmental impacts of the disposal of used packaging, conserve resources through better design and facilitate the re-use and recycling of packaging materials.

As a signatory to the National Packaging Covenant (NPV), we report on the packaging we use. Taken as a baseline as of March 2011, Optus branded products used the following key packaging materials:

Under the NPC, Optus has developed an Action Plan which commenced April 2011. The Plan outlines a number

of commitments and timeframes in response to the requirements of the Covenant including:

- > Using Sustainable Packaging Guidelines to optimise the design and procurement of all new packaging
- > Developing a timetable for reviewing existing packaging materials
- > Collecting baseline data for existing packaging materials
- > Conducting a review of recovery systems and recycling facilities
- > Commitment to purchasing more products made from recycled material.

We are also rolling out a series of interactive workshops on the NPC for relevant employees in order to help us involve our employees in our goal of reducing the environmental impact our packaging.

## Mobile Muster

There are currently 29 million mobile phone subscribers in Australia. Approximately 9 million new handsets are shipped every year by our members, with most people upgrading every 12-18 months. This means there are a lot of materials lying around that can potentially be recovered and recycled.

Optus has been a member of Mobile Muster, a recycling initiative for mobile phones, since 1997. We show our commitment to the program, through the recycling of mobile phones at our offices as well as through the promotion of recycling at our stores Australia-wide.

Mobile muster dismantles old mobile phones into composite parts and chemical compounds. That means it

prevents potentially damaging chemical compounds from damaging the environment. Batteries, plastics, circuits and accessories are separated and sent to various recycling and processing facilities.

In 2011-12 Optus collected 6,016 tonnes of mobile phones for recycling which equates to approximately 21,539 mobile phones.

## Mobile Muster collection for 2011-12

Collection point	Weight (kgs)
Retail	4197
Carrier	167
Distributor	70
Service Centre	1228
Total number of phones collected	5662

Each year we engage our staff to raise awareness about mobile muster through competitions, desk drops of recycle envelopes, etc. to better reinforce and embed our environmental commitment within our operations.

## Saving water

Optus' head office in Macquarie Park, New South Wales utilises harvested rainwater. From April 2011 to March 2012 we used approximately 116, 959 kilolitres of water. This 18 per cent reduction on our previous year usage was achieved as a result of a comprehensive maintenance program which identified one major leak and a number of smaller leaks.



Of this total, 34,418 kilolitres was harvested (around 29 per cent) and used for toilet flushing and landscape watering. The increase in harvested water in 2011-12 compared with our previous year was primarily due to higher rainfall. Data gathering of our water use for all other Optus sites has not been possible as water use is paid for through the cost of renting the premises and is rarely separately metered.

## Sustainable transport

### How our people move

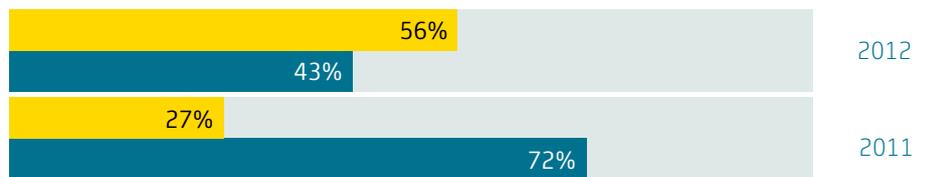
Our Sustainable Transport Strategy was developed in 2007 as part of our corporate relocation to Macquarie Park. Encompassing all modes of travel, the program has achieved great success in affecting positive behaviour change, achieving high sustainable mode shares, and reducing employee journey stress. Key components of the strategy include extensive engagement and communications strategies, customised online and personalised journey planning, innovative solutions to service delivery and passenger information, senior management support, local community engagement and formation of partnerships with government and transport providers.

In 2011, Optus Sustainable Transport embarked on a range of changes to transport services and communication and pricing mechanisms. Key changes over the year are as follows:

Mode of transport	Change in usage from 2010
Driving alone to work	4% reduction
Public transport use	3% increase
Cycling to work	1% increase

### Optus Fleet fuel types

Diesel Petrol



For example, based on our average daily site occupancy (approximately 6,000 people), the reduction in car vehicle trips of 4 per cent, equates to approximately 240 less cars on the road everyday. Extrapolated across an entire year, this equated to a total reduction of approximately 124,800 single journeys either to or from work.

In 2011 the program achieved on-going sustainable journey-to-work mode shares of almost 50 per cent – almost three times the average for Macquarie Park. The program generates high levels of bus and rail usage and Optus employees comprise double the number of cyclists than the NSW average. Up to 5 per cent of Optus people now walk or cycle to work in Macquarie Park. Ride sharing initiatives work simultaneously with sustainable modes to further reduce congestion and environmental impacts – with 14 per cent of employees now sharing their car based journeys to work.

The success of the program demonstrates that achieving a significant shift to sustainable modes in Sydney is possible (given the right mix of incentives, disincentives and customer focused services) and that the traffic and environmental impacts of large developments, such as the Optus Centre, can be negated through effective behavioural change programs.

### Our fleet

We operate a 572 vehicle fleet across Australia. The breakdown of our fleet's fuel types is highlighted in the diagram below. In 2012 we increased the number of diesel cars in our fleet by 29 per cent compared to 2011.

As part of our overall strategy to reduce emissions and increase fleet efficiency, we introduced several initiatives in FY11/2012 including:

- > Rewriting our vehicle purchasing policy to require the use of diesel vehicles
- > Considering fuel consumption and CO2 emissions under our vehicle acquisition policy
- > Introducing advanced fuel efficient EURO 5 engines and equipping commercial vehicles with ECO stop/start
- > Working across the organisation to reduce overall vehicle usage and encourage alternative means of transport.

While we have achieved considerable improvement in regards to the efficiency of our fleet, we are continuing to target specific areas to maximise benefits including:

- > Continuing to increase the proportion of hybrid and electrical vehicles in our fleet
- > Introducing driver training to create an awareness of low emissions driving skills and behaviours
- > Continuing to work with our service providers to develop improvement plans that include using alternative fuels where suitable.

## Case Study

### Melton Backbone Project VIC.

In 2009, Optus commenced planning for the installation of over 10km of backbone fibre in Melton, Victoria in order to service this rapidly developing region. Unfortunately, the presence of critically endangered flora and fauna habitats (such as the nationally significant Spiny Rice-Flower and Golden Sun Moth) across the proposed cable alignment contributed to implementation being delayed.

Optus engaged an ecological specialist to conduct a flora and fauna survey of the study area, and as a result, we amended the

proposed route. Whilst the amended proposal is more costly to construct, it avoids significant impacts to protected flora and fauna communities.

Construction commenced in the areas which do not contain significant habitats and we intend to commence construction in the other areas in late 2012 once Environment Protection and Biodiversity Conservation Act 1999 approvals and permits are obtained.

## Biodiversity and vegetation management

Our impact on biodiversity primarily occurs during the installation and maintenance of network facilities, such as fibre-optic cables, pits, manholes, and radio and satellite dishes. To minimise environmental impact during these operations, each site is assessed by our team of Environmental and Land Access Specialists for potential environmental impacts before any work commences.

When building new infrastructure, we avoid as far as practicable 'areas of environmental significance', as defined by legislation, as well as areas with a high biodiversity value. Wherever possible, Optus selects sites that are not located in or adjacent to protected areas or areas of high biodiversity value and/or those which have been previously cleared or disturbed, such as existing services corridors.

As current telecommunications technology in Australia is still dependent on having 'line of sight' between certain locations for transmission, it may not always be possible to completely avoid protected areas or areas of high biodiversity. In these circumstances, we undertake environmental assessments

at the relevant Commonwealth, State or local level in compliance with the planning and development approvals process. The proposal may be modified depending on the level of sensitivity and outcome from consultation with the relevant authorities and land owners. Alternative technologies such as directional drilling during construction also allow Optus to minimise above ground impacts on vegetation and habitats.

Once installed, our facilities typically have a negligible on-going impact on protected areas or areas of high biodiversity value.

The Optus Environmental Management System provides a series of Action Plans for managing storm water, de-watering of work sites, soil erosion and sediment control.

### Supply chain

We recognise that our social and environmental performance must also extend to the procurement of products and services. In 2010/11 we developed our Supply Chain Strategy and Supplier Code of Practice (SCoP). We expect all our suppliers to adhere to a minimum level of social and environmental standards set out in our SCoP.

Optus recognises that we can influence our suppliers to become more sustainable. Currently, we do not have a procurement policy explicitly preferring local suppliers but select the most appropriate supplier for the job. By 2014, we intend to review the proportion of locally based suppliers in our key locations.

In the 2012-2013 periods, we aim to develop a supply chain risk management framework which will integrate a Sustainable Sourcing approach. This will be rolled out in conjunction with our vendor governance framework. All competitive Optus Procurement activity will also include specific questionnaires.



## Performance against targets

TARGETS FOR 2011-12	Performance against targets
<b>Environmental Management</b>	
Construction and Field Operations staff to complete Land Access and Environmental Management Training as part our national training initiatives.	Land Access & Environmental Management Training was delivered to approximately 100 Construction and Field Operations staff.
Audit 10 contractor projects, to ensure compliance with our Environmental Management Plan.	12 environmental site audits were conducted by qualified Environmental Auditors on Optus Networks installations this year.
Zero spills or leaks.	Zero incidents in breach of environmental legislation which results in a formal complaint, sanction or infringement.

# Our community

*Our approach to community investment is to go beyond philanthropy and make a positive impact in the community through our financial support, in-kind, people, products and services. We have a key focus on supporting organisations and programs that assist young people in reaching their full potential in life and help overcome the barriers of distance and/or disadvantage.*

## Key highlights and achievements in 2011/2012

- > We invested more than \$7.2 million to support national and local community initiatives. Of this amount, \$1.4 million was provided by our people, customers, franchisees and suppliers. These donations were made as a direct result of the community programs and partnerships supported by Optus
- > Since 2008, we have contributed over \$630k in community grants to over 128 community and charitable organisations across Australia
- > 260 young people improved their literacy levels in our mobile Student2Student reading program being mentored by their older reading buddy
- > In 2011/12 our volunteer program has supported 29 organisations and our people have volunteered 10,461 hours through one day paid volunteering, supporting a range of charity organisations and events
- > Two Optus employees contributed 375 skilled volunteer hours to support two indigenous organisations in 2011-12
- > 405 employees contributed nearly 4,000 hours to mentor disadvantaged young people through the Australian Business Community Network program



*A primary school student uses her Optus mobile to connect and improve her literacy.*

- > 21 of our people rode 1,400km on the 2011 Tour de Cure and together with Optus, raised A\$250,000.

## Our community investment framework

Our community investment framework delivers benefits to communities through the provision of financial and in-kind support, communications services, management expertise and our staff involvement. Our framework and initiatives focus on areas such as:

### Building social inclusion

Optus provides access to communications for individuals and groups who require access to vital services, or are currently excluded from society due to distance or disadvantage.

### Connecting disengaged communities

Optus supports community initiatives that help strengthen and build capacity in communities in need.

### Supporting disengaged youth

By improving education, life skills and knowledge, Optus provides opportunities for disadvantaged youth, in an attempt to help them reach their full potential.



## Our Community Investment Framework



## Optus KPI's

Priority	Indicator	Unit	07/08	08/09	09/10	10/11	11/12
Community investment	Monetary value of community investment	Millions (\$AUD)	4.7	8.3	8.2	8.9	7.2
Workplace Giving	Donations through payroll deductions and Optus matching	Thousands (\$AUD)	253	320	352	484	457
Volunteering & Mentoring	Volunteer hours during work time in community activity	Hours	3,180	14,200	18,000	12,694	10,461

## Our national community partners

Our national partnerships with Kids Helpline, The Smith Family, and the Australian Wildlife Conservancy are aimed at early intervention and achieving long-term positive social and environmental outcomes.

### Kids Helpline

*Kids Helpline* (KHL) is a free, confidential and anonymous telephone and online counselling service for young people across the country. The service connects over 5,500 calls each week. Since 1999, Optus has contributed several million dollars to the partnership, which covers the cost of counsellors and infrastructure. To increase access to the online counselling service, we provide free calls from Optus mobile phones.

Both Optus and Kids Helpline acknowledge the growth in issues directly related to the misuse of technology and devices, such as cyber bullying, sexting and access to inappropriate content. Our *Make Cyberspace a Better Place* program is a direct result of this awareness. The use of smart phones and portable devices has increased rapidly in recent years, and they can be used by kids anywhere and anytime. As a result, internet usage is less visible and parental guidance and supervision on the internet is not easy. According to Kids Helpline research, many young people are exposed to issues associated with using technology, such as cyber-bullying.

In February 2012, Optus, in partnership with Kids Helpline conducted a back to school activity to help schools tackle cyber safety and bullying and drive awareness of the key cyber space issues for new and returning students and teachers.

*Make Cyberspace a Better Place* delivered our message through education packs containing video case studies, detailed

### Case Study

## Improving children's literacy with mobile technology.

The Smith Family's peer-to-peer reading program *Student2Student*, now has a wider reach, due to the mobile service offering from Optus. The program matches students who need to improve their reading skills with older reading 'buddies' who are trained specifically to help develop literacy skills in others. The home-based program sees the students reading to their buddy over the phone three times a week, with the pair sharing the same book.

Optus has provided mobile handsets with pre-paid credit to 260 primary and early secondary level students without access to landline phones, enabling them to participate in *Student2Student*. The 2011 program has been expanded to 25 locations across regional New South Wales, Victoria, South Australia, Tasmania and Queensland following the success of a pilot program last year.

The mobile version of the program, delivered in partnership with Optus, is designed to engage disadvantaged children who do not have access to a landline and who would otherwise not be able to participate in reading sessions with their buddy.

From 50 students who took part in the program in 2009, it has grown to having over 520 young people (260 mentees plus 260 mentors) involved in 2011. As the program has grown, so have the results. On completion of the program in 2011:

**81%** of the students increased their literacy levels

**68%** of students stated they felt better about themselves

**58%** of students said they felt more confident with school work

Paul Henderson, Executive Director of Engagement at The Smith Family highlights how the partnership with Optus enables more students to improve their reading:

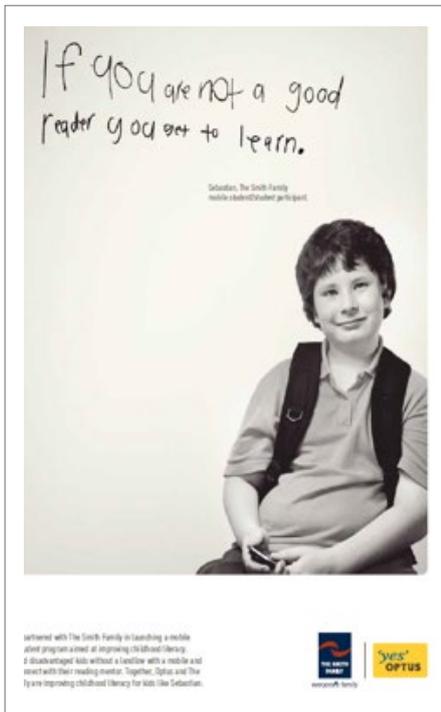
*"Reading is very important for a child's development and critical for the delivery of lifelong outcomes. Some of the disadvantaged children which we support however, are up to two years behind in their reading age at primary school. While the Student2Student reading program has been successful in helping a lot of children improve their reading and confidence, it has not been fully accessible. Some of the low SES families we support are from regional areas with no access to a landline, and have not been able to take part. Now, with the support of Optus and using mobile technology, we are able to extend access to the program and help more disadvantaged children with their reading."*

lesson plans for teachers, screen savers and a poster. The packs were delivered to over 10,000 primary and secondary schools across Australia. We have received a great deal of positive feedback from those who received the pack as well as from experts in this field.

### The Smith Family – Student2Student program

The Smith Family and Optus mobile Student2Student program matches disadvantaged students who have low literacy levels, with older student mentors who provide reading support and guidance over their mobile phones, on a regular basis.





Optus employee Eboniee Staggs nominated a community cause close to her heart - the Yipirinya School - for an Optus Community Grant.

Each student receives a mobile phone (along with credit) from Optus, as does their older student mentor. When students successfully complete the program, they are given the phone loaded with credit to keep and use as they wish.

### Australian Wildlife Conservancy

Since 2007, Optus has partnered with the Australian Wildlife Conservancy (AWC) to help save Australia's threatened wildlife. Together, we are delivering practical conservation outcomes for the benefit of future generations of Australians, by conserving and restoring wildlife.

Some of the projects Optus has been involved in are:

- > Saving threatened Purple-crowned Fairy-wrens in the Kimberley
- > Supporting the creation of the largest private reserve in Australia at Kalamurina Wildlife Sanctuary
- > Helping to save the threatened wildlife of Cape York at Piccaninny Plains
- > In addition to Optus' direct funding support, employees contribute to AWC through our workplace giving program and peer-to-peer fundraising. Between

employees and customers, we have contributed almost \$1 million to help AWC conserve our precious wildlife.

Our current focus is on addressing the rapid decline of small mammals in northern Australia. Specifically, we aim to protect the threatened wildlife of the Gulf of Carpentaria at AWC's Pungalina-Seven Emu Wildlife Sanctuary.

## Our local community

### Community grants

We have two grant programs, established to make a difference in the local community and provide the opportunities for our employees to contribute to a community cause that is important to them.

The 'yes' Optus Connecting Communities grants program allows community organisations to apply for grants of up to \$5,000 for projects that aim to reconnect disengaged youth and reconnect the socially isolated by building social inclusion.

The 'yes' Optus Regional Grants program provides grants of up to \$10,000 and supports projects which connect regional Australians to their local community.

Since 2008, between the two programs we have invested over \$600,000 in 128 community groups nationally. In 2011-12, 32 grants and 11 regional grants were awarded covering a broad range of programs, from providing free computers, internet access and software for disadvantaged youth to building an online portal for indigenous university students.

One of the successful recipients was the Yipirinya School which was awarded \$5,000 in funding to assist with the Yipirinya Smart Objective. The Smart Objective program uses information and communication technologies to help aid learning for hearing impaired children through visual and tactile teaching methods.

### Connecting in times of need

Optus Country coordinates our approach to community support during times of crisis. During the recent flooding in the Wagga Wagga and the Griffith areas, a team was dispatched to support affected

## Case Study

# Identifying the social value of Kids Helpline.

By supporting Kids Helpline (KHL) we have helped establish the world's first real-time web counselling service for children. We strongly believe the service this program delivers is vital and have sought to understand and better articulate the social value of this long-term partnership.

We commissioned a sustainability consultancy group to undertake a Social Return on Investment (SROI) evaluation of the KHL service, in an attempt to measure the community and social benefits achieved as a result of our investment in KHL. The evaluation also made a number of recommendations designed to help KHL capture appropriate data and better monitor and evaluate outcomes associated with their program.

A great deal of time went into the difficult tasks of identifying and categorising callers' issues at point of contact, examining and quantifying the range of themes described in clinical

contact notes, assigning probable outcomes, assessing the level of impact, and assigning appropriate financial proxies to the outcomes achieved.

As a result, KHL is able to better understand the social outcomes their service delivers and can paint a more accurate picture of their impact. By calculating in monetary terms the social value (\$15.90) of every dollar invested, KHL is able to communicate their effectiveness to a range of audiences and more easily gain the attention of potential funders.

From Optus' perspective, the SROI analysis helped us understand the impact delivered to the lives of young people and overall society, as a direct result of our partnership with KHL.

members of these communities. Optus supported over 8,000 evacuees with free phone calls, mobile phones and credit to make and receive calls to family and friends, insurance companies and so on.

Whilst this support does not in any way impact on overall loss, it does ease immediate worry and financial burden as people attempt to rebuild their lives.

Our Optus Country staff involved both on the ground and in logistical support, felt privileged to be able to assist these communities in their time of need.

## Engaging our people

We aim to involve, inspire and invest in our people's development through our community programs and initiatives such as through:

### Australian Business Community Network (ABCN)

The ABCN is not only one of our national partners, it is also chaired by our CEO, Paul O'Sullivan. The ABCN is a group of national business leaders who are working

to create positive social change through engagement with high school students and their educators, in areas of high need.

Optus people have participated in a number of ABCN programs since its foundation in 2005 and in 2011 alone, over 400 Optus volunteers worked with 1,477 students and teachers across 27 schools.

A few of the programs our employees participated in include:

- > Partners in Learning whereby senior Optus business leaders are linked to educational professionals in schools;
- > The Spark program whereby Optus employees participate in a reading mentoring program for primary students, and
- > Growing Opportunities and Learning Skills (GOALS) which focuses on mentoring Year 9 students considered being at risk of disengaging from school.

Optus' Workplace Giving and Volunteering programs actively engage our employees and allows them to become involved with a range of charities they are passionate about.

Our Workplace Giving Program enables employees to make a charitable donation directly from their pre-tax salary. Currently, we support 13 charity partners through our payroll giving program which includes: The Cancer Council, Nelune Foundation, Beyondblue, Youth off the Streets, World Vision Australia, Kids Helpline, RSPCA, Assistance Dogs, Mission Australia, The Salvation Army, Wings of Hope, Australian Wildlife Conservancy and the Starlight Children's Foundation.

We match the generosity of our staff up to \$250,000 per year. Since 2005, Optus have donated \$2.1 million (including Optus matching) to our community partners. In 2011-12, Optus, together with our people donated over \$456,000 to our workplace giving partners which includes Optus matching via payroll giving program.

Every three years, we consult our employees to help decide the charities and causes we support through the program. The next review is due in late 2012, and will provide an opportunity for our employees to shape how we give. We intend to review several new giving models that will take Optus Workplace Giving to a new level in the provision of support to the community.



## Case Study

### Australian Business and Community Network – *Your Potential, Your Legacy.*

The *Your Potential, Your Legacy* program involves developing leadership capacity and skills over a two-day intensive workshop, to a select group of 16 Year 12 students from four Sydney schools.

Whilst the ABCN offers a range of programs aimed at supporting both primary and secondary students, the need to develop a program specifically aimed at Year 12 school leavers, to better prepare them to enter the workforce, became apparent. Naturally, as an employer of almost 10,000 people, Optus is well qualified to develop and support such a program.

Optus' Learning and Development team partnered with Ernst & Young and together we provided the analysis, design, delivery and evaluation of the *Your Potential, Your Legacy* program and ABCN determined the schools most in need. The program is designed to overcome the significant barriers these students often face – lack of understanding of their potential and how to reach it, lack of access to business networks, work opportunities and positive role models.

Evaluation surveys responses are already confirming positive results. The students now have a better understanding of their leadership potential, know the steps required to achieve their goals, have learnt new communication skills and have a better understanding of the business world, career opportunities and the strengths required to help them achieve.

## Case Study

### Skilled Volunteering Connecting Communities.

In 2011, Shelley Davis and Maria Harrison, were chosen to participate in our Skilled Corporate Volunteering Program. They both received cross cultural training in Ayr, QLD for one week before being assigned to their respective programs.

Maria was based in Ayr and helped develop a Reconciliation Action Plan for Gudjada Social Enterprise which supports indigenous enterprise by providing employment and training opportunities. Shelley travelled to Bowen, QLD and worked with the CEO of Girudala (an organisation focused on community services, affordable housing, health promotion, education and employment support) to document the strategic vision of Girudala. Both Shelley and Maria and the communities involved, reported back on a number of benefits achieved as a result of their involvement in the program.

"I was able to bring skills developed from Optus to help implement strategies to help make the business successful and sustainable." Shelley Davis.

"My life has been enriched in so many ways by the experience and I know I made a positive difference to their lives as well as mine." Maria Harrison.

The benefits reported back from the communities included:

- > Insights into different ways of conducting their work
- > A clearer strategic plan that more effectively meets the criteria for application for larger government grants
- > Empowering and up-skilling leaders in the community to lead with a more strategic vision
- > The implementation of a more profitable method of conduct
- > A Reconciliation Action plan that better placed the communities to develop more economic and employment opportunities.

## Volunteering – skilled and unskilled



*The Wholesale & Satellite Customer Experience recently volunteered at the Salvation Army's Street Level Cafe in Sydney's Surry Hills, working in the kitchen preparing lunch and manning the on-site supermarket which offers basic essentials for some very needy, marginalised people. Many of them have suffered abuse and neglect and Street Level is somewhere they can come and feel safe, get fed and connect.*

Our national Volunteering Program provides one day of paid volunteer leave per year to all full time and part time employees. Employees can choose to use their leave for team or individual volunteering activities. They can support one of the Optus Workplace Giving partners, or select their own favourite charity to support.

In addition to our mentoring and volunteer programs, we partnered with The Australian Business Volunteers (ABV) organisation which provides up to four employees to live and work in an Australian indigenous community. Our people are placed with ABV clients in developing communities for a five week period. During this time they advise and assist on specific business and organisational needs. The employees are also required to develop and implement a self-initiated project that will benefit the community organisation.

In 2011-12, 951 employees in total contributed 10,461 volunteer hours through their volunteering and support of charity events, and through mentoring and skilled corporate volunteering.

## Workplace Giving wrap up for 2011/2012.

*Optus staff generously donated \$218,171 through payroll giving for the Yr 11/12. Matched, (and including double match month in March) this equates to a total of \$456,627 going directly to our 13 Optus Charity Partners and their programs.*

For the year 2011/2012, our peoples giving combined with Optus matching, has supported the following organisations and programs.

### Mission Australia

**\$18,000 raised (Together with Optus matching)**

Optus funds support Mission Australia's Triple Care Farm – a Residential Program for young people experiencing chronic homelessness, substance use, mental illness and acute behavioural problems. Here they can work towards completing certifications which will help them to build a better chance at gaining employment and getting their lives on track. During this period, together with our people, we donated \$18,000 – which would cover the cost of one young person completing an intensive 12 week residential course and giving them the ability to change their life.

### Cancer Council

**\$46,000 raised (Together with Optus matching)**

Optus funds support the Cancer Council's Financial Assistance Program to ease the financial burden of cancer sufferers who experience loss of income through inability to work and paying for expensive medical. Combined with Optus matching, \$46k was donated which assisted over 150 families receiving such a grant to help them in their time of need.

### Assistance Dogs Australia

**Over \$16,000 raised (Together with Optus matching)**

Through Workplace Giving funding we have already sponsored our very own puppy – Hudson through his training regime to be well on the way to helping assist a person in need be able to lead a meaningful life. Since sponsoring Hudson last year, Optus and our people contributed over \$16,000 which means we are more than halfway to welcoming another special member into the Optus Family.

### Wings of Hope (WOH)

**Over \$8,000 raised (Together with Optus matching)**

Over \$8,000 was received by WOH in 2011/2012. This has allowed WOH to purchase and distribute 166 'Red Chocolate Elephant' educational resource sets, consisting of a book and DVD. The book was written to help children make sense of the loss of a loved one, usually a parent, to suicide. WOH is also currently liaising with government bodies to determine which Australian communities are in most need of the books and where they are best distributed (ie schools, community centres, coroner's offices, shelters).

### Nelune Foundation

**Over \$50,000 raised (Together with Optus matching)**

The NELUNE Foundation received over \$50,000 which supports children, adolescents, adults and their families to cope with the impact of cancer by providing funding for medical staff, emotional support, care, complimentary transport and post operative medical aids that are not covered by the Government or Medical Benefits funding. Optus sponsors two of the Patient Transport Vehicles which transports up to 300 patients per month.

### Youth off the Streets

**Over \$37,000 raised (Together with Optus matching)**

Donations of over \$37,000 from Optus and our people are directed to the YOTS semi-independent living and mentoring program run at Matthew Hogan School in the Southern Highlands where young people are helped to develop the skills, self-esteem and positive social connections necessary to live drug and crime free lives and help them achieve their personal goals.

## Beyondblue

### Over \$9,000 raised (Together with Optus matching)

Over \$9,000 to Beyondblue helped assist research into depression and related disorders. One of their main focuses is to tackle depression linked to alcohol and drugs amongst young people and in indigenous communities and improvement to treatments for people with depression and chronic illness. Over the last 12 months Beyondblue has:

- > Launched the OBE (Over Bl\*\*dy Eighty) booklet which celebrates the lives of older Australians.
- > Provided free community training seminars in disaster affected regions
- > Rolled out SenseAbility, a mental health program for young people in schools across Australia
- > Launched Workplace e-learning, a free interactive to inform people about signs and symptoms of depression and anxiety and how to get help in the workplace
- > Launched thedesk, online initiative for tertiary students
- > Launched 'just speak up' campaign website, promoting awareness of perinatal depression and anxiety.

## Kids Helpline (KHL)

### Over \$10,000 raised (Together with Optus matching)

Optus and Kids Helpline celebrated 12 years of partnership in 2011. Helping support children and young people through offering Australia's only free, private and confidential telephone and online counselling service specifically for 5-25yr olds.

Over \$10,000 from staff and Optus matching, enabled KHL to answer 425 calls from young people affected by issues such as relationship breakdowns and bullying, sexual abuse, homelessness, suicidal thoughts and mental health and drug and alcohol usage.

## RSPCA

### Over \$45,000 raised (Together with Optus matching)

Through generous donations of more than \$45,000, the RSPCA are able to vaccinate dogs and cats in animal shelters around Australia. Before being adopted all animals are checked by a veterinarian and vaccination is required. This is a necessity for all pets as before vaccinations were available, many animals died needlessly from viral diseases.

## Salvation Army

### \$39,500 raised (Together with Optus matching)

Optus workplace giving of \$39,500 enabled the Salvation Army Reconnect service to employ staff to assist in early intervention of youth homelessness. Reconnect works with young people at risk of homelessness and their families using a combination of practical assistance, mentoring, individual and family counselling, family mediation and group work. Young people are referred to Reconnect by schools, Centrelink, DoCS and other youth and family services.

## Australian Wildlife Conservancy (AWC)

### Over \$19,000 raised (Together with Optus matching)

AWC is dedicated to saving Australia's native animal species and the habitats they depend on – from extinction. Staff and Optus matching contributed over \$19,000 to support the Pungalina area.

## World Vision

### Over \$108,000 raised (Together with Optus matching)

The Optus Workplace Giving Program offers staff a choice of giving donations to support the work of World Vision in general or to sponsor a child through the World Vision Child Sponsorship Program.

In 2011/12 over \$43,000 was given by Optus staff to sponsor 73 children. Over \$18,000 was given by Optus and its staff to support the work of World Vision in general, and more than \$47,000 was donated by Optus to support the Academic & Vocational skills for Youth & Children in the slums of Mumbai.

## Starlight Childrens Foundation

### Over \$15,000 raised (Together with Optus matching)

Starlight's programs including Captain Starlight Starlight Express Rooms and Starlight Express Wishgranting Program receive no government funding, instead, it relies on the generosity of the Australian community including donations such as from the Optus workplace giving program.

Last financial year, Optus and our staff gave over \$15,000 to give children something to look forward to through their toughest times.



## Case study

# Optus Gympie Music Muster.



Since 2010, Optus has sponsored the Optus Gympie Music Muster, a festival celebrating country music, at Amamoor State Forest in Queensland. The Muster has been operating for 30 years, and has raised over \$14 million for charity and local and regional communities. In 2011, the Starlight Children's Foundation was the main beneficiary. Optus is proud to support the Muster and celebrate the true spirit of Country Australia.

## Access to communication

Optus wants as many people as possible to access the services and employment opportunities we offer. Providing for the needs of people with disabilities is consistent with Optus' Vision of being a leader in integrated communications. We have developed our *Disability Action Plan* with regard to our Vision, Values and corporate policies such as Equal Employment Opportunities and Occupational Health and Safety.

Accessible Communication is one of the key objectives of the Plan. Our aim is to improve accessibility to information about our company and our products and services for people with disabilities (customers, employees and members of the wider community).

We are also undertaking a number of actions to enhance access to Optus Products and Services including:

- > Exploring the introduction of captioning and audio descriptions on *OptusZoo*
- > Exploring opportunities with key disability service providers
- > Ensuring affordability of suitable pre-paid and post-paid mobile handsets
- > Exploring fixed and mobile video calling options for customers who are hearing impaired and who use Auslan as their preferred language.

We provide disability equipment such as teletypewriters (telephone handsets which assist people who are deaf or who have speech and/or hearing impairments to communicate with others) and volume control handsets.

We are engaging with the Federal Government and other telecommunication service providers on plans to implement the Government's promise to enable hearing impaired people to contact emergency services using SMS to 106.

Widespread benefits are created by removing communication barriers for people from diverse cultural and linguistic backgrounds. Providing written communications in plain and simple English, for example, helps people with lower literacy levels and/or those for whom English is not their first language, better understand our services and billing.

For more information, please see Optus' [Culture & Linguistic Diversity Policy](#) and [Disability Action Plan](#).

## Cyber safety

While the internet can be a wonderful place, not everybody plays by the rules. Internet users face a number of threats which appear to be increasing all the time. A good deal of vigilance is required to ensure that internet experiences are positive. At Optus, we are committed to ensuring the security and cyber safety of all our customers.

Each year we participate in the Internet Industry Association's 'Family Friendly ISP' program. Australian ISPs, (ie. Optus Internet) bearing this seal have agreed to comply with the IIA Codes of Practice. The Codes of Practice are registered with and monitored by ACMA.

We also comply with the Internet Industry Association's iCode, a voluntary industry Code that deals with cyber-security matters. iCode requires we take certain steps to protect our customers from cyber-security risks, and provide information on how customers can protect themselves from such risks.

Case study

## Optus' Flix in the Stix.



In 2012 Optus became the major sponsor of Optus Flix in the Stix, which brings music and entertainment to people in regional New South Wales.

The event brings two favourite pastimes together, movies and music, and brings local communities together for a night under the stars. Optus' partnership with Flix, will bring the event to more people in 2013 as it is expanded into regional Victoria and Queensland.

## Targets

TARGETS FOR 2011-12	Performance against targets
<b>Invest in local communities:</b> Continue to invest in local community initiatives that help provide solutions for disadvantaged youth and build more connected communities.	The grants program received an increase of 403 applications from organisations requesting funding to implement projects to assist disengaged youth and build social inclusion. This enabled Optus to increase its reach in supporting local communities
<b>Increase education on cyber bullying:</b> Develop educational lesson plans to inform young people about cyber bullying.	Ensure 10,000 schools receive the "Erase Cyberbullying" pack and run PR activity to drive awareness of the key issues and availability of the resources at key points during the year
<b>Access to communications:</b> Increase the number of students in regional areas with access to mobile phone technology in order to improve literacy levels.	The 2011 program has been expanded to 25 locations across regional New South Wales, Victoria, South Australia, Tasmania and Queensland following the success of a pilot program.



## Optus sponsorships

Within our sponsorship portfolio, we support programs designed to improve access to Australian arts and sport.

Our Arts and Cultural partners all reflect the Optus value of Challenger Spirit. We are currently major sponsors of:

### Bell Shakespeare Company

Optus has been a supporter of Bell Shakespeare Company's *Actors At Work* (AAW) program since 2003. Our contribution helps to broaden the reach of Bell Shakespeare's Learning programs. AAW performances are one-hour, in-school performances that combine Shakespeare's texts with contemporary dialogue, with the aim of engaging and inspiring students.

These performances are a key platform of Bell Shakespeare's Learning programmes which tour nationally and enable students to get involved and better understand the nature of William Shakespeare's plays. With the support of long-term partners such as Optus, AAW is able to access over 80,000 students in Australia every year.

In 2011-12, Optus extended the program to supporting The Players with technology to enable them to interact through their brand new blog and social media whilst on the road.

### Art Gallery of NSW

Open Gallery is a major educational program that provides excursions to the Art Gallery of NSW for students from priority-funded schools. With the support of Optus, students who would otherwise not be able to visit the Gallery can directly engage with visual art. The hope is that this experience will help students develop their relationship with art and their sense of belonging at the Gallery.

Optus' investment means the Gallery will be able to be visited by more than 2,000 Year 7 Visual Arts students, from 30 schools a year for the next three years.



### Sport – a way of life

Our sport champions provide a source of pride and inspiration to many. As well as helping support elite teams and athletes to achieve success, we assist in the development of young Australian sporting talent. We are currently sponsors of:

- > Football Federation of Australia (Socceroos, A-League and the Football Development Program)
- > Tennis Australia (Juniors, Wheelchair Tennis and Australian Open)
- > Carlton Football Club.

*Through our partnership with Football Federation Australia, we're supporting the next generation of Australian football stars. In a new direction for the sport this year, we've launched the inaugural Optus Small Sided Football Awards to recognise and reward the achievements of players, supporters and coaches across the country. These are the people who truly represent the spirit of football, fairness, skill, and the love of the game.*

## Find out more

Visit our website to view all our reports  
[optus.com.au/corporateresponsibility](http://optus.com.au/corporateresponsibility)

## Get in touch

We welcome your feedback on our CR performance  
and your views on this report. Please contact us at  
[sustainability@optus.com.au](mailto:sustainability@optus.com.au)

Introduction ▶