



# Optus Access and Inclusion Action Plan 2024–2029

Artist: Rhonda Sampson



# Acknowledgement of Country

Optus acknowledges the Traditional Owners and Custodians of the lands on which we live, work and serve.

We celebrate the oldest living culture and its unbroken history of storytelling and communication.

We pay our respect to Elders – past, present, and future – and we strive together to embrace an optimistic outlook for our future in harmony, across all of Australia and for all of its people.

# Contents

A message from our Chairman	2
A message from our Executive Sponsor	3
A message from CEO Australian Disability Network	4
Our role in accessibility and inclusion	5
About us	6
The standards Australia strives for	8
How Optus aligns	9
Our progress so far	10
What Ability. Powering positivity without boundaries.	14
Australian Disability Network	16
NextSense	17
Embracing the new me. Tiger's story.	18
Championing inclusion	19
The effect of the PACE Mentoring Program	20
Facing the diagnosis – Shantel's Story	21
Action Plan 2024–2029	22
Workplace	24
Amazing People	26
Accessible Products and Services	28
Further information	32



# A message from our Chairman

As we continue our journey to becoming a disability confident organisation, sharing our updated Access and Inclusion Action Plan 2024–2029 is an important priority for us.

Creating a more connected future relies on Optus championing the inclusion of those with disability into the fabric of our culture – providing equitable access and dignity for our customers, employees, and community members with disability.

By ensuring our products and services are accessible to all Australians, we're making significant strides towards building lasting customer relationships based on trust.

With around one in five<sup>1</sup> Australians with disability, we recognise our obligation and responsibility to make a positive impact by improving the lives of people with disability. Optus has a genuine desire to foster a more inclusive and accessible Australia.

This Access and Inclusion Action Plan strengthens our foundations, strives for positive outcomes for people with disability and those who care for them, and demonstrates our long-term commitment to supporting diversity and inclusion at Optus.



**Paul O'Sullivan**  
Optus Chairman

<sup>1</sup>[abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings/2022](https://abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings/2022)



# A message from our Executive Sponsor

I am thrilled to present our updated Access and Inclusion Action Plan, emphasising our enduring commitment to fostering a disability-confident workforce.

As the Executive Sponsor of the Optus Disability Network, which we proudly launched in December 2022, I am honoured to lead this initiative. As a father of four, with my eldest son living with autism, I understand firsthand the crucial role we all play in creating a world where everyone has equal opportunities and access, empowering people with disability to reach their full potential.

Our achievements so far are a testament to our hard work, but we're constantly striving to improve our accessibility measures. I am eager to champion our renewed commitments towards accessible design in workplaces, products, services, careers and experiences across Optus.

Accessibility goes beyond merely addressing the needs of people with disability; it enhances the experiences of all our customers and employees. This principle builds on the foundation of our previous plan, launched in 2020.

To develop our updated plan, we gathered insights through customer surveys and feedback, and consulted with accessibility champions within our business – those with disability, their caregivers and their allies. In doing so we have been able to prioritise

the lived experiences of those with disability. We also applied the Australian Disability Network's 'Access and Inclusion Index' to measure our commitments, initiatives and improvements in accessibility. This evaluation helped us identify opportunities to enhance our practices, incorporate diverse perspectives and renew our approach to embedding accessibility and inclusion throughout Optus. This effort elevates our commitment to our workplace, our remarkable employees and the accessibility of our products and services.

We are dedicated to measuring and tracking our progress through an established governance process. Together, we will continue to challenge ourselves to integrate accessibility into every aspect of our business, building positive connections for all Australians.



**Maurice McCarthy**  
MD, Customer Success

# A message from CEO Australian Disability Network

Congratulations to Optus for developing their latest Access and Inclusion Action Plan 2024–2029. This plan underscores Optus' commitment to fostering an inclusive culture and highlights their intent to positively impact the community through key accessibility practices.

This Access and Inclusion Action Plan was developed by the Optus Disability Network, Diversity, Inclusion and Belonging team and key stakeholders across the business. It was also informed by insights gained from participating in the Australian Disability Network's Access and Inclusion Index and aligned with Australia's Disability Strategy 2021–2031.

The consultative and collaborative approach prioritised breaking barriers to inclusion and fostering a culture of accessibility. This approach emphasised shared values, an exceptional customer experience for all and promoting independence for the community, customers and workforce.

Over the last couple of years, Optus has continued to commit to the Australian Disability Network's Stepping into Internships Program by hosting interns to help provide experience and confidence in the workplace. Optus has also participated in the Australian Disability Network's Positive Action towards Career Engagement (PACE) mentoring program, where Optus mentors have provided advice and coaching on navigating their career paths.

This Plan reflects Optus' public commitment and strategic approach to eliminating barriers for people with disability as employees, stakeholders, and the broader community. By implementing the strategic actions outlined in this Plan, Optus can be empowered to become a disability-confident organisation and serve as a leading example for other organisations.

Australian Disability Network is excited to continue collaborating with Optus as they implement and deliver this Access and Inclusion Action Plan. Together, we will navigate the road toward a more equitable and inclusive place for people with disability and create our shared vision of a disability-confident Australia.



**Corene Strauss**  
Chief Executive  
Officer  
Australian Disability  
Network

# Our role in accessibility and inclusion

At Optus, we recognise the power of a diverse, inclusive and respectful workforce. The diverse backgrounds, perspectives and life experiences of our people not only strengthen our connection with customers, but also drive innovation and better decision-making. Supporting diversity is beneficial for business and creates a positive impact on the world.

Being welcoming and inclusive means being accessible. Our Access and Inclusion Action Plan charts our long-term plan to remove barriers for people with disability, including our employees, customers and community members. We aim to make Optus a place where everyone can grow and thrive, where our customers are supported and our community connected.



Optus staff assists a customer in-store





# About us

As Australia's second-largest provider of telecommunications services, Optus is a leading technology company providing connectivity and over 11 million services every day.

Through our team of more than 6,000 employees across Australia, Optus delivers a comprehensive range of telecommunications products, including mobile and fixed line telephony, fixed and mobile broadband services, multimedia entertainment and technology services, satellite services and converged business telecommunications applications and solutions.

In a rapidly changing digital world, we recognise the importance of inclusivity and accessibility and the part they play in our journey. We are committed to developing and implementing technological solutions that go beyond basic connectivity, ensuring that all customers, regardless of their abilities, can benefit from and fully engage with our services.



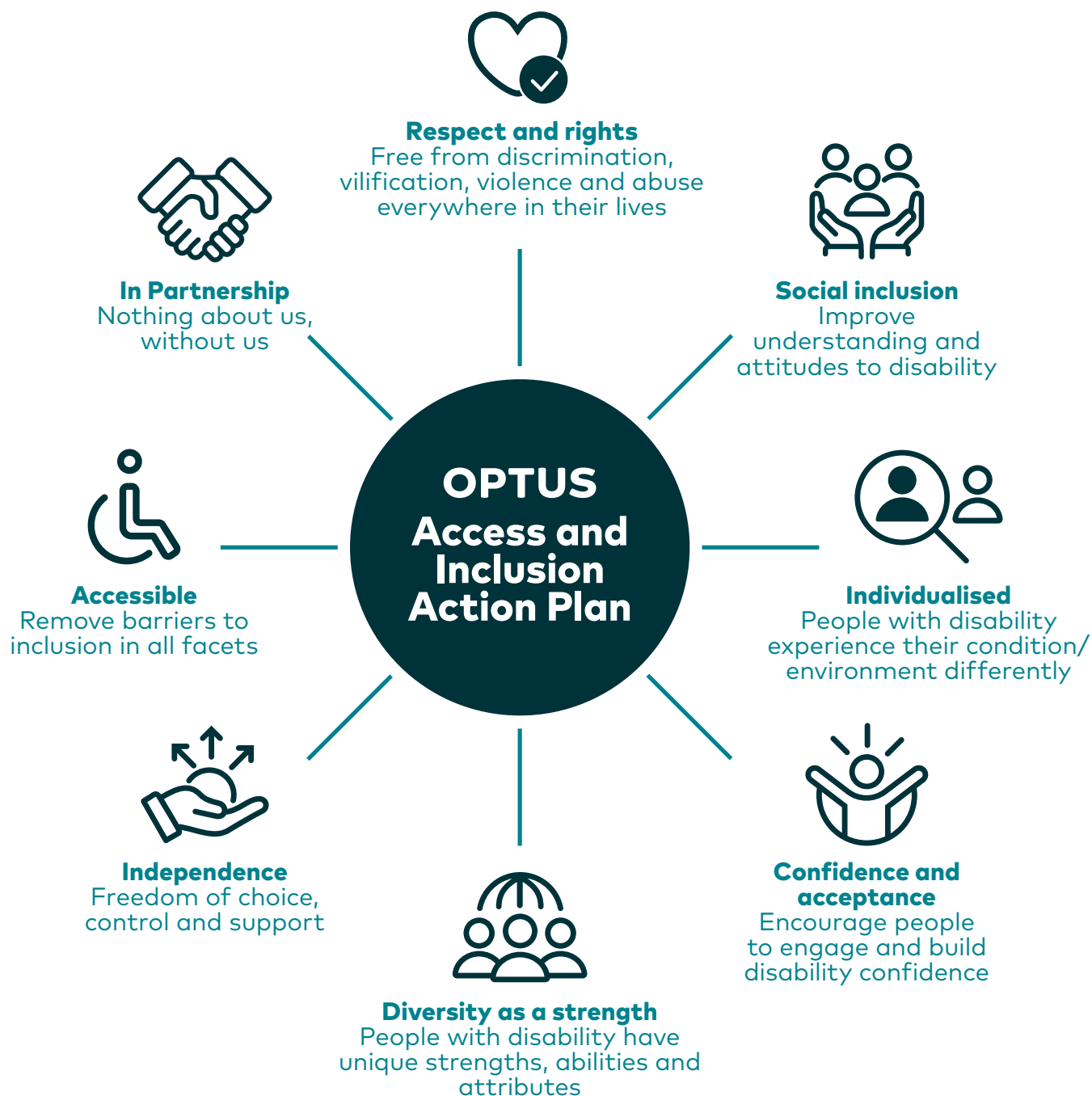


Optus colleagues get together for a meeting at Optus Sydney Campus



# The standards Australia strives for

Our Access and Inclusion Action Plan and initiatives are informed by industry best practices, policies and findings from recent government reviews.<sup>2</sup> At all times, we strive to exceed these benchmarks.



<sup>2</sup>Developing the National Autism Strategy [engage.dss.gov.au/developing-the-national-autism-strategy](https://engage.dss.gov.au/developing-the-national-autism-strategy)  
Final Report – Executive Summary, Our vision for an Inclusive Australia and Recommendations Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability  
[disability.royalcommission.gov.au/publications/final-report-executive-summary-our-vision-inclusive-australia-and-recommendations](https://disability.royalcommission.gov.au/publications/final-report-executive-summary-our-vision-inclusive-australia-and-recommendations)  
Working together to deliver the NDIS – NDIS Review [ndisreview.gov.au/resources/reports/working-together-deliver-ndis](https://ndisreview.gov.au/resources/reports/working-together-deliver-ndis)



# How Optus aligns

We align our Access and Inclusion Action Plan with Australia's Disability Strategy and the relevant outcome areas:<sup>3</sup>



## Measurement and Compliance

We measure our progress against accessibility goals using metrics such as the Australian Disability Network Access and Inclusion Index. Additionally, we comply with relevant legal and regulatory requirements, including those under the Disability Discrimination Act 1992 (Cth), Australian Consumer Law and the Telecommunications Consumer Protections Industry Code C628:2019.

## Design Standards

Our accessibility efforts are guided by design standards such as the Disability (Access to Premises – Buildings) Standards 2010 and Australian Standards AS1428 for Placeable Solutions.

## Digital Accessibility Obligations

Optus recognises its obligations regarding the accessibility of digital properties, including websites, apps, and online services. We adhere to global standards, such as the Web Content Accessibility Guidelines (WCAG) AA standards and the Global Accessibility Reporting Initiative, to ensure our digital properties meet the needs of all users.

<sup>3</sup>Australia's Disability Strategy 2021-2031 [disabilitygateway.gov.au](https://disabilitygateway.gov.au)

# Our progress so far

As we continue our journey towards becoming a disability confident workplace, significant progress has been made to drive a culture of inclusion, increase disability awareness and enhance accessibility to deliver positive customer experiences. The Optus Disability Network (ODN) has played an important role in leading change, advocating for accessibility across every aspect of our operations. We continue to embrace a culture of continuous improvement when it comes to accessibility and inclusion. We are proud of the progress we have made and this plan serves as our ongoing commitment to continuing to remove barriers for people with disability.

## **Formation of the Optus Disability Network (ODN)**

Established in late 2021, the ODN is an employee-led community dedicated to fostering inclusivity and empowerment for people with disability and their carers. The network comprises members from diverse backgrounds who hold various roles within Optus.

The network has spearheaded several initiatives and events to raise awareness about people with disability, advocate for accessibility and lead strategic initiatives within Optus.

## **Refurbishment of Optus Retail Stores**

The refurbishment of our retail stores aimed to create fully inclusive spaces for all customers. With careful consideration given to layout, signage and accessibility features, we have ensured an accessible experience for customers with diverse needs. All Optus stores offer assisted listening devices, sensory/quiet times and wheelchair accessibility.



A refurbished Optus retail store



Optus Retail Store device display



## **Access and Inclusion Action Plan**

### **Digital Accessibility**

We have established a dedicated accessibility expert team and we've collaborated with an external agency, Intopia, to conduct a sample audit. This audit has allowed us to identify and address various digital accessibility barriers. Through our efforts, we've strategically removed numerous digital accessibility barriers, helping ensure our digital platforms are accessible to all users. Additionally, we've launched a design system to help ensure that the digital channels we build are accessible.

### **Employee Disability Confident Training**

We have provided online training to increase awareness, understanding, and conversation skills around disability. The ODN has played a crucial role in increasing the number of employees undergoing disability awareness training, with a remarkable 100% uplift year-on-year. Through participation in programs like the Hidden Disabilities Sunflower, Optus has further raised awareness and delivered training on non-visible disabilities to over 2,000 internal staff, including a minimum of 80% of staff in every one of our Optus-owned Retail stores, fostering a welcoming and inclusive environment for all customers and employees.

### **Optus Graduate Program**

The Optus Graduate program attracts thousands of applications each year. The program is designed to attract and onboard diverse talent with a structured pathway into various professional roles. To ensure the program is accessible and inclusive to all, the Talent Acquisition team implemented a pathway for individuals to request an adjustment to the traditional recruitment process. This starts with offering candidates the option to choose their preferred method of communication, followed by a variety of adjustments depending on the individual request. Some examples include allowing extra time to complete a video interview, providing questions prior to an interview, offering flexibility with either an in-person or virtual discussion and more. The Talent Acquisition team also provides relevant coaching for hiring managers. In February 2024, Optus welcomed 61 graduates, of which 9% identified as having a disability or being neurodivergent.

### **Enhanced Brand Guidelines**

Optus has recently refreshed its brand guidelines, throughout which there is a foremost focus on accessibility. This includes careful consideration of colour contrast, font size, and layout to ensure maximum legibility in our communications collateral.



Optus Disability Network hosts a wheelchair basketball competition to celebrate International Day of People with Disability



Optus Disability Network celebrates its partnership with What Ability



Optus retail staff uniform proudly displays the Hidden Disabilities Sunflower pin

# What Ability. Powering positivity without boundaries.

Optus is a major partner of What Ability, an NDIS-registered disability support service that specialises in 1:1 community access and overnight camps. They put happiness first across the country, utilising professional and semi-professional athletes as support workers. Their charitable arm, What Ability Foundation is dedicated to unlocking ticketed experiences for people with disability and their families.

Over the last five years, What Ability has grown to support families in four states across the country. They focus on hyper-personalised support to help participants achieve their goals. From bush walks to beach days, cafe trips and holiday camps, What Ability believes when happiness comes first, you unlock your potential! With the support of Major Partners like Optus, they have created a workforce of support workers that deliver support 365 days of the year to Aussies aged 5–65 with disability.

Over our two-year partnership with What Ability, we have created opportunities for over 50 employees to volunteer at What Ability camps and events. Optus volunteers have

experienced first-hand the joy What Ability's work brings and the importance of breaking down stigmas surrounding what people with disability can achieve.

Optus has also provided What Ability participants with tickets to events such as the Sydney Gay and Lesbian Mardi Gras, the Women's World Cup, and Australian Idol. Additionally, What Ability developed and delivered a disability awareness session for Optus, attended by more than 700 employees, and participated in several company-wide panel events.





Optus staff volunteer at a What Ability camp

**"As the co-chair of the Optus Disability Network, I have seen first-hand what is possible and happens when we unite and create a truly inclusive world."**

**Shantel Sager, What Ability camp volunteer  
and Co-Chair of Optus Disability Network**

# Australian Disability Network



Optus staff attend the Australian Disability Network Conference Sydney

Optus has been a member of the Australian Disability Network since 2016. During this time, Optus has actively participated in several programs and initiatives.

Optus provided eight internships for university students with disability through the Stepping Into Internship Program, enabling them to gain paid work experience with support and guidance. Two of these interns have since become full-time employees at Optus.

Since 2020, Optus has contributed 22 mentors to the Positive Action towards Career Engagement (PACE) Mentoring

Program. Both mentors and mentees have reported significant personal development and positive outcomes from their participation.

In the most recent evaluation of the Access and Inclusion Index in 2023, Optus achieved a 7% improvement since its initial assessment in 2017. These results have strongly influenced the development of Optus' Access and Inclusion Action Plan.

Optus was recognised as a finalist for the Australian Disability Network Employee Network of the Year in 2024 and finalist for PACE mentor of the Year in 2024.





Optus staff volunteer  
at NextSense

## NextSense

Optus supports NextSense, a not-for-profit supporting people with hearing and vision loss. So far in 2024 we have had 74 volunteers registered over six volunteering days to help NextSense relocate to their new home in Macquarie Park, helping to

pack and unpack boxes to accelerate their moving transition.

Our support will continue as NextSense develops their volunteering program in their new home and in other states.

# Embracing the new me. Tiger's story.

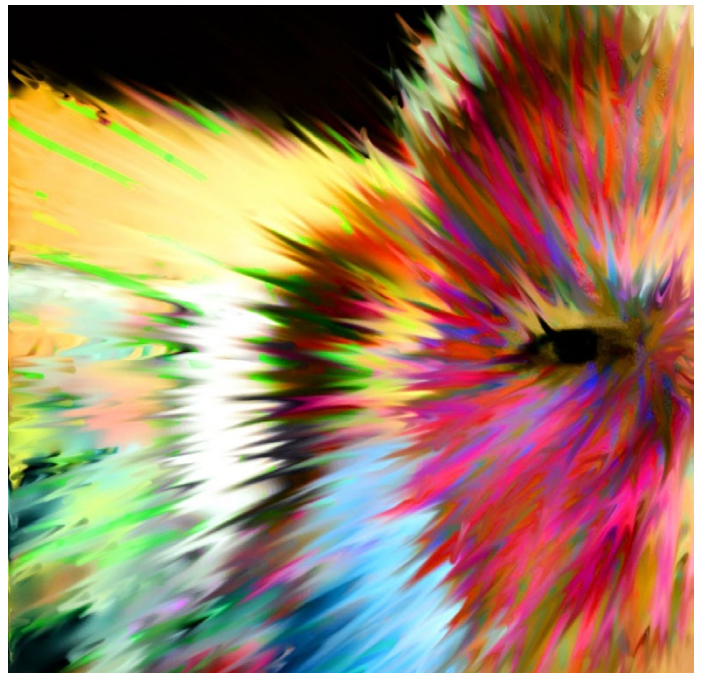
I was diagnosed as autistic at 48 years old, classified at level 3, which means I require the highest level of support to navigate the neurotypical world successfully.

This diagnosis brought the realisation that throughout my adolescent and adult life, I had been masking my true self to fit in, struggling with social cues, eye contact and sensory overload. It felt like everyone else had a rulebook I never received.

Understanding my diagnosis allowed me to embrace my true identity without pretense, acknowledging that my unique perspective on life has a valid reason.

I also decided to change my name, believing that my previous persona did not allow others to truly know me. Optus immediately supported this change, offering a flexible work-from-home arrangement to help manage sensory challenges. My team embraced both my diagnosis and my authentic self, even offering to celebrate my new identity with a birthday party.

Furthermore, through the Optus Disability Network, I've been able to advocate for autism and hidden disabilities. This includes partnering with the Hidden Disabilities Sunflower, providing training across Optus staff, and certifying many Optus Retail stores as hidden disability-friendly spaces.



Digital painting created using Sketchbook on iPad

**"This artwork represents sensory overload, depicting the overwhelming influx of information – sometimes terrifying, sometimes beautiful, and empowering with the right tools and energy to manage it."**



# Championing inclusion

Matthew Formston is a 4x world champion surfer, Paralympian, world champion cyclist, and Guinness World Record holder. His impact extends beyond sports to launching an award-winning children's book, "Surfing in the Dark," the first in Australia to include text, illustrations and braille.

As an ambassador for various organisations, Matt is a relentless force in breaking barriers and inspiring people worldwide. Optus has been Matt's major sponsor throughout his 20-year professional sporting career, where he currently serves as Sustainability Executive for Optus Enterprise and Co-Chair of the Optus Disability Network.

The documentary "The Blind Sea," originally seed funded by Optus, celebrates Matt's story of disability and resilience and is a finalist for Australian Documentary of the Year 2024.

**Matthew Formston**  
Co-Chair of Optus  
Disability Network



Matthew Formston surfs a wave at Nazaré Portugal



# The effect of the PACE Mentoring Program

Participating as a Mentor on the Australian Disability Network PACE Mentoring Program for the 2023 Autumn intake was a fabulous experience. My objective in joining the Program was to deepen my understanding of workplace challenges faced by people with visible and non-visible disabilities and to enhance my awareness of necessary adjustments, ultimately aiming to build my overall disability confidence.

My mentee's goal was to navigate a significant career change and sought my support in achieving this aspiration. Esther specifically chose me because of my background in her new field of Project and Change Management.

We established a structured approach outlined in our social agreement. We committed to weekly sessions lasting 1–2 hours throughout the 16-week program to work toward our respective goals.

Throughout our sessions, my mentee demonstrated a keen curiosity through her thoughtful questions and sought guidance on various aspects of the job application process, including interviewing skills, resume and application writing, relevant training opportunities, and identifying roles that aligned with her values and career aspirations.

I also engaged actively by asking Esther about the ways potential employers could



Optus mentor Shaun Thorneycroft with Esther Pritchard, Australian Disability Network Mentee of the Year 2024 Award recipient

ensure her comfort and psychological safety, aiming to support her in realising her full potential every day.

Even after the formal program ended, my mentee and I continue to meet regularly, where we both continue to learn and coach each other. It's a mutually beneficial relationship from which we both derive immense value. I'm incredibly proud to say that Esther has successfully secured a role aligned with her new career path, and I remain inspired by Esther's unwavering determination to pursue her dreams despite the daily challenges she faces.

Reflecting on my experience, I can confidently say that my involvement in the PACE Mentoring Program has not only made me a better person, but has also enhanced my leadership skills.

# Facing the diagnosis – Shantel's Story

My journey began with the diagnosis and treatment of Crohn's disease during my university years. It started with severe light sensitivity that led to a diagnosis of Uveitis after an emergency visit to an ophthalmologist. Coping with eye drops that distorted my vision was challenging, but I persevered through my studies.

Soon after, I faced inflammation in my wrist that affected my daily tasks, leading to a diagnosis of rheumatoid arthritis. Treatment involved a synovectomy and continued steroid therapy. Just after my 21st birthday, persistent diarrhea and severe abdominal pain landed me in the hospital, where I was diagnosed with Crohn's disease.

Learning about my condition was daunting, but over the years, I have managed it with immunosuppressants, though it remains an ongoing journey. Despite the challenges, I am passionate about raising awareness and encouraging others to share their experiences.

Today, I am grateful to say that my condition is in remission, and I continue to advocate for those with non-visible disability.

## **Shantel Sager**

Co-Chair of Optus Disability Network



Shantel Sager participates at an Optus Disability Network event



# Action Plan 2024–2029

Optus is aligned to Australia's commitments under the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) which recognises disability as a natural aspect of human diversity and humanity.<sup>4</sup> We recognise Optus is on a journey and we strive to drive change in the relevant outcome areas of Australia's Disability Strategy 2021–2031 through our Access and Inclusion Action Plan over the next five years.

Our Executive team have committed to making Optus a disability confident workplace across all areas of the business. Each business area has a corresponding focus under the Action Plan, cementing Optus' commitment to accessibility.

In the course of our five-year plan, we will review periodically to ensure it remains current and relevant.

<sup>4</sup>[humanrights.gov.au/our-work/disability-rights/united-nations-convention-rights-persons-disabilities-uncrpd](https://humanrights.gov.au/our-work/disability-rights/united-nations-convention-rights-persons-disabilities-uncrpd)

# To achieve the goals and actions outlined in this plan, they have been attributed to three strategic pillars.

## Workplace

Optus aspires to be an accessible and inclusive organisation where our people can bring their whole selves to work. We are committed to removing barriers for our employees and customers.

## Amazing People

Optus will build the capability of our people to be more disability confident. We confidently hire people with disability and develop their careers.

## Accessible Products and Services

Optus continuously improves its way of working to provide our customers with accessible products and services. We anticipate the needs of our users with disability and listen to their feedback.

Australia's Disability Strategy 2021–2031<sup>5</sup> sets out the vision for an inclusive Australian society that ensures people with disability can fulfil their potential as equal members of the community.

<sup>5</sup>Australia's Disability Strategy 2021–2031 [disabilitygateway.gov.au](https://disabilitygateway.gov.au)



# Workplace

Optus aspires to be an accessible and inclusive organisation where our people can bring their whole selves to work. We are committed to removing barriers for our employees and customers.

Action To ensure all premises are up to, or exceed, current accessibility standards		
Deliverables	Delivery Timeline H1 – first half of calendar year H2 – second half of calendar year	Responsibility
1. Review Optus Design Standards, conduct premises audit and understand scope of work to uplift premises level of accessibility beyond compliance	H1 2030	Managing Director, Networks
2. Implement a Dignified Access Checklist and develop internal training to increase awareness of accessibility standards and requirements	H1 2027	Managing Director, Networks

Action To enable employees and customers to provide feedback on accessibility		
1. Develop and launch formal process at premises design phase including consultation with the internal Disability Network and Optus customers	H1 2025	Managing Director, Networks

Action To monitor the accessibility status of property assets		
1. Implement repository and tracking of the accessibility status of all property assets (establish a benchmark) and review and update annually	H1 2028	Managing Director, Networks
2. Develop and implement a process for property reviews to ensure portfolio remains compliant to standards and consider moving beyond best practice	H1 2028	Managing Director, Networks

<b>Action</b> <b>To express our commitment to procuring accessible products and services</b>		
<b>Deliverables</b>	<b>Delivery Timeline</b> H1 – first half of calendar year H2 – second half of calendar year	<b>Responsibility</b>
1. Update Responsible Procurement policy and external Optus Supplier webpage with written commitment to accessibility and inclusion when procuring relevant goods and services	H1 2025	Chief Financial Officer
2. Develop and launch training materials to upskill procurement team on accessible procurement practices	H1 2025	Chief Financial Officer

<b>Action</b> <b>To ensure accessibility is considered when selecting suppliers and partners</b>		
1. Assess procurement categories and define mandatory and optional accessibility requirements and seek endorsement	H1 2025	Chief Financial Officer
2. Develop a checklist to evaluate tender and supplier information to assess their ability to meet Optus' accessibility requirements	H1 2025	Chief Financial Officer
3. Develop social procurement practices by engaging organisations that advance the inclusion and access of people with disability in tender pools	H1 2026	Chief Financial Officer

<b>Action</b> <b>To educate and raise awareness of accessibility</b>		
1. Update internal procurement intranet with resources to increase knowledge and understanding of accessibility	H1 2026	Chief Financial Officer



# Amazing People

**Optus will build the capability of our people to be more disability confident. We confidently hire people with disability and develop their careers.**

<b>Action To make workplace adjustments accessible</b>		
<b>Deliverables</b>	<b>Delivery Timeline</b> H1 – first half of calendar year H2 – second half of calendar year	<b>Responsibility</b>
1. Develop and implement a Workplace Adjustment policy and procedure that is supported at every stage in the candidate and employee lifecycle	H2 2024	Vice President, People and Culture
2. Monitor utilisation and gather feedback on workplace adjustments to continuously improve our processes and practices.	H1 2025	Vice President, People and Culture

<b>Action To improve employment outcomes by increasing disability recruitment</b>		
1. Achieve and retain Disability Confident Recruiter status through the Australian Disability Network's accreditation program	H2 2024	Vice President, People and Culture
2. Increase employment pathways for candidates with disability through inclusive systems and processes, targeted advertising, partnerships and advocacy	H1 2025	Vice President, People and Culture

<b>Action To increase disability confidence of leaders and employees to support people with disability</b>		
1. Uplift leader education and disability confidence through training and hiring manager toolkits	H1 2025	Vice President, People and Culture
2. Enhance onboarding experience to seamlessly support employees with disability, their managers and teams	Ongoing	Vice President, People and Culture

<b>Action</b> <b>To improve employment outcomes by increasing disability retention and professional development</b>		
<b>Deliverables</b>	<b>Delivery Timeline</b> H1 – first half of calendar year H2 – second half of calendar year	<b>Responsibility</b>
1. Refresh talent development training materials and processes to include topics of disability awareness	H1 2025	Vice President, People and Culture
2. Gather data on people with disability across the employment lifecycle including feedback through consultation, engagement survey and other employee listening frameworks to inform inclusive and accessible practices	Ongoing	Vice President, People and Culture
3. Audit key employee experiences to remove any barriers to accessibility and ensure adjustments are available and regularly communicated	H1 2026	Vice President, People and Culture
4. Grow Optus Disability Network membership to support Optus in its journey to being Disability Confident and to foster an inclusive workplace	Ongoing	Vice President, People and Culture
5. Develop an accessibility event checklist to continue to integrate accessibility and inclusion in the delivery of physical and virtual events and communications	H1 2026	Vice President, Corporate Communications

# Accessible Products and Services

**Optus continuously improves its way of working to provide our customers with accessible products and services. We anticipate the needs of our users with disability and listen to their feedback.**



<b>Action</b> <b>To ensure that employees provide accessible and inclusive customer experiences</b>		
<b>Deliverables</b>	<b>Delivery Timeline</b> H1 – first half of calendar year H2 – second half of calendar year	<b>Responsibility</b>
1. Implement enhancements in our customer database that consider the needs of customers with disability	H1 2025	Managing Director, Customer Success
2. Explore new digital opportunities to provide customers an alternate way to communicate with us	H2 2025	Managing Director, Customer Success
3. Develop and implement a new customer impact assessment process to evaluate the accessibility of products and services	H1 2025	Managing Director, Customer Success

<b>Action</b> <b>To increase confidence of employees to support customers with disability</b>		
1. Develop and facilitate training for frontline employees in collaboration with expert partners	H1 2025	Managing Director, Customer Success
2. Create and launch a new frontline toolkit, for employees to apply accessibility principles and support for customers with disability	H2 2025	Managing Director, Customer Success
3. Include accessibility in our digital usability process, whereby people with disability are recruited in design research	H1 2025	Managing Director, Customer Success

<b>Action</b> <b>To ensure our communications and marketing materials are accessible</b>		
<b>Deliverables</b>	<b>Delivery Timeline</b> H1 – first half of calendar year H2 – second half of calendar year	<b>Responsibility</b>
1. Embed expanded brand colour palette Optus-wide enabling communications to be more accessible	Ongoing	Managing Director, Customer Solutions
2. People with disability are considered in communication and marketing materials	Ongoing	Managing Director, Customer Solutions
3. Ensure all external communication materials and social media posts are accessible and inclusive	H1 2026	Vice President, Corporate Communications

<b>Action</b> <b>To adopt a commitment to provide accessible technology to employees</b>		
1. Sign up to the Australian Disability Network's Accessible Technology Charter	H2 2026	Chief Information Officer

<b>Action</b> <b>To adopt a commitment to the latest Web Content Accessibility Guidelines (WCAG) AA standards</b>		
1. Establish and launch accessibility guidelines for digital teams to follow	H2 2025	Managing Director, Customer Success
2. Implement monitoring of accessibility goals and integrate into organisational strategy, plans and roadmap	H2 2026	Managing Director, Customer Success

<b>Action</b> <b>To ensure assets are in line with the latest Web Content Accessibility Guidelines (WCAG) AA standards</b>		
<b>Deliverables</b>	<b>Delivery Timeline</b> H1 – first half of calendar year H2 – second half of calendar year	<b>Responsibility</b>
1. Facilitate workshops to provide training and uplift awareness of accessibility	H2 2025	Managing Director, Customer Success
2. Conduct audits of online assets to evaluate compliance to WCAG AA standards and identify areas where uplift is required	H2 2025	Managing Director, Customer Success
3. Establish Optus-wide Design System to ensure online features are accessible	H1 2025	Managing Director, Customer Success

<b>Action</b> <b>To enable employees and customers to provide feedback on digital accessibility</b>		
1. Establish user testing with people who identify with disability	H1 2025	Managing Director, Customer Success
2. Collaborate with accessibility experts to provide insights and guidance during the design process	H2 2025	Managing Director, Customer Success



## Further information

Got a question about the Access and Inclusion Action Plan?



Get in touch with the team via email at **[disabilitynetwork@optus.com.au](mailto:disabilitynetwork@optus.com.au)**



Prefer to chat? Give us a call on **[1300 272 521](tel:1300272521)**

Monday–Friday 8.00am–6.00pm AEST

Saturday 8.00am–3.00pm AEST

## Want to know more?

For more information on our services and products for people with disability, including the PDF, audio version and Easy Read version of the Access and Inclusion Action Plan 2024–2029, please visit the

**[Disability Services section of our website](#)**

The Optus Specialist Care serves as a dedicated team for customers facing vulnerability.

For more information about services for customers with a disability visit our

**[dedicated support page.](#)**

Or give us a call on **[1800 470 291](tel:1800470291)**



yes OPTUS