



# Optus

## Sustainability Report 2021





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Optus is the second largest provider of telecommunications services in Australia in terms of revenue and employs more than 7,000 employees. As a fully integrated telecommunications provider to more than 10 million customers, Optus delivers a comprehensive range of telecommunications products and services including mobile and fixed line telephony, broadband services, multimedia entertainment and technology services, satellite services, and converged business telecommunications applications and solutions. The Optus 4G network provides coverage to 98.5% of the Australian population, and rollout of the Optus 5G network has begun. Optus Sport is the home of elite European football and provides customers with live and on demand content, along with expert analysis and highlights.

## About this report

This is Optus' 22nd annual sustainability report and covers our financial year from 1 April 2020 to 31 March 2021. This summary report is designed to give our stakeholders a closer look at our sustainability strategy, initiatives and performance during this period. Offshore ventures, franchised retail outlets and subsidiaries are not included in this report, unless otherwise specified. For more details on our sustainability performance and metrics, please see the [Singtel Group Sustainability Report 2021](#) and [Annual Report 2021](#). As part of the Singtel reporting, Ernst & Young LLP has independently assured a selection of our key ESG disclosures (see their assurance report in the Singtel Group Sustainability Report).

We use the Business for Societal Impact methodology to measure and report on our contribution to the community. Business for Societal Impact verified that our evaluation of our community investment was correct on the data we supplied.

This report and previous years' sustainability reports can be found [here](#). We welcome your feedback or questions in relation to this report. Please contact [sustainability@optus.com.au](mailto:sustainability@optus.com.au).



**Second largest provider of telecommunications services in Australia**



**7,000 employees**



**10 million customers**



**Optus 4G network provides coverage to 98.5% of the Australian population**



# Our company purpose

**At Optus, our purpose is to power optimism with options. This reflects our strong commitment to empowering our customers, our people and our community to thrive in a resilient and sustainable future.**

Since our inception, Optus has invested in major infrastructure across the country, been a significant Australian employer and acted on the principles of good corporate citizenship. As we all have begun to rely more on connectivity for all services, including health, government support and education, Optus plays an increasingly critical role to Australians' wellbeing and the broader economy. As more businesses and communities embrace the widely-recognised benefits of digitalisation, we are prepared to support what we know will be an increased reliance on our services, and continue to make improvements across our network, service and offerings.

As part of the Singtel Group, Optus plays an integral part in the development and delivery of the sustainability strategy with oversight at Senior Executive and Board level. We undertake a regular assessment to connect with the issues that our stakeholders see as important for us to address, and to clarify our sustainability priorities for the coming period.

In FY21, we completed a materiality assessment which included an extensive internal and external stakeholder review process to identify areas that are most critical in our sustainability and business strategy. From this, six key focus areas were identified and have been embedded into our revised sustainability strategy.

We are taking a proactive approach to ensure our contribution to, and impact on, our community and our environment is a positive one. This approach has also seen us focus on embracing

the digital transformation and connecting our community to a low-carbon future. We have also set five-year targets to 2025 to measure and track our progress and impact.

This year, we welcomed Australian Formula One driver, Daniel Ricciardo, to Optus as our Chief of Optimism (COO). Daniel joins us to play an important role in inspiring our people. Whether it's creating options in the heat of battle on the racetrack through strategy and split-second decisions, or the drive and determination to continually seek improvement, or constantly challenging himself and seeking feedback to create advantages, Daniel's infectious enthusiasm and positive approach stands out from the crowd. And it's an approach we very much look forward to amplifying throughout Optus as we continue to bring our purpose to life.

For more information on Optus' Sustainability performance and progress, please visit our [website](#) as well as the [Singtel Group Sustainability Report 2021](#).

∴ **At Optus, our purpose  
is to power optimism  
with options.**

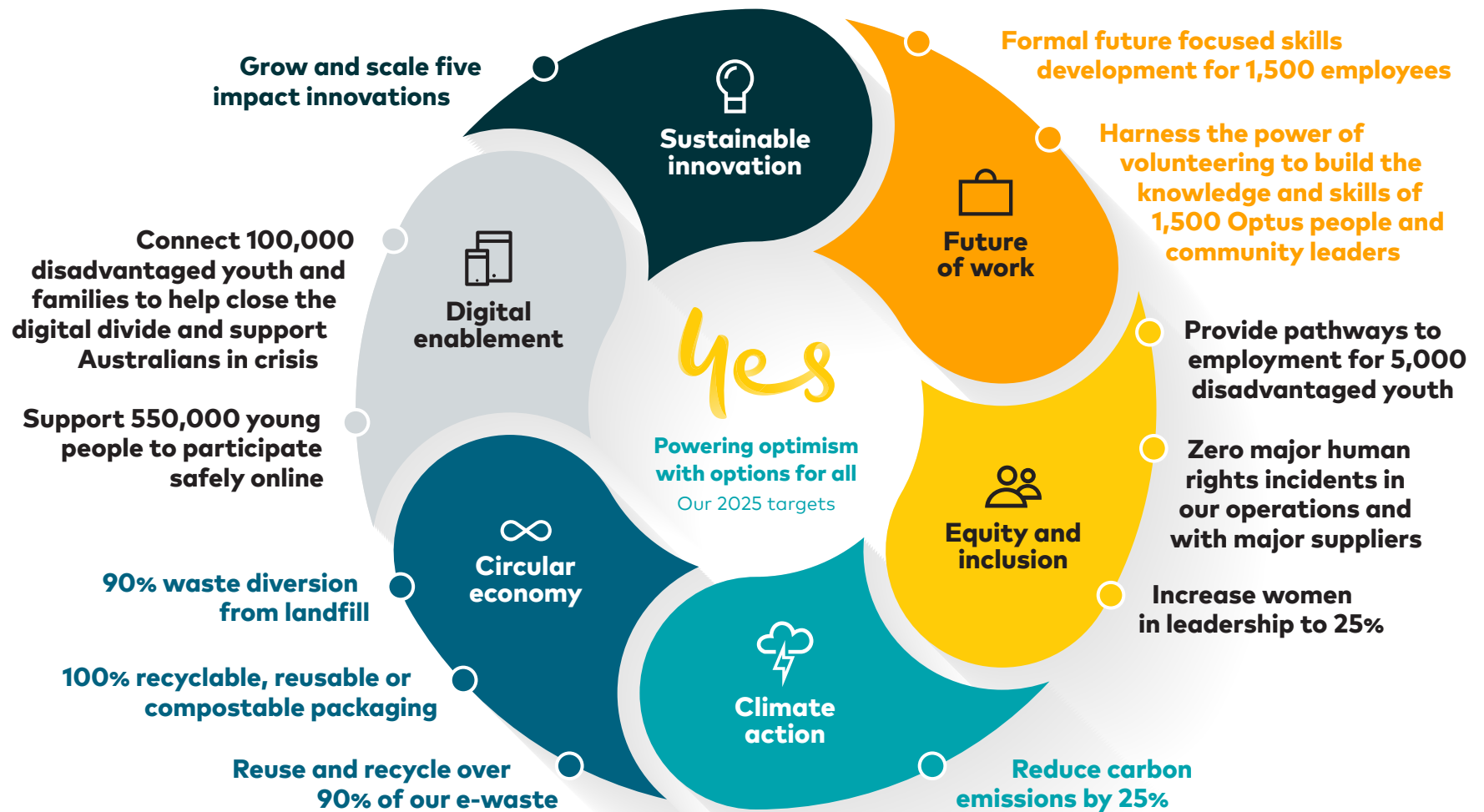


Daniel Ricciardo, Chief of Optimism



# Optus sustainability strategy

Our sustainability strategy and 2025 targets focus on the areas where we can have the most significant impact — for our stakeholders and our business. These focus areas were identified through our materiality process.



## Our 2025 targets



**EQUITY AND INCLUSION**

**Provide pathways to employment for 5,000 disadvantaged youth**  
Supporting career aspirations through mentoring, skills transfer, confidence building and employment opportunities

**Increase women in leadership to 25%**  
Working to ensure gender balanced leadership and inspire our next generation of leaders

**Zero major human rights incidents in our operations and with major suppliers**  
Respecting the human rights of people wherever we operate

**CLIMATE ACTION**

**Reduce carbon emissions by 25%**  
Collaborate with customers and partners to reduce climate risk and achieve the global goal of no more than 1.5°C of warming

**CIRCULAR ECONOMY**

**90% waste diversion from landfill**  
Reusing, recycling and repurposing, keeping everything in use as part of the circular economy

**Reuse and recycle over 90% of our e-waste**  
The more we give back, the more we get back

**100% recyclable, reusable or compostable packaging**  
Moving away from single-use materials, so nothing is wasted

**FUTURE OF WORK**

**Formal future focused skills development for 1,500 employees**  
Provide access to accelerated advanced learning to gain verified recognition of critical capabilities to thrive in an ever-changing technology enabled and digital world

**Harness the power of volunteering to build the knowledge and skills of 1,500 Optus people and community leaders**  
Fostering knowledge transfer and developing leadership and coaching skills through volunteering, probono, mentoring and coaching programs

**DIGITAL ENABLEMENT**

**Support 550,000 young people to participate safely online**  
Ensuring everyone has all the tools they need for positive, responsible and authentic online experiences

**Connect 100,000 disadvantaged youth and families to help close the digital divide and support Australians in crisis**  
We believe everyone deserves the chance to reach their potential and be supported in times of crisis and disasters

**SUSTAINABLE INNOVATION**

**Grow and scale five impact innovations**  
Accelerating ground-breaking innovations to address the most pressing social and environmental issues of our time



**When reflecting on this past year, a year like no other, what stands out is how much we craved connecting with each other when we couldn't visit or be near others. As inherently social beings, togetherness, whether that is physically or digitally, brings us joy. We are proud that throughout lockdowns and social distancing, Optus has been able to help our community maintain and strengthen their human connections.**

This past year has also strongly reinforced how Optus' purpose to "power optimism with options" aligns with what our customers and people need most. We launched our revitalised purpose at the beginning of this period and we have honed our vision and strategy to bring our purpose to life within the business. Our vision is to be Australia's most loved everyday brand with lasting customer relationships.

Sustainability is integral to achieving our vision, because winning the trust that underpins lasting customer relationships requires meeting customer expectations about caring for what matters most to them.

In line with customer and stakeholder expectations, we revised our sustainability strategy during the year and have adopted more

ambitious targets for 2025 across all areas of our strategy to contribute to a future that we know is possible: Climate Action, the Circular Economy, Digital Enablement, Sustainable Innovation, the Future of Work and Equity and Inclusion. How we are going about achieving those targets is set out in this report.

We have created positive change across all these areas in the past year. Highlights include:

- bridging the digital divide for nearly 15,000 young people through our Donate Your Data™ program
- winning the Australian Packaging Covenant Organisation Industry sector award in Telecommunications for our efforts in sustainable packaging for the fourth year in a row
- supporting five technology-enabled social entrepreneurs to grow and scale their organisations through our Future Makers program
- helping our people develop future focused skills through the launch of Optus U
- supporting the health and wellbeing of our customers during lockdown with the launch of fitness content to Optus Sport

- undertaking a pilot Task Force on Climate-related Financial Disclosures scenario analysis to help us prepare for and adapt to the potential impacts of climate change
- publishing our first Modern Slavery statement and Human Rights statement as we commit towards respecting human rights and freedom from modern slavery of any kind, and
- partnering with the Minderoo Foundation to develop a national bushfire Detect & Response capability.

These achievements are also part of how we are addressing the challenges raised by the UN Sustainable Development Goals (SDGs). We have identified nine of the 17 SDGs where we feel we can make a strong contribution. More detail about our SDG focus is on page 52 of this report.

Fundamental to delivering our purpose, our vision, and business and sustainability strategies is our amazing people. Across the whole Optus family, our people are our strongest assets. Our people rose to the challenges of this past year, putting customers at the heart of what we do.

Looking forward, we are focused on building the capabilities of our people, empowering them to think differently, to embrace emerging technologies and to help lead innovation in our industry. We continue to challenge ourselves to strengthen our culture of inclusivity, create a seamless digital and human experience for our customers, ensure no-one gets left behind in the digital economy, and take meaningful action to address climate change, eliminate waste and protect human rights.

We look forward to working with our teams to continue to evolve our purpose-led culture, to create signature experiences for our customers, and to make a positive lasting difference in our communities. We are confident we'll achieve great things together.



Paul O'Sullivan,  
Chairman



Kelly Bayer Rosmarin,  
Chief Executive  
Officer

## Climate Action

### Undertook a scenario analysis

to help us **prepare for** and **adapt** to the potential impacts of climate change



### Partnered with the Minderoo Foundation

to develop a national bushfire **Detect & Response** capability



### Reduced 77,000 tCO<sub>2</sub>e per year

through our investments in **energy efficiency initiatives**



## Circular Economy

### Recycled nearly 4,000kg

of **mobile phone components** including handsets, batteries, chargers & accessories



**Won** the **Australian Packaging Covenant Organisation Industry sector award in Telecommunications** for our efforts in sustainable packaging for the fourth year in a row



### Added the Australasian Recycling Label (ARL)

to packaging in our prepaid portfolio to **reduce recycling confusion**



### Recycled 68,456

**SIM cards**



### Over 63,500

**Fetch TV set top boxes** were **returned for recycling**



## Equity and Inclusion

### Published our first **Modern Slavery statement and Human Rights statement**

as we commit towards respecting **human rights** and **freedom** from modern slavery of any kind



### Supported the health and wellbeing of our customers during lockdown

with the launch of **OS Fitness**



### Published our new **Accessibility and Inclusion plan**





## Future of Work

### Helped our people develop future focused skills

through the launch of **Optus U**



Our annual **employee voice survey** showed that

**81% of our people are engaged with our ESG efforts, which is a 10% increase from FY20**

### Optus ranked 2nd Place

on the **2021 LinkedIn Top Companies List** in Australia



## Sustainable Innovation

### Supported five technology social entrepreneurs

to grow and scale their organisations through our **Future Makers program**



## Supporting our Community

### Over 8,200 hours

contributed through **volunteering**



### Invested \$16.8 million

into our **community**



### Over 1,400

**volunteer roles filled**



### Over \$265,000 raised

by our people **supporting 289 charities**

### Over \$7.1 million

of in-kind **contribution**



Recognised by **Good Company** for being one of the

### best workplaces in Australia

to give back to the community for three consecutive years



## Digital Enablement

### Launched our new interactive digital workshops

for our **Digital Thumbprint program**

### Educated nearly 62,000 students

through our award-winning **Digital Thumbprint program**



### Bridged the digital divide for nearly 15,000

young people through our **Donate Your Data™ program**



### Through Donate Your Data™

we received donations from more than **440,000 unique customers** and **25.5 million GB** of data donated from customers since the program's launch in December 2019

### Partnered with nine charities

to expand the impact of **Donate Your Data™** to young people who need it most





# Helping People Connect

**The digital transformation now underway touches almost every aspect of our lives, bringing with it many exciting possibilities and opportunities to overcome the challenges of the digital divide. As a leading Australian telecommunications company, we are committed to creating a more connected future for our community.**

An increasingly connected world provides the opportunity for businesses, governments and not-for-profit organisations to collaborate — and for all of us to connect in ways that enrich our lives. In the vast land that is Australia, we are working to continually improve our network and accessibility to enable everyone the opportunity to be connected, wherever they are.





## 5G supporting faster connection

We know that in an increasingly complex digital world, 5G has the potential to transform our communities, businesses and our society as a whole. In FY21, we remained committed to taking our 5G capabilities to new levels.

### Access Innovation Award

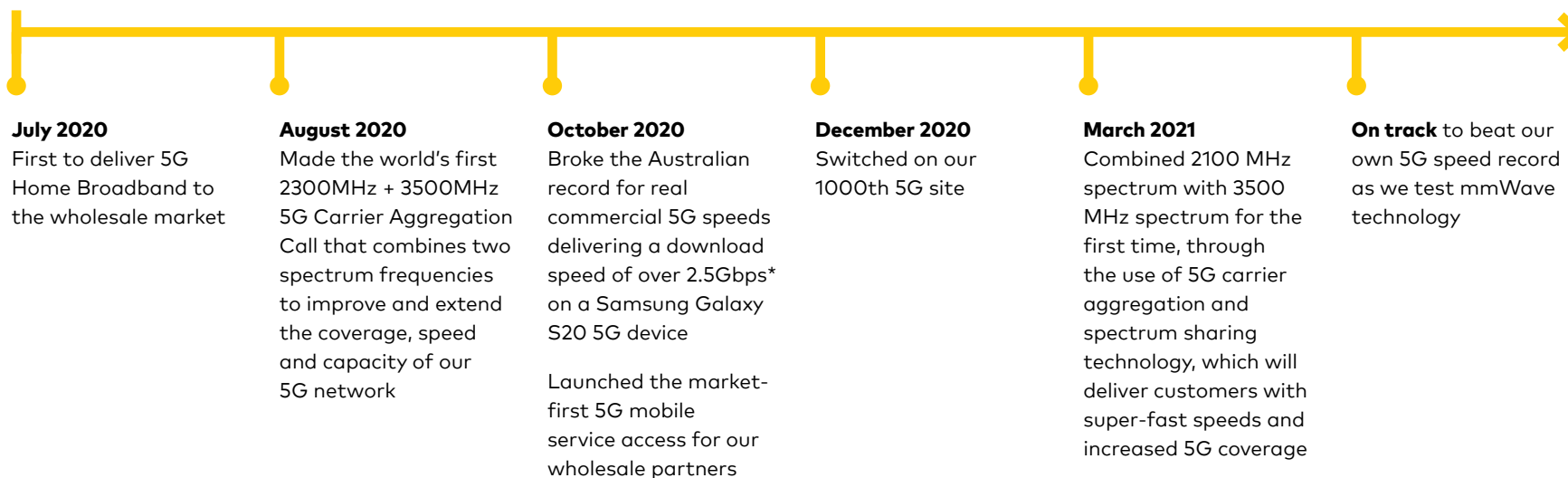
We won a joint **Access Innovation Award with Ericsson at the 2020 World Communication Awards (WCA)** for delivering the world's first 2300MHz and 3500MHz dual band 5G production network. We were also shortlisted for our Optus 5G Home Broadband in the same category.

### 'Best Mobile Solution'

We won **'Best Mobile Solution'** at the **2020 ACOMMS Awards** for our Optus 5G Home Internet solution providing customers with next generation internet connectivity.



2020 ACOMMS Best Home Internet Solution award



## Our satellite network

We have been a leader and innovator in satellite-based communications services within the Australasian region for 30 years and we are the only network provider in Australia to own and operate our own fleet of satellites. In FY21, we confirmed a contract with Airbus Defence and Space for a brand new, OneSat software-defined satellite, Optus 11, to be deployed for Australia and New Zealand in 2023.

We will be the first satellite operator in Asia-Pacific to launch a satellite that is fully configurable in space. This means its location, coverage, bandwidth and capacity can be changed in orbit as our customer demands evolve — where traditional satellites are limited by on-ground configurations that cannot be altered after launch.

## Network experience maps

In FY21, we trialled new technology that helps ensure [our living network](#) meets the needs and demands of customers at home and on the go. Our new network status map allows customers to tell us when and where a problem is occurring online, and opt-in to SMS/email updates about a known issue or an issue they've reported.

We are also leveraging automation, data and analytics to simplify our processes and empower our people to focus on customers with:

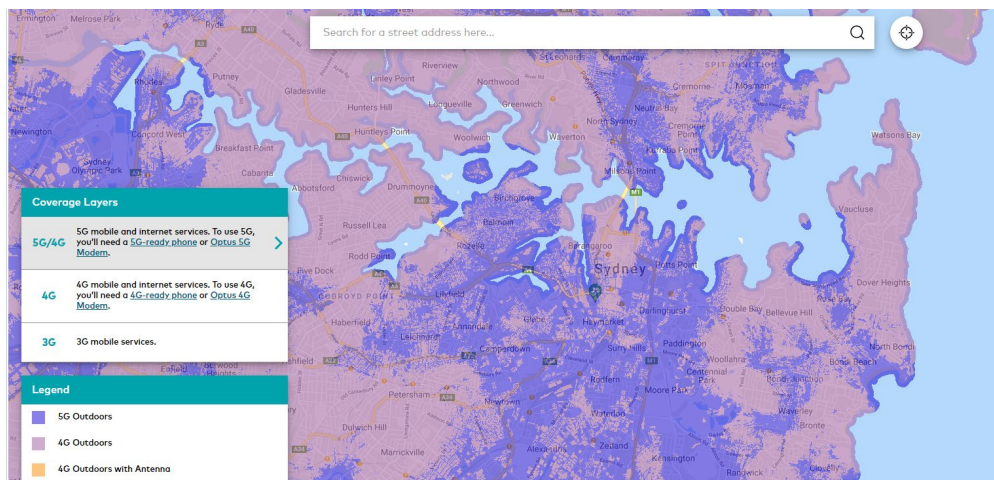
- Automated case management to keep customers informed;
- Automated fault trending information sent to our Networks Operations Centre, serving as a faster warning system if something goes wrong; and
- Data and analytics to help us prioritise network improvements, action faults, and improve our radio frequency planning.

## Mobile Black Spot program

The Mobile Black Spot Program is a Federal Government initiative to improve and extend mobile phone coverage in regional and remote Australia. We have partnered with the Federal Government and delivered over \$138 million in co-funding to provide dedicated connectivity to thousands of Australians.

During Optus' participation in the program, we have been awarded 256 sites benefiting thousands of properties in regional and rural parts of Australia. Our base stations delivered under the Mobile Blackspot Program have generated 19.3 million calls, totalling 1 million hours of airtime.

We are committed to continued investment in our Australian mobile network to improve coverage, reliability and speed. In FY21 we switched on our 100th Mobile Black Spot site at Boreen Point in the Shire of Noosa on Queensland's Sunshine Coast.



A screenshot of our network status map on [optus.com.au](#)



## Ensuring customer data privacy and protection

Along with these initiatives to enhance connectivity, we have a responsibility to ensure we protect the privacy and data security of our customers who entrust us with their data. We have mandatory privacy training for all staff, and this training is augmented by targeted training for key staff such as our customer relationship team who assist customers in resolving issues. We have also dedicated "privacy champions" who represent each business unit and assist in addressing any privacy queries. In FY21, our privacy incident response plan was reviewed and updated to ensure that our ability to respond to major incidents was robust.

We record customer privacy complaints that are referred to us from our customers, staff, other individuals or regulatory bodies. In FY21, there were 114 customer data complaints that have been categorised as privacy incidents. Of this, eleven cases were referred by the Telecommunications Industry Ombudsman (TIO) and one case from the Office of the Australian Information Commissioner (OAIC). The threshold to notify the Office of the Australian Information Commissioner was not met for any of these complaints during FY21 and therefore no Notifiable Data Breaches were notified to the OAIC from Optus for this period.

We have also strengthened customer identity verification and authentication with the launch of Digital Identity with Mastercard. The service gives our customers full control over what information is shared and can only be accessed once the user verifies their identity using the biometric capabilities built into their mobile device. This further minimises SIM-related fraud such as SIM swapping.

In FY21, Optus did not receive any fines from either the Australian Competition and Consumer Commission (ACCC) or the Australian Communications and Media Authority (ACMA). However, we were the subject of two non-monetary sanctions from ACMA during the year: a formal warning on how we consult on network deployment and an Enforceable Undertaking regarding breaches of consumer protection rules about how our customers migrate to the National Broadband Network (NBN). In response to these sanctions, we have agreed to report quarterly to the ACMA for 12 months on our compliance under the Enforceable Undertaking and we have reviewed our network deployment consultation processes and undertaken training with our consultants who carry out these public consultations on our behalf.

## Multi-access Edge Compute infrastructures

We have recently worked with Amazon Web Services Outposts to expand our 5G ecosystem.

This provides the opportunity for companies to explore new capabilities, including private connectivity and real-time data analytics.



# Protecting our Environment

At Optus, we recognise our role in connecting our community to a low-carbon future and keeping them safe during times of natural disasters. We have a long history of working to improve the environmental performance of our operations and supporting our community to join us on the journey towards a sustainable and resilient future.





Climate change presents urgent challenges for business, governments, and society. It is our priority to understand, mitigate and manage the material risks that we can address through strategic action.



## FY21 Highlights

**Reduced  
77,000 tCO<sub>2</sub>e  
per year**

through our investments in  
energy efficiency initiatives



**Undertook a pilot  
Task Force on  
Climate-related  
Financial Disclosures  
(TCFD)**

scenario analysis to identify  
opportunities and risks as we  
move toward a low-carbon future



## 2025 Target

**1 Reduce carbon  
emissions by 25%**

We aim to **collaborate** with  
customers and partners to **reduce  
climate risk** and achieve the global  
goal of **no more than 1.5°C  
of warming**



### Tackling emissions

We are playing our part in the transition towards a lower carbon future.

We understand the power of collaboration to achieve the global goal of no more than 1.5°C of warming by the end of the century and we are proud to have been the first telecommunications company in Australia to commit to the Science Based Targets initiative (SBTi) and get them approved in 2017. We strengthened our commitment by setting out to achieve net-zero emissions by 2050 and by working with our stakeholders to halve our absolute emissions between 2015 and 2030.

### Energy efficiency

For us, energy efficiency goes hand in hand with carbon reduction, as electricity represents about 95% of our Scope 1 and 2 emissions. Significant growth in network coverage and use of mobiles across Australia has increased our energy consumption as we expand capacity through our network, base stations and network facilities. To offset this, we have made significant efforts to improve the efficiency of our energy use.

We are reducing over 90 GWh or 77,000 tCO<sub>2</sub>e every year as a result of the energy efficiency investments we have made over the last few years. This has helped us to manage a 46% increase in data traffic last year as a result of COVID-19 with only a 4% increase in the energy we used to power our network.

### Our initiatives

- To mitigate our growing energy needs, we've been upgrading and converting our base stations to become more energy efficient. Through these upgrades, we've improved efficiencies during low data traffic times with the activation of energy-saving functions, resulting in an annual electricity savings of 10,952 MWh
- We continue rolling out energy-efficient LED lighting and motion detecting sensors in our facilities, saving 1,577 MWh per year
- Legacy infrastructure has been shut down and decommissioned, achieving savings of over 50,000 MWh per year.

### Task Force on Climate-related Financial Disclosures (TCFD)

As part of the Singtel Group, Optus was an early adopter of the [Task Force on Climate-related Financial Disclosures \(TCFD\)](#) which launched in 2017. The TCFD framework requires companies to identify and report on how they are managing their climate risks. The related guidelines have been used to guide Optus' governance, strategy, risk management and target setting around climate risks.

We decided early on to take a staged approach to implementing the TCFD recommendations, so that we could provide a considered response through meaningful actions. In 2016, we undertook our first climate scenario analysis to understand the physical risks to our infrastructure, which resulted in various infrastructure adaptations. To enhance our understanding of physical and transitional risks, in FY21, we completed a TCFD

scenario analysis on a pilot region in northern New South Wales. We selected the Northern Rivers region, as it is one of our major market areas that is vulnerable to physical changes in the climate and highly likely to face significant disruption from extreme weather events.

The pilot scenario analysis involved stress-testing our infrastructure against plausible climate futures. We forecasted the potential impacts of climate change over three different scenarios and under three separate time horizons. This exercise included the identification of transitional risks which are likely to arise as we move towards a low-carbon economy, such as economic or regulatory changes, and physical risks arising from the impact of extreme weather events, such as the Black Summer fires of 2019/20 on our operations.

Understanding the potential impacts of climate change enables us to prepare for and adapt to any future negative impacts that may affect our ability to keep Australians connected, even in the most challenging circumstances. This pilot has allowed us to refine our physical impact financial modelling and validate the most material drivers and assumptions that will impact Optus' financials before this is expanded to a national level study over the 2021-2022 period.

For a detailed overview of how Optus governs and assesses its climate risks, and our strategy to address these risks refer to the [Singtel Group Sustainability Report 2021](#).

# Supporting Resilience

Telecommunications services are crucial to keeping communities safe, connected and informed. This is never more apparent than during times of disaster or emergency, when telecommunications networks support response efforts and resilience. In September 2020, the NSW Government released its Final Report of the NSW Bushfire Inquiry. It stated that throughout the fires, the community valued telecommunications above all other services.

We believe that our best defence against bushfires is early detection and extinguishment. Accomplishing this requires coordination of expertise, assets and resources, so we are working in collaboration with other organisations to protect Australians when they need it the most.





## Disaster risk reduction

### Automated bushfire detection

Optus recognises that climate change is already contributing to hotter and more intense bushfires. In response, together with the Australian National University (ANU), we have stepped up and partnered with Minderoo Foundation to develop a national bushfire Detect and Response capability. This is one layer of The Minderoo Foundation's Fire Shield, a four-year project that aims to reduce the impact of bushfires by being able to extinguish dangerous fires within one hour.

#### Our areas of focus:

1. **Detect** — immediately identify fires from the air, ground and space.
2. **Share** — share information in real time for immediate decisions.
3. **Predict** — have a forward view of what a fire will do.
4. **Respond** — respond quickly to extinguish fire which is deemed to be a threat.

In the short-term, the ANU-Optus Bushfire Research Centre of Excellence will develop an autonomous ground-based and aerial fire detection system. ANU will bring their scientific expertise in fire ignition risks, while Optus will provide appropriate communication systems.

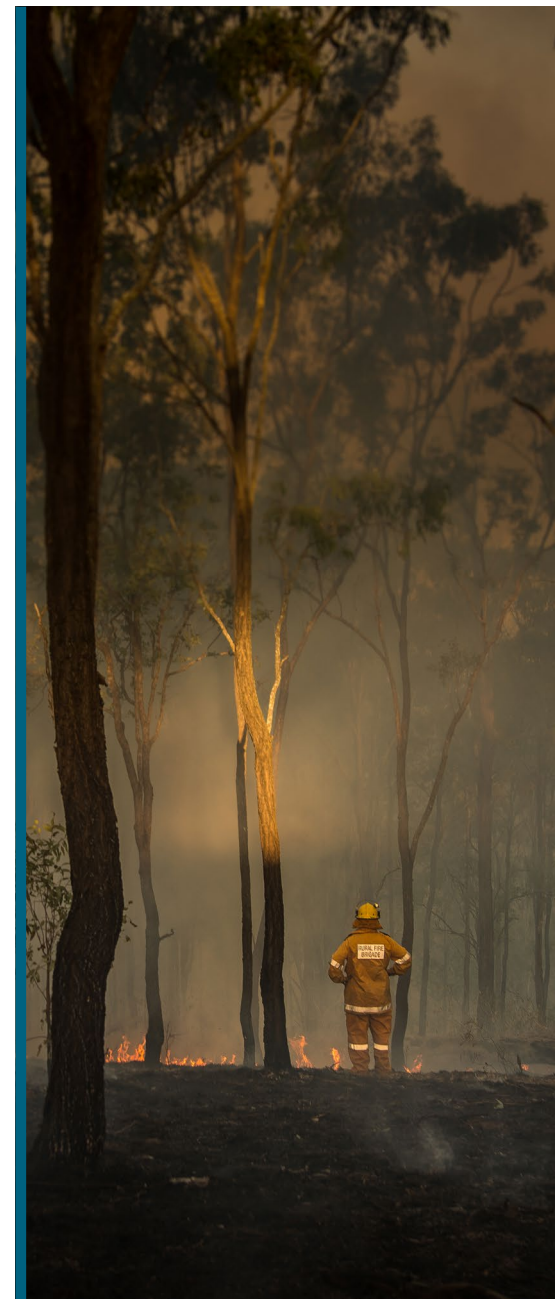
By 2022, the program proposes launching a constellation of satellites, managed by ANU, to complement the fire detection system. The program will look to be augmented by a geostationary satellite to help spot and track fires as well as deploy extinguishing technologies.

### Australian Business Roundtable for Disaster Resilience and Safer Communities (ABR)

We continue to contribute as a founding member of the Australian Business Roundtable for Disaster Resilience and Safer Communities (ABR), which includes IAG, Westpac, Australian Red Cross and Munich Re. Through this collaboration, we work at a policy and research level to build the nation's climate and disaster risk reduction knowledge. We are also actively involved in the National Disaster Risk Reduction (NDRR) Industry Advisory Forum to shape the implementation of Australia's first National Disaster Risk Reduction (NDRR) Framework.

We have further enhanced our climate resilience adaptation by procuring and deploying the following assets:

- Seven new Small Cell SatCats;
- 30 long run portable diesel fuel pods;
- Five Tipper Trailers to support deployment of the above;
- 37 Optus generators equipped with additional 3 phase 415v outlets, remote supervisory systems and quick connect fuel inlets to allow connection to long run fuel pods; and
- Nine trailer mounted diesel refuelling systems.



## COVID-19 Response

We knew that during the height of the COVID-19 pandemic, keeping our customers connected was more critical than ever before. With the loss of 90% of our call centre capacity due to lockdowns in India, Philippines and Australia, we knew we had to go above and beyond our 'normal' plans and operations, to embrace the challenge and redefine our operations to deliver support for our customers and keep them connected.

We are proud to have received a **Comms Day 'COVID response' award** for our significant effort and response to Australians' needs during the pandemic. It's great recognition of how teams across Optus placed people at the centre of our decisions when confronted with the pandemic's challenges. We also put in place a range of measures to help customers and the community stay connected:

- We employed an additional 500 staff from industries affected by the COVID-19 downturn and transferred their excellent customer service skills to Optus
- We provided a three-month postpaid mobile access fee waiver for AHPRA registered health workers to say thank you. 79,648 customers received the health care worker offer
- We launched a range of support initiatives for Optus customers including bonus data boosts, unlimited broadband, pausing of plans and late payment fees, and a support package for customers that required financial assistance
- For our Small and Medium Business (SMB) clients, Optus set up a series of initiatives to manage higher connectivity

needs and remote ways of working, including a free trial of Optus Loop Live — one of our most popular business tools

- We promoted virtual volunteering opportunities that Optus staff could support and charities at the COVID-19 frontline that our staff could donate to via the yes4good Optus giving portal
- We distributed 'emergency' SIMS and 47 iPads to support charities that are at the frontline working in crisis centres and domestic and family violence support
- Ensured our people working in contact centres in India and the Philippines were provided safe working conditions and dedicated transport if needed.

### Rapid Response Research grants

Optus is empowering La Trobe University researchers who are rapidly embarking on ways to improve community health and wellbeing as a result of the COVID-19 pandemic with new targeted grants in collaboration with La Trobe and Medibank.

Called the 'Rapid Response Research' grants, three new projects will receive a total of \$250,000 to investigate the mental and physical health impacts of working from home, telehealth physiotherapy rehabilitation for cancer survivors and virtual care technologies.

- **Mental and physical health impacts of working from home (Lead researcher: Associate Professor Jodi Oakman, \$100,000):** The researchers will assess and gather data on the mental and

physical health impacts of working from home. The project will develop guidelines on how to protect and optimise employee health and wellbeing while working from home

- **Telerehabilitation for cancer survivors (Lead researcher: Dr Amy Dennett, \$50,000):** This project will evaluate a comprehensive package of telehealth physical rehabilitation for people with cancer. The package will include virtual group exercise, one-on-one health coaching, and an interactive online information portal

- **Virtual care technologies (Lead researchers: Professor Ani Desai and Professor James Boyd, \$100,000):**

This project will develop a framework to evaluate virtual care models, such as remote health monitoring of patients discharged from hospitals who are at high risk of remission or for the ongoing monitoring of patient health in the residential aged care settings.



We are proud to have received a Comms Day 'COVID response' award for our significant effort and response to Australians' needs during the pandemic.

We are embracing the 'circular economy' principles as a key component of a future in which our growing population can live more sustainably. We are doing this by prioritising the reduction of resources first and foremost, the elimination of waste to landfill by reusing or recycling resources where possible, and the increased use of regenerative resources. We are taking a strong stance on minimising the impact of our goods and services on the environment and community.

Our approach takes a life-cycle view encompassing the environmental impact before products reach our stores, during our operations and after their useful life.

## FY21 Highlights

Received the 2020 Australian Packaging Covenant Organisation (APCO) Industry Sector Award in Telecommunications for efforts towards sustainable packaging for the fourth year in a row

### Added the Australasian Recycling Label (ARL)

to packaging in our prepaid portfolio to reduce recycling confusion



### Recycled 68,456 SIM cards

as part of our SIM expiry recall initiative

### Over 63,500

Fetch TV set top boxes were returned for recycling



5.27 tonnes of packaging was made from post-industrial recycled polypropylene

### Recycled nearly 4,000 kgs of mobile phone components

including handsets, batteries, chargers & accessories



## 2025 Targets

### 1 90% waste diversion from landfill:

Reusing, recycling and repurposing, keeping everything in use as part of the circular economy



### 2 Reuse and recycle over 90% of our e-waste:

The more we give back, the more we get back



### 3 100% recyclable, reusable or compostable packaging:

Moving away from single-use materials so nothing is wasted





# Here's what we're doing

## CIRCULAR ECONOMY



### 1. Before

We are committed to collaborating with transparent and ethical, socially and environmentally responsible suppliers. As part of the Singtel Group, we have a Supplier Code of Conduct which encourages suppliers to consider, and adopt, effective environmental management practices. For example, we expect suppliers to identify and use packaging that will be recyclable and efficient.

### 2. During

Sustainable packaging has a direct and indirect contribution to our carbon and environmental footprint across our value chain, from resource utilisation, product packaging all the way to their waste streams.

Our Sustainable Packaging Goals were initially developed in FY19 and progressively refined during FY20 into a set of ten clear and concise targets. The targets outline sustainable packaging goals around weight reduction and optimisation, recyclability and recoverability of materials, waste diversion from landfill, and other key improvement areas. When new products or services are being developed, environmental considerations must be made to ensure alignment to our targets. All Optus-branded devices will then be run through our Sustainable Packaging Checklist.

In FY21, we also focused on rolling out the Australian Recycling Label (ARL) in our prepaid portfolio and we will continue doing so for the rest of our products.

### A leader in sustainable packaging

We work to reduce our packaging wherever possible. We're proud to have been awarded the 2020 Australian Packaging Covenant

Award Organisation (APCO) Industry Sector Award in Telecommunications for efforts towards sustainable packaging for the fourth consecutive year. This annual recognition reflects our hard work towards reducing our use of packaging materials without compromising functionality.



APCO 2020 Industry Sector Award in Telecommunications

In FY21, we identified additional opportunities to minimise our impact on the environment. We want to reduce the negative impact of polypropylene (PP) in our products. In 2020, 5.27 tonnes of packaging was made from post-industrial recycled polypropylene. This material can then be returned for recycling to the manufacturer. We are committed to continual improvement, which is why our focus for FY22 is to identify a more sustainable option to replace PP completely.



Our coffee cup recycling bins at our campus in Sydney

### 3. After

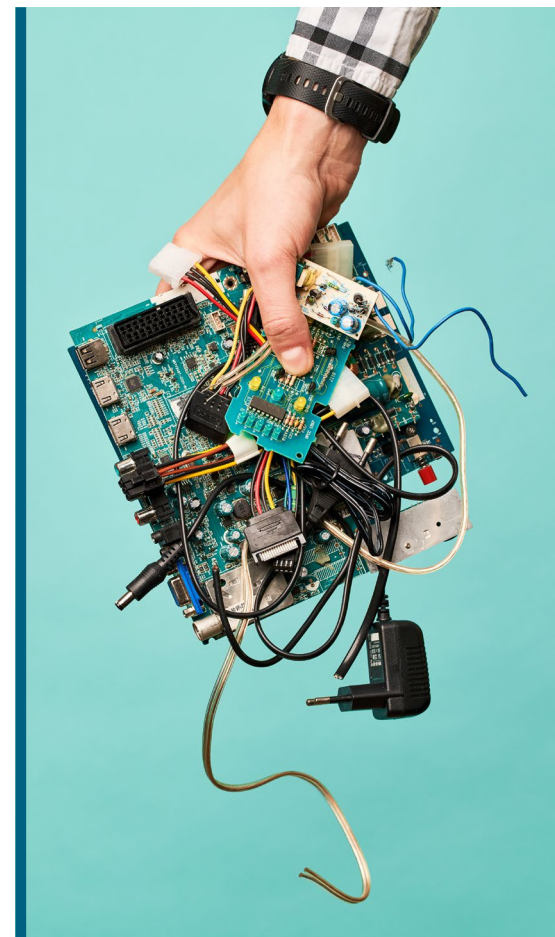
In our sector, e-waste is the most material waste stream due to the potential for pollution from metals, plastics and batteries from mobile phones. Our major focus has been around the recovery and recycling of the valuable and reusable raw materials found in e-waste, particularly mobile phones.

Giving our e-waste a second life brings huge savings for energy, water, greenhouse gas emissions, and cost, but also means that we can keep more of these precious resources in the ground. In Australia, we recycle over 98% of our own e-waste.

Our e-waste recycling initiatives can be traced back to 1998, when we became a founding member of Mobile Muster. Since then, we have seen a compounded annual growth in collection rates of 550% and this effort has since recovered over 45,000 kg of mobile phones, batteries and accessories. In FY21, we diverted 3,458 kg of e-waste, avoided 7.68 tonnes of carbon emissions and conserved 39.17 tonnes of mineral resources.

Our initiatives include:

- **Modem recycling** — Our customers can drop any used Optus branded modems into one of our stores for recycling, where 95% of materials are recovered and reused.
- **Mobile Muster program** — We continue to support the Mobile Muster program, a national industry-wide collaboration and stewardship scheme that allows customers to recycle their old mobile phones at any Optus retail store.
- **SIM card recycling** — We are proud to have recycled 68,456 SIM cards as part of our SIM expiry recall initiative in FY21.
- **Postal drop off service** — This service enables leased Optus devices to be returned via Australia Post. Over 63,500 Fetch TV set-top boxes were returned through the postal drop off service. These are then consolidated and sent back to the warehouses, reducing the amount of additional courier packaging and transport emissions.
- **Printer waste** — In collaboration with Lexmark, we have rolled out an update to Retail printers to reduce the amount of toner that is being used.







# Amazing People



Above: Kelly Bayer Rosmarin, CEO and Libby Roy, MD Business participating in National Pyjama Day.

Right top: Optus volunteers at an EasyCare Gardening activity.

Right bottom: Our people celebrating our Comms Day 'COVID response' award





# Equity and Inclusion

We believe in the inherent strength of a vibrant, diverse and inclusive workforce. The different backgrounds, perspectives and life experiences of our people help us to forge lasting connections with our customers, create innovative products and services, and make better decisions for our business. Not only does supporting diversity make sound business sense, it also has a positive flow-on effect in the world in which we live. This belief is embedded into everything we do.

## FY21 Highlights

Proud members of: Diversity Council of Australia, Pride in Diversity and Sydney Gay and Lesbian Business Association. We sponsor Sydney Queer Screen Festival, Mardi Gras Film Festival and Gay and Lesbian Organisation of Business Enterprise



### Launched Your Health Matters

— our **employee assistance program** that takes a holistic, preventative and integrated approach to Health and Wellbeing

### Launched OS Fitness on the Optus Sport app

to **help our customers** maintain mental and physical wellness



### Published our new Accessibility and Inclusion Plan

as part of our **commitment to becoming a disability confident employer** as well as becoming more accessible to our customers

Published our first **Modern Slavery statement and Human Rights statement** as we commit towards **respecting human rights and freedom** from modern slavery of any kind

## 2025 Targets

### 1 Increase women in leadership to 25%

Working to **ensure gender balanced leadership** and inspire our next generation of leaders



### 2 Zero major human rights incidents in our operations and with major suppliers

Respecting the **human rights** of people wherever we operate



### 3 Provide pathways to employment for 5,000 disadvantaged youth

**Supporting career aspirations** through mentoring, skills transfer, confidence building and employment opportunities



### Powering the potential in all

We respect the rights of individuals regardless of who they are, what they believe, their abilities or where they live.

In line with international standards and our Anti-Discrimination and Harassment Policy, we do not discriminate based on:

- Gender, marital status, pregnancy or family/ carer responsibilities;
- Sexual preference, transsexuality, or transgender status;
- Race, colour, descent, nationality, national origin, ethnicity, or religion;
- Financial status or hardship;
- Disability or impairment;
- Age or physical features;
- Political belief or activity;
- Trade union membership, union, or industry activity;
- Profession or occupation; or
- Irrelevant criminal record.

### People with disability

Part of what it means to be welcoming and inclusive is being accessible. By providing support and promoting initiatives around accessibility, we promote inclusion for everyone.

Our [Accessibility and Inclusion Action Plan](#) is our commitment to become a disability confident employer as well as becoming more accessible to our customers. Our goal is to create accessible connections, solutions and services across our customer and community touch points; and enable our people to deliver exceptional customer experiences.

We focus on four key priority areas:

1. **Enabling Work** — to foster an accessible, supportive and inclusive workplace with equal opportunities for everyone to participate.
2. **Enabling Customer Experience** — by ensuring our products, services and support are accessible to customers with disability.
3. **Enabling Communities** — by connecting people with disability to reach their potential through our digital technologies and innovative community programs.
4. **Enabling Innovations** — through the development of assistive and enabling technologies that support independent living and employability.

For more details, our Action Plan can be accessed [here](#).



## Powering the potential in all (continued)

### Gender diversity

We believe gender diversity and free expression enhances our perspective, inspiring innovation and opportunities for our business. We are working hard to build a culture of equality committed to greater female representation in leadership and key technical roles. This is reflected in our target to increase women in leadership to 25% by 2025 and our status as a Workplace Gender Equality Agency (WGEA) Pay Equity Ambassador.

#### Female representation

As at 31 March 2021, female employees accounted for 31% in Australia.

**Optus Women in  
Top Management  
was 17% in FY21,  
up from 10% in FY20**

**Optus Women in  
Middle Management  
was 23% in FY21,  
up from 22% in FY20**



**WGEA  
Pay Equity**

**AMBASSADOR**



Our people participating in International Women's Day #ChoosetoChallenge event



## EQUITY AND INCLUSION

### Powering the potential in all (continued)

#### Cultural diversity

We're focused on understanding and harnessing our varied cultural contributions to innovate and offer our customers more experiences that excite them.

We champion inclusion and connection; with each other and especially with our customers. Many of our Retail Stores have team members who are fluent in other languages like Mandarin, Cantonese, Hindi, Arabic, Korean, Vietnamese, Spanish and Italian, just to name a few.

We're also committed to identifying and promoting opportunities for Aboriginal and Torres Strait Islander peoples to reach their career goals through our partnership with the KARI Foundation. We partner with CareerTrackers, a not-for-profit organisation that helps place Indigenous university students in high-value added jobs in professional and corporate sectors. This year, our intake of interns was impacted by COVID-19. However, we were able to support three summer interns and we intend to continue this program in the future.



Celebrating Holi at Optus

#### LGBTIQ+

We're proud members of the Diversity Council of Australia, Pride in Diversity and the Sydney Gay and Lesbian Business Association. We sponsor the Sydney Queer Screen Festival, Mardi Gras Film Festival and Gay and Lesbian Organisation of Business Enterprise.



Optus team celebrating Mardi Gras with Rainbow Bingo

## Prioritising work health, safety and wellbeing

Providing a healthy, safe and secure environment for our workers, customers, business partners and visitors is a priority for us.

### Health and safety

Our goal is to continuously improve our performance in preventing workplace-related injuries. Our workplace injury frequency rate in FY21 is 1.5. Our workplace fatality rate remained at 0 in FY21, and the absenteeism rate has reduced to 0.013.

In FY21, we maintained our certification of AS4801, the Australian Standard for Safety Management. We gained certification of the new International Standard for Safety Management, ISO:45001, in several of our business units. This reflects our commitment to meeting a high standard of safety management systems. During FY22, we will continue to transition and become fully certified with ISO:45001.

We also successfully passed the audit by the Office of the Federal Safety Commissioner in November 2020 to confirm our compliance with their regulatory expectations associated with the use of Australian Federal Government funding.

### Wellbeing

#### For our employees

In FY21, we launched our employee assistance program, Your Health Matters. This initiative focuses on a holistic, preventative and integrated approach to health and wellbeing. Our people and their immediate family members have access to a range of support services including counselling and coaching (resilience, mindfulness, nutrition, sleep and fatigue, physical activity), legal and finance support. In addition, through the Your Health Matters program our people have access to an online wellness gateway that has various interactive assessments, monthly 'pillars of health' webinars, videos, podcasts and articles to help raise awareness and knowledge to make better health and wellbeing decisions.

We also launched virtual workouts to help our people stay motivated and moving during COVID-19. Our people across Australia have access to a wide range of virtual workouts, including yoga and meditation, so they can work out anywhere or anytime.

Throughout FY21, we maintained our position of mutual respect in support of our frontline workers. This marks a shift away from a position where 'the customer is always right' in response to increasing levels of customer intimidation and aggression. We also continued to promote good mental health through our two e-learning courses — 'Mental health in your workplace' (for all employees) and 'Managing mental health in your workplace' (for people leaders).



## Prioritising work health, safety and wellbeing (continued)

### Wellbeing (continued)

#### For our customers

In FY21, we launched OS Fitness on the Optus Sport app to help people keep both mentally and physically fit. So far, we've partnered with Flow Athletic and Fitness Playground, creators of Virtual Playground, which means Optus Sport customers can try yoga, dance, cardio and fast fat-burners, in addition to core strength sessions and Pilates routines. This content is free to all existing Optus Sport users with more partners coming on board.

We also partnered with AIA Australia to inspire consumer wellness and encourage people to live more active and healthier lifestyles. Optus and AIA customers will have access to exclusive offers to provide extra motivation for them to start their wellbeing journey and achieve their health and fitness goals via the AIA Vitality program, their use of wearable devices, and the connectivity that Optus provides. This partnership will continue to evolve over time with an expanded range of offers and functionalities, with the focus on driving a connected health experience to enrich the lives and wellbeing of our customers.

#### For our community

In FY21, we continued our relationship with Optus Future Maker, Virtualpsychologist, to support the wellbeing of regional communities through Australia's first text-based counselling service. This reflects our strong commitment to ensuring that wellbeing and mental health support services are readily available to customers in rural and remote parts of the country, especially during these challenging times.

Virtualpsychologist, which was a for-purpose start up in our 2017 Future Maker program, is delivered by qualified mental health professionals, offering a select range of text based psychological and counselling support services to individuals and those in rural and remote settings irrespective of their mobile carrier. For post-paid and prepaid customers who don't have plans with text allowances included, Optus has enabled free text rates to ensure they have the resources in place to access support.

You can find more information on Virtualpsychologist [here](#).



OS Fitness





## Prioritising work health, safety and wellbeing (continued)

### Contractor health and safety management

Contractors play an important role in driving Optus as a leading telecommunications company. We recognise this and see our contractors as part of our Optus family.

The type of work we commission and manage through contractors can range from low to high Work Health & Safety (WHS) risk, including high risk construction work. We are committed to creating and maintaining a safe and healthy working environment, which is why we have implemented Donesafe — a digital platform for all staff and contractors focused on improving WHS processes, controls, incident reporting and management.

Using this system, our contractors complete an induction through Donesafe, which covers WHS requirements applicable to all Optus sites and specific business units. Our contractors are also notified of our WHS Incident Notification Hotline used for the immediate reporting of serious safety incidents. This year no fatalities were recorded.

## Ensuring a responsible supply chain

### Human rights and modern slavery

Optus believes in a future where every human has freedom and independence — where all individuals are protected from slavery in any form. As a signatory to the United Nations Global Compact since 2007, we are committed to its ten principles and we support the United Nations Sustainable Development Goals (SDGs), which includes Goal 8: Decent Work and Economic Growth.

In FY21, we published our first [Modern Slavery Statement](#) in line with the Commonwealth Modern Slavery Act 2018. This Statement is the first part of our ongoing commitment to report on our approach, policies, progress and plans to ensure respect for human rights and freedom from modern slavery of any kind. The statement outlines our business structure, modern slavery risks in our operations and supply chain and how we are mitigating against such risks. We have a part to play in continuing to evolve our sustainable supply chain practices, as well as to manage any risks in our own operations.

We undertook a number of actions as part of our commitment to human rights including:

- Updating our Group Supplier Code of Conduct to incorporate measures addressing labour and human rights. It will be communicated to suppliers at the commencement of new tender processes to ensure they understand the expectations for working with the Singtel Group;
- Publishing our first [Human Rights statement](#);

- Launching modern slavery e-learning modules as required learning for all Optus leaders and selected staff; and
- Rolling out communications to all staff to increase awareness and communicating about our whistle-blower hotline to report any concerns.



## Ensuring a responsible supply chain (continued)

### Indigenous suppliers

To increase our engagement with Indigenous organisations and to identify Indigenous partnership opportunities, Optus continues to partner with Supply Nation. As a member, we have access to an online database of certified Indigenous businesses whom we seek to engage for services.

As part of our NAIDOC week celebrations this year, we also set up a virtual marketplace of Indigenous suppliers for our people to support.

Our charity partner, KARI Foundation also designed Optus hoodies to celebrate our partnership. Our people had the opportunity to purchase these and funds raised went towards supporting young Indigenous Australians participating in KARI's programs.



Optus x KARI Foundation Hoodie

At Optus, we take a proactive approach to preparing for the workplace of the future. We understand that digital platforms which make life easier will underpin this shift, including AI, machine learning and cloud services.

Our proactive approach puts us in a strong position to minimise any skill gaps by providing our employees with the opportunities to upskill, shape their careers and thrive in a digital future, where the customer experience is front of mind.

## FY21 Highlights

### Optus ranked 2nd Place

on the **2021 LinkedIn Top Companies List** in Australia



**100 Optus ambassadors provided with tailored training and a development program** to evolve their personal brand and social media marketing skills through our **Talent Ambassador Program**



**Launched the Optus Innovation Mindset Hackathon series** to leverage creativity in **improving the way we meet our customers' needs**



Optus is ranked as **Australia's 3rd Technology Graduate Employer in 2021**, according to **GradAustralia**

**During the year we welcomed 42 new graduates**



Our annual **employee voice survey** showed that **81% of our people are engaged** with our environmental, social and governance (ESG) efforts, which is a **10% increase from FY20**

## 2025 Targets

1

### Formal future focused skills development for 1,500 employees



Providing access to **accelerated advanced learning** to gain verified recognition of critical capabilities to thrive in an ever-changing technology enabled and digital world

2

### Harness the power of volunteering to build the knowledge and skills of 1,500 Optus people and community leaders



Fostering knowledge transfer and developing leadership and coaching skills through **volunteering, probono, mentoring and coaching programs**



### Employee advocacy

#### Talent Ambassador Program

As one of the largest telecommunication companies in Australia, attracting and retaining talent that aligns with our core values is vital to our success. The role of social media in achieving this is growing as we move into the digital age.

We are leveraging the power of social media to ensure the voices of our Optus family are heard through our Talent Ambassador Program, which was launched in 2019. The program elevates our people's voices by inspiring them to celebrate, promote, and showcase their career at Optus on LinkedIn through a united hashtag, #OptusLife.

In FY21, we received 185 applications and chose a diverse group of 78 Ambassadors, increasing our cohort to 100 ambassadors. Throughout the year, our ambassadors were provided with tailored training and a development program to evolve their personal brand and social media marketing skills.

This program is proving to be a successful two-way exchange — our Ambassadors are standing out from their peers and our recruitment team is getting organic brand awareness.

Since October 2019, the program has:

- Generated over 1.3 million organic views from #OptusLife posts, saving over \$150,000 in advertising costs
- Given a 356% uplift in LinkedIn company pageviews in the first 30 days of the program

### Skills for future success

#### Intelligent Automation Academy

Our Intelligent Automation Academy is a learning pathway that supports our employees to develop the skills and capabilities that will be in future demand. The curriculum includes learning modules unique to and built by Optus and is supported by our relationships with intelligent automation experts such as UiPath and Microsoft. In FY21, over 580 of our employees engaged with the academy and will be recognised through our industry partner certifications as well as from Optus U.

Learning modules include:

- Intelligent Automation
- Process Analysis & Design
- Robotic Process Automation
- Digital Process Automation
- Building AI



Our 2021 graduates

## Skills for future success (continued)

### Optus Cloud Academy

In October 2020, we launched the Optus Cloud Academy in alliance with Amazon Web Services (AWS) to provide employees with skills across cloud, Internet of Things, data and analytics, security, 5G, and edge computing through a mix of formal training courses, tailored immersion days, hackathons and game days. This training commitment enables us to better support the digital transformation of Australian businesses by delivering new end-to-end cloud services and migration support.

#### Impact

**Approximately  
2,000 employees  
will be certified with  
AWS digital skills**



### Optus U: Micro-credential program



Optus U is about embracing and sharing new skills that drive a difference for our customers, people and business. To help make this happen, we've joined forces with La Trobe University and Macquarie University to create bespoke curriculums and deliver five micro-credential programs

that focus on the skills needed to drive our business to future success. We are committed to supporting our people by providing study leave, access to coaches and business sponsors, while they undertake the recognised certifications and accreditations.

### Optus Agile

On the back of such a difficult year for many charities, Optus Agile coaches formed a skills transfer workshop to enable ten charities to attend a three-day workshop. During this time, each of the charities were upskilled in the Agile way of working — improving their operational and communicative strategies, laying a base to their 2021 recovery.



Some of our Agile coaches in action

## The best customer experience

A focus on providing the best customer experience is a big part of working for Optus. This year we continued our successful CX Academy — a set of training programs tailored to build and improve Optus customer experience and service outcomes.

### Innovation mindset

At Optus, we are using our creativity to improve the way we meet our customers' needs. In FY21, we launched the Optus Innovation Mindset Hackathon series to help facilitate this.

### Secure payments

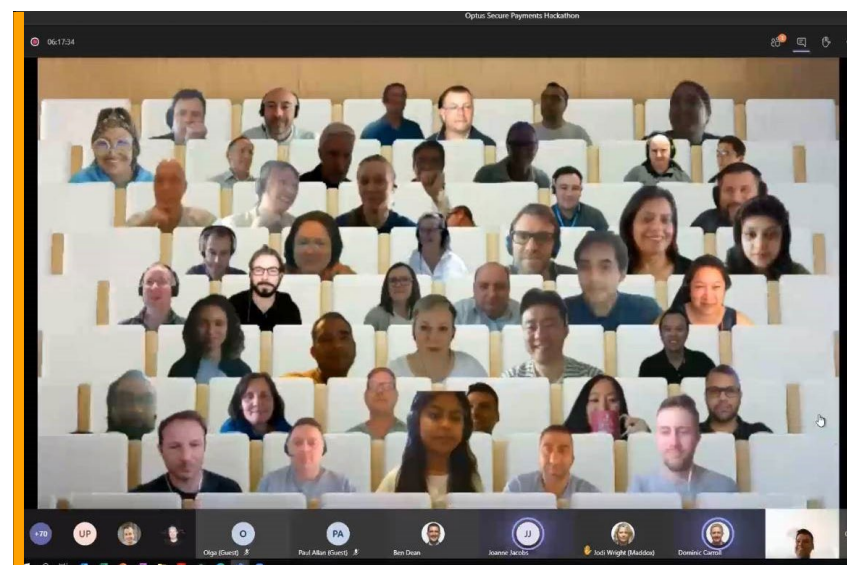
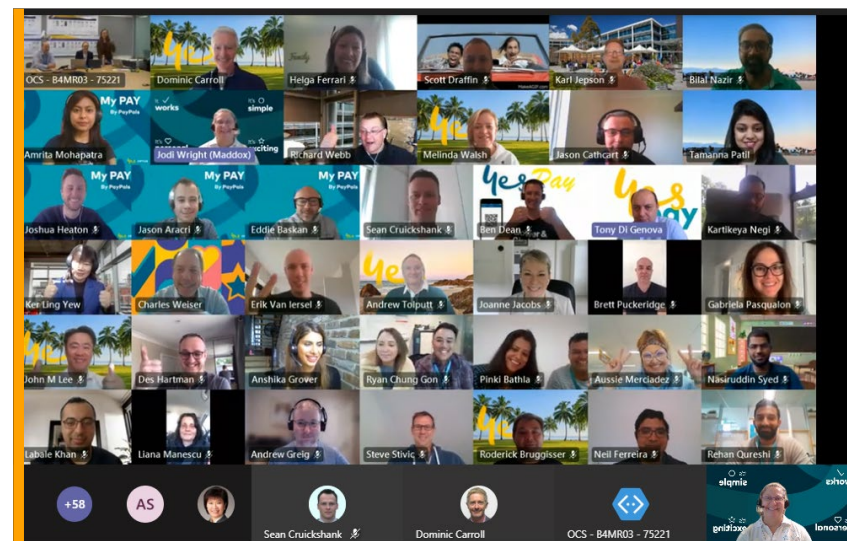
Our first Innovation Mindset Hackathon on secure payments showed what we can achieve when we're energised by what's possible, think differently and embrace emerging technologies. The two-day hackathon brought 78 people together into 11 teams to solve the challenge: *How might we set up secure payment mechanisms to enable our customers to pay their accounts with debit or credit cards across all payment gateways and touchpoints, including new channels?*

Teams worked together to brainstorm, ideate and create prototypes to pitch to our judges. Our winning team was 'The PayPals'. This team's innovation stood out for being a thorough solution that covered all payment types and was presented as a working prototype. This prototype will continue to be developed before being introduced into the business to solve this customer pain point.

### Digital check-up

Another hackathon in the series focused on solving the challenge: *How might we address levers of customer churn in digital experiences (perception of network and value) so that we reduce churn and create connections to become Australia's most loved everyday brand?*

Our winning team was the 'Digital Check-up'. This team's innovation stood out for being a detailed solution that resonated with all the judges. Their pitch was shown through the lens of a customer and how they'd use it. It was a great use case that our customers would take hold of and had potential in being incorporated into our current app.



Our people participating in our Innovation mindset hackathons



# Supporting our Community

One of the most impactful ways to spread optimism is to get out into our communities and support those who need us. We're committed to leveraging our resources, relationships and capabilities to make a positive contribution in our society.

Our range of social impact programs and community initiatives focus on improving educational outcomes and employment pathways for disadvantaged individuals and groups, closing the digital divide and encouraging safe and respectful online behaviours for young people and families.

Working with our charity and community partners to encourage knowledge and skills transfer, developing leadership and agile ways of working through skilled volunteering workshops also ensures that we are addressing genuine areas of need and helps us to increase our impact and improve our own learning.

## FY21 Highlights

**Over 8,200 hours**   
contributed through **volunteering**

.....

**Invested \$16.8 million**  
into our **community**

.....

**Filled 1,448**   
**volunteer roles**

.....

**Over \$265,000 raised**  
by our people supporting **289 charities**

.....

**Over \$7.1 million**   
of in-kind **contribution**

.....

**Recognised by**  
**Good**  
**Company**

for being one of the **best workplaces in Australia to give back** for three consecutive years



Last year (2020) will long be remembered for the impact of COVID-19, our teams continued to seek ways to support the community. While many face-to-face programs shifted towards online delivery, our people continued to get involved in volunteering and fundraising opportunities. Together we raised **over \$265,000 for 289 charities** and **spent over 8,200 hours volunteering**.

### Providing employment pathways for disadvantaged youth

As part of our commitment to helping disadvantaged young people in Australia transition from school to employment and improve their future employability prospects, we have continued our Pathways 2 Employment Program.

This initiative provides disadvantaged and vulnerable high school students with retail and employability skills, and the confidence to find and keep a job, both within Optus and the broader retail sector.

Since December 2016, 591 students have participated in the program, with 58 jobs offered to students in our retail stores as casual employees. In 2020, the program was impacted by COVID-19 which saw our team rapidly pivot to a virtual delivery of the program. Over the year, we ran five digital workshops mentoring 50 students on job readiness skills.

### Latrobe Youth Film Festival online

Another one of our online volunteering opportunities this year was our involvement with Latrobe Youth Film Festival Online (LYFFO). LYFFO is a short film festival for young people aged 12-25 living in the Latrobe Valley, Victoria. Due to COVID-19, the film festival needed to pivot online, and with support from our people across the business, we were able to continue to upskill their cohort through online mentoring and workshops. Our teams shared their skills and knowledge around themes such as production and directing, use of a camera, optimal lighting, and presenting. Our people also provided tips to younger presenters through mentoring sessions.

### ABCN partnership

This year we celebrated 15 years of partnership with the Australian Business and Community Network (ABCN). As a founding member company of ABCN, we work closely to support students from low socio-economic backgrounds to achieve their potential. Our ABCN mentoring programs kicked off the year with big plans, but rapidly pivoted to digital delivery to ensure we continued to reach students — even those in lockdown at home. All states managed to get involved and we ran 26 programs over the year, reaching nearly 1,900 students. 124 of our people supported these students as mentors, and our South Australian team were even able to increase their program delivery despite the lockdowns.

We also had many of our mentors record words of encouragement that were published to students around themes of resilience, learning, growth and goals — and through these ABCN Connects videos, we reached an estimated 1,600 students.

One of the most rewarding initiatives of FY21 was the Partners in Learning co-mentoring relationship between our CEO, Kelly Bayer Rosmarin and Oran Park High School Principal, Brad Mitchell. Oran Park High School only opened its doors in February 2020, just weeks before the NSW lockdown came into effect. Brad was thrilled to be able to gain insights from Kelly's experience throughout this season.



Our team volunteering at the ABCN Spark program

## SUPPORTING OUR COMMUNITY

### KARI Foundation

Our ongoing partnership with the KARI Foundation provides scholarships and mentoring support for Indigenous students entering their final years of high school.

While COVID-19 impacted our program plans, we were able to highlight and raise awareness of our Indigenous Australian ties throughout NAIDOC week.

As part of our celebrations, we unveiled a new Indigenous artwork specially created for us by KARI. Artist Brian de Vries created it to honour the collaboration between Optus and KARI. Called "Community Togetherness" it captures the journey of coming together and sharing knowledge with each other. The artwork featured on screensavers, Life TV, email banners and even hoodies. Hoodies were worn by many of our senior leaders during NAIDOC week and were available for sale to our people.

KARI Foundation honoured the work of Optus, and specifically the contribution of Helen Maisano, awarding her the KARI Champion of Change Award for 2020. This annual award is given to a person who works to strengthen the communication of Aboriginal Australia, both in their organisation and the wider community.



Helen Maisano, Optus Group Sustainability Director with her KARI award



Optus Indigenous artwork called "Community Togetherness" by Brian de Vries



## SUPPORTING OUR COMMUNITY

### Engaging our people

Lockdown didn't stop us from moving either – with over 870 staff stepping their way through STEPtember, raising over \$87,000 for the Cerebral Palsy Alliance.

#### Tour de Cure

For the eleventh year, we have supported the Tour de Cure and their mission to find a cure for cancer.

In March 2021, six Optus riders embarked on the challenging Tour de Cure ride from Newcastle to Coffs Harbour via the New England region, cycling 900km in seven days. Throughout the ride, Team Optus was involved in vital fundraising and promoting messages on the importance of healthy lifestyles.

2021

7 days

900km

10,870 elevation

144 riders

including 6 Optus riders  
+ 2 support crew



\$100,000 donated

#### The NELUNE Foundation

[The NELUNE Foundation](#) is a charity that provides psychological and practical support, assistance and care for public hospital and underprivileged cancer patients of all ages.

The Foundation has established two cancer treatment centres in Darlinghurst and Randwick.

Our support is dedicated to wholly funding the provision of two patient transport vehicles to help get cancer patients to and from appointments.

In FY21, Optus donated \$230,000 to help provide practical and tangible support for cancer patients receiving treatment in the NSW public hospital service.



Our Executive Leadership team visiting the Nelune Comprehensive Cancer Centre

## Engaging our people (continued)

### National Pyjama Day

We celebrated National Pyjama Day in support of the Pyjama Foundation whose mission is to ensure children in foster care have access to Pyjama Angels — everyday volunteers who spend their spare time with children to read books, play games or help with their homework. Following our support of this event, we welcomed the Pyjama Foundation as our new permanent guests at our campus in Sydney. This enables them to use our facilities to help train a backlog of Pyjama Angels who haven't been able to complete training face to face throughout the pandemic.



Some of our Customer Resolution Team members participating in National Pyjama Day

### Grow Together

As a leading telecommunications provider, we're all about closing the digital divide. We also recognise that many seniors are not as digitally savvy as they would like to be and so we partnered with not-for-profit, PlantingSeeds on their Grow Together initiative. Together, we have helped seniors develop confidence in using smartphones and technology to connect with friends, family, and nature. We've developed training manuals, and our people have participated in volunteering events to help seniors stay connected as technology rapidly evolves.



Optus volunteers with Dr Judy Friedlander, CEO of PlantingSeeds

## Engaging our people (continued)

### Donate Your Data™ and The Smith Family

We also launched a Christmas appeal to complement our Donate Your Data™ program offer, providing staff the opportunity to give money towards the purchase of a handset for those most in need and least able to take up the offer. Working with The Smith Family, we raised funds for 100 gift vouchers to help towards the purchase of a smartphone so that more young people can participate in our Donate Your Data™ program.



Maurice McCarthy, MD, Customer Success, volunteering with The Smith Family over Christmas

### Jumping for Literacy

Finally, many of our staff became official World Record Holders in a unique fundraising event hosted by United Way. Jumping for Literacy challenged people to jump in the air while taking a selfie and then upload to social media within a specific time frame. The event set a world record for "the most photos of people jumping uploaded to Facebook in one hour".

We had **70 people participate, raising nearly \$1,500** which will enable us to support 14 children for 12 months through the Imagination Library program, with **168 books** sent to them.





# Digital Enablement



Above: Students participating in our Digital Thumbprint program

Right top: Amelia, supported by The Smith Family

Right bottom: Josephine, supported by ABCN



We are committed to empowering the next generation to reach their full potential in this digital age. We recognise that as a leader in telecommunications, we can play a key role in helping to equip the next generation to be safe and resilient online citizens as well as helping bridge the digital divide that exists for so many young people who are simply being left behind because they don't have regular access to the internet.

That is why we are working collaboratively with schools, community organisations and our customers to deliver the knowledge, tools and accessibility required to help young Australians thrive in today's ever-changing digital world. Our main goal is to empower our vulnerable and disadvantaged youth with opportunities to achieve, thrive and belong.

Since 2013, we have been delivering educational workshops that have supported more than 390,000 primary and secondary school students across Australia through our Digital Thumbprint program. In FY21, nearly 62,000 primary and secondary students completed a workshop across Australia, including those in our regional communities.

Through our Donate Your Data™ program, launched in December 2019, we are bringing digital inclusion to disadvantaged young people, including students supported by a range of charities, including The Smith Family, Mission Australia, KARI Foundation, yourtown, ABCN, Girls Academy, The Salvation Army, Story Factory, and Sydney Children's Hospital Foundation. Digital Thumbprint workshops are also offered to these students' schools to prepare them for having a safe and positive experience online.

## FY21 Highlights

Worked to **bridge the digital divide** for nearly

**15,000 students through Donate Your Data™**



**Partnered with nine charities to expand the impact**



of **Donate Your Data™** to young people who need it most

**Educated nearly 62,000 students**



through our award-winning **Digital Thumbprint program**

**Launched our new interactive digital workshops for our**

**Digital Thumbprint program**

## 2025 Targets

**1 Support 550,000 young people to participate safely online**

Ensuring everyone has all the tools they need for **positive, responsible** and **authentic online experiences**



**2 Connect 100,000 disadvantaged youth, and families to help close the digital divide and support Australians in crisis**



We believe everyone deserves the chance to **reach their potential** and **be supported** in times of crisis and disasters

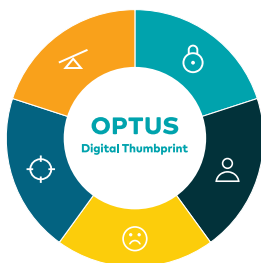
## DIGITAL ENABLEMENT

We're helping young people thrive in today's world and have confident and positive interactions with each other and digital technology.

### Digital Thumbprint program

Our award-winning Digital Thumbprint program supports young people and families with tools and resources that promote safe, responsible and positive online behaviours.

Since its inception in 2013, Digital Thumbprint has educated more than 390,000 primary and secondary students across Australia. The program has been endorsed by the eSafety Commissioner as a Trusted eSafety Provider. In FY21, the Digital Thumbprint program was delivered to nearly 62,000 students, supporting them to protect their personal information and build respectful relationships online. This includes over 700 students who participated in our new teacher-led digital interactive workshops that were launched in November 2020.



Our new interactive digital workshops are designed for year seven and eight students and cover five key topics: **cyber security, cyberbullying and respectful relationships online, digital identity, digital balance and fake news and digital discernment.** Free for schools, they can be led in school by teachers or students can work through at their own pace. These workshops can be accessed on a range of devices, making them easy to integrate into class activities, or to be delivered remotely.

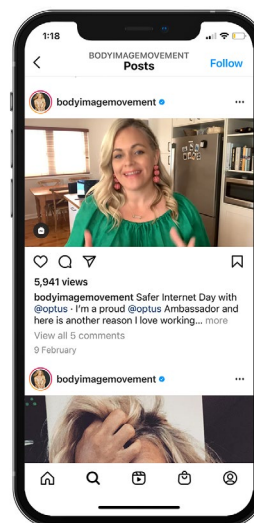
Last year changed the way students spent their time online, especially when it comes to a greater focus on schooling and educational purposes. We want to ensure young people are equipped to best navigate the digital world. Our program helps students take home some valuable skills when it comes to cybersecurity, verifying credible information and what to keep in mind to create a positive digital thumbprint. This means we're providing more options than ever before to educate young teens about staying safe online.

Reaching regional young people remains critical and over 23,800 students participated in regional roadshows via digital and face to face delivery. The team travelled across Queensland, South Australia, New South Wales

and Tasmania. We also delivered workshops for parents across nine communities and developed new guides and vlogs for parents and teens covering how to stay safe on popular platforms such as TikTok, as well as advice to support a balance with screen time. The resources are free to download on the Digital Thumbprint [website](#).

### Safer Internet Day

We proudly supported Safer Internet Day on February 9th this year. Over the course of the week students participated in our new online Digital Thumbprint workshops. We also relaunched our face-to-face workshops in metro and regional schools after being away due to the COVID-19 pandemic. Media surrounding the regional workshops garnered an impressive reach of 3,978,460 across regional media. We also engaged customers via Facebook, Instagram with Optus Ambassador Taryn Brumfitt, and messaging in My Optus app.



Safer Internet Day 2021 and Taryn Brumfitt



## DIGITAL ENABLEMENT

### Donate Your Data™

In December 2019, we launched a digital inclusion initiative [Donate Your Data™](#), which helps bridge the digital divide for young Australians living in disadvantage.

The COVID-19 pandemic further amplified the digital gap that exists for many young people and their families which affected their access to education and learning, employment opportunities and telehealth services.

This program invites eligible Optus Postpaid and Prepaid Mobile customers to donate their data to young Australians who need it most. The data is then pooled and shared with young people supported by our charity partners.

Our charity partners help ensure the data will get to where it is needed most and currently include: The Smith Family, Mission Australia, KARI Foundation, yourtown, ABCN, Girls Academy, The Salvation Army, Story Factory, and Sydney Children's Hospital Foundation.

#### Impact since the program's launch in December 2019

Donations from **more than**  
**440,000 unique customers**



**25.5 million GB**

of data **donated** from customers



**Nearly 15,000**  
**young people helped**

with **thousands more being supported**  
through the program in the coming year



Feedback from some of our Donate Your Data™ participants:

**"If I didn't have the data,  
I wouldn't be able to do my  
studies. I wouldn't be able to  
do homework. I wouldn't be  
able to do anything like that."**

**Amelia, participant with  
The Smith Family**



Laurel and Amelia

**"Words can't describe how grateful and thankful  
I am to Optus and their customers for the data.  
Amelia is a very intelligent person. I would just  
love for her to get a good education and a good job.  
It's my dream, and the support from Optus and  
The Smith Family is helping us get there."**

**Laurel, mother of Amelia, a participant with The Smith Family**

**"COVID-19 has meant we've all had to adapt to  
new ways of working, including patients and staff  
at the Sydney Children's Hospitals Network. They've  
created new ways of working and embarked on  
Telehealth models of care to ensure that patients  
who haven't been able to visit the hospitals for  
treatment, continue to get the support and care  
they need and deserve. We were seeing that not all  
families had the sufficient data capacity for these  
consultations, so we are extremely grateful to Optus  
for partnering with us to support families and ensure  
they have enough data to enable them to receive  
their consultations and treatments remotely."**

**Nicola Stokes, Sydney Children's Hospitals Foundation, CEO**



# Sustainable Innovation



# Sustainable Innovation

Our infrastructure is critical to powering sustainable solutions in this digital age. This is why we are playing an active role in forging the path forward by partnering with future thinking organisations to develop new technologies, investing in impact start-ups that are leveraging technology and driving research, teaching and learning in this space.

## FY21 Highlights

Supported five new  
social innovators in our  
**Future Makers  
program**



Launched eSims  
to our customers



**Future Makers  
selected as a finalist  
in Shared Value Project  
Awards — Project of the Year**



## 2025 Targets

**1**

**Grow and scale five  
impact innovations**



Accelerating ground-breaking innovations to address the most pressing social and environmental issues of our time



### Empowering social innovators with Optus Future Makers

At Optus, we believe that social innovation and technology can help solve the most challenging and systematic societal challenges of our time.

This year we ran our fourth Future Makers program supporting five new social start-ups. Future Makers is a social innovation accelerator that aims to support impact start-ups leveraging technology to address education (SDG 4), employment (SDG 8), or health (SDG 3) challenges faced by vulnerable people.

The six-month program is inclusive and open to start-ups, social entrepreneurs and not-for-profit organisations who are ready to advance their technology-based minimum viable product and build their start-up, social impact and tech expertise.

This year due to the COVID-19 pandemic, the program shifted from face-to-face delivery to a virtual model. Our finalists participated in online workshops covering topics from marketing, purpose-driven innovation, designing for social impact, product and tech development and pitch training. The program culminated in a pitch night where the five Future Makers had the opportunity to pitch for funding from a pool of \$200,000. For a summary of the event, refer to our [media release](#).

Our FY21 Future Makers:

- Narelle Priestley (VIC) — **AIBLE** is a mobile recruitment platform that matches people of all abilities with the right jobs, improving workplace diversity and inclusion.
- Frances Atkins (NSW) — **givvable** is a data-driven technology platform that helps businesses find and track the impact of sustainable and social spending.
- Nitin Fernandez (NSW) — **Maslow** is a voice enabled assistant to support carer and rehabilitation management for young people with paralysis in their home.
- Bronwyn Covill (VIC) — **Need a Tutor** improves education standards and accessibility for those in remote locations through technology.
- Clive Vaz (NSW) — **PeepsRide** enables organisations to provide on-demand transport for those with a disability, the elderly and dependents.



Our 2020 Future Makers at the finale pitch event

We take a shared value approach and continue to work with our alumni. We have proudly supported the expansion of Virtualpsychologist into the Philippines. As part of the Singtel Group Future Makers program, we supported a pilot to expand Virtualpsychologist's services to Globe Telecom in the Philippines. The initiative called HopeChat is a 24/7 mental consultation platform using Facebook Messenger, which allows over 8,000 Globe employees to chat with licensed psychologists. Offered at the height of the community lockdowns in 2020, HopeChat was able to help the employees address the stress and anxiety brought by the pandemic. The pilot has now evolved into a full contract supporting Globe Telecom employees.

## eSIM innovation

Optus is the first mobile network provider in Australia to allow customers to connect to a mobile network using an eSIM via an app on their phone.

An eSIM is an embedded SIM, where you can download a digital eSIM from Optus and connect without a physical SIM card. We have done a preliminary assessment of the benefits and have found the following:

**31% reduction  
in kg CO<sub>2</sub> equivalent**



Every 100 e-SIMs sold in place of C-SIMs

**is the equivalent  
to planting 15 trees**



**59% reduction  
in solid waste (kg)**



For every 100 e-SIMs sold in place of regular SIMs,

**2 wheelie bins of  
solid waste is avoided**

## Storytelling using AI

In 2020, we teamed up with immersive technology app provider Bookful to allow children to step into their favourite books using augmented reality (AR). The immersive experiences AR delivers is enhanced by the power and speed of our 5G network and together can bring a wealth of opportunities to consumers in many areas, particularly education.

## Harnessing the power of IoT and other technologies

We remain committed to forming partnerships that align with our commitment to sustainable innovation. Many of our partnerships leverage Internet of Things (IoT) technology. IoT technology connects wearable devices, environmental sensors and components in vehicles and buildings together in harmony. Behind the IoT is Optus' secure and reliable network that enables the full potential of IoT to be harnessed.

Across the year, we have entered into various partnerships with renowned Australian universities to identify 5G opportunities to better address real-world industry challenges. These include:

- Driving cyber security and data science innovation with the University of South Australia (UniSA) to develop new products and services and solve complex cyber issues, while educating Australia's next generation of cyber security and data science specialists;
- Building an on-campus 5G lab with Curtin University for research, teaching and learning, and collaboration to explore 5G applications that benefit the Australian industry and economy with Curtin University;
- Advancing digital technology IoT Innovation with James Cook University (JCU) across a range of industries; and
- In June 2020, launching the National Industry Innovation Network (NIIN) — an alliance between technology giant Cisco and La Trobe and Curtin Universities — to improve Australia's long-term digital economic resilience by accelerating digital transformation. As a start, a white paper on the role of collaborative technology in remote working, with a specific focus on government, health and education sectors will be developed to better analyse the adoption and application of 5G technologies in different use cases.

## Harnessing the power of IoT and other technologies (continued)

Industry partnerships:

### **Nokia strategy alliance: IoT software solutions**

Optus has selected Nokia's IMPACT IoT platform to provide device management and data collection capabilities to our customers.

Nokia's industry leading IoT Device Management Platform (DMP) will enable Optus to provide its customers simple access to IoT device data. Anticipated industry applications include cost effective waste management, supply chain optimisation, logistics management and scene analytics for improved safety and security.

Longer term, Nokia and Optus will work together to help create smart cities and support enterprise customers across industries, including mining, utilities and transportation.

### **workM8 partnership**

Optus has partnered with Australian software company workM8 to offer enterprise customers access to the workM8 platform, which simplifies vehicle tracking, asset monitoring and lone worker safety into a single, easy to use cloud-hosted solution.

The workM8 platform and mobile app cuts across industries by tracking people and assets and delivering automated business logic and workflows that are defined by the customer and based on location triggers.

The workM8 software brings together connected devices via IoT and critical personnel monitoring into a simple, single platform with easy to interpret reporting dashboards. A key benefit is the ability to input and manage data from many sources, across multiple networks, people, devices, and existing IT infrastructure.







# Governance

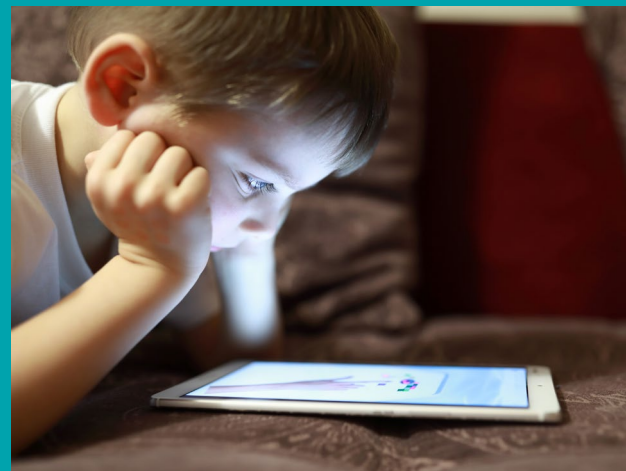
## Doing the right thing

Optus aspires to best practice corporate governance, including well-defined policies and processes to ensure our accountability and provide assurance to our stakeholders. Our Code of Conduct sets the high standards of personal and corporate integrity, which we want everyone working for Optus to follow in everything they do.

Under our Code of Conduct, we must comply with all laws, regulations, codes of practice, and legal, regulatory and licensing requirements, including directions and orders of any government, or statutory or regulatory authority in the areas in which we operate. This includes following tax regulations in Australia.






## Tax contributions and transparency





As one of Australia's Top 100 public taxpayers, Optus recognises that our contributions help communities by financing the government activities that support a range of important social initiatives. We know tax transparency improves the community's confidence in the corporate sector. As a signatory to the Board of Taxation's voluntary tax transparency code, we've published Tax Transparency Reports since FY2018. You can find out more about our approach to tax and our latest Tax Transparency Report on our [website](#).



# Addressing the Sustainable Development Goals

In FY21 we continued to focus on nine SDGs, to help stimulate action and impact towards 2030. The table below highlights how we are responding to the SDGs.

SDG	Optus' Position	Optus' Effort and Initiatives
 <b>Goal 3: Good Health and Wellbeing</b> Ensure healthy lives and promote wellbeing for all ages	Optus views any potential risk to the health and safety of our stakeholders seriously, and we actively promote health and safety at the workplace.	<ul style="list-style-type: none"> <li>• People: Equity and Inclusion section</li> <li>• People: Future of Work section</li> <li>• Environment: Supporting Resilience section</li> </ul>
 <b>Goal 4: Quality Education</b> Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	Optus has an important role in enabling the progress, development and inclusion of vulnerable segments of society through the support of education and skills development opportunities.	<ul style="list-style-type: none"> <li>• Digital Enablement section</li> <li>• People: Future of Work section</li> </ul>
 <b>Goal 5: Gender Equality</b> Achieve gender equality and empower all women and girls	Optus treats everyone with respect and consideration at all times, regardless of gender, age, ethnicity, language, cultural background, physical ability, religious belief and lifestyle choice.	<ul style="list-style-type: none"> <li>• People: Equity and Inclusion section</li> </ul>
 <b>Goal 8: Decent Work and Economic Growth</b> Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	Optus is committed to growing with our people and making the company a vibrant workplace across our global operations.	<ul style="list-style-type: none"> <li>• People: Equity and Inclusion section</li> <li>• People: Future of Work section</li> </ul>
 <b>Goal 9: Industry, Innovation and Infrastructure</b> Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation	Optus innovates continuously to stay at the forefront and bring the latest and the best services to our customers, including working with change makers to bring creative solutions to solve societal problems.	<ul style="list-style-type: none"> <li>• Sustainable Innovation section</li> <li>• Environment: Supporting Resilience section</li> </ul>

SDG		Optus' Position	Optus' Effort and Initiatives
 <b>10 REDUCED INEQUALITIES</b>	<b>Goal 10: Reduced Inequalities</b> Reduce inequality within and among countries	Optus is committed to creating equal opportunity for both our people and our communities.	<ul style="list-style-type: none"> <li>• People: Equity and Inclusion section</li> <li>• People: Digital Enablement section</li> </ul>
 <b>11 SUSTAINABLE CITIES AND COMMUNITIES</b>	<b>Goal 11: Sustainable Cities and Communities</b> Make cities and human settlements inclusive, safe, resilient and sustainable	Optus leverages our ICT competence to develop solutions that improve quality of living, and focuses on building a resilient network infrastructure.	<ul style="list-style-type: none"> <li>• Environment: Climate Action, Supporting Resilience and Circular Economy sections</li> <li>• Sustainable Innovation section</li> <li>• People: Helping People Connect section</li> </ul>
 <b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b>	<b>Goal 12: Responsible Consumption and Production</b> Ensure sustainable consumption and production patterns	Optus actively monitors our waste management practices as part of our business operations and environmental conservation efforts.	<ul style="list-style-type: none"> <li>• Environment: Circular Economy section</li> </ul>
 <b>13 CLIMATE ACTION</b>	<b>Goal 13: Climate Action</b> Take urgent action to combat climate change and its impacts	Optus is committed to understanding, managing and minimising our environmental footprint across our value chain, including our business operations, suppliers and customers and has a Science Based Emissions Reduction Target approved by the Science Based Target Initiative (SBTi).	<ul style="list-style-type: none"> <li>• Environment: Climate Action section</li> <li>• Environment: Supporting Resilience section</li> </ul>



