

BIGGER PICTURE 2011 COMMUNITY CONTRIBUTION



IT'S HOW
WE CONNECT



SOCIAL INVESTMENT

	2008/09 (\$M)	2009/10 (\$M)	2010/11 (\$M)
REVENUE FOREGONE	\$213.11	\$217.08	\$204.28
CASH	\$24.64	\$23.71	\$22.09
VALUE OF BENEFIT	\$20.08	\$19.59	\$20.36
IN-KIND	\$5.94	\$0.98	\$1.03
TIME	\$1.96	\$0.74	\$0.26
TOTAL	\$265.73	\$262.10	\$248.02

INVESTMENT BY FORM OF CONTRIBUTION
millions of dollars

	2008/09	2009/10	2010/11
REVENUE FOREGONE	80.2%	82.8%	82.4%
CASH	9.3%	9.0%	8.9%
VALUE OF BENEFIT	7.6%	7.5%	8.2%
IN-KIND	2.2%	0.4%	0.4%
TIME	0.7%	0.3%	0.1%

INVESTMENT BY FORM OF CONTRIBUTION
percentage

	2008/09	2009/10	2010/11
SOCIAL INVESTMENT AS % OF DOMESTIC REVENUE	1.26%	1.25%	1.15%
SOCIAL INVESTMENT AS % OF DOMESTIC EBIT (PRE TAX PROFIT)	4.70%	4.79%	5.30%
EMPLOYEE PRIDE IN TELSTRA'S SOCIAL AND COMMUNITY CONTRIBUTION (PERCENTAGE FAVOURABLE)*	-	-	82%
EMPLOYEE PARTICIPATION RATE IN PAYROLL GIVING*	-	-	13.2%

INVESTMENT BY KEY PERFORMANCE INDICATORS
percentage

*2010/11 is the baseline year.

ISSUE	AMOUNT (\$M)
DIGITAL INCLUSION	\$226.49
ECONOMIC DEVELOPMENT	\$4.87
COMMUNITY ARTS AND SPORT	\$3.98
DIVERSITY	\$2.98
EMPLOYEE GIVING AND VOLUNTEERING	\$1.74
DISASTER RELIEF	\$1.58
OTHER	\$6.38
TOTAL	\$248.02

INVESTMENT BY ISSUE 2010/11
 millions of dollars

PROGRAMME	AMOUNT (\$M)
ACCESS FOR EVERYONE	\$191.21
CHARITY AND NON-PROFIT DISCOUNTS	\$33.17
ECONOMIC DEVELOPMENT SPONSORSHIPS	\$4.87
TELSTRA FOUNDATION GRANTS AND PAYMENTS	\$4.02
COMMUNITY ARTS AND SPORT SPONSORSHIPS	\$3.98
COMMUNITY PARTNERSHIPS	\$3.76
DISASTER RELIEF ASSISTANCE	\$1.58
TELSTRA CONNECTED SENIORS® GRANTS AND TRAINING EVENTS	\$1.27
ENVIRONMENT SPONSORSHIPS, PROGRAMMES AND INITIATIVES	\$0.94
EMPLOYEE PAYROLL GIVING	\$0.66
OTHER	\$2.56
TOTAL	\$248.02

SOCIAL INVESTMENT BY PROGRAMME OVER \$500,000
 millions of dollars

CONTRIBUTION BY PROGRAMME

PROGRAMME	DESCRIPTION	FORM OF CONTRIBUTION	AMOUNT \$M
PENSIONER DISCOUNT	Monthly discount on fixed-line home phone services provided to eligible pensioners.	Revenue foregone	\$165.67
INCONTACT SERVICE	Home phone service provided free of charge to eligible customers used to receive incoming calls and make select outgoing calls.	Value of benefit	\$19.33
BILL ASSISTANCE PROGRAMME	Rebate certificates for the payment of a Telstra bill. Certificates are distributed through participating community agencies.	Revenue foregone	\$4.33
	Cost to produce and distribute certificates to participating community agencies.	Cash	\$0.18
PHONECARD / PHONEAWAY CARD ASSISTANCE PROGRAMME (CALLING CARDS)	\$5 calling cards used to make calls from any Telstra home, business or public payphone. Cards are distributed through participating community agencies.	Value of benefit	\$0.92
CENTREPAY PROCESSING COST	Free access to Centrelink's Centrepay service for Telstra customers.	Cash	\$0.40
SPONSORED ACCESS SERVICE	A secure phone service provided to community agency crisis accommodation properties.	Revenue foregone	\$0.38
TOTAL			\$191.21

ACCESS FOR EVERYONE 2010/11
millions of dollars



To find out more about
Access for Everyone visit
telstra.com.au/accessforeveryone

PROGRAMME	DESCRIPTION	FORM OF CONTRIBUTION	AMOUNT \$M
CHARITY AND NON-PROFIT DISCOUNTS	Monthly discounts on 114,866 fixed-line phone services provided to eligible charity and non-profit Telstra Enterprise and Government customers.	Revenue foregone	\$33.17
TOTAL			\$33.17

CHARITY AND NON-PROFIT DISCOUNTS 2010/11
millions of dollars

PROGRAMME	DESCRIPTION	FORM OF CONTRIBUTION	AMOUNT \$M
BUSINESS AWARDS AND LOCAL SPONSORSHIPS	Awards programmes and smaller-scale sponsorships that support small to medium and local businesses to help develop local economies.	Various	\$4.87
TOTAL			\$4.87

ECONOMIC DEVELOPMENT SPONSORSHIPS 2010/11
millions of dollars

TELSTRA FOUNDATION 2010/11

millions of dollars

INVESTMENT BY STRATEGIC FOCUS			
STRATEGIC FOCUS	DESCRIPTION	FORM OF CONTRIBUTION	AMOUNT \$M
INDIGENOUS COMMUNITY DEVELOPMENT	Funding to six long-term projects that help improve outcomes for Indigenous children, such as literacy and numeracy, or that build Indigenous leadership and advocacy.	Cash	\$1.33
SOCIAL INNOVATION	Funding to ten long-term projects that utilise information and communication technologies to promote social inclusion.	Cash	\$1.30
CYBER SAFETY	Funding to three long-term projects that provide opportunities for young people to have a positive experience in the digital world.	Cash	\$0.34
TELSTRA'S KIDS FUND	An employee-directed giving programme that provides grants of \$1,200 to local community organisations that involve a child related to permanent Telstra employees.	Cash	\$0.75
OTHER	Includes employee-community involvement and stakeholder engagement projects.	Cash	\$0.30
TOTAL			\$4.02

INVESTMENT BY GRANT AMOUNT (TOP THREE BY CONTRIBUTION)			
GRANT RECIPIENT	DESCRIPTION	FORM OF CONTRIBUTION	AMOUNT \$M
OUT	Grant to support the Stronger Smarter Institute build a critical mass of 800 leaders and advocates in Indigenous education.	Cash	\$0.50
AUSTRALIAN INDIGENOUS LEADERSHIP CENTRE	Grant to help develop the leadership of 650 people.	Cash	\$0.25
THE LONG WALK TRUST	Grant to help introduce Indigenous studies in 90 schools across Australia.	Cash	\$0.20



To find out more about the Telstra Foundation visit www.telstrafoundation.com.au

SPONSORSHIP	DESCRIPTION	FORM OF CONTRIBUTION	OUTPUT
TELSTRA ASSISTANCE FUND	Sporting equipment grants to local rugby league, Australian rules football, surf life saving and swimming clubs across Australia.	Cash	Grants provided to 775 local clubs.
TELSTRA ROAD TO DISCOVERY	National talent development programme to uncover independent performers and songwriters passionate about establishing themselves in the Australian music scene.	Cash	12 heats held across Australia
AUSTRALIAN PARALYMPIC COMMITTEE	Support includes telecommunications and business solutions for the organisation as well as involvement in the Paralympic Education Programme, the Paralympic Employment Programme, the National Wheelchair Rugby League series and the Developing Athlete Grant Scheme.	Cash and in-kind	11,515 students at 108 schools from across Australia educated on paralympic sport and the importance of inclusion of people with disabilities through the Paralympic Education Programme.

COMMUNITY ARTS AND SPORT SPONSORSHIPS 2010/11 - TOP THREE BY CONTRIBUTION



To find out more about Telstra's community arts and sports sponsorships see www.beinvolved.com.au

PARTNERSHIP	DESCRIPTION	FORM OF CONTRIBUTION	OUTPUT
SURF LIFE SAVING AUSTRALIA	Support includes Telstra Beach to Bush, Australia's largest water safety education programme. Using live video streaming, the programme helps school children in regional Australia experience the beach, identify rips and learn about surf and water safety.	Cash and in-kind	In 2010/11, 39,000 primary school children were educated on water safety in 336 schools.
TELSTRA CHILD FLIGHT	Support to a medical helicopter service that transports critically ill infants and children to intensive medical care facilities across NSW and the ACT.	Cash and in-kind	Since 1989, Telstra Child Flight has airlifted more than 7,200 children and infants.
ONE LAPTOP PER CHILD (OLPC) AUSTRALIA	Support to OLPC that provides remote primary school students with a purpose-built XO laptop and access to educational programmes and connects them, through the internet, to the rest of the world.	Cash	Since 2009, OLPC Australia has deployed more than 5,000 laptops across 85 remote communities.

COMMUNITY PARTNERSHIPS 2010/11 - TOP THREE BY CONTRIBUTION

**DISASTER RELIEF
ASSISTANCE 2010/11**

millions of dollars

ASSISTANCE	DESCRIPTION	FORM OF CONTRIBUTION	AMOUNT \$M
CUSTOMER ASSISTANCE OFFER (INTERNATIONAL DISASTERS)	Free calls and texts for Telstra customers to contact friends and family in Japan following the earthquake and subsequent tsunami.	Revenue foregone	\$0.51
MATCHED GIVING	Matching of employee payroll giving donations for two disaster relief appeals.	Cash	\$0.48
CUSTOMER ASSISTANCE PACKAGES (DOMESTIC DISASTERS)	Assistance provided to residential and small business customers following domestic disasters, including free phone service call diversion and reconnection.	Revenue foregone	\$0.13
DONATIONS	Donation to the Japanese Red Cross Society following the earthquake and subsequent tsunami.	Cash	\$0.10
CALLING CARDS	5,600 calling cards distributed (via Anglicare Australia) to people left without a means to communicate following the Queensland floods and Cyclone Yasi.	Value of benefit	\$0.09
PAYPHONES	Free calls from payphones in disaster-affected areas across the country.	Revenue foregone	\$0.08
EMERGENCY FIRST RESPONSE LEAVE	1,326 hours of paid leave granted to employees who volunteer with emergency services organisations in times of domestic disaster.	Time	\$0.06
OTHER	Includes local ad-hoc disaster relief support.	Various	\$0.13
TOTAL			\$1.58

**TELSTRA CONNECTED
SENIORS® 2010/11**

millions of dollars

PROGRAMME	DESCRIPTION	FORM OF CONTRIBUTION	AMOUNT \$M
TELSTRA TRAINING EVENTS	Delivery of 33 training events across Australia to help seniors embrace and master new mobile and internet technology.	Cash and in-kind	\$0.82
GRANTS	Funding to 53 local community groups to deliver training courses for seniors.	Cash	\$0.45
TOTAL			\$1.27

ENVIRONMENT
SPONSORSHIPS, PROGRAMMES
AND INITIATIVES 2010/11
millions of dollars

ASSISTANCE	DESCRIPTION	FORM OF CONTRIBUTION	AMOUNT \$M
MOBILEMUSTER	Official recycling programme of the mobile phone industry.	Cash	\$0.48
TELSTRA FLEET SALARY SACRIFICE	Employee contributions to Greenfleet to offset salary sacrifice vehicles' emissions by planting native forests.	Cash	\$0.31
GREAT BARRIER REEF FOUNDATION	Support includes monitoring coral bleaching across the reef via a reef-based mobile network and employee involvement in the ZooX Ambassadors programme.	Cash and time	\$0.14
OTHER	Includes employee involvement in various environmental campaigns.	Time	\$0.01
TOTAL			\$0.94

EMPLOYEE
PAYROLL GIVING 2010/11

PAYROLL GIVING BY CHARITY PARTNER	AMOUNT
Australian Red Cross	\$21,873
Australian Red Cross Pakistan Monsoon Floods Appeal	\$14,502
Australian Red Cross New Zealand Earthquake Appeal	\$65,922
Australian Red Cross Japan and Pacific Disaster Appeal	\$24,058
Beyond Blue	\$7,797
Cancer Council Australia	\$19,587
Cerebral Palsy League Queensland	\$2,819
DEBRA Australia	\$4,562
Juvenile Diabetes Research Foundation	\$4,516
Mission Australia	\$5,281
NAPCAN Australia	\$4,685
RSPCA Australia	\$14,415
Surf Life Saving Australia	\$1,846
Technical Aid to the Disabled	\$3,925
Telstra Child Flight	\$1,504
The Salvation Army	\$22,859
United Way Ballarat	\$2,269
United Way Geelong	\$2,408
World Vision Australia	\$18,856
WWF Australia	\$6,068
Queensland Premier's Disaster Relief Appeal	\$410,986
TOTAL	\$660,738

PAYROLL AND MATCHED GIVING SUMMARY	EMPLOYEE PARTICIPATION RATE	AMOUNT
Payroll giving	13.2%	\$660,738
Telstra match to Queensland's Premiers Disaster Relief Appeal	NA	\$413,874
Telstra match to Red Cross New Zealand Disaster Relief Appeal	NA	\$65,922
TOTAL		\$1,140,534

PROGRAMME OUTPUTS BY GEOGRAPHIC LOCATION

NATIONAL SUMMARY
2010/11

PROGRAMME OUTPUT DESCRIPTION	NUMBER
Calling cards distributed to people in need through the <i>Access for Everyone</i> programme.	185,075
Rebate certificates distributed to customers who needed assistance paying their telephone bill through the <i>Access for Everyone</i> programme.	173,164
Local groups receiving <i>Telstra Connected Seniors®</i> grants.	53
Large-scale <i>Telstra Connected Seniors®</i> training events delivered by Telstra.	33
Local sporting clubs receiving equipment grants through the <i>Telstra Assistance Fund</i> .	775
Grass-roots organisations receiving <i>Telstra's Kids Fund</i> grants.	625
Stopovers of the Telstra-sponsored Dancers Company, the regional touring arm of The Australian Ballet.	12
<i>Telstra Road to Discovery</i> heats held.	12

NEW SOUTH WALES
2010/11

PROGRAMME OUTPUT DESCRIPTION	NUMBER
Calling cards distributed to people in need through the <i>Access for Everyone</i> programme.	31,915
Rebate certificates distributed to customers who needed assistance paying their telephone bill through the <i>Access for Everyone</i> programme.	56,062
Local groups receiving <i>Telstra Connected Seniors®</i> grants.	14
Large-scale <i>Telstra Connected Seniors®</i> training events delivered by Telstra in Armidale, Lismore, Port Macquarie, Sydney, Tamworth, Tweed Heads and on the Gold Coast.	14
Local sporting clubs receiving equipment grants through the <i>Telstra Assistance Fund</i> .	231
Grass-roots organisations receiving <i>Telstra's Kids Fund</i> grants.	129
Stopovers of the Telstra-sponsored Dancers Company, the regional touring arm of The Australian Ballet, in Griffith, Newcastle, Orange, Port Macquarie and Wagga Wagga, supported by Telstra.	5
<i>Telstra Road to Discovery</i> heats held in Thurgoona and Windsor.	2

AUSTRALIAN CAPITAL TERRITORY
2010/11

PROGRAMME OUTPUT DESCRIPTION	NUMBER
Calling cards distributed to people in need through the <i>Access for Everyone</i> programme.	10,430
Rebate certificates distributed to customers who needed assistance paying their telephone bill through the <i>Access for Everyone</i> programme.	4,462
Local sporting clubs receiving equipment grants through the <i>Telstra Assistance Fund</i> .	5
Stopovers of the Telstra-sponsored Dancers Company, the regional touring arm of The Australian Ballet, in Canberra.	1
<i>Telstra Road to Discovery</i> heats held in Canberra.	1

NORTHERN TERRITORY
2010/11

PROGRAMME OUTPUT DESCRIPTION	NUMBER
Calling cards distributed to people in need through the <i>Access for Everyone</i> programme.	1,015
Rebate certificates distributed to customers who needed assistance paying their telephone bill through the <i>Access for Everyone</i> programme.	3,401
Local sporting clubs receiving equipment grants through the <i>Telstra Assistance Fund</i> .	28
Grass-roots organisations receiving a <i>Telstra's Kids Fund</i> grant.	1
<i>Telstra Road to Discovery</i> heats held in Darwin.	1

SOUTH AUSTRALIA
2010/11

PROGRAMME OUTPUT DESCRIPTION	NUMBER
Calling cards distributed to people in need through the <i>Access for Everyone</i> programme.	16,890
Rebate certificates distributed to customers who needed assistance paying their telephone bill through the <i>Access for Everyone</i> programme.	15,066
Local groups receiving <i>Telstra Connected Seniors®</i> grants.	3
Large-scale <i>Telstra Connected Seniors®</i> training events delivered by Telstra in Adelaide, Port Lincoln, Port Pirie and Whyalla.	8
Local sporting clubs receiving equipment grants through the <i>Telstra Assistance Fund</i> .	48
Grass-roots organisations receiving <i>Telstra's Kids Fund</i> grants.	42
<i>Telstra Road to Discovery</i> heats held in Adelaide.	1

QUEENSLAND
2010/11

PROGRAMME OUTPUT DESCRIPTION	NUMBER
Calling cards distributed to people in need, including those affected by natural disasters through the <i>Access for Everyone</i> programme.	43,475
Rebate certificates distributed to customers who needed assistance paying their telephone bill through the <i>Access for Everyone</i> programme.	31,989
Mobile phones provided to Anglicare Australia to distribute to people affected by flooding and Cyclone Yasi.	200
Local groups receiving <i>Telstra Connected Seniors®</i> grants.	7
Large-scale <i>Telstra Connected Seniors®</i> training events.	11
Local sporting clubs receiving equipment grants through the <i>Telstra Assistance Fund</i> .	224
Grass-roots organisations receiving <i>Telstra's Kids Fund</i> grants.	125
<i>Telstra Road to Discovery</i> heats held in Bundaberg and Toowoomba.	2

TASMANIA
2010/11

PROGRAMME OUTPUT DESCRIPTION	NUMBER
Calling cards distributed to people in need through the <i>Access for Everyone</i> programme.	960
Rebate certificates distributed to customers who needed assistance paying their telephone bill through the <i>Access for Everyone</i> programme.	6,304
Local groups receiving <i>Telstra Connected Seniors®</i> grants.	4
Local sporting clubs receiving equipment grants through the <i>Telstra Assistance Fund</i> .	21
Grass-roots organisations receiving <i>Telstra's Kids Fund</i> grants.	17
Stopovers of the Telstra-sponsored Dancers Company, the regional touring arm of The Australian Ballet, in Hobart and Launceston.	2
<i>Telstra Road to Discovery</i> heats held in Burnie.	1

VICTORIA
2010/11

PROGRAMME OUTPUT DESCRIPTION	NUMBER
Calling cards distributed to people in need through the <i>Access for Everyone</i> programme.	74,200
Rebate certificates distributed to customers who needed assistance paying their telephone bill through the <i>Access for Everyone</i> programme.	37,407
Local groups receiving <i>Telstra Connected Seniors®</i> grants.	19
Local sporting clubs receiving equipment grants through the <i>Telstra Assistance Fund</i> .	152
Grass-roots organisations receiving <i>Telstra's Kids Fund</i> grants.	266
Stopovers of the Telstra-sponsored Dancers Company, the regional touring arm of The Australian Ballet, in Albury, Dandenong, Mooroopna and Warragul.	4
<i>Telstra Road to Discovery</i> heats held in Birregurra and Melbourne.	2

WESTERN AUSTRALIA
2010/11

PROGRAMME OUTPUT DESCRIPTION	NUMBER
Calling cards distributed to people in need through the <i>Access for Everyone</i> programme.	6,190
Rebate certificates distributed to customers who needed assistance paying their telephone bill through the <i>Access for Everyone</i> programme.	18,473
Local groups receiving <i>Telstra Connected Seniors®</i> grants.	6
Local sporting clubs receiving equipment grants through the <i>Telstra Assistance Fund</i> .	66
Grass-roots organisations receiving <i>Telstra's Kids Fund</i> grants.	45
<i>Telstra Road to Discovery</i> heats held in Dowerin and Karratha.	2

The Bigger Picture series provides additional, trend and historical performance information for our stakeholders on Telstra's key sustainability issues and to meet the requirements of sustainability reporting guidelines such as the Global Reporting Initiative.



For more information see
www.telstra.com.au/sustainability

Our reporting covers the July 1 to June 30 financial year period for Telstra Corporation Limited. This excludes the following operations that comprise the wider Telstra Group: Telstra International, our controlled entities (Sensis, CSL New World, China search and advertising business, REACH and TelstraClear), and our 50 per cent ownership of Foxtel.

