

Innovate Reconciliation Action Plan

July 2026 – July 2028



INNOVATE

OPTUS



Community & the Ocean, Yarrabah Arts and Culture Precinct



Acknowledgement of Country

Optus acknowledges the Traditional Custodians of the lands, waters and skies across Australia. We pay our respects to Elders past and present and honour the strength and continuity of the world's oldest living cultures. We recognise that connection and communication have always been central to First Nations communities. We are committed to learning from this legacy and to supporting a future where connection is accessible, safe and inclusive for all.

Artwork

Community and the Ocean

Beneath the surface of the sea, currents carry life, stories, and energy across vast distances—quietly linking places that may never see each other. Telecommunications move in a similar rhythm: people, ideas, and cultures flowing through invisible channels of connection. Just as ocean currents shape whole ecosystems, the movement of communication shapes how communities grow, learn, and support one another. Under the sea, every ripple creates impact; in telco, every interaction builds belonging. Both remind us that real connection holds the power to unite us across any distance.

The Yarrabah community holds a deep and enduring relationship with the ocean—a connection woven through culture, identity, and Country. For generations, the shoreline, the reef, and the vastness of the Coral Sea have shaped the community's stories, rhythms, and way of life. The sea is not just a landscape; it is a living presence, an ancestor, and a teacher.



The artists

This collaborative work reflects the intertwined nature of people and place in Yarrabah. Through printed images, they aim to honour the cultural heartbeat of the community: a deep respect for the ocean, an understanding of shell life as carriers of story, and a recognition of water as both giver and guardian of life. Each image is an acknowledgement of the community's resilience, identity, and ongoing custodianship of sea Country.

Artists are all from Yarrabah and work out of the Yarrabah Arts Centre.

Edna Ambrym, a proud Gunggandji and Kuku Yalanji woman.

Christopher Harris, respected Gunggandji artist and Master Potter.

Valmai Pollard is a proud Gunggandji woman who has deep roots in the culturally rich community of Yarrabah.

Michelle "Mickey" Yeatman, born and raised in Yarrabah and highly regarded contemporary ceramic artist.

Philomena Yeatman, a proud Gunggandji woman from Yarrabah, celebrated as a master weaver.

Our vision for reconciliation

Optus' vision for reconciliation is grounded in respect and focused on a future where Aboriginal and Torres Strait Islander peoples are connected and empowered, working together to create lasting positive change.

We recognise our responsibility to strengthen digital equity to enable that connectivity and capability to deliver tangible social, cultural and economic benefits for First Nations peoples.

Digital inclusion is one part of reconciliation. Through our Innovate Reconciliation Action Plan (RAP), we will embed accountability, strengthen partnerships and deliver measurable progress in our relationships with Aboriginal and Torres Strait Islander peoples, communities and businesses.

Optus CEO Statement Stephen Rue



At Optus, our purpose is to deliver real choice by championing the customer. That purpose keeps us focused on the people, customers, and communities affected by our decisions.

Trust is earned through our actions, not intentions. Reconciliation is part of how we show respect, take responsibility and do better by First Nations peoples and the communities we serve. This work is grounded in an honest acknowledgement that Optus has not always met the standards we expect of ourselves, and those past failures caused disproportionate impacts for some First Nations peoples and communities. The lessons have been uncomfortable, but they have shaped how we now approach this work. Our Innovate Reconciliation Action Plan (RAP) represents a commitment to learn from that experience and to embed change into how we operate.

I am proud to present Optus' Innovate RAP. Our Reflect RAP laid an important foundation. It challenged us to listen more carefully, learn more deeply and begin rebuilding relationships. This Innovate RAP represents a clear step forward. It sets higher expectations, strengthens accountability and moves us from intent to delivery, and from learning to embedding reconciliation into how we operate, with practical commitments designed to deliver tangible outcomes for First Nations peoples.

Ultimately this plan only matters if it is delivered. We recognise that meaningful progress must be guided by the priorities and aspirations of First Nations peoples. I am personally accountable for ensuring Optus does what we have committed to and for being transparent about our progress and where we fall short.

Reconciliation begins with recognising that First Nations peoples have cared for this country for tens of thousands of years, and that their knowledge, resilience and leadership continue to shape Australia today. For Optus, reconciliation must be practical, sustainable, and supported by meaningful action. As a provider of critical infrastructure, the role we play in digital inclusion matters. Our networks and services affect how people connect, participate in society and access essential services.

That is why reconciliation must be embedded in how we plan, prioritise and run our business, in partnership with First Nations peoples. The same discipline we apply to performance, delivery and outcomes must also guide our commitments to First Nations communities. Reconciliation cannot sit alongside our business – it must be part of how we do business. That means listening, welcoming challenge, and making decisions that respect our people, our culture and the communities we serve. Strong governance turns commitment into action and holds us accountable when it matters most. We will not always get everything right, but we are committed to learning, improving and moving forward together with shared purpose and respect.

I thank First Nations communities, and other partners and advisors for their guidance, challenge and trust. I also thank our people for the care, professionalism and commitment they bring to this work. There is more to do, and we will continue this journey with humility, discipline and respect.

Stephen Rue
Chief Executive Officer
Optus

Reconciliation Australia CEO Statement Karen Mundine



Reconciliation Australia commends Optus on the formal endorsement of its inaugural Innovate Reconciliation Action Plan (RAP).

Commencing an Innovate RAP is a crucial and rewarding period in an organisation's reconciliation journey. It is a time to build strong foundations and relationships, ensuring sustainable, thoughtful, and impactful RAP outcomes into the future.

Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement.

This Innovate RAP is both an opportunity and an invitation for Optus to expand its understanding of its core strengths and deepen its relationship with its community, staff, and stakeholders.

By investigating and understanding the integral role it plays across its sphere of influence, Optus will create dynamic reconciliation outcomes, supported by and aligned with its business objectives.

An Innovate RAP is the time to strengthen and develop the connections that form the lifeblood of all RAP commitments. The RAP program's framework of relationships, respect, and opportunities emphasises not only the importance of fostering consultation and collaboration with Aboriginal and Torres Strait Islander peoples and communities, but also empowering and enabling staff to contribute to this process, as well.

With over 5.5 million people now either working or studying in an organisation with a RAP, the program's potential for impact is greater than ever. Optus is part of a strong network of more than 3,000 corporate, government, and not-for-profit organisations that have taken goodwill and intention, and transformed it into action.

Implementing an Innovate RAP signals your organisation's readiness to develop and strengthen relationships, engage staff and stakeholders in reconciliation, and pilot innovative strategies to ensure effective outcomes.

Getting these steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey.

Congratulations Optus on your Innovate RAP and I look forward to following your ongoing reconciliation journey.

Karen Mundine
Chief Executive Officer
Reconciliation Australia

Executive Sponsor Statement Felicity Ross



Reconciliation is grounded in consistency and a readiness and willingness to be accountable. It is strengthened through leadership and action, sustained over time.

Optus has worked for many years to build relationships with First Nations communities. We also know that relationships require ongoing effort, listening, and accountability – particularly when trust has been eroded. As our CEO Stephen Rue has acknowledged, the Australian Competition and Consumer Commission action exposed serious shortcomings in our conduct and systems. This Innovate Reconciliation Action Plan (RAP) is one part of how we are responding.

Our Reflect RAP helped us build understanding and strengthen relationships. It challenged us to listen more carefully, to hear perspectives that may be uncomfortable, and to confront where we need to do better.

This Innovate RAP asks a necessary question: what more must we do to work better with, walk with, and be guided by Aboriginal and Torres Strait Islander peoples. It recognises the role Optus can play in improving digital inclusion for First Nations peoples through clear commitments: strengthening First Nations media and broadcasting, investing in digital education and safety, addressing affordability through initiatives such as Donate Your Data, and exploring how infrastructure and connectivity can better support remote and regional communities. Access to affordable, safe and reliable connectivity is essential to participation in education, employment, and community life.

Just as importantly, it lifts the standard of how we engage, informed by what we have heard from First Nations stakeholders. We will deepen cultural learning, strengthen how we support First Nations customers, grow our spend with First Nations businesses, and expand employment pathways. This is about building connection, capability, and trust over time, and translating intent into measurable action and outcomes.

This RAP is a living framework that will continue to evolve as we learn, as expectations rise, and as our responsibilities grow. As executive sponsor, I am accountable for ensuring this plan is governed rigorously, measured transparently, and delivered in genuine partnership with First Nations communities and partners. We will report publicly on progress and be transparent about where more work is required.

Felicity Ross
Executive Sponsor, Innovate RAP
Chief Corporate Affairs & Marketing Officer
Optus



Our business

Optus is one of Australia's largest telecommunications providers. Since 1992, we have delivered real choice for Australians, offering mobile and fixed line services, internet and broadband, entertainment, technology and satellite services, and business solutions. We offer this full range of products and services to 12 million consumer, enterprise, government and wholesale customers including through our network of 250 Optus retail stores nationally.

Our terrestrial mobile network covers 98.5 per cent of Australia's population and provides a strong backbone for mobile connectivity. Under the regional Multi-Operator Core Network (MOCN) agreement we are also fast-tracking expansion of our 5G network across regional Australia.

Optus employs more than 7,000 people across Australia with corporate offices in Sydney, Adelaide, Melbourne, Brisbane, Canberra and Perth.

We are committed to ongoing engagement with our Aboriginal and Torres Strait Islander workforce. Data on the portion of our workforce who identify as Aboriginal or Torres Strait Islander is not yet available, however we are committed to establishing and reporting on this over the course of this RAP and as part of our journey towards being a culturally responsive and engaged organisation.

As one of Australia's largest telecommunications providers, our sphere of influence to support reconciliation outcomes for Aboriginal and Torres Strait Islander Peoples is significant. In support of the ambition of achieving Target 17 of the Closing the Gap Report, aspiring to equal levels of digital inclusion for Aboriginal and Torres Strait Island people – Optus remains committed to playing our role.



Our reconciliation journey

We completed our Reflect RAP in November 2024 which set some solid foundations to build on. Some of our key achievements across the lifespan of the Reflect RAP include:

- ☀ Displaying our Acknowledgement of Country across 250 retail stores.
- ☀ 100% of frontline employees completed training to support respectful and culturally appropriate engagement.
- ☀ Launching Yarn Employee Network, an internal employee community bringing Optus' First Nations employees and allies together.
- ☀ Recognising National Reconciliation Week and NAIDOC Weeks nationally and introducing cultural protocol and Acknowledgement of Country Guidelines.
- ☀ Providing financial support for First Nations students in tertiary education.
- ☀ Supporting co-investment programs and network partnerships that benefit many First Nations communities across regional Australia, including commissioning Indara to build a new tower in Yarrabah, Queensland.
- ☀ Enabling Optus Executives to participate in Jawun Executive Visit Programs, providing direct, on-Country experience.
- ☀ Retaining our Supply Nation membership, attending Supply Nation Connect and hosting a Supplier Expo.

- ☀ Continuing to support the Optus KARI Student Scholarship Program and onboarding KARI as a delivery partner for Donate Your Data Program.
- ☀ Opening the O-Pavillion space on our Optus Sydney Campus, a symbol of the profound connection between land, spirit, and the rich culture and heritage of our First Nations peoples. Situated on Dharug land, Dharug dhalang words were used to denote our new meeting rooms.
- ☀ Reaching more First Nations participants, supporting digital safety and literacy through our Digital Thumbprint Program and affordability through our Donate Your Data Program.
- ☀ Supporting iconic community cultural and sporting events such as the Yabun Festival, Koori Knockout, Yarrabah Music and Cultural Festival, First Peoples First, the Moriarty Cup as well as the Supercars Indigenous Round.



Our RAP journey

Optus’ RAP marks a deliberate shift from intent to action in our reconciliation journey. It is grounded in accountability for past failures, including conduct that caused harm to vulnerable customers, some of whom were First Nations peoples, and reflects our responsibility to do better. This RAP builds on the foundations of our Reflect RAP and represents a move toward deeper, more embedded change. It acknowledges where we have fallen short, recognises what we have learned, and commits Optus to sustained improvement through stronger governance, leadership accountability and cultural integrity.

In 2025 we engaged the services of Cox Inall Ridgeway to co-design a refreshed First Nations strategy, develop a new stakeholder engagement approach through enhanced mapping of our First Nations stakeholders and geographies of focus and support the development of this Innovate RAP. Cox Inall Ridgeway is a leading First Nations consultancy with deep experience across corporate, government and community sectors, focused on embedding First Nations perspectives to deliver positive outcomes.

This RAP, similar to our Reflect RAP, has been preceded by the preparation of a strategy and plan to guide our activities.

November – December 2024

Optus completes the Reflect RAP and commences roundtable review with External First Nations Advisory Committee.

October 2025

Optus appoints Cox Inall Ridgeway to support with the co-design of a refreshed First Nations strategy.

December 2025

One on one discussions with Optus Executive on our program priorities, ambitions and targets. This was followed by consultation with some of our external First Nations stakeholders and partners.

First internal workshop with our RAP Working Group, key business leaders and Yarn Network to input into the proposed First Nations strategy and to identify priorities.

April 2026

Draft First Nations strategy and plan reviewed by Optus’ Executive Leadership team.

January – September 2025

Ongoing internal engagement with Optus’ Yarn Employee Network and external engagement with Reconciliation Australia and other key stakeholders.

November 2025

Completed a comprehensive review across all our First Nations activities, this included reviews of relevant policies and practices.

February 2026

Second internal workshop with our RAP Working Group, key business leaders and Yarn Network (First Nations Employee Representative Group) to input into the proposed First Nations strategy and to identify priorities.

RAP Steering Committee and RAP Working Groups formalised and cadence of meetings commenced.

February – June

Development and design of new RAP.



Yarrabah Music and Culture Festival 2025



Through this review and reflection process we identified a few key areas for improvement and plan to address these in our 2026-2028 Innovate RAP.

- ☀ Strategic alignment – with Optus’ new strategy, purpose and values, it is an opportune time to reset our First Nations engagement strategy and framework for greater alignment. This reset will better embed reconciliation into our core business.
- ☀ Leadership Accountability – with Optus’ new leadership, we will elevate accountability and governance rhythms. The work we have done with Cox Inall Ridgeway will help us to embed clearer governance structures, including how we draw on First Nations voices.
- ☀ Internal engagement – while Optus’ diversity, inclusion and belonging agenda is a leading engagement driver, internal enthusiasm for First Nations engagement remains varied. This RAP provides an opportunity to give more clarity on how practical reconciliation efforts and engagement supports our purpose and values and strategic outcomes.
- ☀ Supplier diversity – following on from Procurement Policy changes and setting a spend target, the business requires additional support to be equipped to pursue First Nations supplier options, including improved exposure and education.

The work with Cox Inall Ridgeway represents an important reset in how Optus approaches engagement with Aboriginal and Torres Strait Islander peoples, businesses and communities. Through this partnership we have developed a dedicated First Nations Strategy that will guide our engagement, partnerships and internal capability.

The strategy aligns with Reconciliation Australia’s RAP framework and focus on strengthening relationships, embedding cultural understanding across the organisation, creating economic and employment opportunities, and improving outcomes through greater digital inclusion.

Through our 2026-28 RAP, we will pursue our vision for reconciliation by focusing on five key areas that align with both our core business capabilities and the areas where Optus can make the most meaningful contribution.

First Nations Engagement and Partnerships

We will strengthen our relationships with Aboriginal and Torres Strait Islander peoples, communities and organisations through respectful engagement, clearer consultation processes and stronger governance structures. This includes establishing formal advisory mechanisms, improving how we engage across geographies where Optus operates, and ensuring First Nations perspectives inform decision-making across the business.



In partnership with KARI Foundation, the Mobil 1 Optus Racing helmet wrapped in designs by students, Indigenous Round Darwin 2025

Digital Inclusion and Connectivity

We will work to improve digital inclusion for First Nations communities by addressing access, affordability and digital capability. Through connectivity solutions, digital literacy programs and partnerships with community organisations, Optus will support greater participation in the digital economy and improved access to essential services.



Representatives from the KARI Foundation perform a Welcome to Country and a traditional smoking ceremony to mark the commencement of construction of the O-Pavilion

Career Pathways and Workforce Participation

We will increase access to employment opportunities for First Nations peoples and strengthen the retention, development and progression of Aboriginal and Torres Strait Islander employees within Optus. This includes building inclusive recruitment pathways, strengthening internal support networks and supporting career development across the organisation.

Economic Participation and Procurement

We will increase our procurement with Indigenous businesses and suppliers, working towards a target of \$14 million in spend by 2030. We will strengthen internal capability to identify and engage Indigenous suppliers and build long-term commercial relationships with Indigenous businesses.



Macquarie University Walanga Muru students at Optus Stadium in Perth

Cultural Capability and Learning

We will strengthen cultural capability across the organisation by expanding cultural learning opportunities and building deeper understanding of Aboriginal and Torres Strait Islander cultures, histories and perspectives. This will support respectful engagement with customers, partners and communities.

Together, these focus areas will help Optus move beyond intention to practical action, embedding reconciliation into how we operate as a business and how we engage with First Nations peoples across Australia.

In recognising that good governance supports accountability and enables the right inputs to be drawn upon for decision-making, we have refreshed our governance structures and Terms of Reference. The RAP Steering Committee is made up of several Executive leaders:

- ★ Chief Operating Officer
- ★ Chief People Officer
- ★ Chief Corporate Affairs & Marketing Officer
- ★ Executive General Manager, Retail

The RAP Steering Committee will provide guidance and advocacy on how the strategy and Innovate RAP is put together, supported and executed. Alongside the RAP Steering Committee, the RAP Working Group includes senior leaders who together will drive execution of the strategy, fostering collaborating across the business to achieve delivery. The RAP Working Group membership includes Aboriginal and Torres Strait Islander colleagues. Across these governance structures, there are representatives from multiple lines of business and geographic locations to reflect Optus' diverse teams and wide geographic footprint. A formal First Nations Advisory Committee will be established. This will provide advice and guidance to Optus on any matter pertaining to the affairs of Aboriginal and Torres Strait Islander peoples. Optus will continue to work with Cox Inall Ridgeway as a trusted First Nations advisory partner to support the implementation of this work.



Case studies

Cultural learning

Jawun

Optus joined Jawun as an Emergent Partner in 2024, and our partnership reflects our humility but also our belief that we are one team with a lot to learn and give – supporting First Nations organisations to achieve their priorities, while enabling Optus employees to learn through respectful, place-based engagement.

Jawun is an innovative non-profit which increases the capacity of Indigenous leaders, organisations and communities to achieve their own development goals. The Jawun model provides Optus employees an opportunity to build local capacity by offering skills and resources to empower Indigenous-led, sustainable change, deepen their connection to community, progress and support reconciliation by taking practical action, increase cultural awareness and demonstrate reciprocity and long-term commitment.

Over the course of our partnership, 19 Optus Executives and one Corporate Seconded have participated, sharing skills and expertise with First Nations organisations across Jawun's Central Coast, Inner Sydney and Goulbourn Murray regions.

Participants have come back to Optus as advocates for Indigenous-led empowerment and reconciliation. Through these experiences, many participants have built local connections which have evolved into long-term valuable partnerships.

"The Executive experience on the Central Coast reinforced that leadership starts with humility - putting our roles and titles aside, showing up as one team, engaging with integrity, curiosity to learn and deep respect for First Nations communities. An important learning comes from walking alongside, listening, and recognising that Closing the Gap is a shared journey."

Tinke Wessling
Executive General Manager, Process Excellence



Yarn Network

Established in August 2023 as part of Optus' Reflect Reconciliation Action Plan, Yarn was created to provide a dedicated space for Aboriginal and Torres Strait Islander employees with allies engaged in support to connect, learn, and lead meaningful dialogue across the organisation. Its purpose is to strengthen cultural understanding, embed respect for First Nations peoples, and support Optus' broader commitment to reconciliation through education, storytelling, partnerships, and employee engagement. Yarn contributes directly to reconciliation by fostering unity, strengthening cultural capability, and encouraging active participation in shaping a more inclusive and equitable workplace.

Since its establishment, Yarn has played a central role in building awareness and deepening engagement with First Nations cultures and priorities across Optus. The network has led major cultural moments including National Reconciliation Week and NAIDOC Week, delivering events and activations around the country that centred First Nations voices and strengthened community partnerships. Yarn has also sponsored key initiatives such as Indigenous Literacy Day, with donated books distributed to community with our partners, and First Nations Digital Conversations, and delivered regular company updates aligned to dates of cultural significance.

These conversations increased visibility of First Nations perspectives, encouraged reflection among employees, and materially lifted cultural literacy across the organisation. The collective effort has grown a strong, engaged internal community aligned to reconciliation and committed to learning.

As Optus steps into the next phase of its RAP journey, Yarn will continue driving meaningful action aligned with its purpose. This includes sustained leadership of flagship events, delivery of year round education, strengthening of internal and community partnerships, and further uplifting cultural capability through new initiatives such as Little Big Yarns and reimagined Yarn Network Meetings. Importantly, Yarn will continue supporting employees to translate reconciliation commitments into everyday behaviours and business decisions.

"It's been an honour to lead the Yarn network for the last two and a half years. I am proud of the progress we've made in amplifying First Nations priorities and in building awareness across the organisation. Yarn remains an essential cultural pillar in Optus' reconciliation journey and a catalyst for lasting, organisation wide change."

Billy Watkins,
Yarn Chair



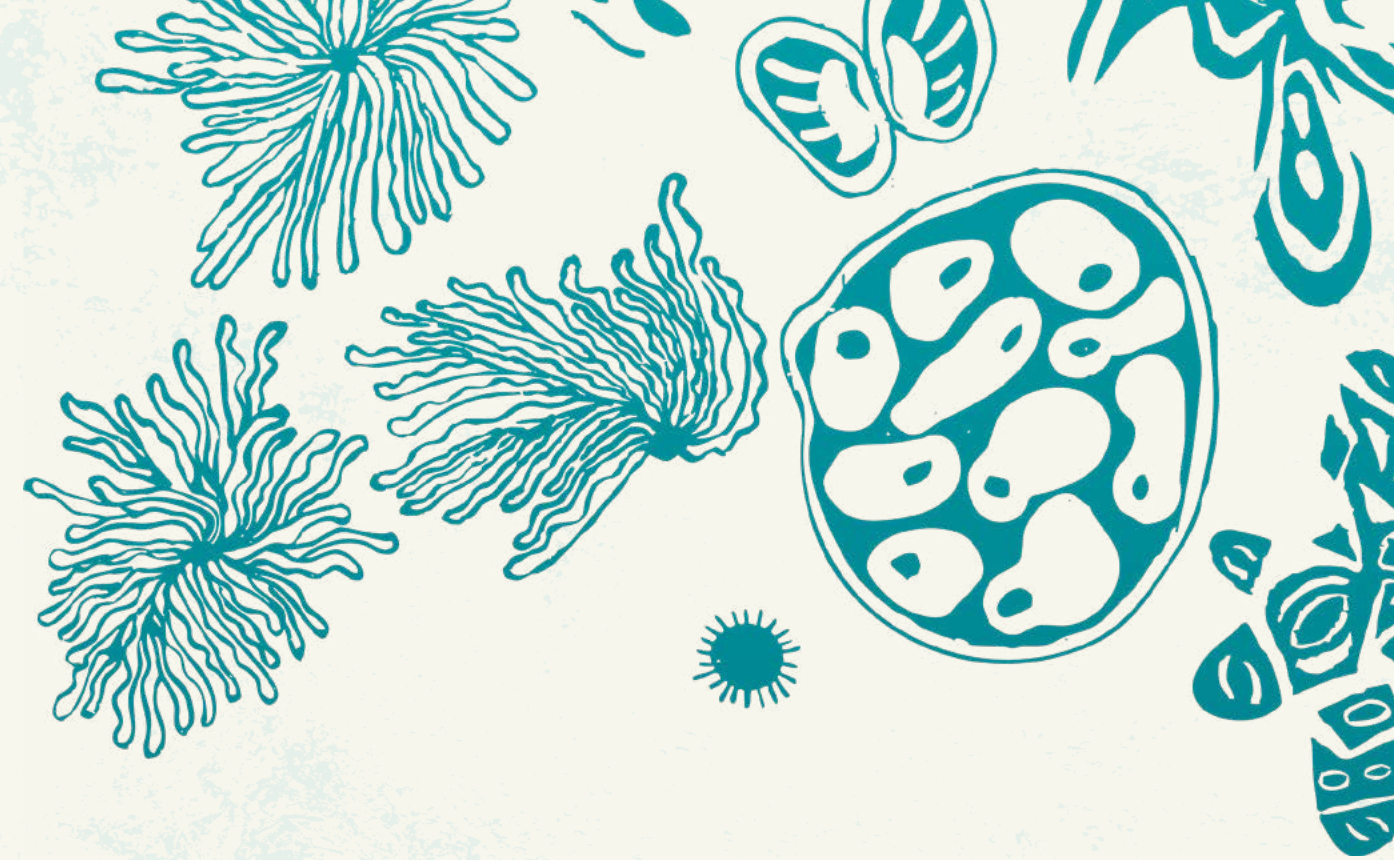
National Reconciliation
Week 2026



Supporting Indigenous
Literacy Day



Optus employees enjoying
workshop with Something Wild in
Adelaide during NAIDOC Week in
Adelaide 2025



Digital Inclusion

In today's connected world, access to affordable data and the ability to use it safely are essential. For many First Nations families, systemic barriers and geographic distance continue to create challenges. Optus is working to change that.

Digital Thumbprint Program

Through our Digital Thumbprint Program, we educate primary and secondary students on digital safety and wellbeing. Since 2013, more than 25,000 First Nations students have participated in workshops. The Optus Digital Thumbprint Program has been recognised by the eSafety Commissioner since 2015, first under the Voluntary Certification Scheme and Certified Training Providers program, and since 2020 as a Trusted eSafety Provider. This endorsement recognises the commitment of

Optus to the delivery of high quality, best practice online safety education. Over the last Financial Year 2026 over 4,000 First Nations students participated in the program, bringing the number educated since 2013 to over 30,000 First Nations students.

The program supports students to build practical skills in online safety, strengthening their confidence to engage in digital spaces safely and responsibly.



The Optus Stage, First Peoples
First Day at St Kilda Festival 2025

Donate Your Data Program

Through our Donate Your Data initiative, we have helped provide free access to calls, texts, and data for over 17,000 First Nations participants, delivered through partnerships with KARI Foundation, The Smith Family, and Good360 Australia. Over the last Financial Year 2026 the Donate Your Data KARI program activated over 4,000 free SIMs for use in First Nations communities.

The KARI Impact Report of 2025 showed this initiative supported people experiencing barriers to connectivity, enabled recipients to maintain contact with family members, caseworkers, and service providers, improving safety, continuity of care, and access to essential services. The Donate Your Data program supported people to engage with education and employment opportunities, access online services and documentation, meet NDIS and health requirements, and manage financial hardship. For many recipients, access to a mobile service was critical in ensuring safety during periods of crisis, including domestic and family violence situations.

Of the 2025 Optus supported KARI Scholarship holders, 100 per cent progressed to Year 11 for 2026. 30% are currently enrolled in TAFE courses or School Based Apprenticeships and Traineeships. 60% have casual employment. Additionally, 90% of participants are enrolled in the Donate Your Data program, 30% of which received Donate Your Data SIMs for the first time in 2025, ensuring they are connected to their families, school, and have access to data to complete their school requirements.



Optus KARI Scholarship Program students
at Optus Sydney Campus

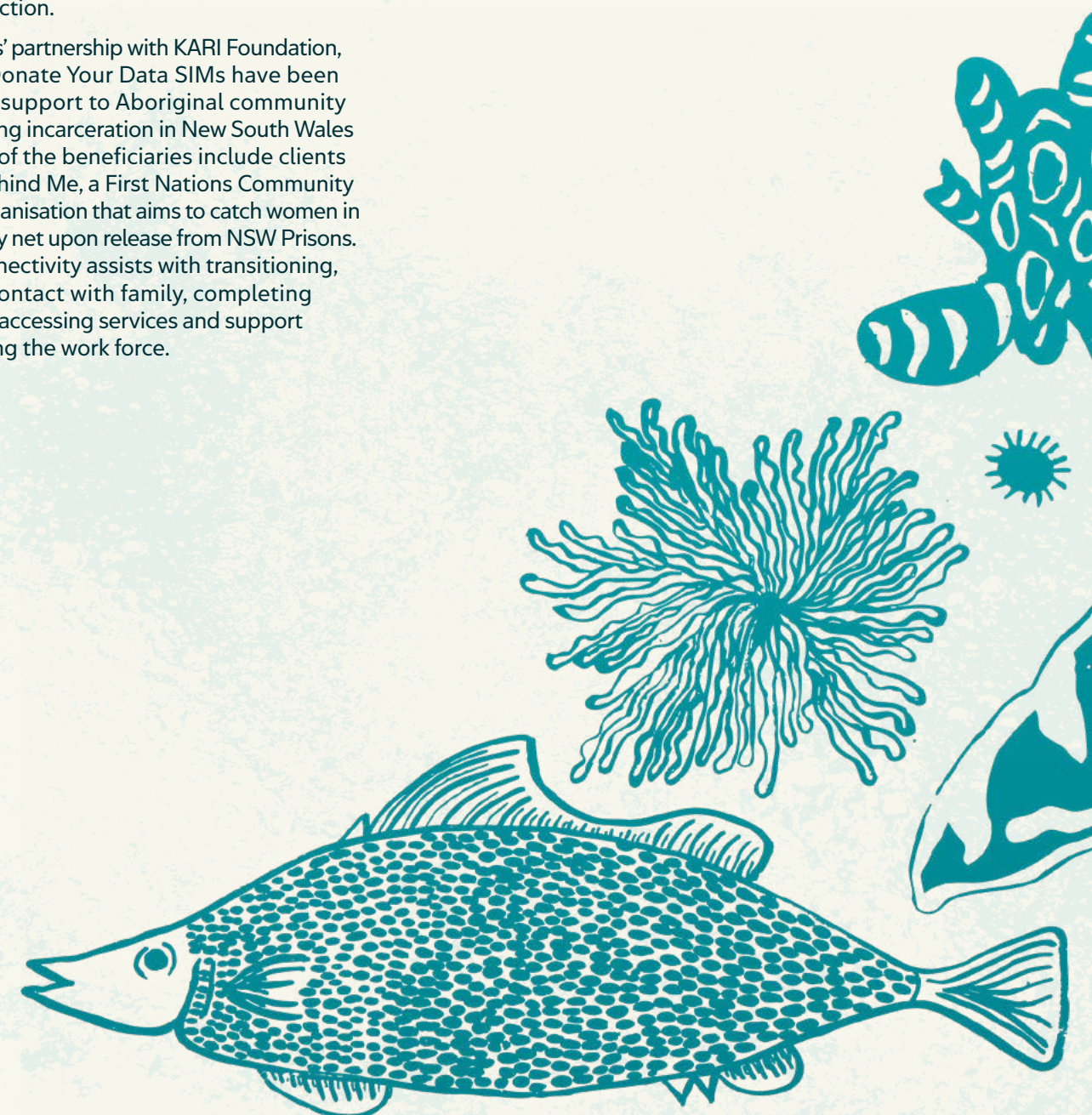
Device donation

With support from Optus, PhoneCycle and Australian Mobile Telecommunications Association (AMTA), 100 mobile phones were repaired and redistributed through DV Safe Phone and KARI Foundation. These refurbished devices were immediately useful. They helped victim survivors stay connected to support networks and gave First Nations community members reliable access to services, family and cultural connection.

Through Optus' partnership with KARI Foundation, phones and Donate Your Data SIMs have been an invaluable support to Aboriginal community members exiting incarceration in New South Wales (NSW). Some of the beneficiaries include clients of the Bars Behind Me, a First Nations Community Controlled Organisation that aims to catch women in a cultural safety net upon release from NSW Prisons. Providing connectivity assists with transitioning, maintaining contact with family, completing programs and accessing services and support with re-entering the work force.

"Optus' partnership with KARI and then offering our community women this opportunity to connect to other First Nations women and be seen and heard in real time, is nothing short of a miracle for our women."

Barabara Brennan,
CEO Bars Behind Me





Connectivity

Improving digital access and connectivity is a practical way to support reconciliation by enabling greater participation in education, health services, cultural connection, and economic opportunities.

Yarrabah

Yarrabah is a vibrant First Nations community located just 10 kilometres from Cairns. While geographically close to a major regional centre, the community has long experienced poor mobile connectivity due to its hilly and undulating landscape.

To address these long-standing mobile blackspots, Optus commissioned Indara to acquire and build a new telecommunications tower at Yarrabah South, strengthening the existing partnership between the two organisations in delivering essential digital infrastructure.

The project was funded through a combination of support from the Australian Government under Round 4 of the Mobile Black Spot Program, the Queensland Government, and Optus.

The new macro cell base station delivers enhanced 4G mobile coverage to the southern township and surrounding areas, providing residents, businesses, visitors and emergency services with more reliable connectivity.

The Yarrabah South tower demonstrates the impact of community, government and industry working together to deliver meaningful outcomes for regional and First Nations communities. Optus continues to support co-investment in support of greater mobile coverage and resiliency.

Tangible benefits felt across the community include strengthened emergency communications and response, greater access to healthcare, improved education and enhanced local business operations.



Yarrabah takes a major step forward in bridging the digital divide.

Optus employees contribute to artwork with Dalmarrri artists during NAIDOC Week 2024

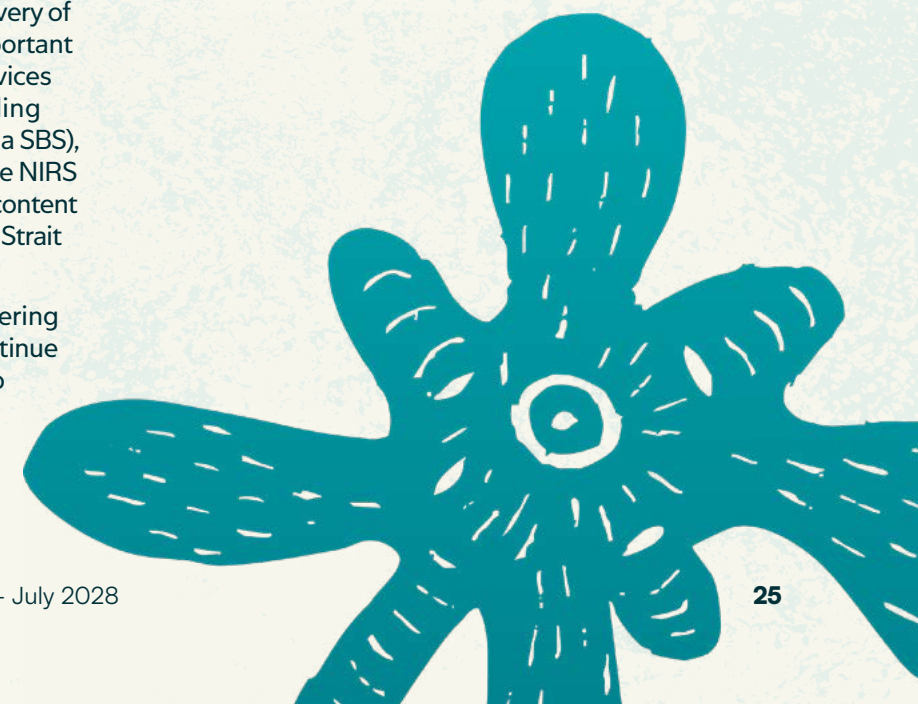
Viewer Access Satellite

Television service

Optus welcomed the Federal Government's decision to extend funding for Viewer Access Satellite Television (VAST), a critical service delivering free-to-air TV and radio to remote and regional communities all the way through to 2031-2032. The VAST platform service has been operational with Optus since 2010, with the service currently operating on the Optus 10 satellite.

Over 1.5 million Australians living and working in regional, rural and remote areas rely on the VAST service provided by Optus satellites for the delivery of free-to-air television and radio broadcasts. Important for preserving culture and language, these services comprise of community broadcasters including Imparja, NITV (National Indigenous Television via SBS), ICTV (Indigenous Community Television) and the NIRS (National Indigenous Radio Service) providing content that is created for, and by, Aboriginal and Torres Strait Islander people living in remote communities.

Optus has an unmatched track record in delivering these services via satellites and we plan to continue building on our services, including listening to community feedback.





Relationships

Strong relationships with Aboriginal and Torres Strait Islander peoples, communities and organisations are essential to ensuring Optus engages respectfully, listens to First Nations’ perspectives and builds partnerships that support meaningful and lasting outcomes.

Action	Deliverable	Timeline	Responsibility
1. Establish and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Collate input from local Aboriginal and Torres Strait Islander stakeholders and key partners on Optus’ guiding principles for future engagement.	March 2027	Chief Corporate Affairs & Marketing Officer
	Implement and review our First Nations Stakeholder Engagement Plan, including place-based engagement.	March 2028	Chief Corporate Affairs & Marketing Officer
	Continue to support, invest and grow 4 local community cultural events and programs.	July 2028	Chief Corporate Affairs & Marketing Officer
2. Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia’s NRW resources and reconciliation materials to our employees.	July 2028	Chief Corporate Affairs & Marketing Officer
	RAP Working Group members to actively contribute to an external NRW event.	27 May- 3 June 2027 & 2028	Chief Corporate Affairs & Marketing Officer
	Encourage and support employees and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May- 3 June 2027 & 2028	Chief Corporate Affairs & Marketing Officer
	Coordinate internal NRW events and opportunities for employees to attend, including at least one organisation-wide NRW event, each year.	27 May- 3 June 2027 & 2028	Chief Corporate Affairs & Marketing Officer

Action	Deliverable	Timeline	Responsibility
3. Promote reconciliation through our sphere of influence.	Develop and implement a multichannel communication strategy including reporting, to raise awareness of reconciliation and stories that matter to First Nations communities and our First Nations partners, that align to our purpose and values.	March 2028	Chief Corporate Affairs & Marketing Officer
	Communicate our commitment to reconciliation publicly through media releases (at appropriate times and with appropriate outlets), interview and leadership presence opportunities for key spokespeople, and other external communications activities such as case studies, social media and proactive communications in line with marketing campaigns on First Nations digital awareness.	June 2028	Chief Corporate Affairs & Marketing Officer
	Explore opportunities to positively influence our external stakeholders and partners to drive reconciliation outcomes within the Telecommunications sector.	March 2028	Chief Corporate Affairs & Marketing Officer
	Engage with industry forums, Optus’ partners and customers to advance innovative approaches to reconciliation, specifically improving the digital inclusion of First Nations peoples in line with Close the Gap Target 17.	June 2028	Chief Corporate Affairs & Marketing Officer
	Maintain a consent-based, culturally appropriate system for managing relationships with First Nations stakeholders, ensuring information is used respectfully and supports ongoing, trust-based engagement.	July 2028	Chief Corporate Affairs & Marketing Officer
	Establish feedback loop with communities that have benefited from the Optus network or other connectivity and resiliency enhancements	July 2028	Chief Corporate Affairs & Marketing Officer
4. Promote positive race relations through anti-discrimination strategies.	Conduct a review of Optus’ people policies and guidelines to determine whether existing anti-discrimination provisions are culturally appropriate and provide adequate protection against racial vilification and discrimination	March 2027	Chief People Officer
	Engage with First Nations employees and/or advisors, such as Cox Inall Ridgeway, to consult on our Appropriate Workplace Behaviour Policy, which prohibits and addresses racial vilification in the workplace.	July 2028	Chief People Officer
	Deliver a multichannel education campaign on the effects of racism for senior leaders and all employees.	March 2028	Chief People Officer



Respect

Respect for Aboriginal and Torres Strait Islander cultures, histories and knowledge is fundamental to creating a culturally safe organisation where employees, customers and partners feel recognised and valued.

Action	Deliverable	Timeline	Responsibility
5. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	 Conduct a review of cultural learning needs within our organisation, including a specific focus on Retail, Frontline teams and Offshore partners.	March 2027	Chief People Officer
	 Consult Aboriginal and Torres Strait Islander advisors, such as Cox Inall Ridgeway, to inform our cultural learning strategy.	December 2026	Chief People Officer
	 Develop, communicate and implement a cultural learning plan that addresses the needs identified in the review.	April 2028	Chief People Officer
	 Provide opportunities for RAP Working Group members, P&C Managers and Senior Executives to participate in interactive and in-person cultural learning.	April 2028	Chief People Officer
	 Scope and deploy mandatory First Nations cultural awareness training for all employees as part of onboarding.	March 2028	Chief People Officer
	 Retail state leadership to connect and immerse with local First Nations leaders annually.	June 2027 & June 2028	Chief Customer Officer, Consumer
	 Continue to support the Yarn Employee Network to deliver on their annual plans.	April 2027 & April 2028	Chief People Officer

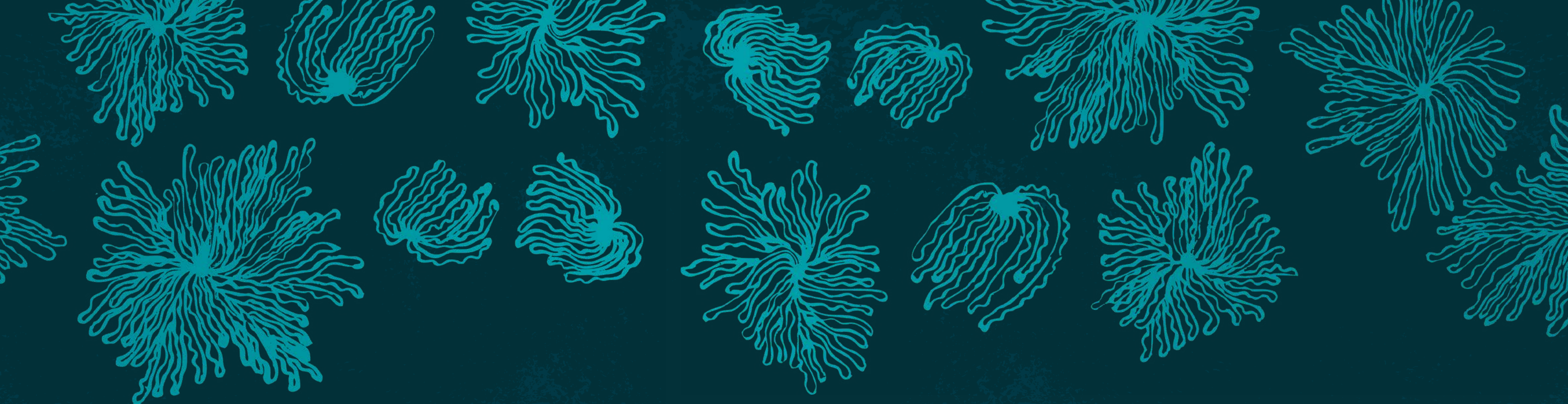
Action	Deliverable	Timeline	Responsibility
6. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	 Design and support employee engagement with cultural protocols through the Yarn Employee Network, through Leader communication and role modelling and through learning opportunities.	December 2027	Chief Corporate Affairs & Marketing Officer
	 Invite a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at significant events each year, including Recognition events and offsites.	July 2028	Chief Corporate Affairs & Marketing Officer
	 Include an Acknowledgement of Country or other appropriate protocols at the commencement of important meetings, including Townhalls.	July 2028	Chief Corporate Affairs & Marketing Officer
7. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	 Review people policies and guidelines to remove barriers to staff participating in NAIDOC Week.	July 2028	Chief People Officer
	 RAP Working Group members to actively contribute to an external NAIDOC Week event.	First week in July 2027 & 2028	Chief Corporate Affairs & Marketing Officer
	 Coordinate internal NAIDOC events and opportunities for employees to attend, including at least one organisation-wide NAIDOC event, each year.	First week in July 2027 & 2028	Chief Corporate Affairs & Marketing Officer
	 Promote and encourage participation in external NAIDOC events to all employees, including accessing Volunteer or Other Leave to engage with community-led events.	First week in July 2027 & 2028	Chief Corporate Affairs & Marketing Officer

Opportunities

Creating opportunities for Aboriginal and Torres Strait Islander peoples through employment, procurement and digital inclusion supports economic participation and contributes to more equitable outcomes across Australia.

Action	Deliverable	Timeline	Responsibility
8. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention, and professional development.	Build understanding of current Aboriginal and Torres Strait Islander employee population and experiences to inform future employment and professional development opportunities.	May 2028	Chief People Officer
	Engage with Yarn Employee Network members to consult on our recruitment, retention and professional development strategy.	March 2027	Chief People Officer
	Based on greater understanding of the Aboriginal and Torres Strait Islander employee population needs, develop and implement an Aboriginal and Torres Strait Islander recruitment, onboarding, development and retention strategy.	July 2028	Chief People Officer
	Define and formalise culturally-safe practices and continue to advertise job vacancies to effectively reach First Nations peoples and stakeholders, including using First Nations agencies on recruitment panels and distributing ads to First Nations media and Aboriginal Employment Services.	July 2028	Chief People Officer
	Continue to monitor the application rate of First Nations identifying candidates to grow applications and pipeline opportunities.	July 2028	Chief People Officer

Action	Deliverable	Timeline	Responsibility
	Support candidates and new hires who identify as Aboriginal and Torres Strait Islander with a supported onboarding experience through candidate coaching and increased touchpoints through the process.	July 2027	Chief People Officer
	Maintain existing partnerships with Aboriginal and Torres Strait Islander employment and education organisations, universities and institutions through formalised relationships to create employment pathways and mentoring.	March 2028	Chief People Officer
9. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Introduce an Indigenous Procurement Policy as part of our broader Procurement Policy	December 2026	Chief Operating Officer
	Identify and engage Indigenous suppliers and support their capability through onboarding and constructive feedback.	July 2027 & July 2028	Chief Operating Officer
	Proactively seek feedback from Indigenous suppliers on our Indigenous procurement through feedback channels.	July 2027 & July 2028	Chief Operating Officer
	Collaborate with our Tier 1 suppliers to support Tier 2 Indigenous engagement.	July 2027 & July 2028	Chief Operating Officer
	Continue active Supply Nation membership through attendance at their annual conferences and tradeshow.	July 2027 & July 2028	Chief Operating Officer
	Track and report incremental spend with First Nations businesses.	April 2027 & April 2028	Chief Operating Officer
	Promote Optus' Future Fit Program to effectively reach Indigenous Businesses, to build confidence and digital capability.	July 2028	Chief Customer Officer, Consumer



Action	Deliverable	Timeline	Responsibility
10. Improve digital inclusion for First Nations Australians through programs that address digital ability and affordability	☀️ Extend the delivery of Digital Thumbprint Program to a national model, including regional areas, in support of digital safety.	July 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Monitor uptake and impact of the Donate Your Data program, ensuring the Program and its partners are addressing affordability for First Nations customers in urban, regional and remote communities.	March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Continue to partner with First Nations charities and other Not-for-profits working with First Nations communities to increase participation in the Optus Donate Your Data Program, supporting participation of urban, regional and remote First Nations communities.	March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Explore a mobile device donation pathway for Small-Medium Business customers to increase access to digital devices for First Nations Australians	March 2028	Chief Corporate Affairs & Marketing Officer
11. Increase engagement with First Nations media platforms to support future sustainability of the First Nations media and broadcasting sector	☀️ Actively engage and participate in the Beyond 3 per cent program for the duration of this RAP.	March 2027 & March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Conduct a market review of First Nations media to identify areas of opportunity for Optus to partner with First Nations media publishers and to improve understanding within the Marketing team.	December 2026	Chief Corporate Affairs & Marketing Officer
	☀️ Seek solutions from First Nations Media Platforms when conducting media briefings for Optus brand activity	April 2027	Chief Corporate Affairs & Marketing Officer

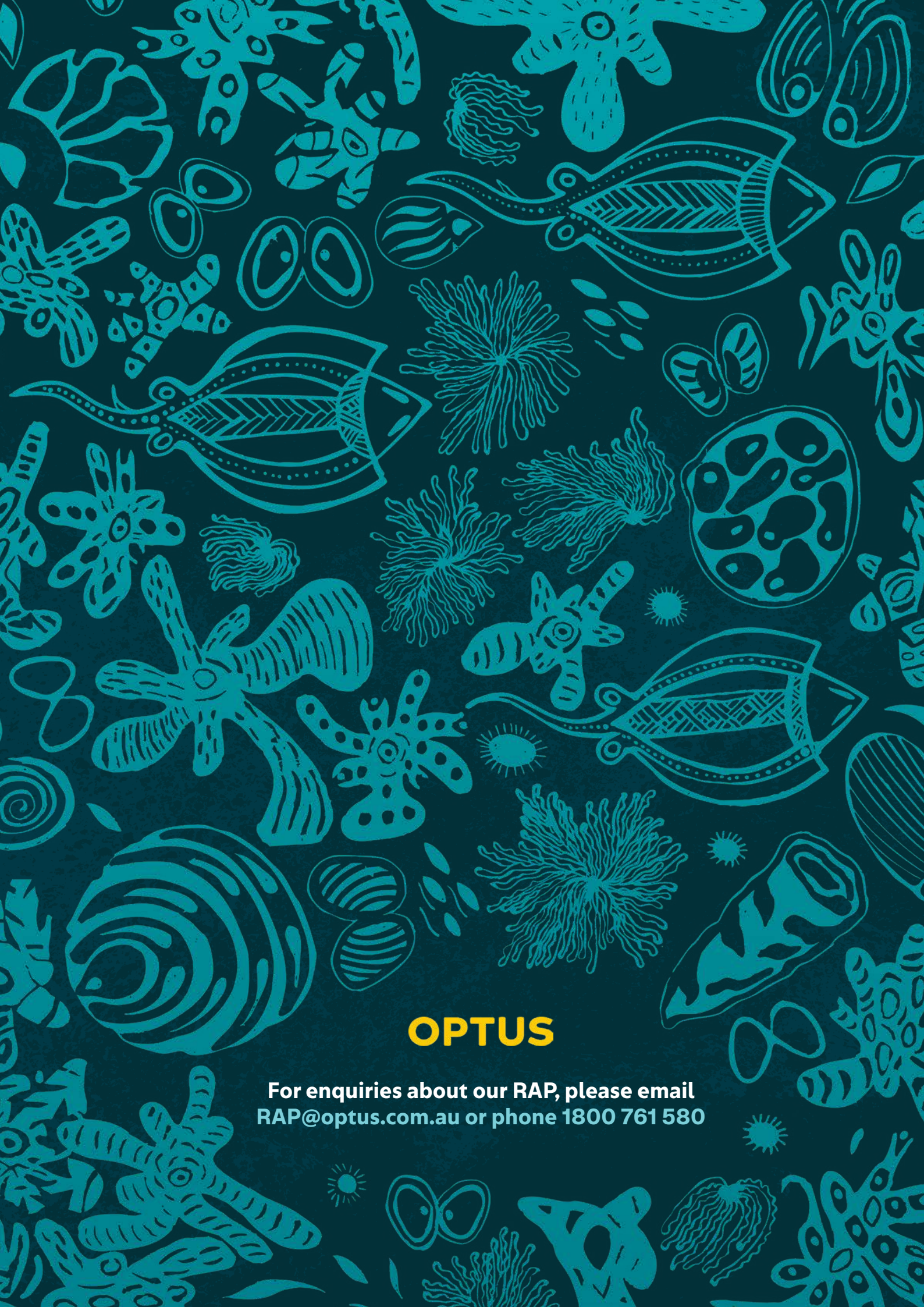
Action	Deliverable	Timeline	Responsibility
12. First Nations customers to receive services in culturally safe and respectful ways	☀️ Engage with customer advocates and First Nations representatives to better understand customer service needs and how we can most effectively meet them.	March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Participate in Financial Counselling initiatives to connect and support First Nations customers.	July 2028	Chief Operating Officer
	☀️ Appropriately promote the Specialist Care and Remediation teams externally through our Retail channels and First Nations communities.	July 2028	Chief Operating Officer
13. Strengthen digital, social, and economic participation in regional and remote First Nations communities through new and improved communications infrastructure	☀️ Continue to deliver on co-investment programs that support improved mobile coverage in regional and remote Australia.	July 2028	Chief Technology Officer
	☀️ Continue to deliver on co-investment programs that support improved resiliency solutions in regional and remote Australia.	July 2028	Chief Technology Officer
	☀️ Progress a program of work to uplift Viewer Access Satellite Television (VAST) services for regional and remote communities, including listening to community feedback.	July 2028	Chief Customer Officer, Enterprise Business

Governance

Strong governance ensures accountability for our reconciliation commitments and embeds First Nations perspectives into decision-making across the organisation.

Action	Deliverable	Timeline	Responsibility
14. Establish and maintain an effective RAP Working group (RWG) to drive governance of the RAP.	☀️ Maintain Aboriginal and Torres Strait Islander representation on the RWG.	March 2027 & March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Review and apply a Terms of Reference for the RWG.	September 2026	Chief Corporate Affairs & Marketing Officer
	☀️ Hold detailed quarterly updates on RAP commitments with the RAP SteerCo and Working Group to actively engage in the RAP deliverables.	March 2027 & March 2028	Chief Corporate Affairs & Marketing Officer
15. Provide appropriate support for effective implementation of RAP commitments.	☀️ Continue to review resource needs quarterly and tracking of RAP implementation.	March 2027 & March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Engage all employees and senior leaders in the delivery of RAP commitments through a multichannel communication strategy.	March 2027 & March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Continue to evolve and improve systems to track, measure and report on RAP commitments.	March 2027 & March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Continue to maintain an internal RAP Sponsor from the Executive team and engage them actively in the RAP governance.	March 2027 & March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Establish an external First Nations Advisory Committee to provide guidance to Optus on matters pertaining to the affairs of Aboriginal and Torres Strait Islander peoples	March 2027	Chief Corporate Affairs & Marketing Officer

Action	Deliverable	Timeline	Responsibility
16. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	☀️ Complete and submit the annual RAP Impact Survey to Reconciliation Australia.	September 2026 & September 2027	Chief Corporate Affairs & Marketing Officer
	☀️ Report RAP progress to all employees and senior leaders quarterly.	March 2027 & March 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Publicly report our RAP achievements, challenges and learnings, annually.	July 2027 & July 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Investigate participating in Reconciliation Australia's biennial Workplace RAP Barometer.	April 2028	Chief Corporate Affairs & Marketing Officer
	☀️ Submit a traffic light report to Reconciliation Australia at the conclusion of this RAP.	July 2028	Chief Corporate Affairs & Marketing Officer
17. Continue our reconciliation journey by developing our next RAP.	☀️ Register via Reconciliation Australia's website to begin developing our next RAP.	January 2028	Chief Corporate Affairs & Marketing Officer



OPTUS

For enquiries about our RAP, please email
RAP@optus.com.au or phone 1800 761 580