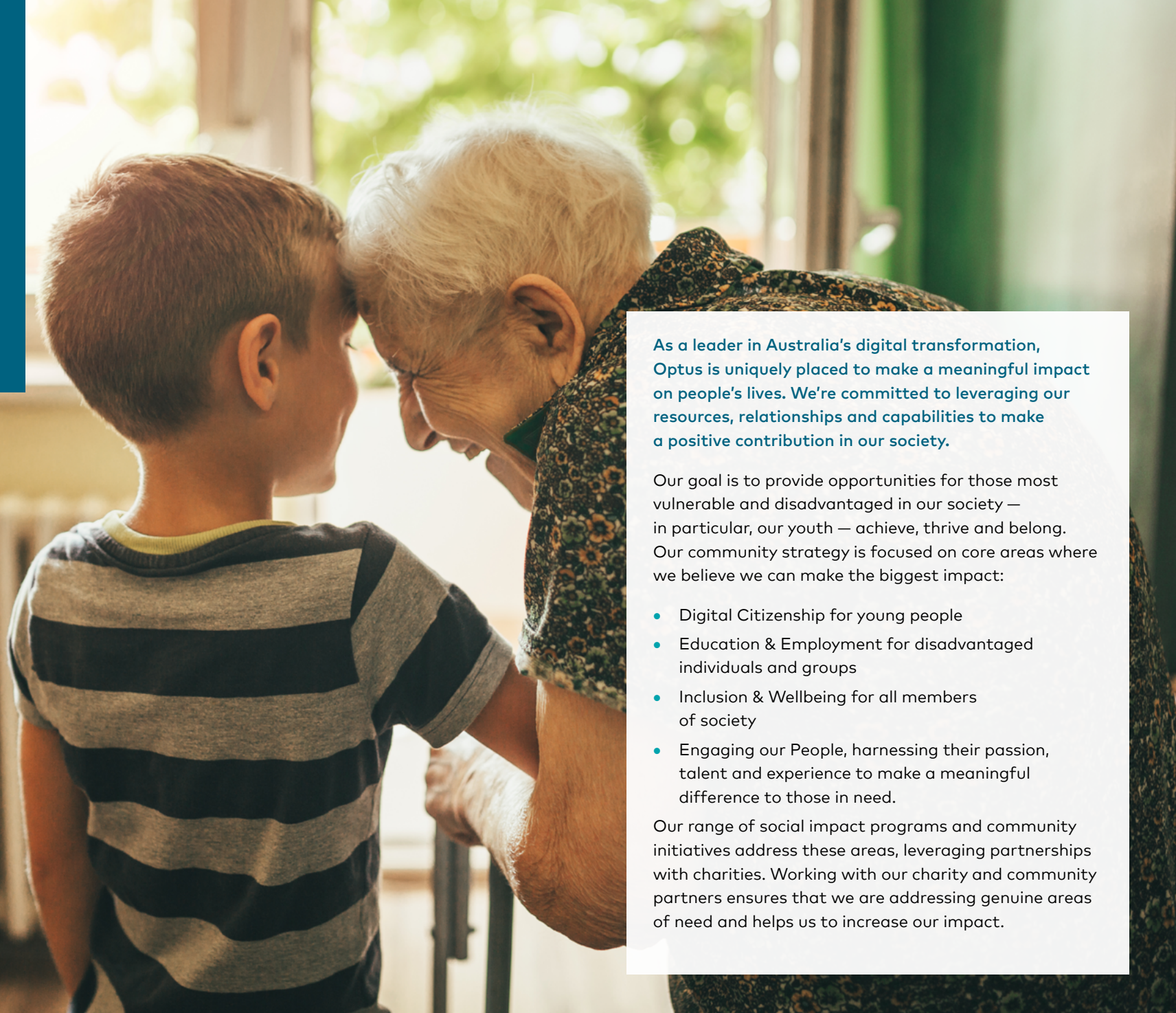




# The Most Connected Communities



As a leader in Australia's digital transformation, Optus is uniquely placed to make a meaningful impact on people's lives. We're committed to leveraging our resources, relationships and capabilities to make a positive contribution in our society.

Our goal is to provide opportunities for those most vulnerable and disadvantaged in our society — in particular, our youth — achieve, thrive and belong. Our community strategy is focused on core areas where we believe we can make the biggest impact:

- Digital Citizenship for young people
- Education & Employment for disadvantaged individuals and groups
- Inclusion & Wellbeing for all members of society
- Engaging our People, harnessing their passion, talent and experience to make a meaningful difference to those in need.

Our range of social impact programs and community initiatives address these areas, leveraging partnerships with charities. Working with our charity and community partners ensures that we are addressing genuine areas of need and helps us to increase our impact.

# Our Community Highlights for FY20

2,700



staff volunteer hours in company time contributed to causes during FY20

Bushfire community support including

7

mobile towers restored, and more than

\$28,000

donated to bushfire relief



170



students participated in Pathways 2 Employment in FY20, 75 mentors and 20 positions were offered

720



students across 39 programs Australia wide mentored and coached by nearly 400 of our people through ABCN



\$94,000

raised for cancer research in the 10th Annual Tour de Cure cycling event for the Nelune Foundation

200,000+



Optus customers donated over

5.8 million

GB of data to over 13,000 young Australians in need to provide digital access through Donate Your Data

\$14.7 million



invested in the community in FY20, a 40% increase on FY19

Expanded our flagship Digital Thumbprint program to reach 16,097 regional students (compared to 1,420 the previous year). The total number of students reached through Digital Thumbprint in FY20 was close to

58,000



# Digital Citizenship

Digital technologies are providing us with experiences and opportunities that would have been unimaginable a generation ago. With those benefits, there are also challenges as our society and individuals navigate this rapidly changing digital world.

We are passionate about fostering responsible and positive online experiences. Our programs to support 'digital citizenship' recognise that the key to achieving this is through early education and support to give young people the knowledge and tools to be safe and responsible members of the digital society.

For us, digital citizenship encompasses:

- **Digital responsibility:** championing an online world of critical discernment, respect and empathy
- **Digital safety:** providing workshops and digital tools to build a safe and positive online experience

This has been a key focus area for Optus since 2013, and we've been commissioning research, hosting multi-stakeholder roundtable events, and garnering insights from Australian students and educators through our Digital Thumbprint Program. Recently we published a [Digital Thumbprint Impact](#) report and a [Digital Insights 2020](#) report setting out four key shifts to tackle the digital challenges that have emerged from this work.



Digital Thumbprint facilitator running a workshop at James Fallon High School in Albury, regional NSW

## Digital Citizenship (continued)

### Here's what we're doing:

#### Digital Thumbprint

Our award-winning Digital Thumbprint workshop for Australian primary and secondary students teaches kids to be safe and smarter online. In FY20 the program reached over 12,700 primary school students through Digital Thumbprint with Kids Helpline, and over 45,100 secondary students across metro and regional communities.

Since 2013, close to 330,000 students have participated in these sessions. Optus Digital Thumbprint is completely free for schools.

The workshop content focuses on raising awareness and teaching core skills to address concerns and topical issues such as:

- Cyber security
- Cyberbullying and respectful relationships online
- Digital identity
- Digital discernment (what's real and what's fake)
- Balancing online vs face-to-face interactions

An evaluation of the program undertaken during 2019 highlighted its long-term impact. For every two student participants, one applied something they learnt within five weeks of participating in the program. 89% of teachers surveyed for the evaluation felt more confident teaching digital citizenship topics as a result of the program. More details of the evaluation can be found [here](#).



Since 2013, close to

# 330,000

students have participated in the Digital Thumbprint program.

**For every two student participants, one applied something they learnt within five weeks of participating in the program.**



Former Optus CEO, Allen Lew at a Digital Thumbprint workshop



Digital Thumbprint facilitator running a workshop at James Fallon High School in Albury, regional NSW

## Digital Citizenship (continued)



### Safer Internet Day

Safer Internet Day is an annual global event that promotes safe, responsible and positive behaviour in the digital world. It is led in Australia by the Office of the eSafety Commissioner.

Optus is a long-standing supporter of the day, and we attended the launch of Safer Internet Day 2020 as guest of Australia's eSafety Commissioner, Julie Inman-Grant.

### Digital Citizenship Roundtable

In August 2019 Optus hosted its annual Digital Citizenship Roundtable with Edward Santow, Australia's Human Rights Commissioner, to consider how Artificial Intelligence (AI) is impacting young and vulnerable Australians, and to explore the influence and impact of risk, ethics, empathy and, in particular, discernment in an AI-powered world.

Important take-outs from this discussion included:

- There is a continued need for collaboration and action within the digital eco-system to address the challenges that young or vulnerable people face online
- Algorithmic bias in AI programs can greatly impact young people, women, the vulnerable, and persons of colour
- Tech creators and organisational leaders must continue to recognise diversity when designing AI products and services, so that young Australians can experience new technologies with equal opportunities
- Human rights should be considered in the development stage, rather than reactively revising products if/when end-users are harmed

# Education and Employment

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We want young people, especially those from disadvantaged backgrounds, to have the opportunity to achieve their potential. We believe the best way to do that is to support their education that will help widen their employment options. We're taking a multifaceted approach to this goal, supporting students' personal and career development as well as providing more tangible help through improved internet access.

This year we also continued to see successful outcomes from our long-standing partnership with the Australian Business and Community Network which supports vulnerable youth in career, education and life choices.

In December 2019 we expanded our Donate Your Data program to include more charity partners and enable more Optus customers the ability to donate excess data to young people in need.



## Education and Employment (continued)

### Here's what we're doing:

#### Donate Your Data

Internet access is increasingly vital as learning resources and job information migrate to digital formats, yet many students can't get access to meet their needs.

Donate Your Data addresses that challenge by enabling Optus Postpaid and Prepaid Mobile customers on eligible plans to donate their excess data via the Optus Mobile App or SMS. We give participants in the program a Prepaid SIM with 10GB of data plus unlimited calls and text every 42 days. Every month, data donations are pooled and then distributed as an added data boost to help young Australians in need realise their full potential.

Since the expansion of the program on 2 December 2019 till the end of March 2020, Optus customers have donated over 5.8 million GB of data. Thousands of students from The Smith Family, KARI Foundation, Australian Business and Community Network (ABCN), The Salvation Army, Girls Academy, yourtown and Mission Australia will benefit from the initiative as it continues and as we actively recruit more charity partners into the program.

More details about how to donate are [here](#).

## Donate Your Data



It's early days, but Donate Your Data is already meeting a real community need and it's been powered by a surge of customer donations. Each month of its operation, up to 91,000 customers donated data, with up to 71% repeat donors in each month and data being distributed to over 13,000 participants.

**"It really has made a difference in my education and I'm only where I am today because of the help I've received."**

#### Donate Your Data recipient

Towards the end of our reporting period, we recognised that the disruptions to schooling across Australia due to COVID-19 and the requirement for students to undertake remote learning in many states could leave many students falling further behind. So, we decided to extend the reach of Donate Your Data.

In April 2020 we launched a pilot program with the ABCN to distribute 500 pre-paid SIM cards to disadvantaged students throughout NSW. If successful and needed, the program will be expanded to 60 schools across Australia.

## Education and Employment (continued)

### Pathways 2 Employment

Our annual Pathways 2 Employment program supports disadvantaged young people to become more employment ready. In collaboration with our partners the Australian Business and Community Network (ABCN), The Smith Family and yourtown, the program supported 172 students from disadvantaged backgrounds in FY20 through learning interview and job seeking skills. Pathways 2 Employment also offers participants the opportunity to gain a Christmas casual role in an Optus retail store. We offered 20 positions this year.

Pathways 2 Employment	FY 16/17	FY 17/18	FY 18/19	FY 19/20
Number of students	60	160	149	172
Number of mentors	24	67	68	75
Number of jobs offered	6	10	22	20

### ABCN partnership

Optus is a founding member company of the Australian Business and Community Network (ABCN). Together, we partner on a range of programs focused on improving opportunities and outcomes for vulnerable youth in high-needs schools across Australia. At the

heart of ABCN programs is the aim to raise students' aspirations and increase their awareness of the personal, educational and vocational choices available. This is achieved through structured programs and mentoring by business professionals in a corporate environment, which also provides students with an insight into the modern workplace and access to business networks.

A highlight this year was seeing three former ABCN students integrate into the Optus team as employees. Two of these have also contributed to ABCN programs as mentors or facilitators. In addition, two of our ABCN students provided a youth perspective at our Digital Citizenship Roundtable.

ABCN	FY 15/16	FY 16/17	FY 17/18	FY 18/19	FY 19/20
Number of mentor roles	516	480	540	438	399
Volunteering hours	3,706	3,496	3,537	2,847	2,515
Number of programs	16	35	41	36	39
Students	420	1,126	1,160	1,118	720

\* Numbers this year differ from last year as they do not include the InRoads program, Career Choice Days, Digital Smarts Day and My Career Rules, which ran in previous years but not in FY20. We also increased the number of programs that had smaller groups of students and mentors involved (i.e. Focus).

Evaluation of the program in FY19 showed that:

- 90% of students who participated in the flagship programs GOALS or Aspirations completed Year 12 or its equivalent, compared with a 79% national average and 76% of disadvantaged students. (ACARA 2017)
- 61% of students who participated in GOALS or Aspirations accepted university study offers, compared with a 60% national average and 46% of disadvantaged students. (Productivity Commission 2016)
- 87% of scholarship students completed ABCN's Accelerate program in 2019 and 100% of those students are engaged in employment, tertiary education or training, compared with 59% of disadvantaged students at age 24. (The Smith Family 2019)

### KARI Foundation

Our partnership with the KARI Foundation commenced in FY19 and includes a program co-created between our Human Resources (HR) team and KARI leadership. The program consists of mentoring, coaching and various activities that address the needs and gaps faced by students. It also created volunteering opportunities for our people in our HR division at Optus.

# KARI Foundation

Through the Optus KARI Scholarship program, in 2019 our Human Resources colleagues mentored and coached 18 KARI Indigenous scholarship students in New South Wales with direct one-on-one support.

Over the 12 months the program provided the students, who were entering their final two years of high school, with engaging and interactive content designed to support their transition to their next life journey, targeted at further education and employment. The valued partnership provided volunteering opportunities for 45 members of our HR team, including the delivery of three workshops and three student mentoring sessions.

One of those workshops focused on helping students develop skills required to land their dream job. Facilitated by an Optus mentor, participants were able to step out of their comfort zone with a variety of games and activities. Participants were grouped into pairs and were tasked with a game where they were required to create objects, using their bodies as the pieces, but without talking. The activities used throughout this program related back to how first impressions come from a person's body language and how this can have an impact in an employment interview.



KARI Foundation students and members from our HR team



NAIDOC Week celebrations with KARI Foundation singers

# Inclusion and Wellbeing

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Our commitment to inclusiveness takes many forms. In our operations, we're focusing on a welcoming, inclusive and diverse work-culture, recognising that feeling included contributes to overall wellbeing. In our engagement with the community we also aim to see how Optus can support inclusion and wellbeing through supporting physical and mental health, especially people in vulnerable circumstances.

We do this by contributing to causes that directly support physical or mental health and wellbeing.



## Partnership promotes safety for kids

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Optus has formed a joint partnership with Optus Future Maker finalist and IOT start up Commsync, and Optus business customer Brisbane City Council, to give a Commsync Safety Watch to at-risk children and youth to help keep them safe.

Kids who are caught within a family violence scenario can discreetly trigger their wearable device to send an alert to members of their safety network if they feel vulnerable or are attacked.

The safety network will receive the wearer's location, a voice call (via one-way or two-way microphone), SMS and emails. Optus provides the cost of the watch and the cost of the carriage as part of our donation.

The initiative is managed by Commsync's charitable arm, the StandbyU Foundation. StandbyU is focused on safety for women and children. For participants, StandbyU creates safety plans tailored to each individual based on its extensive knowledge of the risks inherent in child protection and domestic violence. When the child triggers the alert, their support network is alerted and responds.



## Clinical Trials Connect

Optus, in partnership with the Garvan Institute of Medical Research (Garvan), the National Breast Cancer Foundation (NBCF), the Nelune Foundation and Tech Mahindra, have developed an online platform which connects breast cancer patients to clinical trials in Australia.

In February 2020, the volunteer project team at Optus delivered a prototype for the online platform that will be used by the Garvan and NBCF cancer researchers to match breast cancer patients looking for trials to hospitals and oncologists looking for local clinical trial candidates.

To make this project possible, a multi-disciplinary team was created to include volunteers from various Optus departments, including Finance, Digital, Customer

Experience, IT, Legal and others. The first step was understanding the pain points of both breast cancer patients and the medical professionals caring for them:

- From a breast cancer patient's perspective, it can be overwhelming tracking down latest information on clinical trials they can join to potentially save their life whilst dealing with an unforgiving illness.
- From a medical professional's perspective, there is a challenge in finding suitable candidates that will ultimately determine the success of their trial.

With the help of the Nelune Foundation, Optus was able to conduct interviews with breast cancer patients, medical oncologists and trial coordinators to map out

their needs, concerns and questions. As a result, the Optus team, working closely with renowned cancer researchers, developed this breast cancer clinical trial matching platform. The customer journey was specifically designed by the Optus Customer Experience volunteers to address all user-identified pain points.

The prototype created by the Optus volunteers and Tech Mahindra creates a simple and easy online portal where breast cancer patients can answer a few questions which are used to match them to clinical trials based on an up to date and single source of Australian clinical trials. It has now been handed over to the NBCF and Garvan, which intend to make this tool available to the general public.

# Engaging our People

Our people are the driving force behind our impact in the community. We encourage our people to contribute their time, skills, knowledge and ideas to help make a difference to the lives of people and communities around Australia, and the world.

We give each employee up to five days of volunteer leave per year where they can participate in skilled or non-skilled volunteer opportunities. Using the online platform [yes4good](#), we enable employees to choose from more than 250 charities to support via donations, fundraising or volunteering. We match employees' donations and fundraising up to \$300 per person per year.

An example of the impact our volunteering can achieve is our support for Share the Dignity #itsinthebag, a charity which helps vulnerable and at-risk women, teenagers and mothers with newborns in Australia by providing bags filled with essential items. Optus employees donated to Share the Dignity via the [yes4good](#) platform and during the Christmas period in 2019 our staff from corporate offices and retail stores volunteered their time to prepare 527 bags, with 300 of these being freighted directly to bushfire-affected communities in NSW. Optus matched our people's donations to this charity for November and December, with the overall campaign generating a contribution of \$90,000, consisting of time, in-kind and cash donations.

Another example is our support of The Smith Family (TSF) Toy and Book Appeal. For Christmas 2019, 40 employees nationally volunteered by packing gift packs and delivering packs to families identified by TSF. With our help, more than 27,000 children received gifts.

We were proud to be recognised by Good Company in 2019 for being one of the best workplaces in Australia for giving back.

We also encourage our customers to get involved, through programs such as Donate Your Data, or through nominating schools to participate in our Digital Citizenship programs.

As well as amplifying our impact, involving our people helps to keep them motivated and engaged in their work.



Members of our retail team volunteering at our Sydney campus



Collection of bags during the Share the Dignity Christmas campaign



Optus team members volunteering at The Salvation Army during Christmas



## Engaging our People (continued)

### Here's what we're doing:

#### Better Together

Each year we join forces across the Singtel Group to support communities and build skills in countries where we operate through the Better Together program. Better Together is held in four destinations: India, Thailand, the Philippines and an Indigenous Australia experience. Participants apply to join the program and are selected based on their demonstration of engagement in community programs.

In FY20, 17 Optus people joined with colleagues from Singtel Group in India and northern Australia.

The Indigenous Australia team spent a week in the Northern Territory working on a range of projects in both urban and regional communities and learning about Aboriginal heritage and culture. The team had a deeply immersive Indigenous experience.

The Better Together Australia team raised more than \$6,000 for the Balunu Foundation which will fund a Healing Camp for Aboriginal youth at risk or impacted by suicide to reconnect with their culture.

The Better Together India team split into smaller teams with a mix from each company and were allocated to either a primary or secondary school, visiting four schools in Amristar supporting approximately 2,000 students. Our people supported the local teachers in lessons including General Knowledge, English, Mathematics, Hygiene, Sport, and Environment. Lots of Punjabi dancing and singing was exchanged between our volunteers and the students!

Prior to leaving, our Better Together participants fundraised to purchase much needed items for the Bharti Foundation and its school communities that they visited. Through GoFundMe pages, bake sales and raffles, the team raised over \$12,000.

#### Mentoring programs

One of the most impactful ways to change young people's lives is through mentoring. It's also a superb opportunity for our people to practice new skills such as coaching. A number of our programs and partnerships, such as Pathways 2 Employment and the ABCN, provide opportunities for our people to develop their skills in leadership, diversity awareness, coaching and mentoring.

**"You will not only help shape the lives of these students but it also allows you to learn a lot about yourself and develop your skills in communication."**

**Sothee, InterAct mentor**



Imogen from Optus Centre Perth and Shrikant from our partner site in Mumbai visiting Satya Bharti School in Bhattike.



Jawoyn man with Steve Friend learning to play the didgeridoo



Better Together India – Andrew from our retail team with a group of students

## Tour de Cure

The 2019 Tour de Cure Signature tour was the tenth year that Optus supported Tour de Cure, a challenging and spectacular cycle tour over 1,400 km from Sydney to Geelong through the Australian Alps.

'The Tour' is a prime vehicle for employee engagement and volunteering. As well as Optus volunteers for event organisation, a team of six Optus riders used their volunteering days and annual leave to participate. It was a cold and wet 13 days for the riders and support crew with mornings as cold as minus four degrees and strong headwinds along the way, but they persevered and enjoyed the spectacular scenery. Along the way the riders visited local communities in Shepparton and Geelong, speaking to over 5,000 school kids and showing them how to 'Be Fit, Be Healthy, Be Happy' to set up good habits for life and help reduce the risks of cancer. The Optus truck accompanied the riders to show our support.



Team Optus riders, Peter Hinds, Jana Bartsch, Optus CFO Murray King, Stuart O'Callaghan, Troy Smith and Rick Stern with Nelune Rajapakse of the Nelune Foundation