Customers

Through our extensive networks, we offer a broad suite of connectivity, media and content to customers in Australia, as well as connectivity and enterprise services globally. We have a diverse range of customers including consumers, small business, large enterprises and government organisations.

We curate innovative technologies and capabilities from around the world to deliver exceptional experiences for all our customers.

We will continue to bring world class products to the market, because they help empower our customers to thrive in a connected world. We will differentiate these products through the speed, coverage and reliability of our networks, and through innovative design and new experiences, including access to media content.

We recognise that affordable telecommunications services are critical to staying connected, and that some of our customers experience temporary hardship, or longer-term financial challenges. We offer affordability initiatives for people on low-incomes or experiencing financial hardship and partner with local community organisations across Australia to develop and deliver programs to assist our most vulnerable customers and communities.

Our customers

| ~340 retail stores around Australia | Mobile networks covering 99.5% of the Australian population | 3.6 million retail bundles and standalone fixed data services | 19.5 million domestic mobile retail customer services |

Key material issues

- COVID-19 impacts
- Customer experience
- Cyber safety
- Digital inclusion
- Digital transformation
- Growing inequality
- Maintaining trust
- Mobile phones, base stations and health
- Network resilience and reliability
- Privacy and data security
- Product and service responsibility
- Product and service innovation
- Resource efficiency
- Social and environmental innovation
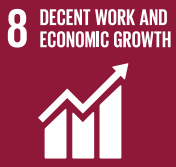
Key stakeholders

- Customer
- Investors
- Government
- Employees
- Regulators

Priority SDGs | Targets

5 GENDER EQUALITY
- Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women
- End all forms of discrimination against all women and girls everywhere

8 DECENT WORK AND ECONOMIC GROWTH
- Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020
- Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all
- By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- By 2030, achieve the sustainable management and efficient use of natural resources
- By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

13 CLIMATE ACTION
- Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries
- Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

For more information on Telstra's approach please refer to the following sections of the Bigger Picture 2021 Sustainability Report:

- Sustainability at Telstra
  – About Telstra
  – Our Customers

- Trusted operations
  – Demonstrating responsible digital citizenship
  – Delivering the right customer experience

- Digital inclusion
  – Caring for customers in vulnerable circumstances
  – Building connected communities

- Environmental action
  – Climate change and energy use
  – Resource efficiency