[Template:Use dmy dates](/wiki/Template:Use_dmy_dates" \o "Template:Use dmy dates) [Template:Use Australian English](/wiki/Template:Use_Australian_English) [Template:Infobox company](/wiki/Template:Infobox_company) [thumb|right|260px|Telstra headquarters at 242 Exhibition St,](/wiki/File:Telstracorporatecentre.JPG) [Melbourne](/wiki/Melbourne) CBD

**Telstra Corporation Limited** (known as **Telstra**) is Australia's largest [telecommunications](/wiki/Telecommunications) and media company which builds and operates telecommunications networks and markets voice, mobile, internet access, pay television and other entertainment products and services.

Telstra has a long history in Australia, originating together with [Australia Post](/wiki/Australia_Post) as a government department, the [Postmaster-General's Department](/wiki/Postmaster-General's_Department). Telstra is now fully privatised and has been undergoing a change program to become more customer focused under its recent CEO, [David Thodey](/wiki/David_Thodey). New CEO [Andy Penn](/wiki/Andy_Penn) is expected to increase the focus on growth in international markets.

The federal government's [National Broadband Network (NBN)](/wiki/National_Broadband_Network) is causing changes to the industry and will see the company progressively sell its copper and HFC networks to [NBN Co](/wiki/NBN_Co).

**Telstra** head office ([ASX](/wiki/Australian_Securities_Exchange) registered office) is the [Telstra Corporate Centre](/wiki/Telstra_Corporate_Centre) located at 242 Exhibition St, [Melbourne](/wiki/Melbourne), [Australia](/wiki/Australia).

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## History[[edit](/index.php?title=(none)&action=edit&section=1)]

[thumb|Telecom Australia logo, 1975-1993.](/wiki/File:TelecomAustralia.svg) Australian telecommunications services were originally controlled by the [Postmaster-General's Department](/wiki/Postmaster-General's_Department) (PMG),[[1]](#cite_note-1) formed in 1901 as a result of Australian Federation. Prior to 1901, telecommunications were administered by each colony. On 1 July 1975, separate commissions were established by statute to replace the PMG. Responsibility for postal services was transferred to the [Australian Postal Commission](/wiki/Australian_Postal_Commission) (Australia Post). The **Australian Telecommunications Commission** (ATC), trading as **Telecom Australia**, ran domestic telecommunication services.

In 1989, the ATC was reconstituted as the **Australian Telecommunications Corporation**.

In 1992, the [Overseas Telecommunications Commission](/wiki/Overseas_Telecommunications_Commission), a separate government body established in 1946, was merged with the Australian Telecommunications Corporation into the short-lived **Australian and Overseas Telecommunications Corporation** (AOTC) which continued trading under the established identities of Telecom and OTC. The AOTC was renamed to Telstra Corporation Limited in 1993. The name "Telstra" is derived from the word Telecommunication Australia (TEL from Telecommunication and STRA from Australia). The corporation then traded under the "Telstra" brand internationally and "Telecom Australia" domestically until uniform branding of "Telstra" was introduced throughout the entire organisation in 1995.

Telstra has faced competition since the early 1990s from [Optus](/wiki/Optus) (Australia's second largest communication company) and a number of smaller providers. It retains ownership of the fixed-line telephone network, as well as pay TV and data cable network [Foxtel](/wiki/Foxtel). Other companies offering fixed-line services must therefore deal with Telstra, except Optus, [TransACT](/wiki/TransACT) and a few others who have installed their own infrastructure.

### Overseas Telecommunications Commission[[edit](/index.php?title=(none)&action=edit&section=2)]

[thumb|OTC logo](/wiki/File:Otc_logo.jpg) [thumb|Former OTC dish at](/wiki/File:Ceduna_OTC,_South_Australia.jpg) [Ceduna, South Australia](/wiki/Ceduna,_South_Australia). The **Overseas Telecommunications Commission** (OTC) was established by an Act of Parliament in August 1946.[[2]](#cite_note-2) It inherited facilities and resources from [Amalgamated Wireless Australasia Limited](/wiki/Amalgamated_Wireless_Australasia_Limited) (AWA) and [Cable & Wireless](/wiki/Cable_&_Wireless_plc), and was charged with responsibility for all international telecommunications services into, through and out of Australia.[Template:Citation needed](/wiki/Template:Citation_needed)

On 1 February 1992, it was merged with Australia's domestic telecommunications carrier, the Australian Telecommunications Corporation Limited ("Telecom"), to create the Australian and Overseas Telecommunications Corporation Limited (AOTC). The new organisation underwent a corporate identity review and was subsequently renamed Telstra Corporation Limited ("Telstra") for international business in 1993 and domestic business in 1995.[[1]](#cite_note-1) When it was established in 1946, the OTC inherited facilities that had been depleted during [World War II](/wiki/World_War_II) and faced rising costs and falling profits.[Template:Citation needed](/wiki/Template:Citation_needed)

Throughout rapid developments in undersea cable networks, global satellite systems, and burgeoning digital technologies, the OTC maintained a keen watch over its services to ensure continued quality. It also maintained and developed its links with maritime services, one of the initial arms of Australia's international telecommunications network.

### Privatisation[[edit](/index.php?title=(none)&action=edit&section=3)]

Telstra was privatised in three different stages, informally known as "T1" ($3.30), "T2" ($7.40) and "T3" ($3.60) in 1997, 1999 and 2006 respectively.[[1]](#cite_note-1)[[3]](#cite_note-3)In **T1**, the government sold one third of its shares in Telstra for A$14 billion and publicly listed the company on the Australian Stock Exchange.[[3]](#cite_note-3) In 1999, a further 16% of Telstra shares were sold to the public, leaving the Australian government with 51% ownership. In 2006, **T3** was announced by the government and was the largest of the three public releases, reducing the government's ownership of Telstra to 17%.[[4]](#cite_note-4) The 17% remainder of Telstra was placed in Australia's [Future Fund](/wiki/Future_Fund), which will provide [superannuation](/wiki/Superannuation) and [pensions](/wiki/Pension) for Australia's [public servants](/wiki/Public_servants).[[5]](#cite_note-5) In 2009, the Future Fund sold off another $2.4 billion worth of shares reducing the government's stake in Telstra to 10.9%.[[6]](#cite_note-6) In August 2011, the Future Fund sold its remaining "above market weight" Telstra shares, effectively completing Telstra's privatisation.[[7]](#cite_note-7) With over one million shareholders, Telstra is currently the most widely held ASX listed company.[[8]](#cite_note-8)

### National Broadband Network[[edit](/index.php?title=(none)&action=edit&section=4)]

[Template:Main](/wiki/Template:Main) On 26 November 2008, Telstra submitted a non-complying tender issued by the federal government to build a [National Broadband Network](/wiki/National_Broadband_Network), a 12-page letter proposing a $5 billion broadband network covering between 80 and 90 percent of the Australian population in major cities, despite the tender requiring 98 percent coverage.[[9]](#cite_note-9)[[10]](#cite_note-10) As a result, Telstra was removed from the National Broadband Network RFP process on 15 December 2008.[[11]](#cite_note-11) In response, Telstra has announced that it will raise speeds on its existing Next G network and HFC "cable" network so that they both offer higher speeds than the RFP for the NBN requires.[[12]](#cite_note-12) Following Telstra's exclusion from the National Broadband Network bidding process Telstra's share price suffered the biggest one day percentage fall in its history.[[13]](#cite_note-13) [NBN Co](/wiki/NBN_Co) signed a definitive agreement with Telstra on [Template:Nowrap](/wiki/Template:Nowrap), estimated to be worth [Template:Nowrap](/wiki/Template:Nowrap) post-tax [net present value](/wiki/Net_present_value),[[14]](#cite_note-14) building upon the signing of a financial [heads of agreement](/wiki/Heads_of_Agreement_(law)) a year beforehand.[[15]](#cite_note-15) Telstra agreed to "disconnect"[[16]](#cite_note-16) its Internet customers from the copper and [hybrid fibre-coaxial](/wiki/Hybrid_fibre-coaxial) networks in areas where FTTP has been installed, and agreed to lease [dark fibre](/wiki/Dark_fibre), exchange space and ducts to NBN Co. As part of the agreement, Telstra would not be able to market their mobile network as an alternative to the NBN for a number of years.[[14]](#cite_note-14) Telstra remains the owner of its networks.[[17]](#cite_note-17) On 18 October 2011, Telstra shareholders overwhelmingly approved the deal.[[18]](#cite_note-18) On 14 December 2014 it was announced that in a A$11b renegotiated deal Telstra will transfer ownership of its copper and [hybrid fibre-coaxial](/wiki/Hybrid_fibre-coaxial) (HFC) networks to NBN while disconnecting premises from these networks. This ownership allows NBN Co to use these networks "where it sees fit in for its multi-technology NBN rollout."[[19]](#cite_note-19)

## Strategy and execution 2010 onwards[[edit](/index.php?title=(none)&action=edit&section=5)]

Under the leadership of [David Thodey](/wiki/David_Thodey), Telstra embarked upon a transformation agenda to become more sales and service focused. As part of that, an ambitious customer service agenda was defined.[[20]](#cite_note-20) In 2014, Telstra was named "most respected company" by the [Australian Financial Review](/wiki/Australian_Financial_Review) newspaper.[[21]](#cite_note-21)

### Market share recovery[[edit](/index.php?title=(none)&action=edit&section=6)]

Early in 2010, Telstra announced the creation of a $1 billion "fighting fund" to be used in a concerted effort to win back market share in key product categories. This effort seems to have paid off with strong sales momentum announced in February 2011.[[22]](#cite_note-22)

### Customer service recovery[[edit](/index.php?title=(none)&action=edit&section=7)]

As part of its new strategy, Telstra announced that its "goal is for customer service to be fundamental to everything we do".[[23]](#cite_note-23) The following table shows total complaints handled by the Telecommunications Industry Ombudsman (TIO), and of those, the ones made against Telstra.

{| class="wikitable" |- style="background:#d8d8d8;" ! Year || Total complaints || Complaints about Telstra || Source

|- | 2010 | style="text-align:center;"| 167,772 | style="text-align:center;"| 78,611 | style="text-align:center;"| [[24]](#cite_note-24)