

# Optus Sustainability Report 2024

1 April 2023–31 March 2024

**It starts with yes**

**Yes OPTUS**

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## Acknowledgement of Country

Optus acknowledges the Traditional Owners and Custodians of the lands on which we live, work and serve. We celebrate the oldest living culture and its unbroken history of storytelling and communication.

We pay our respect to Elders – past, present and future – and we strive together to embrace an optimistic outlook for our future in harmony, across all of Australia and for all of its people.

Rhonda Sampson's artwork "Connected Communities" drew inspiration from Brian de Vries' work "Community Togetherness", to create and continue the next steps in illustrating Optus' reconciliation journey. The artist, Rhonda Sampson is a proud Kamilaroi woman who lives on Dharawal country in south-western Sydney.

# A message from our Chairman and Interim CEO

**We are delighted to present our 25th annual Sustainability Report, highlighting how Optus is progressing against our 2025 sustainability strategy and our efforts to make a positive impact in the communities in which we operate.**

## Overview

**As we reflect on our journey over the past year, we are proud of the efforts we have made in implementing social and environmental initiatives that create a positive change at Optus and in our community. While it has been a challenging year for us, we are committed to being transparent and sharing the meaningful progress we have made against our sustainability strategy, as well as the challenges faced. Our commitment to this is evident through our actions, outlined here.**

### Taking bolder climate action

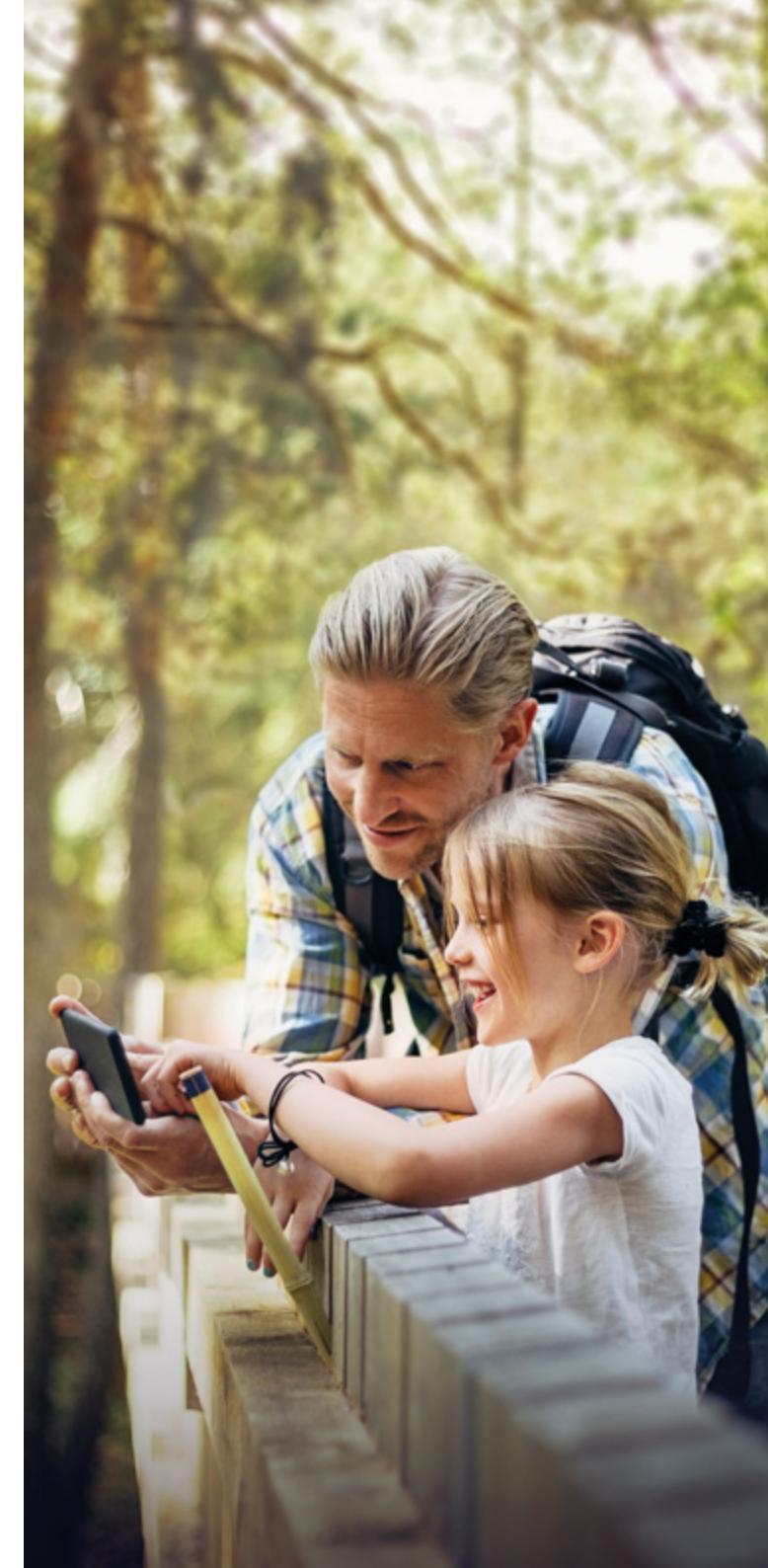
We have made progress reducing our emissions based on our original Science Based Target initiative (SBTi) targets set in 2017. During the year, together with the Singtel Group, we renewed our emissions reductions targets, validated by SBTi and aligned with the goals of the Paris Climate Agreement, which aims to limit global warming to 1.5°C. Together with the Singtel Group, we have committed to achieve net zero greenhouse gas (GHG) emissions by 2045 (brought forward from 2050). This includes a commitment to further reduce our Scope 1 and Scope 2 emissions by 55% and Scope 3 emissions by 40% across our operations and supply chain between FY23 and FY30.

Our efforts to reduce emissions are focused on improving our energy efficiency, decommissioning legacy systems and increasing our use of renewable energy to help us achieve our Scope 1 and Scope 2 emissions reduction targets. Steps we have taken this

year include launching our National Solar Program at five key exchanges and satellite sites and signing our first Power Purchase Agreement, which is expected to increase the share of electricity from renewable sources to 42% from January 2025. We recognise the importance of a multi-pronged approach to our operational emissions reductions given the volatility of the energy markets of the past few years and the increasing challenges in the renewable energy sector due to escalating supply chain costs and transmission curtailment.

### Digital enablement

We recognise the transformative power of connectivity in bridging the digital divide and driving socio-economic development. Through our flagship initiatives like Digital Thumbprint and Donate Your Data,<sup>TM</sup> we continue to educate young people on digital safety, improve their digital wellbeing and expand access and connectivity to those who need it most. In FY24, we celebrated 10 years of our Digital Thumbprint program, which has educated over 620,000 students from over 1,100 unique schools. We also launched new resources that provide our customers with practical tools, such as our new First Phone Quiz and Guide, to help parents and caregivers evaluate their child's readiness for their first phone.



## Overview

### Equity and inclusion

This year we launched our first Reflect Reconciliation Action Plan (RAP), demonstrating our commitment towards inclusivity and making meaningful progress with Aboriginal and Torres Strait Islander peoples, communities, partners and businesses. Our RAP Steering Committee and Working Groups will ensure we continue to make progress against the commitments outlined in our RAP.

We remain committed to respecting the human rights of all individuals and maintaining responsible supply chain practices. This year we released our fourth Modern Slavery Statement, progressed the development of our supplier engagement roadmap and commenced the review of selected suppliers in high-risk supplier categories.

### Strengthening resilience and reliability for our customers

Strengthening network resilience remains a priority for our business following the cyber attack and network outage our customers experienced last year.

The network outage on 8 November 2023 was a challenging experience for our customers and for our community. We are sorry that in this instance we fell short of delivering the services the community and our customers expect. We remain committed to continuously strengthening the resiliency of our network.

This year we also launched a new Australian-based specialist care team to support our vulnerable customers to access and maintain connectivity during challenging times. The team has provided tailored support to over 2,600 vulnerable customers in the form of financial relief and specific connectivity issues.

### Looking forward

As we look ahead, we remain steadfast in our commitment to sustainability. We will continue to innovate, collaborate and demonstrate that responsible business practices are not only good for people and the planet, but essential for long-term business success.

We would like to thank all our amazing people and our dedicated sustainability team at Optus, whose passion and commitment continues to drive progress on our sustainability strategy and targets. We also thank our valued customers and stakeholders for their ongoing support as they continue to journey with us.

Regards

**Paul O'Sullivan**  
**Chairman**

**Michael Venter**  
**Interim Chief Executive Officer**



# About Optus

## Optus' core business, services and products

As Australia's second largest provider of telecommunications services, Optus is a leading technology company providing customers with connectivity services daily.

Through our team of more than 6,700 employees across Australia, Optus delivers a comprehensive range of telecommunications products including mobile and fixed line telephony, fixed and mobile broadband services, multimedia entertainment and technology services, satellite services and converged business telecommunications applications and solutions.

As the digital world of technology changes and our stakeholders' expectations change in unison, we are consistently on a transformational journey to deliver technological solutions beyond basic connectivity.

We are working towards a more sustainable future for our customers and stakeholders, allowing them to partner with us to collectively reduce our shared environmental impact and amplify our positive social impact.

Provide customers with more than

11 Million

services across Australia each day

6,716 Employees

275 Retail stores

Network coverage to

98.5%

of the Australian population

8

Employee networks and communities:

Culture Connect, Disability Network, Elevate, Express Yourself, United, Young Professionals, Yarn and Wellbeing

# About this report

**Welcome to our 25th annual Optus Sustainability Report, which covers our sustainability approach and performance for the financial year 1 April 2023 to 31 March 2024 (FY24). This report gives our stakeholders a closer look at our sustainability strategy, targets, initiatives and performance across Environmental, Social and Governance (ESG) matters and is aligned with our sustainability strategy and six focus areas: Climate Action, Circular Economy, Digital Enablement, Sustainable Innovation, Future of Work and Equity and Inclusion.**

Optus is a subsidiary of Singapore Telecommunications Limited ('Singtel'). Our sustainability performance and impact are outlined in this report, and our ESG data and activities are integrated into the **Singtel Group Sustainability Report 2024** and the **Singtel Group Annual Report 2024**. The Singtel Group Report also contains further details of the reporting standards used to guide our reporting, our employee policies and our broader ESG focus as a Group. Since 2008 we have referenced the Global Reporting Initiative (GRI) universal standards as a guide when reporting on sustainability activities and outcomes. You can view our activities against the GRI topics and indicators in the Singtel Group Sustainability Report. We are aware

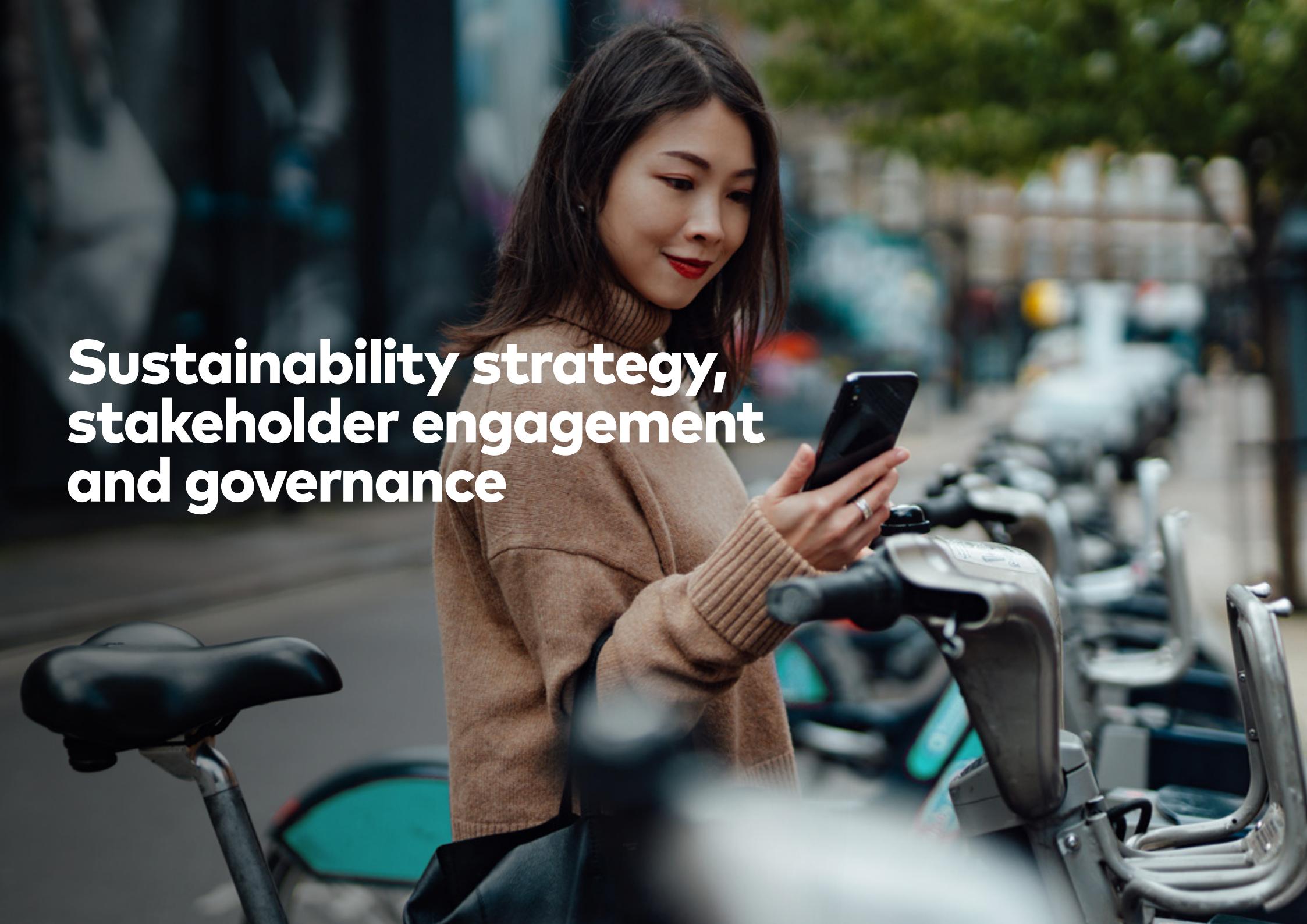
of the proposed Australian Sustainability Reporting Standards (ASRS) and their key reporting domains and are assessing their relevance and applicability to Optus.

As part of our Group reporting, EY Singapore has provided limited assurance on a selection of our key ESG disclosures. You can view their assurance report in the **Singtel Group Sustainability Report**. We have emissions reduction targets validated by the Science Based Targets initiative (SBTi) and we use the Business for Societal Impact methodology to measure and report on our contribution to the community. The Business for Societal Impact has verified that our evaluation of our community investment contributions is correct. Optus is a signatory to, or participant in, various voluntary sustainability initiatives and memberships. You can view the full list on our [website](#).

## Feedback

Optus is dedicated to continuing to improve our reporting and sustainability performance. This report, as well as previous years' sustainability reports, can be found [here](#). We appreciate and encourage feedback from stakeholders, which can be directed to [sustainability@optus.com.au](mailto:sustainability@optus.com.au)



A woman with long dark hair, wearing a brown turtleneck sweater, stands outdoors next to a row of bicycles. She is looking down at her black smartphone. The background is blurred, showing more bicycles and some greenery.

**Sustainability strategy,  
stakeholder engagement  
and governance**

# Our sustainability strategy

At Optus, we believe that the power to change our world starts with saying "yes."

Our strategic framework focuses on six key focus areas – Climate Action, Circular Economy, Digital Enablement, Sustainable Innovation, Future of Work and Equity and Inclusion. These six focus areas were identified through our materiality process conducted in 2020.

**We have committed to five-year sustainability targets within each focus area:**



## Climate Action

Support and enable the transition across our value chain towards a net-zero emissions world and building adaptation and resilience to the increasing effects of climate change.



## Sustainable Innovation

Help innovators address the most pressing social and environmental challenges through the power of technology.



## Circular Economy

From supply chain and product packaging to general day-to-day waste from our operations, there are many opportunities to reduce the use of resources and turn what may have once been rubbish, into resource.



## Future of Work

Build knowledge and skills for people to thrive in an ever-changing digital world.



## Digital Enablement

Empowering vulnerable and disadvantaged Australians to achieve, thrive and belong in the digital world.



## Equity and Inclusion

Empower Australians of all ages, backgrounds, gender, beliefs and abilities to reach their potential.

## Refining our sustainability strategy

We're refining our sustainability framework and strategy beyond FY25. This gives us a meaningful opportunity to ensure our future focus is on the sustainability issues that matter most to our business and our stakeholders.

In FY24, we initiated an assessment to identify our material sustainability-related risks and opportunities. The assessment viewed our potential material sustainability topics through a dual lens: both how our business impacts sustainability topics, and how sustainability topics impact our business, and the financial materiality of these impacts.

The insights from this assessment will inform and guide us as we refine and refresh our sustainability strategy beyond FY25. We will share an update on our new sustainability strategy and targets in our FY25 annual sustainability report.

# Our sustainability strategy

## Sustainable innovation

### **Grow and scale five impact innovations.**

Accelerating ground-breaking innovations to address the most pressing social and environmental issues of our time

## Digital enablement

### **Support 550,000 young people to participate safely online.**

Ensuring everyone has all the tools they need for positive, responsible and authentic online experiences

### **Connect 100,000 disadvantaged youth and families to help close the digital divide and support Australians in crisis.**

We believe everyone deserves the chance to reach their potential and be supported in times of crisis and disasters

## Circular economy

### **90% waste diversion from landfill.**

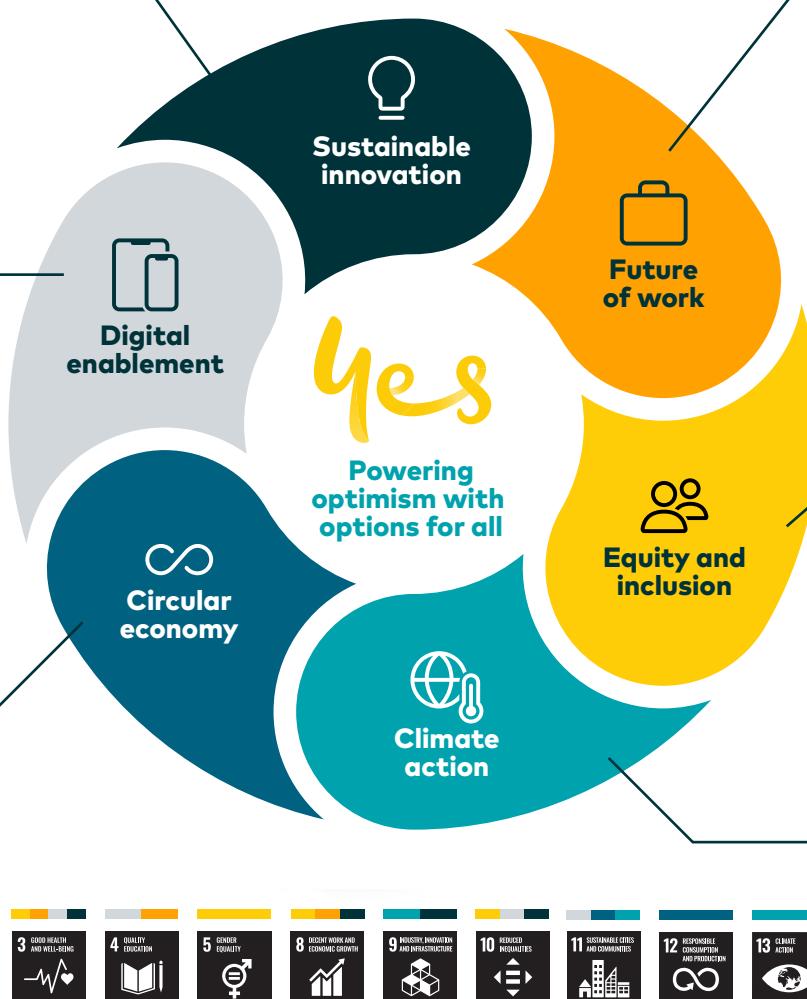
Reusing, recycling and repurposing, keeping everything in use as part of the circular economy

### **Reuse and recycle over 90% of our e-waste.**

The more we give back, the more we get back

### **100% recyclable, reusable or compostable packaging on Optus-branded products.**

Moving away from single-use materials, so nothing is wasted



## Future of work

### **Formal future focused skills development for 1,500 employees.**

Provide access to accelerated advanced learning to gain verified recognition of critical capabilities to thrive in an ever-changing technology enabled and digital world

### **Harness the power of volunteering to build the knowledge and skills of 1,500 Optus people and community leaders.**

Fostering knowledge transfer and developing leadership and coaching skills through volunteering, pro bono, mentoring and coaching programs

## Equity and inclusion

### **Provide pathways to employment for 5,000 disadvantaged youth.**

Supporting career aspirations through mentoring, skills transfer, confidence building and employment opportunities

### **Increase women in leadership to 25%.**

Working to ensure gender balanced leadership and inspire our next generation of leaders

### **Zero major human rights incidents in our operations and with major suppliers.**

Respecting the human rights of people wherever we operate

## Climate action

### **Reduce 25% of our absolute emissions.**

Collaborate with customers and partners to reduce climate risk and achieve the global goal of no more than 1.5 degrees of warming



In 2021, we set a goal to transition 100% of our electricity requirements to be backed by renewable resources by the end of 2025. However, due to various challenges, such as volatility of energy markets and operating challenges, we have removed this goal from our sustainability strategy.

# FY24 sustainability performance highlights at a glance



## Climate action

Updated our Singtel Group commitment to achieve **net zero greenhouse gas emissions**

across our Singapore and Australian operations by 2045 (brought forward from 2050)

**Achieved energy efficiency improvements**

estimated at 16.1 Gigawatt hours per annum

Increased the use of renewable electricity across our operations **from 25.37% to 27.50%**

of our total consumption when mandatory large-scale generation certificates (LGCs) are included (6.7% to 8.5% when mandatory LGCs are excluded)



## Circular economy

**85%** of packaging is recyclable, reusable or compostable

from approximately 300 Optus-branded products

Recycled or reused **97.8% of e-waste**

from our operations including network sites, corporate offices and retail stores

Received over **37,830 devices for recycling, resulting in approximately 19.5 tonnes of mineral resources saved**



## Digital enablement

**Celebrated 10 years of our Digital Thumbprint program**

Our Digital Thumbprint program has educated over **60,500 students**

on digital safety

**Won the Contribution to Society award**

for the Optus Digital Thumbprint program at the 2023 ACOMM Awards

**Our Donate Your Data™ program supported**

**45,225**

vulnerable and disadvantaged Australians, including

**Over 5,700 First Nations participants**

via our charity partners since 2019

# FY24 sustainability performance highlights at a glance



## Sustainable innovation

Partnered with 2022 Optus Future Maker, Charopy to install six solar powered smart recycling bins

at our campus in Sydney to minimise waste contamination

## Supported Charopy

in piloting their smart recycling bins in Thailand, working with local social enterprise GEPP as part of the Singtel Group regional future makers program



## Future of work

Our people continue to upskill with 525 new Optus U accreditations

Welcomed 61 new graduates

Over 1,000 people participated in a skilled volunteering activity

Awarded 5th place in GoodCompany's Best Workplaces to Give Back award in October 2023

20,752 hours

of volunteer work contributed



## Equity and inclusion

150 students participated in our annual Pathways 2 Employment program

Launched our first Reconciliation Action Plan

demonstrating our dedication to reconciliation

Our Specialist Care team supported over 2,600 vulnerable customers

with financial relief and access to connectivity

Finalist in the Women Technology 2023 Employer of Change Award

demonstrating our commitment to promoting women in technology, fostering an inclusive work environment and driving innovation

# Stakeholder engagement

Engaging with our stakeholders is about building meaningful and transparent relationships. Our diverse group of stakeholders provide us with insightful feedback which is foundational to our sustainability strategy and approach.

We proactively engage with our stakeholders in a variety of ways, such as via face-to-face and virtual meetings, roundtable discussions, forums, events, surveys, customer success representatives and direct feedback obtained via email [sustainability@optus.com.au](mailto:sustainability@optus.com.au). Our sustainability strategy is formed in collaboration with our stakeholders through a thorough materiality review every three to five years. This enables us to prioritise the most relevant concerns of our stakeholders and ensure that we are identifying and addressing the issues that matter most to them.



## Our stakeholders

Throughout this report, you will discover our trusted partnerships and active engagement with a range of stakeholders, as we seek to collaborate on initiatives where we can make a more meaningful and sustainable impact by working together.

We actively participate in industry groups and networks, align with global sustainability standards (Global Reporting Initiative, Science Based Targets initiative, GSMA to name a few) and seek to collaborate on initiatives where collectively we can make a bigger impact.

For a full overview of our involvement, please refer to our [website](#).



### Our people



### Our customers



### Non-governmental organisations (NGOs) and charity partners



### Our suppliers



### Our business partners, parent company, Singtel and other entities in the Singtel Group



### Government and regulators



### Industry bodies and forums



### Media



### First Nations communities



## First Nations engagement

In FY24 we proudly launched our first Reflect Reconciliation Action Plan (RAP). This RAP demonstrates and formalises our commitment to reconciliation. Our Reflect RAP will guide us to make meaningful progress and impact, further fostering and strengthening relationships with Aboriginal and Torres Strait Islander peoples, communities, partners and businesses. Read more about our commitments in our RAP and on page 62.



Smoking Ceremony at Optus Campus Macquarie Park celebrating NAIDOC Week

# Sustainability governance

**At Optus, in all areas of our operations, including our sustainability activities, we are committed to upholding corporate governance practices that include clear policies and processes, and robust controls to establish accountability and give our stakeholders peace of mind.**

We strive to adhere to the highest standards of personal and corporate integrity, outlined in our **Code of Conduct**. We expect our people to embody these principles in their actions and decision making and to conduct themselves in line with our organisational **values**.

In line with our Code of Conduct, we must comply with all laws, regulations, codes of practice, and legal, regulatory and licensing requirements, including directions and orders of any government or statutory or regulatory authority in the areas in which we operate. This includes tax regulations in Australia. Our Code of Conduct aligns with our Anti-Bribery and Corruption, Fraud Investigation and Whistleblowing policies, which are Singtel Group-wide policies.

## How sustainability is governed

Optus is guided by Singtel Group's sustainability governance approach, which includes the management of ESG sustainability governance and key performance indicators (KPIs). The Singtel Board provides oversight to the Group, along with the Management Committee and Risk Management Committee, on material ESG topics.

The Group CEO provides the Board with regular updates on various sustainability programs, upcoming activities, and updates on global trends that have an impact on our sustainability strategy. During the year, Singtel Group revised the terms of reference of the Board Risk Committee. Now known as the Risk and Sustainability Committee (RSC), it assists the Board in providing oversight of Singtel Group's sustainability, including climate, strategy, targets, programs and performance, in addition to risk matters. For more information, please refer to the **Singtel Group Sustainability Report**.

At Optus, the Singtel Optus Pty Limited (SOPL) Board and Executive Leadership have responsibility for overseeing our ESG strategy and monitoring our performance. This year, Optus also introduced an ESG Steering Committee, made up of representatives from our executive team with the delegation to govern, endorse and approve on strategies and progress relating to our material ESG topics. We also have a range of advisory and active ESG working groups to ensure continued progress against our sustainability strategy and targets.

## Management of ESG KPIs

We recognise the key role that management plays to ensure the success of ESG initiatives and that our targets are met. As such, Optus as part of the Singtel Group, has linked collective and common ESG targets to KPIs and incentive plans of our top executives. This helps us to advance the sustainability agenda and foster greater accountability and ownership across the company.

- 20% of our Top Executive's long-term incentive plan remuneration is tied to specific, time bound KPIs, such as reaching 32% of female employees in management by FY2025.
- ESG targets for our Management Committee's short-term incentive plans represent 10% of their annual balance scorecard performance.
- The Management Committee's KPIs are cascaded down to their business units, departments and employees, whose performance bonus and other incentives are tied to their KPIs.

These targets cover key sustainability themes, however, the focus and weighting may vary for each executive given their different levels of influence and impact on these ESG KPIs. For example, energy efficiency and decarbonisation targets carry more weighting for management members with an energy intensive function or a stronger role in influencing the company's decarbonisation strategy.

For more information, please refer to the **Singtel Group Sustainability Report**.

## Overview

### Tax transparency

As a leading Australian technology and telecommunications company, we recognise the vital role that our tax contributions play in supporting public finances and the social programs they fund. We are committed to a high standard of tax governance and compliance with applicable tax laws of the jurisdictions where we operate.

We acknowledge the need for sensible and useful disclosure of tax information and that tax transparency improves the community's confidence in the corporate sector. As a signatory to the Board of Taxation's voluntary tax transparency code, we continue to publish Tax Transparency Reports and have done so since FY18. You can find out more about our approach to tax and our latest Tax Transparency Report on our [website](#). You can also view more details about our Tax practices in the [Singtel Group Sustainability Report](#).

### Security, data privacy and whistleblowing

Our [Privacy Policy](#) outlines our strict procedures that govern the handling and protection of sensitive customer information. We value the privacy of our customers and their data, which is stored within our networks and systems and we know that it is critical that we make digital experiences safer. We have safeguards and controls in place for the protection of customer data including Call Stop, ScamWise and Digital ID.

We continue to record customer privacy complaints that are referred to us by our customers, staff, other individuals or regulatory bodies. In FY24, we recorded 121 privacy related complaints. Of these, 17 cases

were referred by the Telecommunications Industry Ombudsman (TIO). All complaints are thoroughly investigated and where substantiated are remediated. In all cases we engage directly with the customer to understand and address substantiated complaints by providing appropriate solutions for those individuals, and where relevant provide information on how to protect themselves online. We also take action to understand and address underlying causes, including reviewing policies and procedures, implementing additional controls and through providing coaching and training to our people to ensure processes are understood and followed properly.

On one occasion we met the threshold to notify the Office of the Australian Information Commissioner (OAIC) in relation to a limited number of unauthorised accesses to undertake fraudulent SIM card swaps. In this case, Optus reversed the unauthorised SIM card swaps, took steps to secure the affected accounts and notified affected individuals and the OAIC. We are reviewing further steps we can take to protect customers from unauthorised SIM card swaps and password resets.

In FY24, we received 70 whistleblower complaints, with 13 cases being substantiated, 38 not substantiated and 19 carried forward at 31 March 2024. It is an increase from the preceding years, with 41 and 62 complaints received in FY23 and FY22 respectively. Of the 14 cases brought forward at the end of FY23, 11 were substantiated and three not substantiated.



## Overview

### Regulatory requirements and self-reporting

This year there were two instances where we unfortunately did not meet the expectations of our people and our customers.

In February 2024, Optus RetailCo Pty Ltd entered into an Enforceable Undertaking (EU) with the Fair Work Ombudsman (FWO) after it self-reported to the FWO that a number of current and former employees had received incorrect payments and entitlements. The terms of the EU include a contrition payment of \$450,000 (paid in February 2024), an independent audit, additional compliance training, and a commitment to improved payroll systems and processes. Optus RetailCo Pty Ltd has calculated the underpayments owed to current and former employees and has made every effort to ensure all entitlements have been or are in the process of being corrected and paid with interest.

In March 2024, the Australian Communications and Media Authority (ACMA) announced that it had found Optus Mobile Pty Ltd in breach of its obligation to provide customer records to the Integrated Public Number Database (IPND). The enforcement action taken by ACMA against Optus included an infringement notice penalty of \$1,501,500, a Direction to Comply with the IPND rules, and a two-year Enforceable Undertaking which includes obligations such as an external audit, and six-monthly reporting to the ACMA.





# Keeping Australians connected

# Connecting Australia

**As a leading telecommunications company, Optus has a significant responsibility to keep our customers and the wider community connected. We remain committed to enhancing the customer connectivity experience while also maintaining existing partnerships and forging new ones to develop future ways of connecting people and communities.**

## Learnings from the network outage

The network outage in November 2023 was challenging for our customers and for our business. We are very sorry that we fell short of delivering the services the community and our customers expect. We have taken decisive action since the outage to ensure we provide seamless connectivity for our customers. This includes conducting several comprehensive technical reviews of systems and processes alongside several global suppliers and reconfiguring key equipment and protocols to prevent a similar event happening again.



## Highlights this year

**Over 4,200  
5G sites**

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**80.5%**  
**5G National  
Population Coverage**

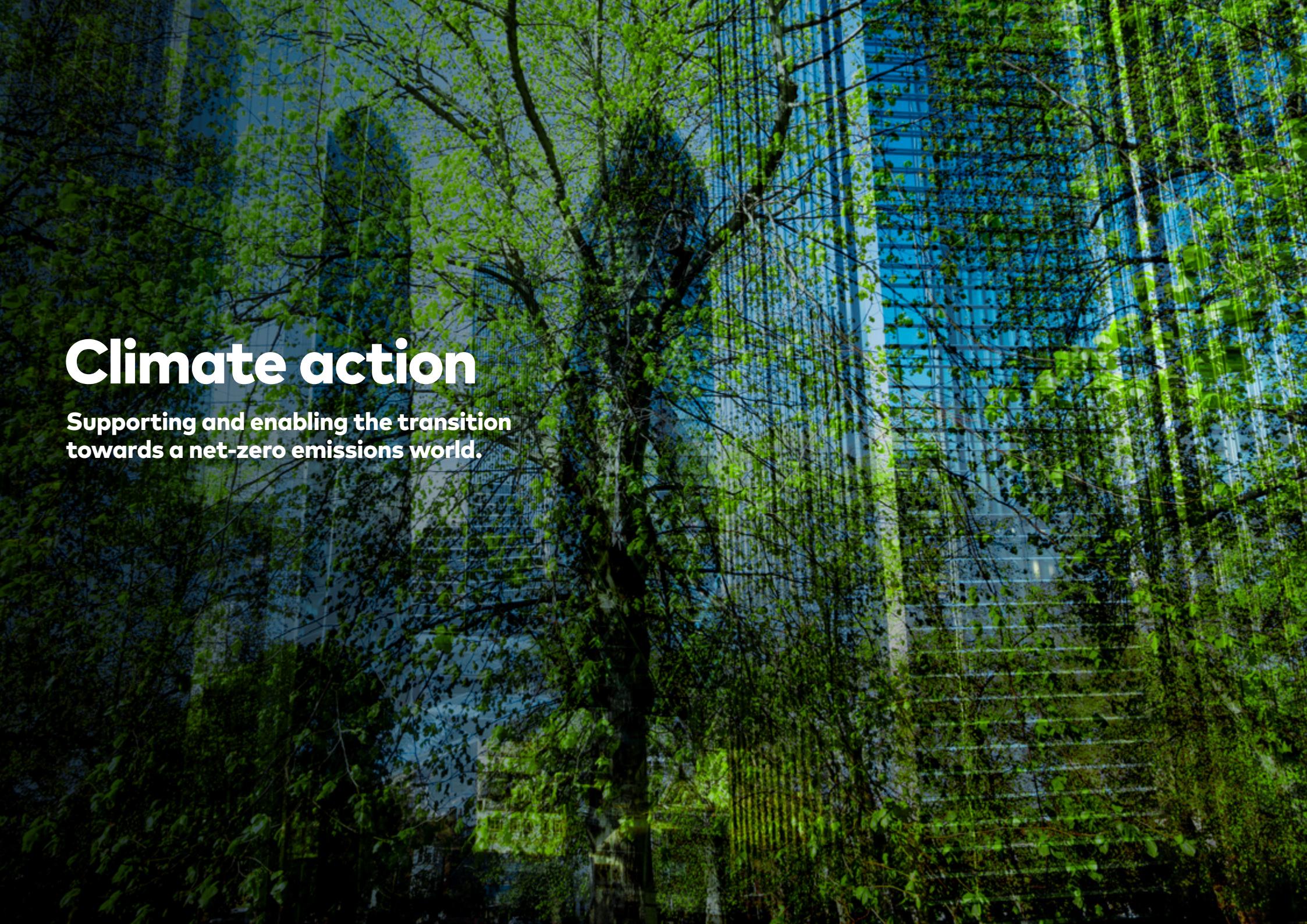
## **Expanding our coverage with SpaceX's Starlink**

Optus, in collaboration with SpaceX, which designs, manufactures and launches some of the world's most advanced rockets and spacecraft, announced an agreement in June 2023 to deliver mobile connectivity using SpaceX's Starlink satellite constellation. Through this agreement, we will work to expand the reach of customers' mobile connectivity to include the 60% of Australia's land mass\* that currently has no mobile coverage. This will be achieved through a phased rollout of Starlink's satellite capability, starting with SMS in late 2024, with voice and data to follow in late 2025.

The service will complement our existing mobile networks, allowing customers to connect to the SpaceX Low Earth Orbit satellite-based network from their mobile phone when outside the coverage area of our terrestrial mobile network.

\*Excludes Australian Radio Quiet Zone in Western Australia where no service is permitted to be provided and Remote Offshore Territories and Islands of Australia. Coverage requires a clear line of sight to most of the sky.



The background image shows a tall, modern skyscraper with a glass and steel facade. The building is partially hidden behind a lush, green forest of trees and bushes in the foreground. The lighting suggests a bright, sunny day.

# Climate action

**Supporting and enabling the transition  
towards a net-zero emissions world.**

# Climate action

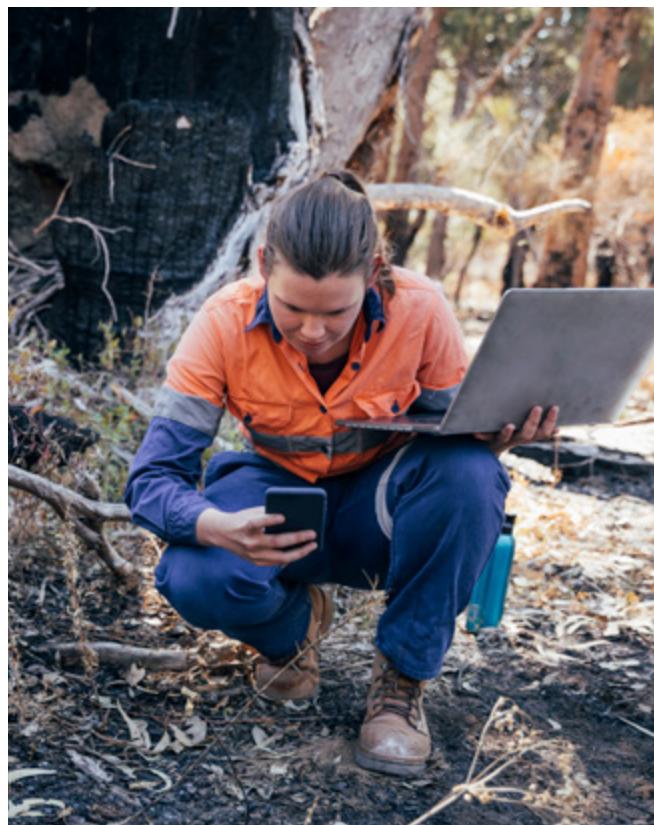
Climate change is one of the most pressing global issues of our time, with the effects of a warming planet already being felt in many communities across Australia. We know that we have an important role to play in taking action towards achieving a net-zero emissions world and building climate adaptation and resilience in our network to combat the increasing effects of climate change.

To provide over 11 million telecommunications and technology services across Australia every day, we rely on a range of natural resources, including energy, water, metals and minerals, and land. We understand the impact this has on climate and nature, and we're continuing to take steps to reduce that impact and helping our customers, communities and suppliers to do the same.

This year, we continued working on energy efficiency initiatives across our infrastructure, increased the deployment of onsite and offsite renewable electricity to power our operations and expanded the number of hybrid vehicles in our fleet. We've also continued to take additional steps to better manage the environmental impact of our supply chain, and we're putting a greater emphasis on this going forward following the development of our sustainable procurement guidelines and roadmap.

We also know that our services will need to be increasingly resilient to the effects of global warming. Some parts of Australia are already experiencing an

increased frequency and severity of storms, floods, cyclones, heatwaves, droughts or bushfires. So, we've continued to focus on improving our adaptation and resilience to a changing climate, including through a focus on improving our emergency response technology and collaborating with partners, such as the CSIRO and Australian National University, on strategies to mitigate the risk of bushfires.



## Highlights this year

**Updated our Singtel Group commitment to achieve net zero greenhouse gas emissions**

across our Singapore and Australian operations by 2045 (brought forward from 2050)

**Achieved energy efficiency improvements estimated at 16.1 Gigawatt hours per annum**

**Increased the use of renewable electricity across our operations from 25.37% to 27.50%**

of our total consumption when mandatory large-scale generation certificates (LGCs) are included (6.7% to 8.5% when mandatory LGCs are excluded)

**Increased the number of hybrid vehicles in our fleet to 119 up from 94 last year**

**Contracted an initial 23% renewable energy mix**

above mandatory requirements for years 2025–2029

# Progress against our 2025 targets

## Target

### Reduce by 25% absolute Scope 1 and Scope 2 emissions

Scope 1 and 2 (market-based) GHG emissions (tCO<sub>2</sub>e)



Data: FY24 310,072 tCO<sub>2</sub>e FY23 343,383 tCO<sub>2</sub>e FY22 394,253 tCO<sub>2</sub>e

## Progress

Reduced Scope 1 and Scope 2 emissions by 4.3% (location-based) and 9.7% (market-based).

As part of our sustainability-linked loan, Optus has a target to achieve a 25% reduction in its absolute Scope 1 and Scope 2 emissions (market-based) by FY25, from its FY15 baseline.

More information on our sustainable financing is available on page 28.

## Target

### Transition to renewable electricity for our operations (% of electricity that is backed by renewable sources – brackets exclude mandatory LGCs)

#### FY23 Performance

**25.3%**

including  
voluntary LGCs  
(6.7% excluding  
mandatory LGCs)

#### FY24 Performance

**27.6%**

including  
voluntary LGCs  
(8.6% excluding  
mandatory LGCs)

## Progress

In 2021, we set a goal to transition 100% of our electricity requirements to be backed by renewable resources by the end of 2025. However, due to volatility of the energy markets over the past few years, combined with various market and operating challenges, this ambition has been challenging to achieve. We have therefore removed this goal from our sustainability strategy and will instead focus on reducing our Scope 1 and Scope 2 emissions by no less than an additional 55% between 2023 and 2030 in line with Group targets.

## FY25 Targets

We will be resetting our environmental strategy targets to align with the Singtel Group's renewed SBTi-validated targets. For more information, please refer to the [Singtel Group Sustainability Report](#).

## Climate action

### Disclosures

The Singtel Group, which includes Optus, has reported in line with the Task Force on Climate-related Financial Disclosures (TCFD) since FY22. This standalone report includes details on the Singtel Group's climate scenario analysis, adaptation and mitigation plans for operations in Singapore and Australia. For more information, please refer to the [Singtel Group's latest TCFD report](#).

### The Singtel Group's commitment to achieve net zero by 2045

This year, the Singtel Group, including Optus, renewed its emissions reduction targets to align with the goals of the Paris Climate Agreement, which aims to limit global warming to 1.5°C. This raises the Singtel Group's level of ambition from its previous Science Based Targets, which were aligned with a well below 2°C pathway.

The Singtel Group has an updated commitment to achieve net zero greenhouse gas (GHG) emissions by 2045. This requires a reduction of at least 90% in absolute Scope 1, Scope 2 and Scope 3 emissions from an FY23 base year. Any hard to abate emissions may be neutralised through the permanent removal and storage of carbon from the atmosphere after the 90% reduction target has been achieved.

Achieving this ambitious goal will require deep and meaningful emissions reductions across the value chain. To enable this, Optus will continue collaborating with our suppliers, customers and other value chain partners on decarbonisation opportunities. Optus has developed initiatives that drive energy efficiencies and increase the use of renewable electricity.

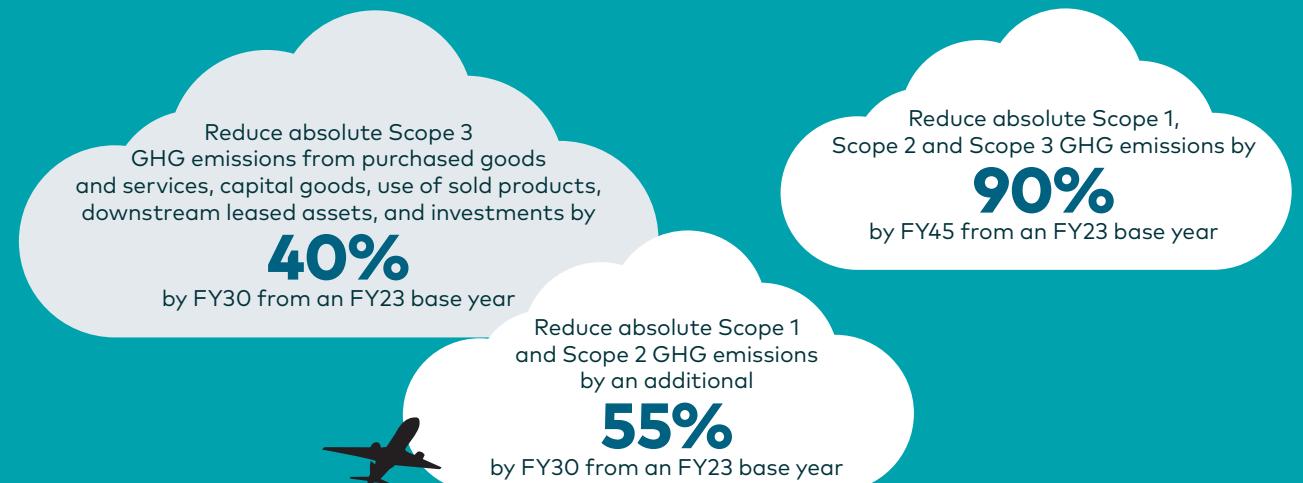
## Renewed emissions reduction targets

The Singtel Group which includes Optus, had its first emissions reduction targets validated by the Science Based Target initiative (SBTi) in 2017. It included a commitment to reduce Scope 1 and Scope 2 emissions by 42% and Scope 3 emissions by 30% across Singapore and Australian operations by FY30, from a FY15 base year.

In December 2023, the Singtel Group's renewed emissions reduction targets, which are aligned with a 1.5°C pathway, were independently validated by the SBTi.

The Singtel Group, including Optus, has committed to the following near-term targets:

The Singtel Group has also committed to the following long-term targets:



## Climate action

### Scope 1 and Scope 2 emissions

Optus' main sources of Scope 1 (direct) emissions include emissions from stationary diesel for back-up generators and transport fuel from our fleet, with an additional contribution from refrigerant gases. Scope 2 (indirect) emissions are those associated with our electricity use and make up the bulk of our combined Scope 1 and 2 emissions.

### Scope 3 emissions

Scope 3 emissions are indirect emissions (not included in Scope 2) that occur in our value chain and make up more than 70% of Optus' overall emissions profile. We recognise that there are a range of challenges related to measuring and reducing Scope 3 emissions, including our reliance on suppliers for relevant information, gaps in data, issues with data quality and our ability to influence suppliers' operational and commercial practices. These are not challenges we can solve on our own, and we continue to work with our suppliers and partners to reduce our Scope 3 emissions.

Optus has been disclosing our Scope 3 emissions since FY22, and in FY24, we continue to make improvements to our calculation methodologies and data collection. We report against the majority of the Greenhouse Gas Protocol Scope 3 categories as set out in the table on the right.

The reduction on our Scope 3, Categories 1 and 2 are mostly attributed to the improved calculation methodology and emission factor sources available. For more information about our methodologies, please refer to our 2024 Data Pack on our [website](#).

Scope 1	FY24 (tCO <sub>2</sub> e)	FY23 (tCO <sub>2</sub> e)	FY22 (tCO <sub>2</sub> e)
Total Scope 1 emissions	1,741	1,591	1,579
Fugitive emissions (refrigerants)	258.1	48	195
Fuel combustion (stationary)	486.5	487	286
Fuel combustion (mobile)	996.7	1,056	1,098
Scope 2			
Electricity (location-based)	350,491	366,357	425,015
Electricity (market-based)	308,331	341,792	392,674
Scope 3			
Total Scope 3 emissions	808,328	1,635,165	4,209,290
Category 1: Purchased goods and services	224,905	788,700	2,397,584
Category 2: Capital goods	171,442	346,726	1,193,179
Category 3: Fuel and energy related services	38,337	40,605	43,007
Category 4: Upstream transportation and distribution	3,518	4,149	5,690
Category 5: Waste generated in operations	774	258	189
Category 6: Business travel	4,033	4,702	581
Category 7: Employee commute	774	5,103	3,011
Category 8: Upstream leased assets	N/A	N/A	N/A
Category 9: Downstream transportation and distribution	N/A	N/A	N/A
Category 10: Processing of sold products	N/A	N/A	N/A
Category 11: Use of sold products	361,515	442,040	562,523
Category 12: End-of-life treatment of sold products	593	697	1,027
Category 13: Downstream leased assets	N/A	N/A	N/A
Category 14: Franchises	2,478	2,185	2,499
Category 15: Investments	N/A	N/A	N/A

In FY23, only 85% of spend was included in Scope 3, categories 1 and 2. This has been restated in FY24 to include 100% of spend, using an assumed industry specific emissions factor for the remaining 15% spend.

# Decarbonising our operations

## Reducing our Scope 1 and Scope 2 emissions

In FY24, our Scope 1 and Scope 2 market-based emissions were 310,072 tCO<sub>2</sub>e, which accounted for 27.7% of our overall emissions footprint. We achieved a reduction of 9.7% compared to last year.

This year, we continued our focus on reducing our Scope 1 and Scope 2 emissions through energy efficiency measures, deploying onsite and offsite renewable electricity, increasing our use of hybrid vehicles, and exploring alternatives for our cooling and emergency electricity generation needs.

## Driving energy efficiencies

Decommissioning a range of legacy, redundant and end-of-life network components, and implementation of other energy efficiency technologies that we estimate has enabled us to reduce our electricity consumption by approximately 16.1 GWh (which is equivalent to 10,476 tCO<sub>2</sub>e) annually. For example, we deployed software across our 5G mobile network that dynamically switches off broadcast elements when there is no user demand for them.



## Climate action

### Transitioning to renewable electricity

In addition to our focus on improving energy efficiency, we are committed to increasing our use of renewable electricity to help us achieve our Scope 1 and Scope 2 emissions reduction targets. We acknowledge that we are not on track to meet our previously stated goal to source 100% renewable electricity for our operations by the end of 2025. External factors such as COVID-19 disruptions, fluctuations in global energy prices and increased competition for access to clean energy projects has led to significant price volatility in Australia's national energy market. And internal factors, such as operational challenges, has meant that we have been unable to deliver on our renewable electricity goal in line with our original timeframe and budget.

Despite these challenges, we have continued to take steps to increase our renewable electricity consumption. This year, we proudly:

- Launched our National Solar Program to deploy solar photovoltaic (PV) technology at five key Optus exchanges and satellite sites, which will add 477-kilowatt (kW) peak capacity of onsite solar in our operations. While this represents a small amount of our electricity consumption, construction is underway to further increase our onsite solar capacity in the year ahead.
- Signed our first Power Purchase Agreement (PPA) which will begin on 1 January 2025. When coupled with the default renewable electricity available from Australia's national grid, we expect that approximately 42% of our electricity consumption will be backed by renewable sources.

Moving forward, our transition to renewable energy will continue to remain part of our sustainability strategy. Increasing our use of renewables is an effective lever we can use to reduce our reliance on fossil fuels and achieve our science-based Scope 1 and Scope 2 emission reduction targets. Installing onsite renewable capacity at key Optus sites will also be an important way that we can improve the resilience of our network operations if the national electricity grid is disrupted by severe weather events.

We'll continue to review and adjust our plans to transition to renewable electricity on a regular basis, and will share updates on our progress in our annual sustainability reports.

### Other initiatives

Added 25 hybrid vehicles to our Optus fleet. We now have 119 hybrid vehicles in our fleet, up from 94 hybrid vehicles in FY23. Hybrid vehicles represent 76% of all passenger vehicles in the Optus fleet.

We completed an engineering review of our chillers fleet to understand the options available to replace those systems running on refrigerants with high emission factors (e.g. R22, R134A).



### Sustainable financing linked to our Scope 1 and Scope 2 emissions

Sustainability-linked financing is a type of loan where the interest rate is tied to the achievement of certain sustainability goals. This encourages companies to invest in projects that promote sustainable growth and development. In April 2023, Optus issued a A\$100 million 5-year fixed-rate Sustainability-Linked Bond (SLB). The SLB has been issued in accordance with the Singtel Group Sustainability-Linked Bond framework that was established on 14 October 2021. The interest rate for this loan and bond issuance were linked to Optus' goal of achieving a 25% reduction in absolute Scope 1 and Scope 2 emissions by FY25, from its FY15 baseline. We are on track to achieve this target.

Another instrument of the sustainable financing program is the rollout in FY24 of our Internal Carbon Pricing (ICP) program. This puts a price of carbon (currently averaged at A\$70/tCO<sub>2</sub>e) on emissions intensive projects and technology so that the business makes the right long-term decisions that help lower both embedded and operational emissions. The ICP is complemented by Singtel Group's 'Green Fund' that further supports the decarbonisation of our operations including the upgrade of technology across our networks, the deployment of onsite solar PV system in our exchanges and the decommissioning of legacy infrastructure.

### Case study: Installing onsite rooftop solar technology across our network

In FY24, with the financial support of over A\$5 million from the Singtel Group's GreenFund, we launched our national solar program to begin installing onsite rooftop solar at key sites. Onsite solar generation is a cost-effective, low-carbon solution that supports our resilience to energy market disruptions caused by factors such as extreme weather events, power outages, energy policy, and broader supply chain disruptions.

We installed 477-kilowatt (kW) capacity of rooftop solar at five key Optus exchanges and satellite sites across Victoria, New South Wales, Queensland and Western Australia which are expected to generate 696,420 kilowatt hours (kWh) annually. While this represents a small amount of our electricity consumption in FY24, we will continue to roll-out approximately 3,561-kilowatt (kW) capacity of solar PV to 16 additional sites in FY25.

**"Singtel's GreenFund investment has helped us take important steps forward in creating additional solar capacity in the market and improve Optus' energy independence as we move towards a more sustainable and reliable energy future."**

**Martin Lamprecht**  
Vice President of Optus Network Deployment and Infrastructure



### Case Study: Signing our first Power Purchase Agreement (PPA) for offsite renewable electricity

In May 2023, we signed our first Renewable Energy PPA with Snowy Hydro's Red Energy, which will supply Optus with a mix of solar, wind and hydroelectricity from 1 January 2025. PPAs are long-term agreements between renewable electricity generators and businesses for purchasing electricity. They are an important and strategic focus for Optus as we increase the use of renewable electricity for our network operations.

PPAs can reduce our exposure to price volatility in the electricity market, which is crucial during supply chain, geographical or market disruptions. PPAs also signal demand for renewables, which can encourage the development of new renewable projects. Optus is proud to be signalling this commitment in the market as one of the largest telecommunications companies in Australia.

Optus' PPA is expected to deliver 635GWh of renewable electricity from 1 January 2025 to 31 December 2029, which will increase the share of electricity from renewable sources to 42% in CY25 when mandatory LGCs are included (23% in CY25 when mandatory LGCs are excluded).

We will continue to explore additional PPAs in the coming years, as well as consider other renewable sourcing strategies, to support our ongoing transition to renewable electricity.



Snowy Hydro, Tumut NSW

## Climate action

### Reducing our Scope 3 emissions

Scope 3 emissions are emissions that occur outside Optus' direct operations – such as from our supply chain or from customers using our products. As such, it represents the majority of Optus' emissions footprint. Optus is committed to collaborating with key suppliers to reduce the emissions in our supply chain, and we also encourage our customers to do the same.

This year, we focused on improving our Scope 3 emissions by:

- Improving our data collection and calculation methodologies for Category 1: Purchased goods and services emissions. This involved product-specific emission factors which provides a more accurate estimate of actual emissions generated.
- Commencing the introduction of internal carbon pricing in our Procurement processes by applying a shadow average carbon price of A\$70 in selected relevant tenders. This supports the calculation of our Holistic Cost of Ownership (HCO) alongside the Total Cost of Ownership (TCO) to compare the submissions from the vendors. For example, in a recent electronic equipment tender we requested specific product carbon footprint (PCF) information for the products offered by the vendors to calculate the HCO of each of those products.
- Collaborating with our suppliers through the Carbon Disclosure Project (CDP) Supply Chain Program. This program has helped us to engage with some of our most important suppliers to manage environmental risks and impacts within Optus' supply chain. Data collected includes details of our suppliers' emissions and plans to reduce them as well as climate related risks and opportunities.



## Climate action

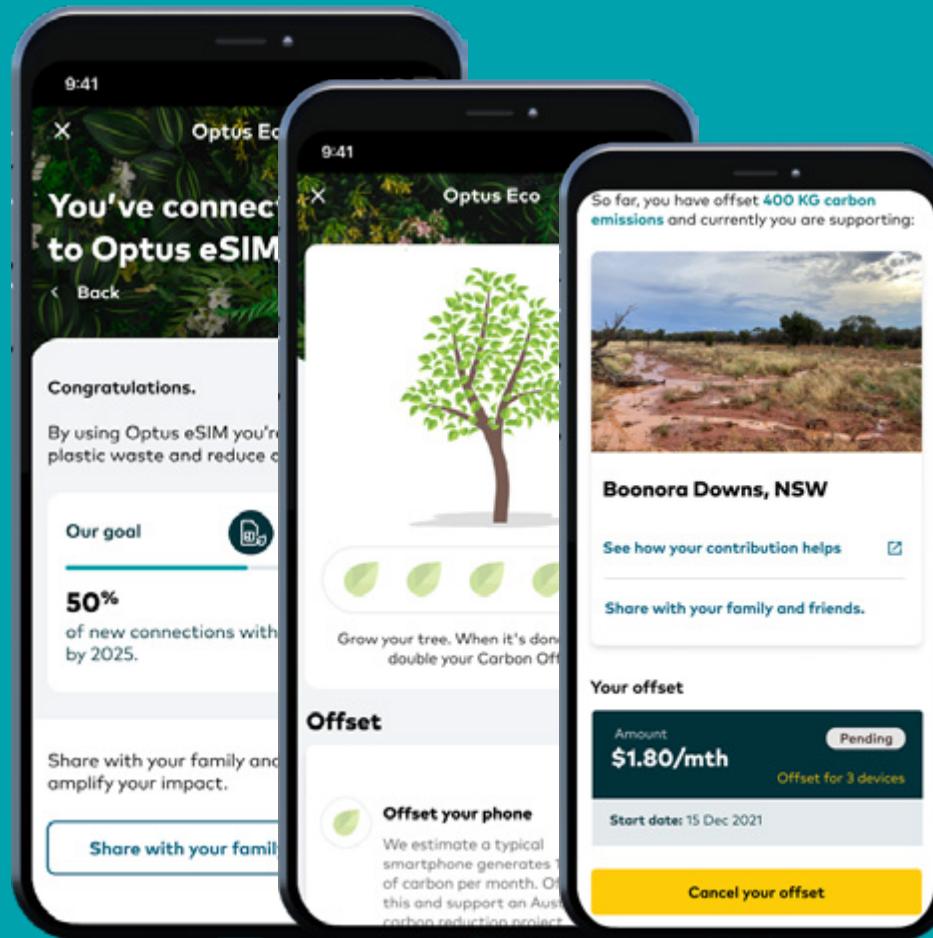
### Optus Eco

We continue to offer our consumer customers Optus Eco, which enables them to reduce the environmental impact of their mobile phone service. Launched in March 2022, Optus Eco allows customers, via the My Optus app to:

- **Choose to receive their bills and invoices online to reduce paper waste and carbon emissions.**
- **Connect to a plastic-free digital eSIM to reduce plastic usage and waste.**
- **Offset some of their mobile phone's carbon emissions by supporting Australian carbon reduction projects.**

Together with our partner Green Collar, our customers can support local offset projects that have meaningful impact on the Australian environment and adhere to the government's Australian Carbon Credit Unit (ACCU) accreditation standards.

In FY24, over 13,900 customers joined Optus Eco resulting in 997 tCO<sub>2</sub>e in emissions offset through the surrender of ACCUs. Since the program was launched, over 21,000 customers have taken part in the program, with over 1,520 tCO<sub>2</sub>e in emissions offset.



Optus Eco features on the My Optus app

# Improving our climate resilience and adaptation

We are dedicated to ensuring that our network remains robust, reliable and resilient. Earlier climate change risk assessments undertaken in 2015, 2020 and 2021 have informed our network adaptation and resilience initiatives to ensure we continue supporting our communities and emergency service providers to stay connected during times of crisis. For more information, please refer to the [Singtel Group's latest TCFD report](#).

This year, we improved our disaster response planning by:

- Continuing our collaboration with the CSIRO, Australia's national science agency, to mitigate bushfire risks to telecommunications infrastructure by applying CSIRO research on local bushfire weather, fuel load, vegetation and topography to identify telecommunications base stations that are at greatest risk to the impacts of embers, radiation and flames. This has been further advanced with the Australian Government funded CSIRO Telecommunications resilience investment pilot that aims to develop enhanced approaches to reduce the risk and build resilience to bushfires and floods in the telecommunications sector. Optus will be a key participant contributing to the CSIRO's research.

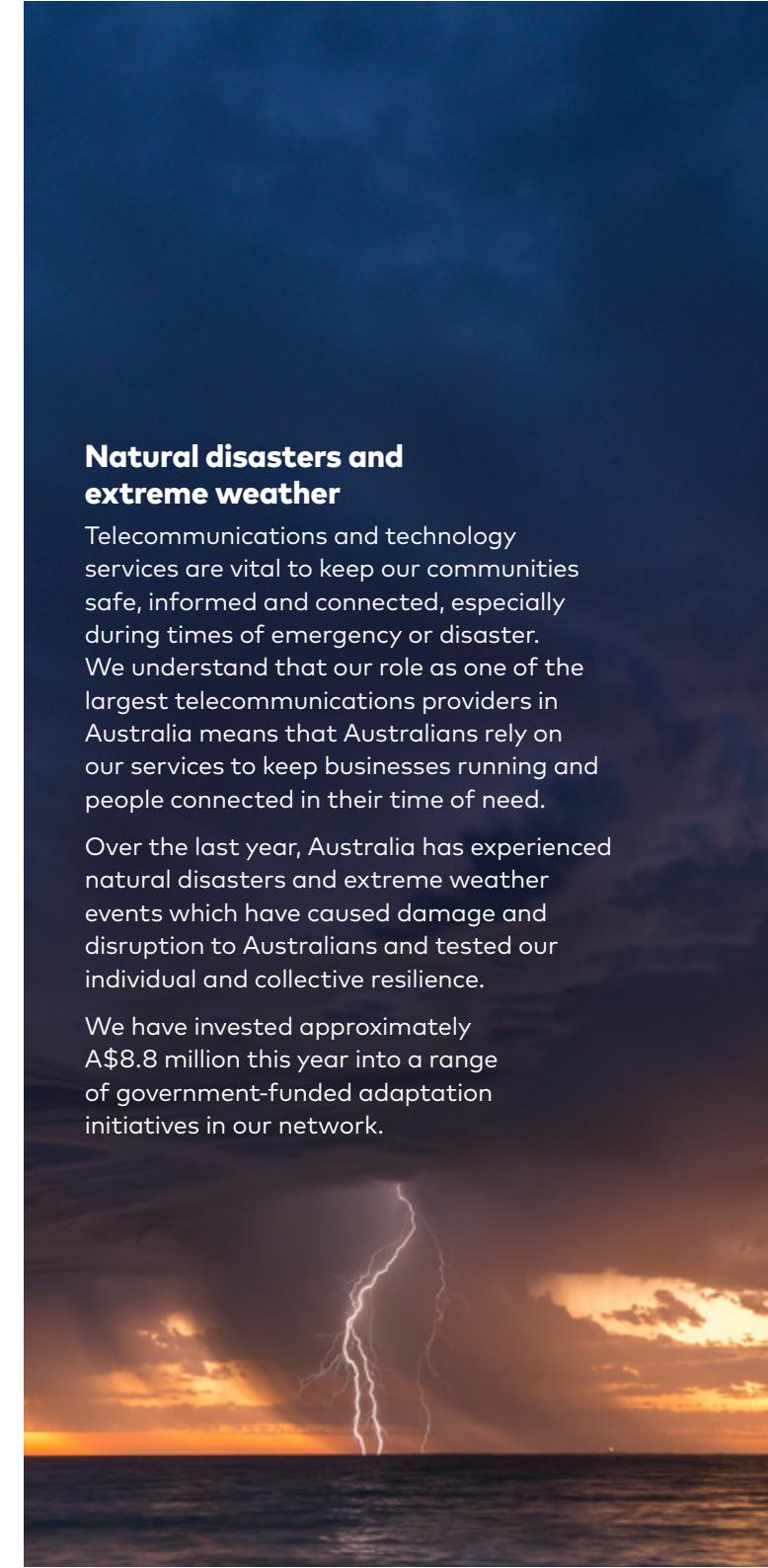
- Continuing our collaboration with the Australian National University to develop the Bushfire Research Centre of Excellence, which shares insights related to the early evolution of bushfire ignitions, evaluates fire direction techniques to inform early detection, and demonstrates technology that can control and suppress bushfire ignitions in deep bushland, and more.
- Collaborating with the Department of Fire & Emergency Services in Western Australia to support the state's response to extensive power outages following two severe thunderstorms in January 2024, which directly affected more than 50 Optus mobile sites between Perth and Kalgoorlie. The Optus incident management team deployed a SATCAT unit to Narrogin, which was one of four key sites impacted, as well as portable generators and Optus field operations professionals to support communities and keep them connected. The SATCAT was deployed for three days serving the community.

## Natural disasters and extreme weather

Telecommunications and technology services are vital to keep our communities safe, informed and connected, especially during times of emergency or disaster. We understand that our role as one of the largest telecommunications providers in Australia means that Australians rely on our services to keep businesses running and people connected in their time of need.

Over the last year, Australia has experienced natural disasters and extreme weather events which have caused damage and disruption to Australians and tested our individual and collective resilience.

We have invested approximately A\$8.8 million this year into a range of government-funded adaptation initiatives in our network.



### Case Study: Keeping people connected through Cyclone Jasper

Being prepared for natural disasters enables Optus to minimise the connectivity disruptions for customers and communities and enable an efficient and effective response to restore services when and where it is needed. On 13 December 2023, Tropical Cyclone Jasper passed through Far North Queensland, leaving communities in areas such as Mossman, Cairns and Tully without power and facing flooding due to widespread heavy rain.

Preparations by Optus Field Operations in the days prior had seen the shift of portable generators from Brisbane to Townsville for staging. This included four trailer generators capable of supporting larger sites for extended periods. Exercises to monitor fuel levels in fixed generators already onsite at key locations identified opportunities to pre-plan fuel drops and ensure tanks were at capacity and facilitated long run times on sites where critical infrastructure and transmission are located. More than 12 portable generators were utilised interchangeably based on priorities and progress with utility power status.

The Far North Queensland SATCAT (trailer-based mobile base station using satellite transmission backhaul) was also staged in Cairns with an upgraded radio ready to deploy in any suitable circumstances if identified. Unfortunately access to the worst hit regions like Mossman was cut off to all vehicles which did not allow deployment of the SATCAT in this instance. By the time access was available, a portable trailer generator was

used to restore the Mossman area which also supported the Daintree region.

Following the cyclone, and in line with our disaster response framework, Optus engaged with relevant Queensland disaster coordination groups to identify any site access issues for the worst hit regions and communities, and to understand timelines for the expected restoration of mains power. We deployed trucks and other vehicles to provide customers and communities with access to devices, WiFi and Prepaid SIM cards and, for eligible Postpaid mobile customers facing hardship, an added 100GB of bonus data.

***"I am proud of our ongoing commitment to supporting the communities affected by Tropical Cyclone Jasper. In times of crisis, our focus remains on connecting people, providing vital communication channels, and helping to ensure that communities can stay connected, resilient and face the challenges ahead with optimism."***

**David Morrissey**  
Optus General Manager  
for North Queensland



# Circular economy

**From supply chain and product packaging to general day-to-day waste from our operations, there are many opportunities to turn what may have once been rubbish, into resource.**



# Circular economy

We know that the traditional linear 'take-make-dispose' economic model is unsustainable over the longer term as it relies on the consumption of finite resources. We can have a positive impact by shifting to a circular economy model that is restorative and regenerative by design, designing-out waste and pollution, keeping products and materials in use for longer, and contributing to the regeneration of nature.

The technology and telecommunications products and services we provide our customers rely on a range of natural resources including metals, minerals, water, energy and land. From the raw materials used in equipment manufacturing, to the way we package and distribute products, and what we do when our products are no longer needed – we understand that our value chain impacts on climate and nature.

This year, we continued to focus on working with trusted and ethical suppliers to identify opportunities to design-out single-use materials and packaging in our Optus-branded products. We continued our efforts to reduce our waste sent to landfill by using smart bins, introducing new waste solutions, educating our people to inspire behavioural change, and improving recycling of our e-waste and network infrastructure. We also continued providing options to support our customers to reuse and recycle their devices in our stores.

## Highlights this year

### 85% of packaging

is recyclable, reusable or compostable

from approximately 300 Optus-branded products.

### Recycled or reused

### 97.8% of e-waste

from our operations including network\* sites, corporate offices and retail stores.

### Developed sustainable procurement guidelines

and supported our Optus-branded suppliers to enhance their circularity principles.

Members of Australian Packaging Covenant Organisation (APCO) and achieved a 'leading' APCO reporting score of

### 64%

This reflects our efforts in reducing the amount of single-use plastics in our product and warehouse packaging, as well as improving how this packaging can be recycled.

### Received over

### 37,830

devices from customers for recycling, approximately

### 19.5 tonnes

of mineral resources saved

\*Based on network waste data available in FY24.

# Progress against our 2025 targets

## Target

**90% of e-waste to be reused or recycled**

## FY23 Performance

IT:  
**100%**  
diversion  
from landfill

Networks:  
**98%**  
diversion  
from landfill

## FY24 Performance

IT:  
**100%**  
diversion  
from landfill

Networks:  
**97%\***  
diversion  
from landfill

## Progress

In FY24, we achieved 97.8% which has exceeded our 2025 target

\*based on available Network waste data

## Target

**100% recyclable, reusable or compostable packaging on Optus-branded products**

## FY23 Performance

**81%**

## FY24 Performance

**85%**

## Progress

In FY24, we achieved 85% which puts us closer to achieving our 2025 target. However, the main challenge to reach our 100% target is phasing out the plastic holder used in our conventional SIM cards. Using eSIMs is an option available to our customers and could support the achievement of our 2025 target.

## Target

**90% waste diversion from landfill**

## FY23 Performance

Diverted  
**39%**

## FY24 Performance

Diverted  
**61%**

## Progress

In FY24, we achieved 61%, which does not put us on track to achieve our target. We continue to work within the business to improve our diversion from landfill rate and processes to capture our waste data.

# Our commitment to product stewardship

Optus is committed towards operating sustainably to create lasting, positive change and impact for our people, customers and other stakeholders. We take a holistic approach to our product stewardship responsibilities, which considers our upstream and downstream impacts across our value chain:

- Upstream – how we select and collaborate with ethically, environmentally and socially responsible suppliers, and how we bring to life our focus on the effective use of resources.
- Operations – reducing the impacts of our products, their associated packaging, and of our corporate, retail and network operations.
- Downstream – seeking opportunities to reuse or recycle our products to extend their useful life and protect the value of natural resources.

To support our commitment to product stewardship, we have set three targets to achieve by 2025.

**90% of our e-waste reused and recycled**

**100% recyclable, reusable or compostable packaging**

**90% waste diversion from landfill**

We have developed circular economy roadmaps for our products (including for SIMs, modems, and mobiles), our retail and marketing activities, and our networks and corporate facilities, with specific actions to help us achieve our three targets. Our roadmaps take a life cycle view of the environmental impact of our products before they reach our stores, during their usage, and after their useful life. In FY24, we continued to make progress towards the achievement of these targets, but we still have more to do.

**Our focus on environmentally sustainable supply chains**

This year, our Sustainability team collaborated with different teams across the organisation to enhance our environmental supply chain practices. We achieved this by looking at the supplier's full life cycle including:

- Improving and simplifying our supplier questionnaire to collect information from new vendors participating in tenders so we can assess their current and future environmental performance. Building the knowledge and capabilities of our teams through information sharing sessions about packaging and alignment to the Australian 2025 Packaging Targets.
- Developing Circular Economy roadmaps for the Retail, Networks and Corporate sites, which will identify actions to be taken to enhance our resource management performance.
- Ensuring contracts with new suppliers consider the 'end-of-life' stage for the networks' equipment we buy so we can think ahead about how to manage them when they are due for an upgrade/replacement.

Our combined efforts show our commitment to improving our environmental supply chain practices and contributing to a circular economy in partnership with our valued suppliers.

# Reuse and Recycling e-waste

## Repurposing and recycling devices

Repurposing previously loved devices is one of the best ways that we can reduce landfill. Throughout FY24 we continued to support the industry wide MobileMuster initiative to encourage our customers to recycle their devices including mobile phones, modems, smart watches, smart home devices and gaming consoles. Customers can recycle their old devices in-store, or via reply-paid recycling satchels in Optus' Prepaid mobile bundles. Up to 99.3% of the materials in these devices are recovered through our partners in our supply chain. In FY24, we received approximately 37,830 devices for recycling, which accounted for approximately 19.5\* tonnes of mineral resources conserved.

## Recycling the materials from our network sites

In FY24, we continued to achieve our target of recycling 95% of our network waste. We work closely with our industry partners and customers to recover technology and other e-waste for reuse and recycling. As we upgrade our network, we identify recycled and reuse opportunities for legacy technology, and work with suppliers to extend the life of network technology. In FY24, we diverted 509 tonnes of network equipment from landfill.

\*Approximate savings figure obtained from the MobileMuster calculator using mobile devices as a proxy – noting that the device number also includes modems, landlines and tablets which may have used more or less mineral resources.

## Ensuring our packaging is recoverable

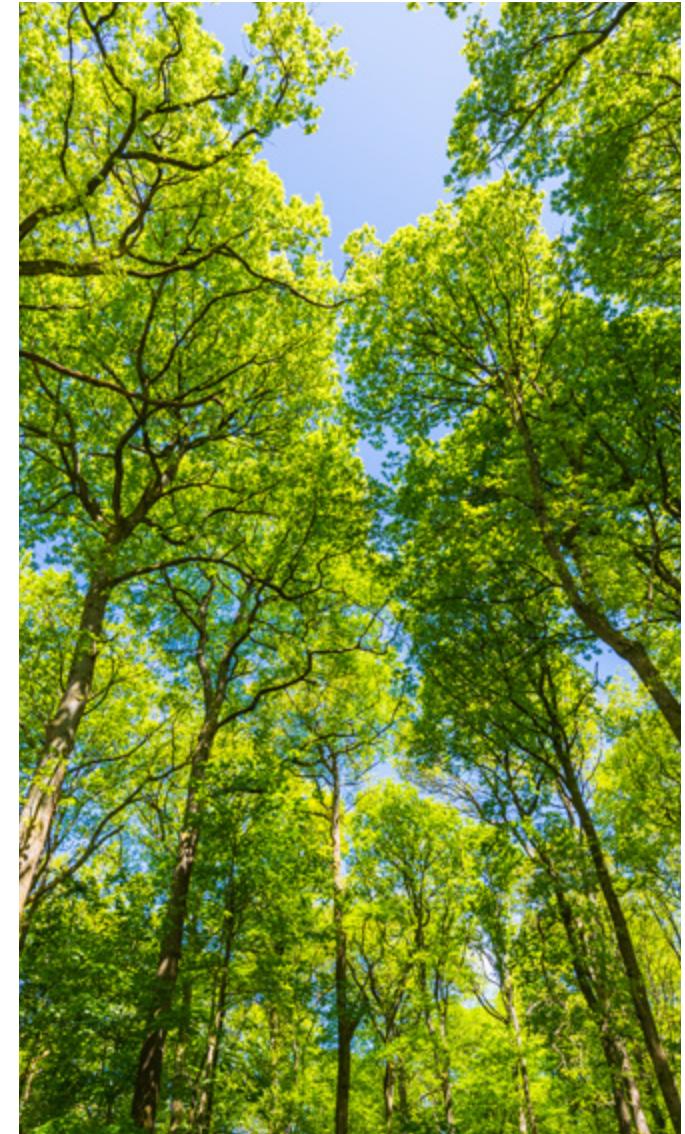
We report annually to the Australian Packaging Covenant Organisation (APCO), which includes disclosures against the criteria of the Packaging Sustainability Framework, such as design and procurement, recycled content, recoverability, disposal labelling and waste.

We also support the implementation of the Australasian Recycling Label (ARL) in our products, which requires clear labelling on how customers can recycle our products, to continue improving kerbside recovery in Australia.

During FY24, we continued implementing the actions identified in our Circular Economy Roadmap for Packaging developed in FY22. For example, we progressed:

- Our new generation of 5G modems are made primarily from 95% recycled plastic, its packaging has no single-use plastic and it is fully recyclable in kerbside recycling across Australia.
- Reducing the number of plastic pillows used in packaging our shipments to customers by replacing them with paper-based alternatives.

Our Circular Economy Roadmaps, which we continued to implement in FY24, highlights opportunities to reduce waste and provides actions across our supply chain to minimise the amount of single-use packaging and non-recyclable packaging used in Optus products.



### Reducing waste generated by our operations

We have six waste streams across our corporate offices: comingled recycling, organics, paper and cardboard, e-waste, specialty waste and general waste.

We continue to use outdoor smart bins at our Optus Campus Sydney, which eliminate recycling contamination, and improved how we manage organic food waste at our Sydney campus (refer to page 54 for Charopy smart bin case study for more information). We transitioned away from using food digesters which sends food waste through sewerage networks, and instead have engaged a vendor that uses anaerobic digestion technology which converts food waste into a combustible gas, which can be used as a fuel source to produce green electricity.

In FY24, we also had a strong focus on employee awareness and engagement campaigns to improve behaviours around waste and recycling. This included a major national digital campaign, which included our Optus Ambassador, Ian Thorpe, to create awareness and improve our recycling behaviours.

### Case Study: Our new 5G modem made from 95% recycled plastic

In February 2024, we celebrated the launch of our new Ultra WiFi 5G Modem. This is our second modem made from at least 95% recycled plastic (excluding the electronic components in the modem and the screen). The modem's packaging has no single-use plastic and is 100% recyclable in general kerbside recycling across Australia.

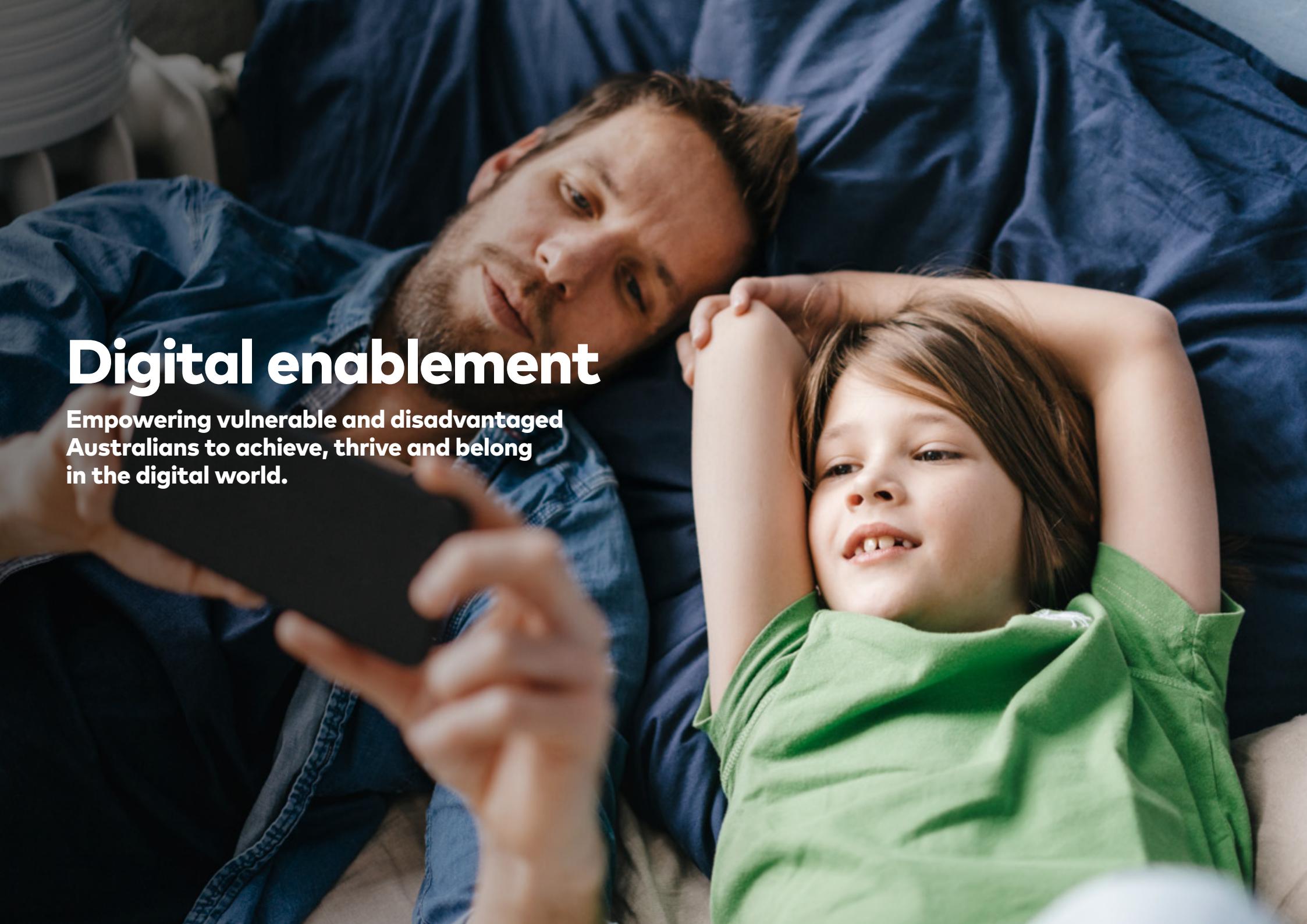
We worked closely with our suppliers to find solutions to reduce the environmental impact of our new 5G modems. This engagement with our suppliers has strengthened our relationships and we are optimistic about identifying further opportunities for collaboration and shared impact.

The new 5G modems also have 'quick start' guides that encourage customers to bring their old modems into any of our Optus stores for recycling.

**"We listen to our customers and know that many of them are increasingly looking for more sustainable products. That's why we are so proud to demonstrate our commitment to using recycled materials through our new Ultra WiFi 5G modem,"**

**Jack Shamsun**  
Associate Director, Partner and Commercial Devices



A close-up photograph of a man and a young girl lying in bed under dark blue sheets. The man, with short brown hair and a beard, is looking down at a device held by the girl. The girl, with long brown hair, is wearing a green t-shirt and is looking up at the camera with a slight smile. Her arms are raised above her head.

# Digital enablement

**Empowering vulnerable and disadvantaged  
Australians to achieve, thrive and belong  
in the digital world.**

# Digital enablement

As technology and digital innovation transforms the world around us, concerns around online safety and security continues to rise. Issues such as cybersecurity and scamming threats, cyberbullying, and image-based abuse continue to grow and deepen, particularly through the impact of artificial intelligence (AI) and generative AI. Despite these issues, we know that technology can play a significant role in bridging the digital divide and enable connectivity.

Our digital enablement strategy is two-pronged. We are committed to helping equip Australians to be safe and resilient online citizens, as well as helping bridge the digital divide so that everyone can achieve, thrive and belong in today's digital world. **Digital inclusion is about affordability, access and the ability to use technology**, and while there have been improvements in Australia's digital inclusion, some groups of people remain excluded. These include the **one in eight adults, and one in six Australian children living in poverty**.

During FY24 through our flagship programs, Digital Thumbprint and Donate Your Data™ and long-term partnerships with not-for-profit organisations and government, we continued to foster an inclusive society where no-one is left behind when it comes to connectivity and encourage positive and respectful relationships online.



## Digital enablement



### Highlights this year

**Over 5,700 First Nations participants**  
supported by our charity partners through Donate Your Data

Our Digital Thumbprint program has educated over **60,500 students** on digital safety

Launched our new Protecting Your Personal Information workshops, educating **10,351 students**

**Supported 45,225 Australians since 2019**  
with Mobile Internet Access and \$36m of Value Delivered through Donate Your Data™

**Celebrated 10 years of our Digital Thumbprint program**

**Won the Contribution to Society award** for the Optus Digital Thumbprint program at the 2023 ACOMM Awards

**1,400 students** educated at the **Optus Digital Thumbprint** and Satellite Careers event featuring Chaz Mostert

# Progress against our 2025 targets

## Target

**Support 550,000 young people to participate safely online\***

Providing young people with the tools they need for positive, responsible and authentic online experiences.

## FY23 Performance

**80,547**

## FY24 Performance

**60,592**

## Cumulative to date (since 2013):

**620,468\***

\*Number of students who have participated in a Digital Thumbprint workshop or event.

## Target

**Connect 100,000 disadvantaged youth and families to help close the digital divide and support Australians in crisis\***

## FY23 Performance

**13,497**

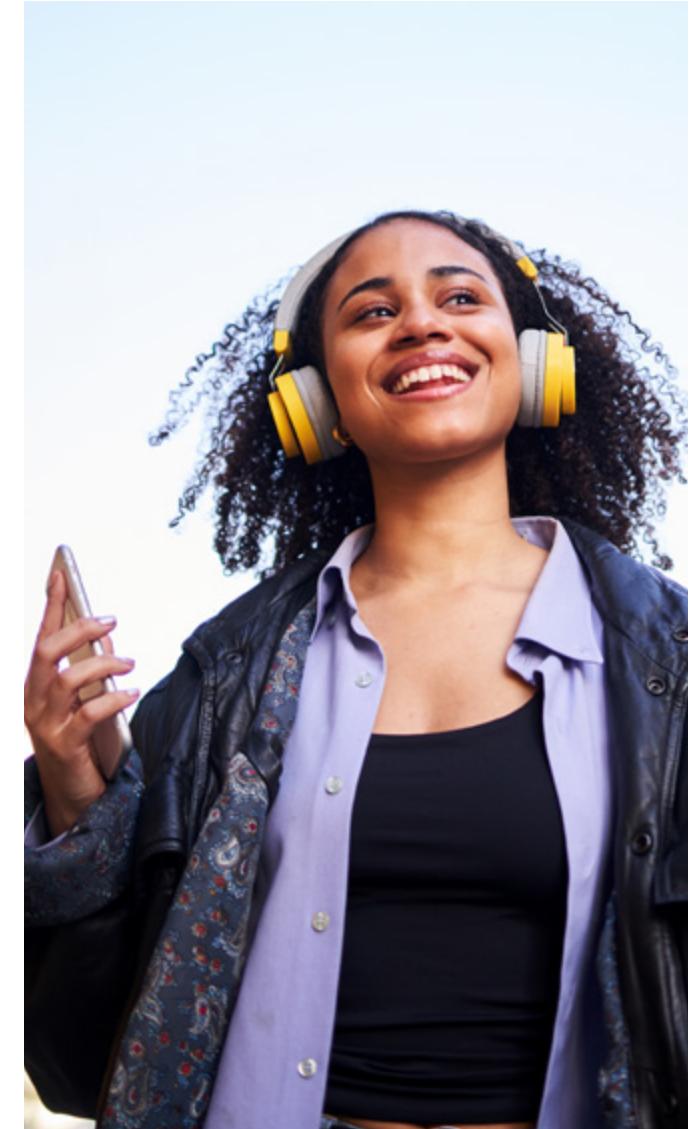
## FY24 Performance

**6,355**

## Cumulative to date (since 2019):

**45,225\***

\*Number of people who have activated a Donate Your Data SIM. Does not include support provided during the COVID-19 pandemic and disaster relief. Crisis includes, but is not limited to, family and domestic violence, natural disasters such as floods, bushfires and storm damage, and the COVID-19 pandemic.



# Supporting digital safety and wellbeing

Our Digital Thumbprint program provides young people and families with the knowledge and tools to support digital safety and wellbeing through free educational workshops, guides and resources. The program has been endorsed by the eSafety Commissioner as a Trusted eSafety Provider since 2016.

Launched in 2013, it is one of the longest running digital safety and wellbeing education program in Australia. It recently celebrated its 10th year by winning the "Contribution to Society" Award at the annual Australian Communications Industry Awards (ACOMMS) in July 2023, the communications industry's premier awards for excellence.

**"Our social impact focus has always been driven with the aim of helping young people to achieve, thrive and belong in the digital world and our Digital Thumbprint Program is about creating both a positive and lasting impact on the digital safety and wellbeing of young people and families all over Australia. This award is yet another testimony of the program's success, and I'm so proud of Optus and its partners in delivering this free program to schools across Australia."**

**Helen Maisano,**  
Senior Director, Group Sustainability, Optus



## Digital enablement

### Digital Thumbprint workshops for schools

Through facilitator-led and teacher-led digital interactive workshops, the Digital Thumbprint program teaches primary and high school students core principles around online safety and wellbeing, and encourages positive online behaviour around privacy, security and responsible technology use.

In FY24, 60,592 students took part in a free Digital Thumbprint workshop. This takes our total student participation to 620,468 exceeding our target of reaching 550,000 students by FY25. Educating young people and their families about digital safety is one of our key areas of focus and we're proud that these results reinforce this commitment.

With **hackers and scammers increasingly targeting children via game chat and social media**, we launched a new workshop – Protecting Your Personal Information – to help students understand what personal information is, and the actions to take to protect themselves from identity theft and scams. Since launching, 10,351 students have completed the new workshops.

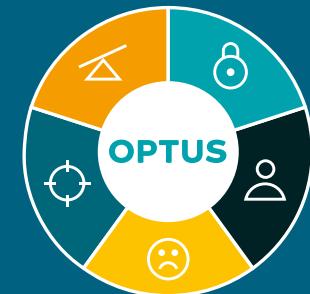
### Digital Thumbprint resources and guides for families

Optus' Digital Thumbprint program extends beyond the school gate by providing families with free interactive and engaging resources to support and encourage important conversations about responsible technology use.

In FY24, we introduced a range of new interactive online materials to support parents, young people and children as they connect online. New materials include:

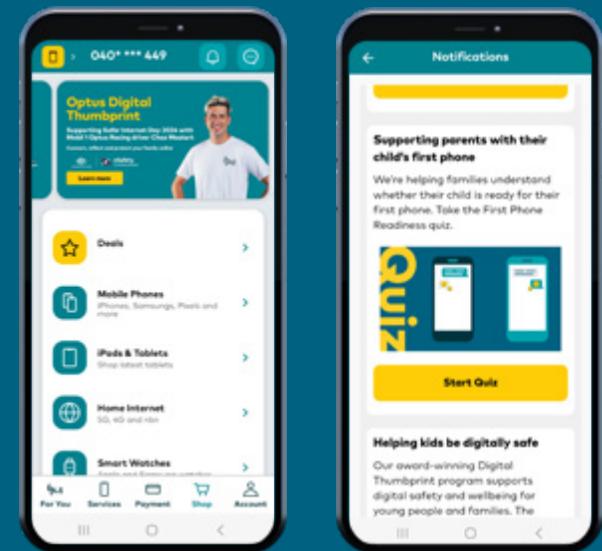
- **First Phone quiz and guide** to help parents start conversations about key milestones like a child's first phone. Our interactive quiz evaluates the child's digital safety and wellbeing awareness, providing parents with a personalised readiness score for their child.
- **Cyberbullying quiz and guide** to empower children to be an upstander (someone who chooses to support a person who is being abused or harmed) when it comes to cyberbullying and learn what to do about it when they see this occur.
- **Hackers, scammers and fake friends** quiz and guide to teach children that not everybody is who they claim to be online and to help them stay safe online.

A full list of program resources can be found on our website [digitalthumbprint.com.au](https://digitalthumbprint.com.au)



## Optus Digital Thumbprint

Supporting digital safety and wellbeing



### Measuring the Digital Thumbprint program's impact

In FY24, we engaged an independent expert to evaluate the Digital Thumbprint program's impact on student attitudes and behavioural change on digital safety and wellbeing. Over 2,300 students participated in the research, and we are proud that the results show that the program is having a positive impact on changing student behaviours:

**"Before the Digital Thumbprint workshop I didn't care as much about others online. I was just on there to use it and have entertainment. After the workshop, I got more perspective of the viewer and creator of a post and who that other person is."**

Year 8 student, Victoria.

### Digital Thumbprint program's impact on students:

**92% of primary students who completed the Cyberbullying and Respectful Relationships Online and Protecting Your Personal Information Online workshops have more ideas about where to go for help to stay safe online.**

**After completing the facilitator-led Cyberbullying and Respectful Relationships Online workshop, 94% of secondary students said they will try to use social media in a more positive way.**

**Eight out of 10 secondary students surveyed have more ideas about where to go for help to stay safe online after completing Digital Thumbprint workshops online.**

## Digital enablement

### Case study: Digital safety and Satellites careers team

In FY24, we've partnered with the Optus Satellites team to provide early secondary students with learning on digital safety and a career in space technology.

Students participated in our new Protecting Your Personal Information workshop to learn about digital safety and heard from the Satellites team on the role of satellites in telecommunications services, and career pathways in satellites.

Over 300 students joined in person at our campus in Sydney with Supercars Driver and Optus Ambassador, Chaz Mostert – another 1,062 students attended virtually.

Watch a recap of the event here.



# Bridging the digital divide

We believe everyone deserves the chance to reach their potential and be supported in times of crisis and disasters. Our aim is to help bridge the digital divide by enabling free connectivity to up to 100,000 disadvantaged youth and families by 2025. We launched our Donate Your Data™ program in 2019 to support Australians who don't have or cannot afford regular access to the internet.

In collaboration with our long-term charity partners like The Smith Family, Good360 Australia, and KARI Foundation, we provide free calls, text and data to young people, families and other Australians, facilitating their access to essential services, education, job opportunities and social connection. We also provide free connectivity during times of natural disaster. It is a powerful way that Optus, together with our customers, can support the community in ensuring no one is left behind when it comes to digital inclusion.

In FY24, Optus' Donate Your Data program provided over 15 million GBs of data, connecting an additional 6,335 individuals and families, donated by 204,335 unique customers. To date, over 60 million GBs of data has been donated by 744,935 unique customers through the Donate Your Data program since its launch in 2019.

Working with our charity partners, Optus has reached over 45,000 Australians including young people and their families through The Smith Family, First Nations people across the Eastern seaboard through KARI Foundation, and working with Good360 Australia reached those experiencing homelessness, escaping family and domestic violence, furthering education and training, and a host of other needs.

## Case Study: Place-based support to connect First Nations people

Increasing digital inclusion for First Nations people is part of Target 1, Access to Information, under the National Agreement on Closing the Gap. [The First Nations Digital Inclusion Plan \(2023-2026\)](#), released in 2023 was informed by a range of stakeholders including the First Nations Digital Advisory Group. Their Initial Report to government highlights the need for place-based approaches to providing digital inclusion access to First Nations people. Through our partnership with the KARI Foundation, we have been providing Donate Your Data access since 2019 and launched our place-based program support with the KARI Foundation in 2023. This program sees Optus volunteers working with the KARI Foundation at community events across New South Wales and Queensland to help participants activate their Donate Your Data SIMs and get connected.

In FY24, 5,704 First Nations people have been supported by the Donate Your Data program.



## Digital enablement

### Donate Your Data™

Through the Donate Your Data program, we also provide participants with digital literacy knowledge through Digital Thumbprint workshops, upskilling on topics such as online scams, digital defence, safe internet usage, and other foundational cybersecurity content to support their connectivity experience. Participants also gain access to personalised support from our newly established Australian-based Specialist Care Team. Please refer to page 71 for more information on how our new Specialist Care Team is supporting our vulnerable customers.

We are incredibly proud of our Donate Your Data program, including the feedback it received in FY24 from participants like Yasin.

**"The internet is a very big part of all the work we do at school. The world is moving forward and it's all through the internet, all through technology – and it's just going to keep getting more important. It would be impossible to finish school without the internet today."**

**"When I didn't have a device or the internet, I definitely felt like I wasn't getting the education the other kids were getting. I did worry about my future.**

**"But then Optus supplied the free online data, that really helped. And when I didn't have a reliable device to use, The Smith Family supplied me with one. I'm still using that laptop today.**

**"Donate Your Data has allowed me to be able to make calls and texts and also do schoolwork on the internet for free. It's also helped the rest of my family because they have access to it, too.**

**"Because of Optus Donate Your Data, I can easily research and do all my online work that I have from school. If I need to do something online, I can always do it – whether I'm at a restaurant or on a trip at school or something like that.**

**"Thank you Optus and your customers for helping me and my family, it's really made a big difference in our lives."**

**Yasin**

Donate Your Data participant  
supported by The Smith Family



### Key findings: Impact data from the Smith Family

Optus Donate Your Data continues to be highly successful in achieving its intended goals of enabling access to technology and data, demonstrating sustained outcomes for participants over multiple years:

**95%** of parents of participants reported satisfaction with the free SIM and data plan.

**93%** of parents of participants reported that the SIM assisted their child with online learning and education.

**82%** of parents of participants reported that the SIM aided their child in participating in The Smith Family's programs.

**96%** of parents of participants would recommend the Donate Your Data program to other families.

\*Impact data from The Smith Family's 2023 Evaluation Report

# Sustainable innovation

**Supporting innovators in addressing the most pressing social and environmental challenges through the power of technology.**



# Sustainable innovation

We are dedicated to developing new technologies and supporting impact start-ups that harness technology and innovation to find sustainable solutions in today's digital era. That's why we collaborate with forward-thinking startups and businesses to create technologies that will shape the future.



## Highlights this year

**Partnered with  
Optus Future Maker,  
Charopy to install six solar  
powered smart  
recycling bins**

at our campus in Sydney to  
minimise waste contamination

## Supported Charopy

**in piloting their smart  
recycling bins in Thailand,**

working with local social enterprise  
GEPP as part of the Singtel Group  
regional future makers program

# Progress against our 2025 targets

## Target

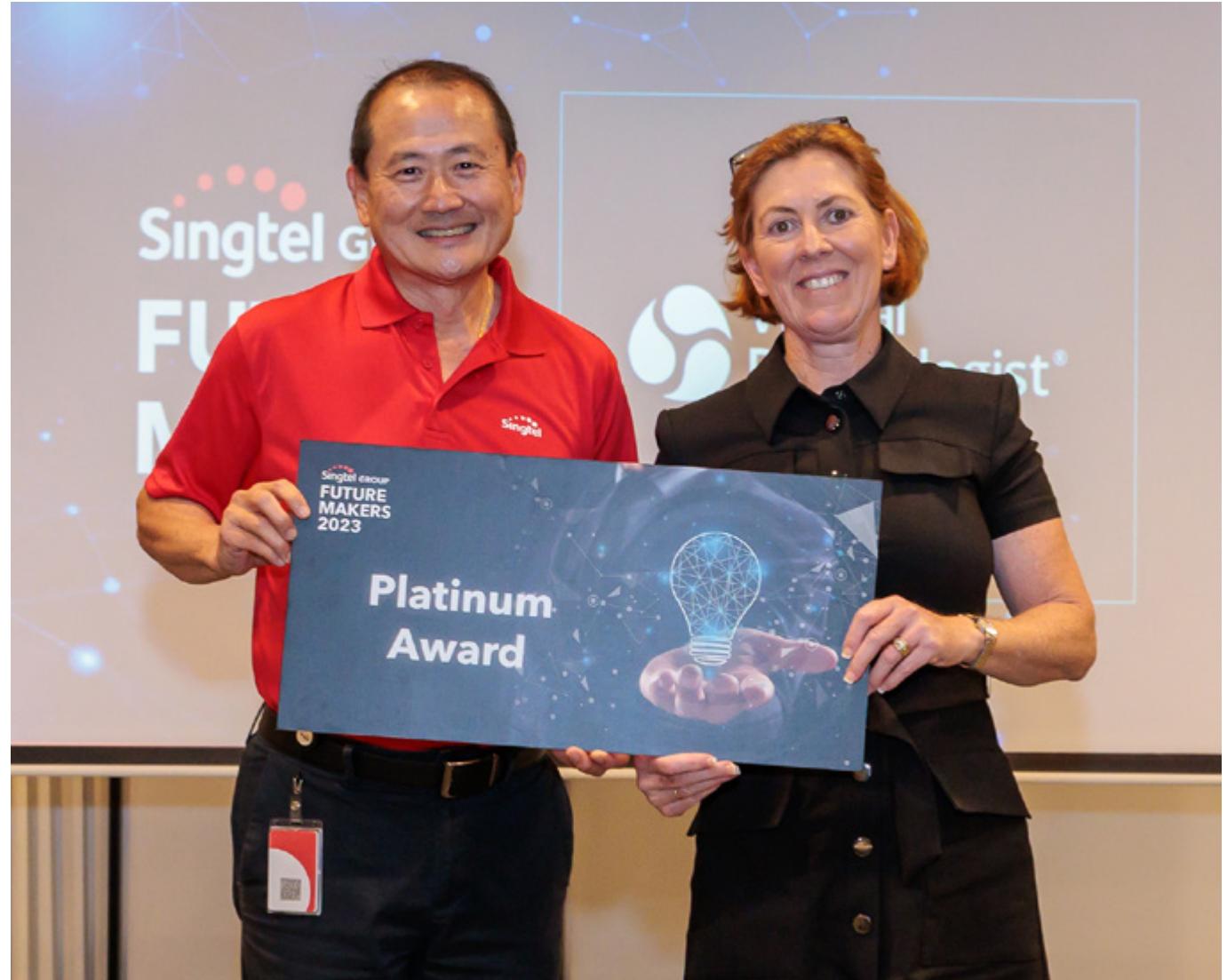
**Grow and scale five impact innovations**

## FY23 Performance

**One impact innovation with givvable**

## FY24 Performance

**One impact innovation with Charopy**



Andrew Buay, VP Group Sustainability Optus and Dervla Loughnane, CEO and Founder Virtual Psychologist

## Sustainable innovation

### Optus Future Makers

The Optus Future Makers program is a six-month accelerator program for social impact start-ups that leverage technology for good. The program runs every two years and aims to empower participating start-ups with the investment required to scale their business and their impact for social good. In FY24, we continued to work with our 2022 Future Makers, exploring potential pilot opportunities and speaking together at sustainability events. During the year, we continued to work closely with Charopy Pty Ltd, an Optus 2022 Future Maker, to roll out their solar powered smart bins at our Sydney campus. Read more in the case study below.

### Singtel Group Future Makers

In November 2023, Optus participated in the Singtel Group Future Makers program. This program aims to foster collaboration across the Singtel Group of companies across the Asia Pacific region. These companies include Singtel, Optus, Globe Telecom, Airtel, AIS and Telkomsel. In FY24, the program was held in Singapore and Future Makers alumni from the Singtel Group attended a week-long program and explored the use of 5G, artificial intelligence (AI) and Internet-of-Things (IoT). Two of our Optus Future Makers alumni, Virtual Psychologist and Charopy attended the event. The program concluded with a Demo Day showcase and pitching of solutions to our panel of judges from the Singtel Group of companies including Singtel, Optus, Globe and Telkomsel, with corporate partners, investors and government agencies in attendance. The top award of SGD\$40,000 (A\$45,280) was awarded to our 2017 Optus Future Maker, **Virtual Psychologist**, a text-based counselling service integrated with wearable technology, to help with expanding its solution to new markets in Asia. VP currently provides virtual counselling to Globe Telecom staff in the Philippines through Hope Chat. They were recently awarded an inaugural contract by the Queensland Government to provide mental health support across the state.

In addition to the grants, all start-ups received support from Singtel Group and our associates in the form of mentorship and access to a combined customer base of over 770 million mobile users to scale their solutions or pilot new initiatives regionally. Our 2022 Future Maker, Charopy, which offers a smart recycling bin solution, was granted SGD\$10,000 (A\$11,320) to explore piloting their solutions for deployment at Singtel and was awarded an additional SGD\$10,000 to work with AIS start-up, GEPP, on a smart bin pilot in Thailand.



## Sustainable innovation

### Case Study: Charopy smart bins on campus

We believe in the importance of empowering social innovators. Through the Future Makers program, we provide socially and environmentally focused start-ups with mentoring, upskilling and grant funding to help them grow and scale their technological solutions.

In September 2023, Optus supported a 2022 Future Makers program finalist – Charopy Pty Ltd – by piloting its solar powered smart bins on our Sydney campus. These innovative bins, which are equipped with in-built scanning technology, reduce recycling contamination by determining the suitability of items for recycling prior to their disposal. If the item is recyclable, the lights on the bin turn green and a recycling chute opens, which allows the item to be disposed and recycled. If the item is not recyclable, the lights on the bin turn red and the chute remains closed to avoid recycling contamination.

Since the pilot's inception, the smart bins at our Sydney campus have diverted 260kg of waste from landfill. For every item recycled through Charopy bins, Optus' charity partner the KARI Foundation, which champions Aboriginal culture and achievement, receives a donation through the NSW Government's container deposit scheme.

For more information on the FY24 Singtel Group Future Makers Program, read the Singtel Group Sustainability Report.

**"Receiving a grant from the Future Makers Program, plus an order for this product from Optus, enabled us to 'lift' our level of product development and come up with a totally new recycling bin product for use in high profile, high visibility public areas. Without Optus, it is unlikely this product would have ever come to life."**

**Martin Collings**  
Founder & CEO of Charopy



## Sustainable innovation

### Toowoomba Internet of Things (IoT) smart water meter solution

With water being one of Australia's most precious – and increasingly costly – resources, finding a way to save water and detect leaks early is a shared priority for residents and local councils.

In a major upgrade to Toowoomba Regional Council's water infrastructure, a smart new metering solution from an Optus-led consortium provides a way to do both. This Toowoomba project is the first telco-led consortium to be awarded a contract for such an Advanced Metering Infrastructure (AMI) solution.

To deliver this critical project, Optus partnered with IOTA, ETS Electrical Services, GreenBe and Security Communication Solutions Intl P/L Trading as M2M Telecoms (M2M Telecom) on the staged deployment of 68,000 new smart water meters for Council.

The rollout began in mid-2022 and will take four years to complete. The deployment leverages Optus' NB-IoT network, IOTA's blockchain-powered IoT devices, GreenBe's user experience platform, installation services from ETS Deployment Services and more.

The initial stage of the meter deployment involved residential, industrial, and commercial volunteers from the local community, allowing for testing and fine-tuning of the system before mass deployment.

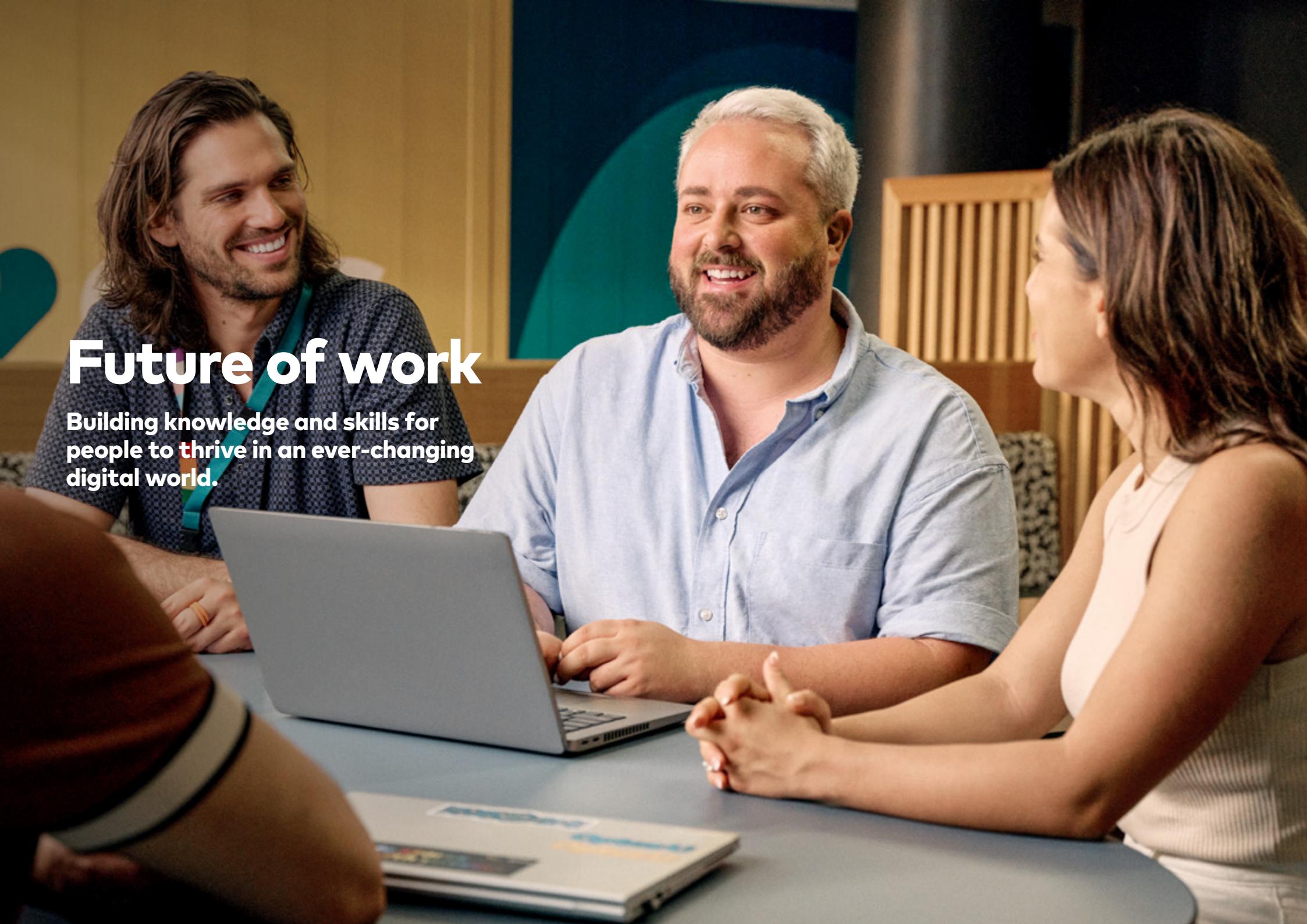
Once completed, Council will be able to operate the water network more efficiently and residents will be able to monitor their own water usage more effectively. Residents of the Toowoomba region will be able to use a web portal or app to see their water usage in near real-time, plus receive early notification of any leaks – a key benefit for any home or business owner whose first warning of a hidden leak has been an unexpectedly large water bill. These meters will help support their future water efficiency efforts as they can also see from the time-based water usage report which activities are using lots of water – from long showers to watering the garden or even using an inefficient washing machine.

### Smart Water Meter features:

- **Residents can monitor water usage more effectively**
- **View water usage in near real time on web portal or app**
- **Receive early notification of any leaks**
- **Time-based water usage report – from long showers to watering the garden or even using an inefficient washing machine**



\*Internet of Things (IoT) describes physical objects embedded with sensors and actuators that communicate with computing systems via wired or wireless networks – allowing the physical world to be digitally monitored or even controlled. Source: <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-the-internet-of-things>

A photograph of three people in a modern office environment. A man with long brown hair and a beard, wearing a dark patterned shirt and a teal lanyard, is smiling and looking towards the right. In the center, a man with grey hair and a beard, wearing a light blue button-down shirt, is also smiling and looking in the same direction. To his right, a woman with long dark hair, wearing a white sleeveless top, is partially visible, also looking towards the right. They are seated around a light-colored wooden conference table. On the table, there is a silver laptop, some papers, and a small blue and yellow logo. The background shows a large window with a view of a city skyline at night.

# Future of work

**Building knowledge and skills for  
people to thrive in an ever-changing  
digital world.**

# Future of work

We're dedicated to building the capability of our people by providing ample opportunities to learn, sharpen new skills, shape their career paths and thrive in an increasingly digital world. To achieve this goal, our Future of Work strategy encompasses two primary streams: volunteering and upskilling our people.



## Highlights this year

Our people continue to upskill with

**525 new Optus U accreditations**

**Welcomed 61 new graduates**

**Over 1,000 people participated in a skilled volunteering activity**

Awarded 5th place in GoodCompany's  
**Best Workplaces to Give Back**  
award in October 2023

**Over 20 people received a micro MBA on sustainability**

# Progress against our 2025 targets

## Target

Formal future focused skills development for 1,500 employees

## FY23 Performance

**518** employees

## FY24 Performance

**479** employees

## Cumulative total\*

**1,305**

\*from an FY21 baseline

## Target

Harness the power of volunteering to build the knowledge and skills of 1,500 Optus people and community leaders

## FY23 Performance

**408** Optus people

## Cumulative total:

**921**

## FY24 Performance

**450** Optus people

## Cumulative total\*

**1,371**

Measured by the number of volunteer positions filled.



# Developing our amazing people

We are committed to creating the right place for the best people to do their best work. We have three Optus capability and development focus areas – Technology, Business, and Personal Excellence – to help our people bring their learning and skills development opportunities into one place. Our commitment to growing our capability is supported by our key performance indicator for all our people to complete 12 hours of learning across the year.

In 2021, we introduced Optus U to provide our amazing people with the opportunity to grow and strengthen their capabilities in digital and future focused skills. Optus U is part of our strategic capability offerings and is one of the ways we deliver engaging learning experiences for our people to invest in their future and grow their skills.

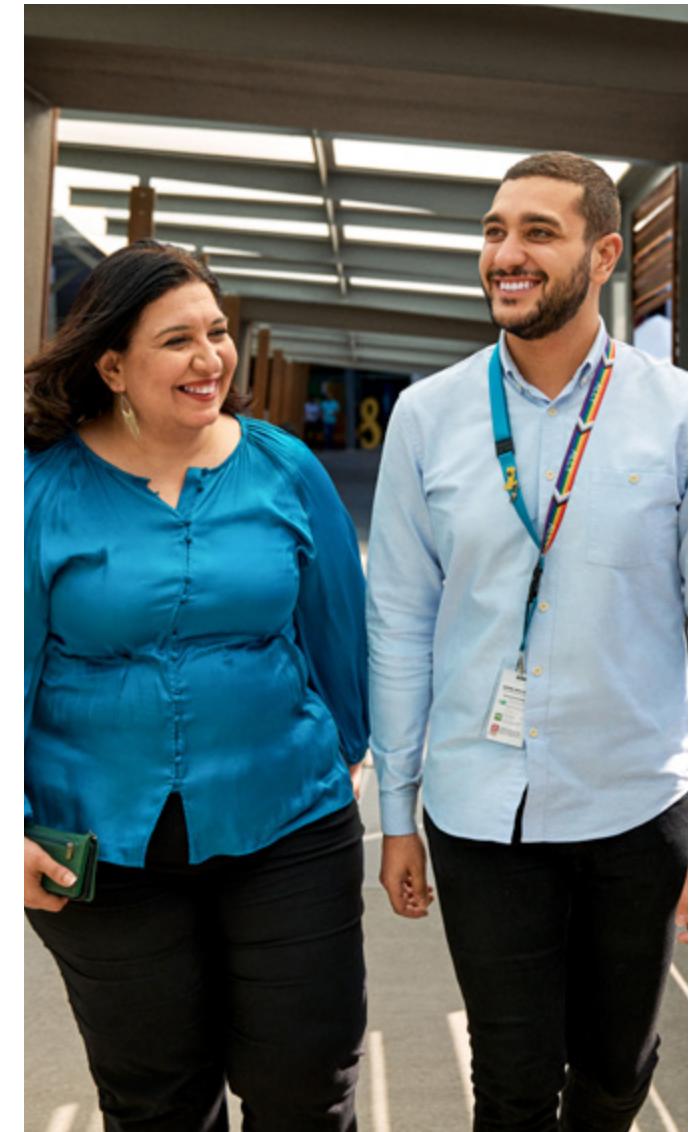
In FY24, 525 Optus U accreditations were attained by our people, bringing the total number of accreditations to 1,500 since the program's inception. Accreditations have been attained by our amazing people in fields such as Customer Experience, Data and Analytics, Intelligent Automation, Cyber Security, Finance, Product Management, Micro MBA subjects, Manawari Aboriginal Cultural Safety, Sustainability and Innovation.

Every year we hold an annual Learning Fiesta to encourage our people to challenge themselves to invest in their own growth and career mobility. The theme for this year was 'own your growth'. We had a huge line up of over 100 in-person and virtual learning opportunities, covering topics across our three capability focus areas.

We also launched a new initiative called Job Architecture – a simple and transparent framework for classifying roles and skills at Optus. Through this program we launched a jobs and skills portal, to help our people chart their own course and have greater visibility of potential career pathways. We want our amazing people to feel empowered and proficient in their current job and feel excited to challenge themselves and grow personally and professionally.

We recognise that the needs of our business will continue to evolve and change and during FY24 we continued to optimise our operating model, accounting for the reshaping of our workforce. This resulted in a decrease in our workforce between FY23 and FY24. During this time, we supported our people with career transition information, which was tailored to meet individual needs, provided access to the Optus Employee Assistance Program and offered retrenchment packages in circumstances where they were unable to be redeployed.

Since launching in 2020, the Talent Ambassador Program has continued to grow and evolve. In FY24 we now have over 200 active Optus ambassadors. Our mission is to develop our amazing people's personal brand and equip them with the skills to play a pivotal role in attracting and retaining employees at Optus through the hashtag #OptusLife on LinkedIn. In FY24 the program generated over two million organic views from #OptusLife ambassador posts – the highest engagement with the hashtag in the history of the program. We have seen over 50,000 post reactions and an increase of 12,000 followers of the Optus LinkedIn page.



## Future of work

### Health safety and wellbeing

In September 2023, we ran a Wellbeing Week which included a series of webinars, onsite health checks, financial wellbeing consultations and an R U OK? Day speaker event with almost 900 participants. Throughout the week there were blood glucose tests, optical, in-body and bone density scans completed, with bowel cancer kits provided. The week culminated in the launch of the Optus Wellbeing Community, dedicated to continuing to elevate the tools and benefits available to employees and their families and challenge us all to invest more in our mental, physical, financial and social wellbeing. In FY24 we also refreshed our mental health eLearn to provide our employees and leaders information, resources and support in creating a mentally healthy workplace.

During FY24 we continued to make progress in managing our workplace injuries. We successfully completed audits for our Rehabilitation Management System and Case Management System with no non-compliance. We are proud to uphold our AS45001 certification, the Australian Safety Management Standard. These standards are highly regarded worldwide and locally for occupational safety and health systems. Our return-to-work rate remains at 100%, and we offer voluntary rehabilitation support to our people. Our workplace injury frequency rate was 2.2 (up from 1.5 in FY23). Our workplace fatality rate remained at 0 in FY24, and the absenteeism rate is 0.02, which is consistent with prior years.



# Community impact

## Highlights this year

**\$31.3m**

Total community contributions\* in FY24

**2** KARI Foundation awards

Commitment to Service award and Commitment to Reconciliation award

**284**

charities that received donations through Optus workplace giving portal, yes4good

**20,752**

volunteer hours contributed

**\$241,000**

Workplace giving and fundraising donations

**576 students**

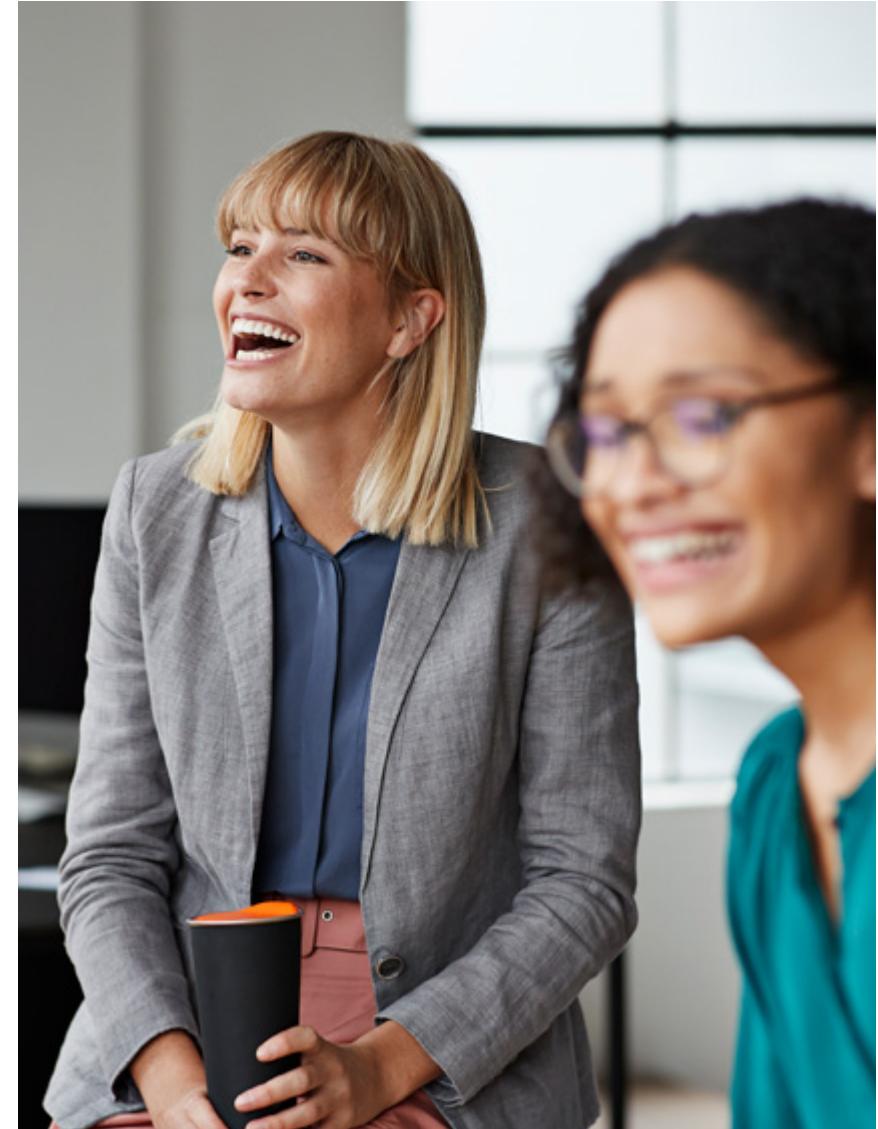
participated in ABCN mentoring programs

Awarded 5th place in GoodCompany's

**Best Workplaces to Give Back**

award in October 2023

\*Includes a combination of cash, time volunteered, in-kind donations and associated management costs (all verified by B4SI), employee fundraising and revenue forgone on fees, products and services.



## Future of work

### KARI Foundation

The Optus and KARI Foundation partnership was established in 2018, and together we launched scholarships for Year 10 students to provide mentoring, financial support and workshops to help upskill young First Nations people in digital literacy, employability and goal setting. Since then, over 100 First Nations youth in NSW have been supported through this scholarship program. The partnership aligns with our mutual community investment in First Nations youth and focuses on increasing their future employability skills through programs like Pathways 2 Employment, upskilling digital literacy through a tailored Digital Thumbprint workshop and increasing their confidence and communication skills through various mentoring opportunities.

This year we also hosted Pathway 2 Employment sessions with KARI Foundation to build employability skills. Our Pathways 2 Employment program provides disadvantaged and vulnerable students with retail and employability skills and the confidence to find a job, either at Optus or in the broader retail sector. We're pleased to report that 65% of participants now have casual employment.

This year we were proudly recognised for our ongoing support to the KARI Foundation at their annual Corporate Partner Thank You event. The two awards we received were:

- The Commitment to Reconciliation award recognising our work on our Reflect Reconciliation Action Plan; and
- The Commitment to Service award recognising the variety of ways in which we have provided ongoing support to the KARI Foundation in the last five years.

Read more about our work with the KARI Foundation in the case study below.



### Case Study – KARI Scholarship Program

In support of our focus on reconciliation, Optus has had an ongoing collaboration with the KARI Foundation since 2018. The KARI Foundation is a not-for-profit organisation that designs and delivers a range of programs that celebrate Aboriginal culture and achievement.

Together, we have delivered cultural awareness training, distributed over 2,000 free Donate Your Data SIM cards to First Nations people, and provided funding for a range of other sustainability initiatives, such as in-kind donations and donations collected from our recycling container deposit scheme at our Sydney campus. Now in its fifth year, our partnership continues to support the KARI Scholarship program aimed at providing financial support, career and employability coaching for Aboriginal and Torres Strait Islander youth who are in their final years of secondary school and living in low socio-economic areas.

In FY24, we offered fully funded scholarships to 23 students in Year 10 across three high schools in New South Wales. The program involved a series of workshops which focused on building digital literacy and supporting students to prepare for future employment. We invited special guests to the workshops, including Optus' Chief Inspiration Officer, Ash Barty, to share her insights on her career, achievements and role as an indigenous leader in the community. Optus Ambassador and captain of the Matildas, Steph Catley, also ran a soccer clinic for the students and mentors as part of a focus on collaborating in the workplace.

Over the last 12 months, 20 Optus team members took part in this program, volunteering over 60 hours of mentoring and support to students. All students who participated in the program completed their Year 10 studies and began their Higher School Certificate in Year 11.

For more information on our reconciliation efforts please read our [Reflect Reconciliation Action Plan](#).

**"Being part of the KARI and Optus scholarship program has been an enriching learning journey, The mentors created a welcoming and comfortable atmosphere as we delved into yarns, cultural activities, workplace insights, digital skills and mock interviews."**

**Student participant**



## Future of work

### Workplace giving

Through our yes4good workplace giving program, our generous people donated \$241,000 to 284 charities and causes, including The Pyjama Foundation, World Vision, Jodi Lee Foundation and ABCN. Optus matches all employee giving through our yes4good program (up to \$300 per person, per year), taking our total charitable giving in FY24 to \$298,000. While we have seen a decrease in total charitable giving from last year, largely due to our workforce reshaping, we remain committed towards investing in our community through our in-kind support and volunteering involvement.



### Case Study: Mentoring for the future with the Australian Business and Community Network

Optus was a founding member of the Australian Business and Community Network (ABCN) in 2005. The ABCN is a not-for-profit that brings businesses and schools from low socio-economic backgrounds together to run workplace-based mentoring programs. This aligns with Optus' commitment to improve opportunities for students to reach their full potential in the future world of work.

In FY24, 211 Optus people volunteered as mentors with the ABCN, committing 1,036 hours to support 576 students from 50 schools across Australia. Optus mentors have helped students to understand their various pathways to university, supported them with goal setting, had discussions on future career paths, explored financial management and more.

In FY24, Optus mentors took part in a wide range of programs, including:

- Cultural and vocational literacy programs for students from non-English speaking backgrounds.
- Career planning and upskilling programs for regional, rural and remote students.
- Career planning, workplace skills and life skills for First Nations students.

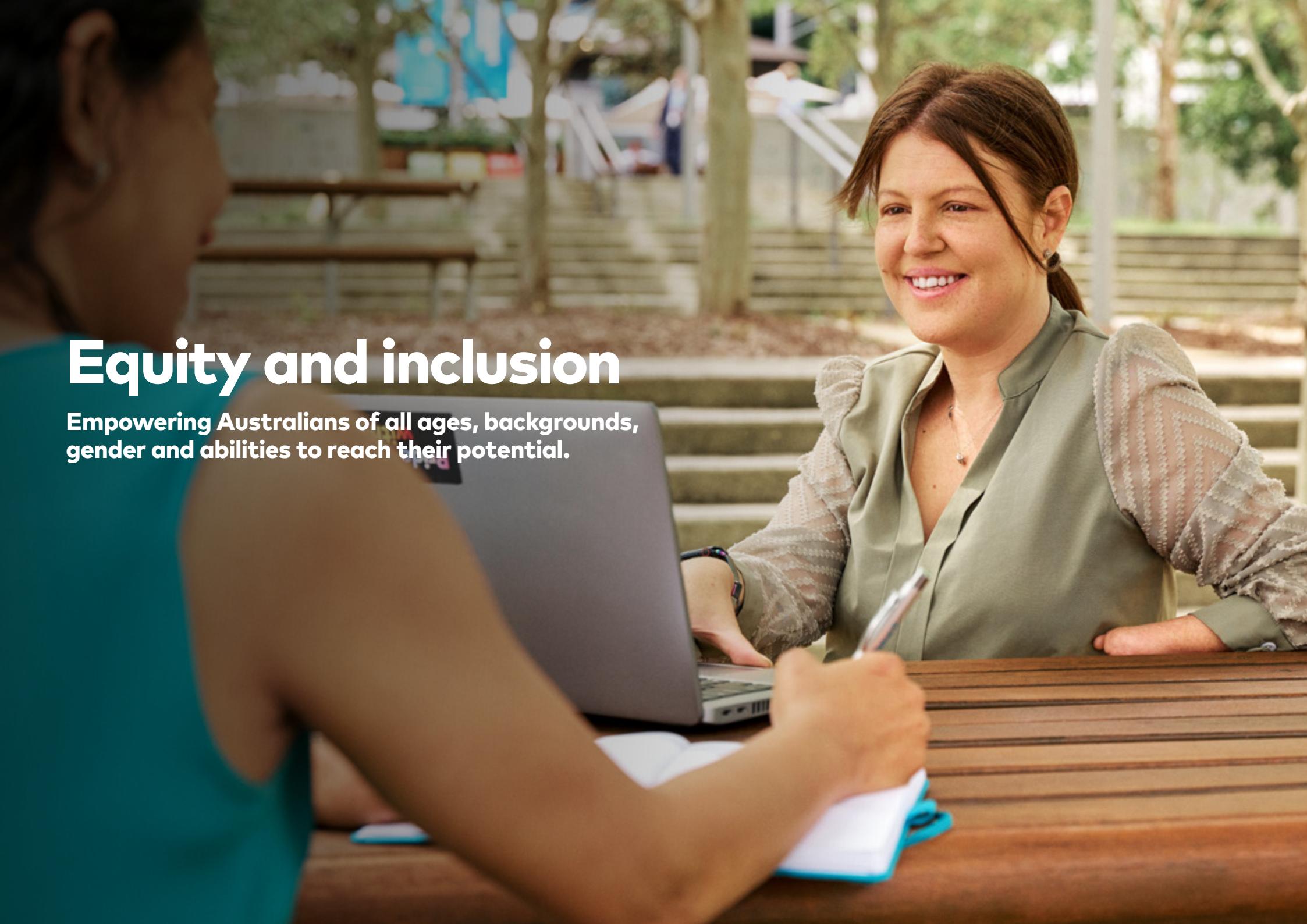
**"It has been a privilege to be involved with ABCN over such a long period. Supporting mentoring in our schools brings such a great sense of purpose to all our mentors. Being a mentor is one of the most rewarding opportunities that I have had with Optus, especially when you are able to see the transition of the students and know that you have had influence on their growth and development. And I look forward to continuing to work with ABCN to help shape the future of our young people"**

#### Lindsay Smith

Mentor and ABCN Taskforce Lead from Optus' Complex and Specialist Care Team which supports vulnerable customers, has been part of the ABCN programs in South Australia for 18 years.

# Equity and inclusion

**Empowering Australians of all ages, backgrounds, gender and abilities to reach their potential.**



# Equity and inclusion

Our team's diverse backgrounds, perspectives, skills and life experiences enable us to develop meaningful connections with our customers and communities, innovate new products and services, and make better-informed business decisions. We want to drive and demonstrate equity in all areas of our business and the communities we interact with and service, including our supply chains.



## Highlights this year

**150 students**  
participated in our annual  
**Pathways 2 Employment**  
program

Launched our first  
**Reconciliation**  
**Action Plan**

demonstrating our  
dedication to reconciliation

Our Specialist Care team  
supported over  
**2,600 vulnerable**  
**customers**

with financial relief and access  
to connectivity

Finalist in the  
**Women Technology**  
**2023 Employer**  
**of Change Award**

demonstrating our commitment to  
promoting women in technology, fostering  
an inclusive work environment and driving  
innovation

# Progress against 2025 targets

<p><b>Target</b> Provide pathways to employment for 5,000 disadvantaged youth</p> <p><b>FY23 Performance</b> <b>1,058</b> students</p> <p><b>Cumulative total*</b> <b>5,418</b> students</p> <p><b>FY24 Performance</b> <b>3,519</b> students</p> <p><b>Cumulative total*</b> <b>8,937</b> students</p>	<p><b>Target</b> Increase women in leadership to 25%</p> <p><b>FY23 Performance</b> <b>27.3%</b></p> <p><b>FY24 Performance</b> <b>24.4%</b></p>	<p><b>Target</b> Zero major human rights incidents in our operations and with major suppliers</p> <p><b>FY23 Performance</b> <b>No validated incidents</b></p> <p><b>FY24 Performance</b> <b>No validated incidents</b></p>
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\*from an FY21 baseline

# Diversity, equity, inclusion and belonging

We remain committed towards helping our people broaden their perspective on society and the world around us. This year we have continued to measure the diversity of our workforce, strive for greater gender equity, demonstrate our commitment to reconciliation and increase our efforts to make our workplace, retail stores and community a more inclusive and accessible place for all.

## Included@Optus

Through our Included@Optus program, we use a mix of virtual reality experiences and group discussions to help our people challenge biases and take ownership of the role they play in creating a safe, inclusive and respectful culture. We are proud that 65% of our people have completed this program. Going forward, we will be expanding the program to our Retail Frontline and onshore Contact Centres.

## Diversity census

In September 2023, we conducted our first voluntary diversity census – a survey for our people designed to help us better understand how truly diverse we are. We were pleased that 62% of our people participated to volunteer information, covering a broad range of diverse identifiers including gender, First Nations, cultural/ethnicity, disability and neurodiversity, sexual orientation, religious affiliations, parenting and caring responsibilities and military/voluntary services. The census is an important step in our journey to understand more deeply who we are and help inform how we can improve our employee experiences, as well as provide a baseline from where we can continue to measure progress.

## Employee networks and communities

Our diversity employee networks and communities are employee-led volunteer groups that bring together people with shared identities and their allies. We have eight employee networks and communities representing women, LGBTQIA+, culture and heritage, disability, First Nations people, young professionals, veterans and first responders and wellbeing. With the oversight of 15 executive sponsors, the networks have built membership to over 3,000 people (approximately 44% of our workforce). They have celebrated and recognised over 11 key diversity dates of significance and have contributed to over 2,000 hours of learning for our people.

Our United network supports veterans and first responders. In FY24 we opened a new memorial garden at our campus in Sydney. As part of our Remembrance Day commemorations our people made poppies and laid a wreath at the site. United continues to build strong community partnerships with Invictus Australia, supporting and participating in events across FY24. Further, we continue to provide employment pathways and opportunities through our Gold partnership with Soldier On, presence at Australian Defence Forces Transition Seminars and we remain a signatory to the Veteran Employment Commitment.

Our Culture Connect network celebrates the diverse culture and heritage of our people, and for the first time we participated in National Refugee Week in June 2023 by collaborating with Settlement Services International and its start-up Ignite to help refugees and people living with a disability start businesses and achieve financial independence. Culture Connect

continued to celebrate and recognise Lunar New Year, Easter, Ramadan, Eid, A Taste of Harmony and Diwali nationally. The network focused on increasing cross cultural leadership capability by drawing on senior leaders lived experiences. Network members supported our customer teams to translate policies into a range of different languages for customers.



Veterans memorial garden at our campus in Sydney

## Equity and inclusion

### Gender equity

We're continuing to work hard towards a future where all genders have equal opportunity to thrive within an inclusive and respectful work environment. In FY24, we continued to strive towards a gender balanced leadership team, closely maintaining our 25% target, achieving 24.4% this year. We have also increased gender representation year on year in our graduate program from 42% in FY23 to 58% in 2024.

We also remain committed to advancing women leaders through our Emerging Executive Women and Executive Women sponsorship programs, with more than 60 participants over the last two years. These bespoke programs aim to bolster our pipeline of women stepping up into more senior roles and increasing their exposure and education. Program components include skills and strength based assessments, group workshops and webinars, professional coaching, learning pathways, mentorship and sponsorship. Our employee network championing women, Elevate, continues to rapidly grow in support of empowering and elevating women at Optus. In FY24 Elevate membership grew by 66%, exceeding 600 members.

This year we also welcomed and acknowledged the Workplace Gender Equality Amendment (Closing the Gender Pay Gap) Bill 2023 as a significant step in accelerating our journey towards a more equitable workplace. The Gender Pay Gap (GPG) is an important indicator, pinpointing areas for improvement in our commitment to gender equality. In 2023, we continued to see year-on-year progress in narrowing the GPG and remain committed to reducing the GPG. You can read about our progress in our media statement [here](#).

### Accessibility and inclusion

In 2023 we completed the Access and Inclusion Index, delivered by the Australian Network on Disability of which we have been a member since 2016. The Index measures an organisation's access and inclusion journey and is Australia's foremost corporate benchmarking tool. We will use these results to help shape our next Access and Inclusion Action Plan 2024-2029. We have already taken some immediate steps such as releasing accessible Optus brand guidelines in early 2024, to ensure our communications are accessible and inclusive to all. Additionally, efforts to enhance accessibility in retail environments, such as refurbishing over 30 Optus-owned retail stores, have demonstrated our focus on exceeding accessibility standards. We have audited all of our Optus-owned retail stores for accessibility options such as wheelchair access, quiet times and hearing accessibility, and these stores are also now accredited through the Hidden Disability Sunflower Initiative to support customers with hidden disabilities.

We are committed to promoting greater inclusion for individuals with disabilities. We continue to support and participate in programs such as PACE Mentoring, WhatAbility, the Hidden Disability Sunflower initiative and the Stepping Into Internship Program to help our people gain a better insight and understanding of people living with a disability. Additionally, we are proud participants in the Disability Confident Recruiter Program, working towards eliminating barriers in the recruitment process and creating a more accessible and inclusive environment for individuals with disabilities.

### Commitment to Reconciliation

In FY24, we proudly launched our first Reflect Reconciliation Action Plan (RAP). Our RAP formalises our commitment to reconciliation. Additionally, we have created a governance framework to ensure that the requirements and aspirations of our reconciliation journey are met. This framework brings together leaders from Optus, First Nations leaders in the community and our Aboriginal and Torres Strait Islander employees.

We continue to make progress on our RAP commitments with highlights including; the establishment of the Yarn First Nations employee network and allies, introducing Manawari Aboriginal Cultural Safety training into Optus U, with over 50 graduates to date, launching an Acknowledgement of Country guide, deepening our investment in early career pathways through awarding scholarships to First Nations Macquarie University Students, embedding changes to our procurement policies to connect our people with Indigenous businesses and celebrating National Reconciliation and NAIDOC weeks. Optus' progress was recognised by the KARI Foundation, being awarded two awards – the Commitment to Reconciliation award and Commitment to Service award in December 2023.

## Equity and inclusion

### LGBTQIA+

In January we were awarded Bronze status in the Australian Workplace Equity Index recognising our impact on LGBTQIA+ inclusion in our organisational culture. We are proud to be recognised for our efforts to make Optus an inclusive and engaging place for LGBTQIA+ people to feel safe and be able to bring their true selves to work. We have updated key policies, terminology and standards with inclusive language and benefits and developed inclusive dress code guidelines for our frontline team. Our Express Yourself Network is running strong in its third year and continues to bring together people to foster a more diverse and inclusive work environment.

We are proud of our role as a major partner with Sydney Gay and Lesbian Mardi Gras, offering a moment for our amazing people to embrace their individuality with pride.



Optus float at the Sydney Gay and Lesbian Mardi Gras Parade

## **Case Study: Introducing our Specialist Care Team**

We know that staying connected is critical to our customers, especially in times of challenge. In November 2023, we established our Australian-based Specialist Care Team to support our vulnerable customers to access and maintain connectivity in challenging times, such as when they are experiencing the loss of a loved one, financial hardship, natural disaster events, domestic and family abuse, homelessness or health issues. Participants in our Donate Your Data™ program now also have access to this Specialist Care Team.

To ensure our Specialist Care Team is equipped to provide effective support to our customers, we engaged external expertise to assess and enhance the team's capabilities and rolled out tailored training for both the Specialist Care Team and other Optus frontline teams to help them identify, refer and support vulnerable customers.

Since its inception, our Specialist Care Team has provided tailored support to 2,667 vulnerable customers. We're encouraged by the positive feedback we've received from our customers and look forward to continuing to enhance our services and support options in future.

**"Often customers who are going through a challenging time are unaware of the external support that is available to them. Being part of the Specialist Care Team means that I can help customers with their specific connectivity issues provide financial relief and provide customers with information about support groups who can help them through their particular circumstances."**

**James Wilson**  
Senior Specialist Care Team Expert



# Modern Slavery and Human Rights

Our commitment to respect the human rights of all individuals means that we prioritise the identification and management of potential risks associated with modern slavery in our operations and supply chain. In FY24, we released our fourth Modern Slavery Statement and progressed the development of our supplier engagement roadmap and commenced the review of selected suppliers in high-risk supplier categories.

We also want to ensure that our people are equipped to identify and manage modern slavery risks. In January 2024, we updated our modern slavery e-learning module to further tailor the content to Optus context and its identified modern slavery risks.

In addition to all people leaders, we have extended this required training to include our people in additional business units which play a role in our modern slavery response, such those working in Devices, Regulatory and Public Affairs, and People and Culture. In FY24, 8,172 learners completed the module, of which 2,841 are staff (42% of our workforce).

We are committed to continuous improvement, learning along the way, and strengthening our engagement with suppliers to address ongoing challenges around modern slavery. While we had no reported instances of modern slavery relating to our operations or supply chain during the reporting period, however, we understand this does not mean no risks exist.

Going forward, we remain committed to continuous improvement, including delivering on key elements of our action plan in the coming year. You can read our 2023 statement [here](#), and we will be releasing our 2024 statement in September 2024.



Yes OPTUS