



Business Advantage of the Sustainable Enterprise: Telstra's Approach to Climate Change

CHLOE MUNRO

Executive Director
Innovation Projects for the Digital Future
Telstra

*CEDA
Corporate Responsibility
and Sustainability
Sydney, 9 October 2008*

Telstra's climate change strategy

1. Leadership position
2. Carbon opportunities
3. Our footprint
4. Public policy



Telstra

CEO Sol Trujillo

"I am a results type of person and I like the idea of abatement, not just trading schemes. ...

"We have to be pragmatic about doing what we can to preserve our environment but also doing so in a responsible business and economic way"

(FT interview 11/02/08)

"This is a corporate priority – it's not a fashion or a fad...We are at a unique moment in time when we have a tight alignment between the business need to reduce costs and the benefit to the environment. This will create benefits for our customers, our shareholders and for all of us as members of the community."

(Hydrogen Fuel Cell launch, Melbourne 27/06/08)

Towards a High-Bandwidth, Low-Carbon Future

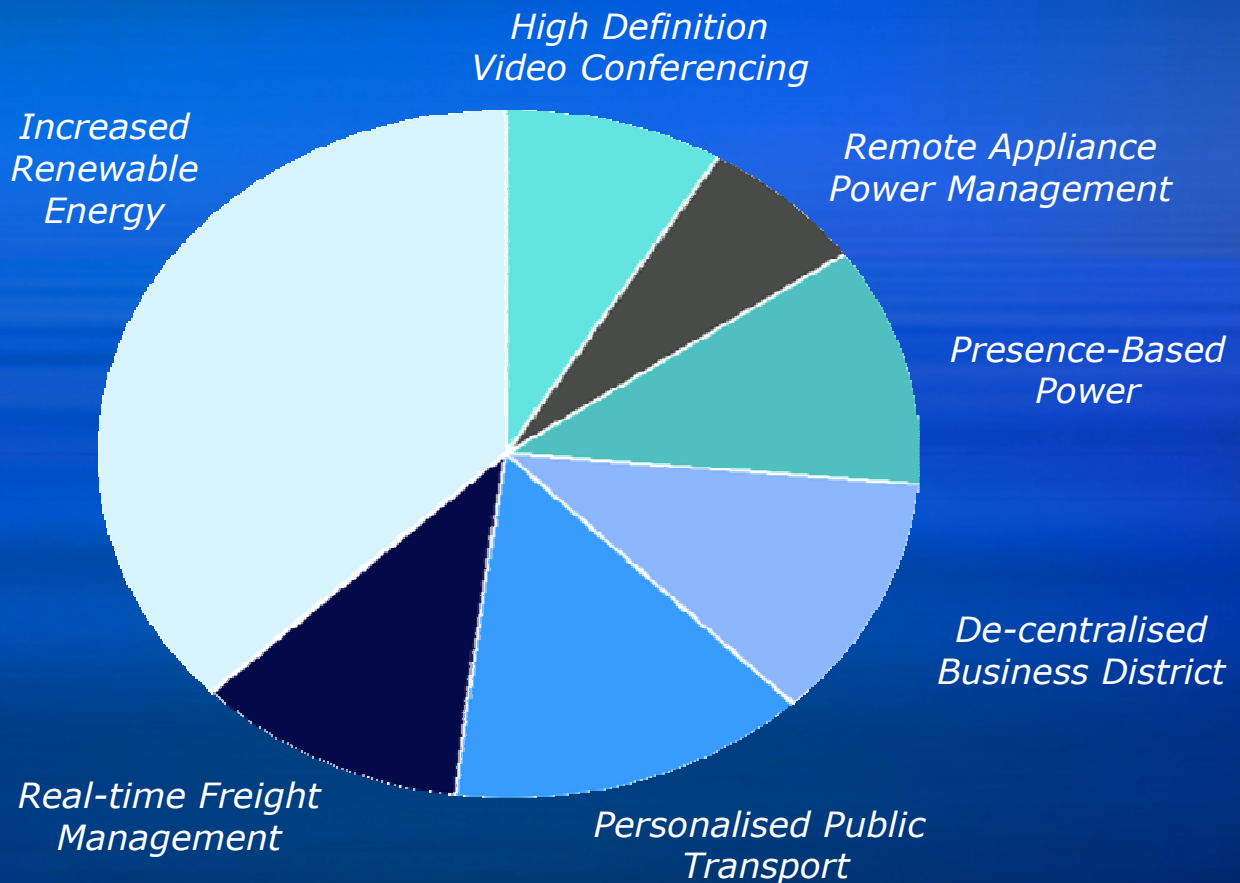


*Telecommunications-
based Opportunities
to Reduce
Greenhouse Gas
Emissions*

Seven carbon opportunities...

..could reduce Australia's total greenhouse gas emissions by 4.9% by 2015

... and generate financial savings for Australian businesses and households of up to \$6.6 billion per year



Telstra

Managing our footprint

Video conferences save around 4,200 tonnes CO2e annually



10,693 solar powered sites

Telstra



Photo courtesy of Cisco

Installing GPS in our technicians' vehicles led to a productivity gain of 13.3% and a 5.6% reduction in kilometres travelled per job.



Australia's policy context



Prime Minister Kevin Rudd:

"We, as a government, are committed to taking tough decisions and tough action for the economy's long-term interest and also for the environment's long-term interest ... part of that means acting through a pollution reduction scheme. This will not come cost-free.."

Telstra

Global leadership



World Business Council for
Sustainable Development

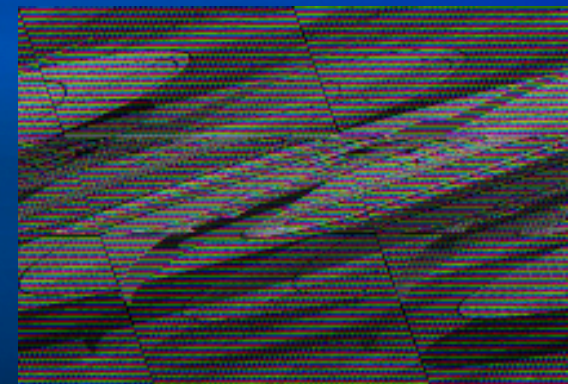


COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

CEO Climate Policy
Recommendations
to G8 Leaders
July 2008



OECD Ministerial Meeting
on the **Future of the Internet Economy**
Seoul, Korea, 17-18 June 2008



Telstra



Chloe Munro
Executive Director
Innovation Projects for the Digital Future

www.telstra.com