

06 Community

The Singtel Group is committed to being a responsible corporate citizen in all the markets where we operate, driving positive and sustainable change for our communities.



OUR APPROACH

Investing in our community is an integral part of our sustainability strategy. We work closely with our community partners to bring about positive change and impact to our stakeholders and beneficiaries.

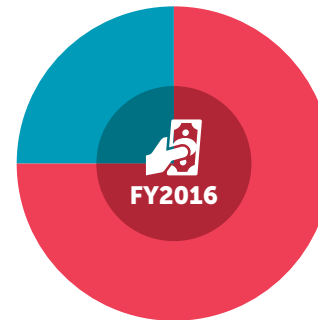
Our community strategy focuses on three areas: inclusion and well-being, education and employability, as well as digital citizenship and online safety. Our programmes support vulnerable children and people, and in particular those with special needs or disabilities in Singapore. We leverage all our assets – technology, people and expertise –

beyond financial funding to create that sustainable and desired impact.

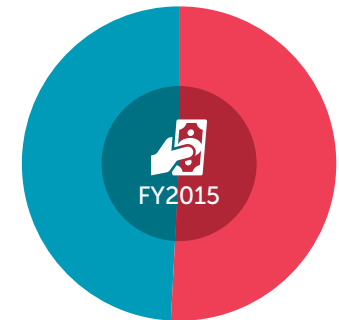
We continue to run a series of targeted programmes that support this vulnerable group to help them realise their potential. Singtel Group's total community investment¹ in FY2016 was S\$35.67 million (Singtel S\$26.72 million, Optus A\$8.7 million), which included direct financial support, in-kind charitable sponsorships and staff volunteering hours. **EC1**

¹ We adopted the London Benchmarking Group (LBG) Guidelines to assess and calculate our community investment.

SINGTEL GROUP'S COMMUNITY INVESTMENT



■ Singtel	S\$26.72M
■ Optus	A\$8.7M
Singtel Group	S\$35.67M



■ Singtel	S\$10.1M
■ Optus	A\$8.7M
Singtel Group	S\$19.87M



STLF Chairman Yuen Kuan Moon and Singtel Chairman Simon Israel presenting a S\$1 million cheque raised from Singtel Charity Golf to Ms Ng Ling Ling and Mr Chew Kwee San (first from right) from the National Council of Social Service



Students queuing up for candy floss at the Singtel Touching Lives Fund Cheque Presentation and Movie Treat

INCLUSION AND WELL-BEING DMA

The world is rapidly changing, especially driven by significant developments in info-communications technology. This can quickly broaden the social, economic and digital divide for vulnerable segments of the community. We believe that the Singtel Group can play a significant role in enabling the progress, development and inclusion of vulnerable segments of the society.

INCLUSION OF VULNERABLE GROUPS

The Singtel Touching Lives Fund (STLF) programme, celebrating its

15th anniversary in 2016, is our flagship philanthropy programme in Singapore. Since 2002, we have raised more than S\$33 million to support our beneficiary organisations' educational programmes for children and youth with special needs, such as intellectual and physical disabilities. SDG 4

During the year, we raised S\$3 million, of which the annual Singtel Charity Golf raised a record breaking S\$1 million from our business partners for STLF.

We also donated about S\$19 million to non-STLF charitable organisations. This factored in a partial allocation of a one-

time donation of S\$20 million to the National Gallery Singapore, providing free access to Singaporeans. We contributed about S\$650,000 in-kind sponsorship of telecommunications and media services to charities and social enterprises as well as nation-building activities in Singapore during the year.

In Australia, we stepped up our efforts to improve inclusion of indigenous groups through the Optus Indigenous Action Plan. We partnered Diversity Dimensions, whose Retail Ready Program provides young indigenous Australians with the skills and

opportunity to work in the retail sector.

SDG 8 SDG 10 SDG 17

Optus, through our membership in Telco Together, a Foundation forged by collaboration among more than 20 telecommunications and mobile operators in Australia to help support the community, launched a trial together with two other mobile operators to raise funds for charities through the use of a common SMS short code. SDG 17

Community

SUPPORTING INNOVATION FOR SOCIAL IMPACT

We believe that innovation and technology can be catalysts for social change. During the year, we launched our social innovation programmes across Singapore and Australia to build an ecosystem to attract and develop innovators and change makers who could find solutions for the community segments that we support. These programmes provided funding, mentoring, acceleration and incubation support for these social entrepreneurs.

Singtel became a strategic partner to the Enabling Change Social Innovation Programme in February 2015. Enabling Change was Singapore's first social impact technology incubator programme that supported the growth of persons with disabilities. The programme had ten weeks of community engagement and five months of incubation.

30 changemakers formed 11 teams to engage various segments of the community with an initial focus on the disability sector. They then came

up with solutions to address pressing issues such as mobility, hearing impairment, mental health and caregiver support.

Singtel provided seed funding of S\$10,000 each to six start-ups and supported Enabling Change's IT capacity-building programme. The start-ups also received access to partner organisations, non-profit and industry experts, technology start-ups and social entrepreneur mentors.

The Optus Future Makers programme will incubate and mentor a maximum of 12 organisations in the coming year, providing funding for six social start-ups with up to A\$50,000 each for their ideas and innovations that can make a significant difference in the community.

SDG 9

USING TECHNOLOGY TO IMPROVE JOB PERFORMANCE

BevEat is a social enterprise that provides eWallet and eMenu solutions for F&B, retail and service industries. They participated in our Enabling Change Social Innovation Programme last year.

BevEat's colour-coded food mobile app ordering system guides employees with autism, mild intellectual disability and hearing impairment to deliver the right order to the right table and customer at food outlets. We linked BevEat to Association for Persons with Special Needs (APSN) Delta Senior School to adopt this new e-system for their school's F&B curriculum with our support for their 17-21 years old students with mild intellectual disability.



A FUN-FILLED DAY AT THE 3RD ANNUAL SINGTEL CARNIVAL

In conjunction with Singapore's 50th birthday also known as SG50 celebrations, we extended invitation to the rest of the non-STLF Special Education (SPED) schools in Singapore to our 3rd annual Singtel Carnival.

More than 800 students with various forms of special needs attended the carnival, which was a key VolunTeaming platform for our employees to volunteer at a department level.

The students and teachers were hosted by 1,500 Singtel staff volunteers who planned and organised 40 food and games stalls, prizes, as well as stage and other carnival activities, including dressing up as super heroes. They were also greeted by Singtel's senior management members.

A hit with the students was the performance by our own Singtel Recreation Club dancers, among other innovative and fun games.

The annual Singtel Carnival aims to promote a culture of inclusion among our people, while creating a safe environment for special needs children and their caregivers to interact in the broader community.

Our carnival remains one of the largest events organised solely for children with special needs in Singapore.

"We are very glad that all SPED schools have been invited to participate in this fun and meaningful carnival this year. This engagement with the community helps our students develop their self-confidence and social skills. And of course, give them the equal opportunity to play and enjoy fun, leisure activities like the rest of us."

– Mr Keh Eng Song
CEO of Movement for the Intellectually Disabled of Singapore (MINDS)



Community

Over a
ten-day period



covered **1,576km**
for the cancer cause

The Singtel Group continues to support the cancer cause given its pervasiveness in society. In Australia, we were involved in Tour de Cure for the sixth year. Over a ten-day period, 105 people cycled 1,576km for the cause, including 15 of our staff riders and support crew members. We raised A\$450,000 of the A\$2.3million for the event.

In Singapore, besides supporting the Singapore Cancer Society's Help the Children and Youth Programme, Singtel

is the title sponsor of its Race Against Cancer. The 7th annual race in September 2015 which raised S\$1.5 million unfortunately had to be cancelled due to the unhealthy haze conditions. **SDG 3**

We continued to conduct 'Smartphone and You' workshops for senior citizens in Singapore, partnering two major Chinese newspapers during the year. We organised three workshops for 600 seniors who learnt to use smartphones and popular mobile and social media apps, as well as online safety tips like

protecting their online privacy and against scams and expensive in-app purchases. Our programme promotes inclusion by narrowing the digital divide and also supports Singapore's Smart Nation vision.

The UN recognises Reduced Inequalities as one of its Sustainable Development Goals. Our efforts in Singapore and Australia to support inclusion and well-being of vulnerable groups are supporting this UN goal.

SDG 10

OPTUS *yes* raised
A\$450,000
of the **A\$2.3million**
for Tour de Cure



Our staff riders at Tour de Cure

DIGITAL CITIZENSHIP AND ONLINE SAFETY DMA

Internet and mobile apps have greatly benefited consumers, giving them fingertip access to information, entertainment and learning, allowing them to be connected anytime, anywhere. However, the unintended consequences are the associated risks that children and youth are increasingly becoming vulnerable to – device and gaming addiction, failure to protect their privacy, inappropriate online content and cyber bullying. SO2

The Singtel Group strives to play a proactive role in educating customers and promoting responsible digital citizenship especially among vulnerable children and youth. Providing tools to deal with these risks will play a big part in achieving the UN Sustainable Development Goal on Good Health and Well-being. SDG 3

INCREASING AWARENESS ON CYBER RELATED ISSUES

We have updated notAnoobie, Singapore's first cyber wellness mobile application designed to help parents better understand and protect their children from online risks, to keep it current in view of new popular social media platforms that have surfaced in the past year. We are reviewing the app to make it even more user-friendly.

We continued to deliver iZ HERO to primary schools in Singapore in 2015. This world renowned educational programme, which has won two

UNESCO awards for ICT in Education, teaches young kids about digital citizenship. During the year, we reached out to more than 70,000 students across 170 schools via assembly talks and iZHERO.net. We also reached over 1,000 teachers and 200 parents through iZ HERO workshops.

We have developed a brand new Singtel Cyber Wellness Education Toolkit for special education schools in Singapore to teach their students with intellectual disability. This was created after rounds of teacher focus groups, classroom observations and teaching material iterations on what will work best for the teachers and students. This toolkit was launched in the second school semester at three beneficiary schools under the Singtel Touching Lives Fund for the first phase of our rollout.

In Australia, the Optus Digital Thumbprint Programme reached about 34,000 high school students, with over 1,000 face to face sessions delivered during the year across Sydney, Melbourne and Queensland. The programme teaches high school students to be savvy, responsible and proactive members of the online community. The Programme won the 2015 Australia and New Zealand Internet Awards for 'Security and online safety' category. It also received provisional accreditation by the Australian Government e-Safety Commissioner which will enable us to reach even more public schools across Australia.



Delivering the Optus Digital Thumbprint Programme to high school students in Australia

We worked closely with our regional associate Globe in the Philippines on promoting digital citizenship among the youth. Globe officially launched the Globe Digital Thumbprint Programme, modelled after our successful Optus programme, in May 2016.

We continue to be involved in 'Our Kids Helpline @ School programme' that focuses on primary school students by helping them to understand the benefits and risks of the digital world. It brings a virtual counsellor into the classroom

and discusses topics such as family arguments, coping with change and staying safe online over video links. To date, we have delivered such sessions to about 18,000 children in 185 schools across Australia, with more than 60% of the participating schools requesting additional sessions. The quality of our programme was recognised by the National Association for Prevention of Child Abuse and Neglect (NAPCAN), receiving the National Play Your Part Award for Inspiring Prevention Initiative.

SDG 4

Community

We committed

S\$1.99 million

to build and fund the Singtel Enabling Innovation Centre



The first batch of

12 trainees



with multiple disabilities such as vision and hearing impairment graduated in November 2015

EDUCATION AND EMPLOYABILITY

Besides education support for children with special needs, we have extended our focus to include training needs of persons with disabilities so that they will be equipped and ready to join the workforce.

In 2014, we worked closely with national agency SG Enable and set up the Singtel Enabling Innovation Centre (EIC) in the Enabling Village in Singapore. The centre was launched in October 2015 to help young people with special needs in Singapore prepare for their transition to the workforce after finishing special education school. It offers customised training in the area of ICT and contact centre operations and also provides a platform to create, test and refine new technology solutions for persons with disabilities. The Singtel EIC also brought in assistive technologies from around the world that enable persons with disabilities to be productive at work, acting as a showcase for both potential users and employers. **SDG 4** **SDG 8** **SDG 9**

SDG 10

We committed S\$1.99 million to build and fund the operations of Singtel EIC, including the development of specialised curriculum, training and transition to work support for the next three years. Our staff volunteers contributed their expertise in the area of call centre management system selection and training curriculum.

The first batch of 12 trainees with multiple disabilities such as vision

and hearing impairment graduated in November 2015 from a 72-hour contact centre training at Singtel EIC. Singtel hired two of the graduates, both wheelchair users, who joined our Customer Operations unit as webchat call centre officers. In anticipation of employing persons with disabilities into our workforce, especially wheelchair users, we worked closely with disability experts to review our call centre workplace and office premises to make it more accessible.

During the year, we facilitated a field trip for SG Enable to study our Thailand associate AIS which employs physically, visually and hearing impaired customer service officers at its call centre, and to learn about the social and infrastructure support that AIS has put in place. We also

connected Singapore's government agencies in disability employment with our Australian counterparts and service providers as part of a study to foster learning, collaboration and partnerships.

SDG 17

Singtel plays an active role in connecting the broader ecosystem of partners to advance the disability employment agenda. In June 2015, Singtel, together with other like-minded companies, became a founding member of the Singapore Business Network on DisAbility. The network hopes to advance equitable employment opportunities for persons with disabilities through awareness, shared expertise, network and resources. **G4-16** **EC8** **SDG 17**



Singapore Prime Minister Lee Hsien Loong and Singtel Chairman Simon Israel at Singtel Enabling Innovation Centre in December 2015

Singtel was also invited to be on the Enabling Master Plan 3 Steering Committee, a cross-sector think-tank and advisory group to help the Singapore Government develop its strategy and roadmap in support of the disability sector.

SDG 17

In Australia, we continue to partner ABCN and support the ABCN Scholarship Foundation which provides financial and mentoring scholarships to high potential students facing economic, family or social challenges. In FY2016, we had over 500 staff volunteer positions and mentored 870 vulnerable youth to help them learn, grow and navigate their way through life. In 2015, we hosted ten Year 12 students who spent a week in our wholesale, satellite and small and medium businesses division where they shadowed and spent time

with our people to get exposure to working in a corporate environment. G4-16 EC8 SDG 17

We also continue to support The Smith's Family mobile student2student programme, a peer tutoring reading module that pairs students with reading difficulties with older students who act as their buddy readers. During the year, 700 students aged 8 to 14 read to their buddies using mobile phones supplied and powered by Optus. This intensive reading programme is conducted two to three times a week over 18 weeks in the school year. At the completion of the 2015 programme, 95% of students improved their reading skills and 86% of participants agreed their reading has improved since participation.

Our work in the space of education and employability supports the UN Sustainable Development Goal on Quality Education. SDG 4



Singapore Minister for Social and Family Development Tan Chuan Jin visiting the Assistive and Information Technology Lab at the Singtel EIC



FOSTERING COLLABORATION AND PARTNERSHIPS TO ACHIEVE SDG 17

“At Singtel, we have forged partnerships and collaborations through our CSR and sustainability programmes to solve some of the most pressing social or sustainability challenges. Through collective and systematic actions focused on common problems and outcomes, we can drive significant and sustainable change, both locally or globally.”

– Andrew Buay
Vice President of Group Corporate Social Responsibility, Singtel

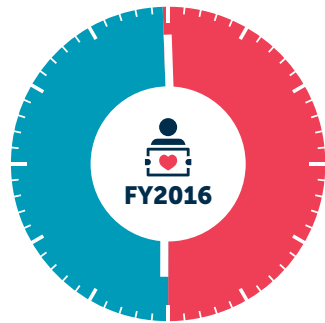
Examples of partnerships and programmes that Singtel and Optus are founding or key members:

- Singapore Business Network on DisAbility
- Australian Business and Community Network
- Australian Business Roundtable for Disaster Resilience and Safer Communities
- Telco Together Foundation

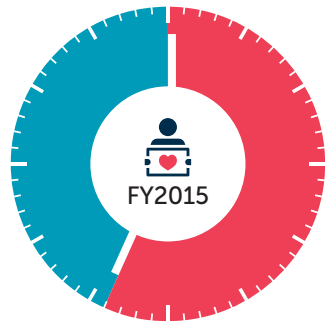
SDG 17

Community

STAFF VOLUNTEERING HOURS



■ Singtel	15,981
■ Optus	16,194
Singtel Group	32,175



■ Singtel	15,109
■ Optus	11,505
Singtel Group	26,614

EMPLOYEE VOLUNTEERISM

We encourage our staff to take on a more active role in our communities and work with our partner beneficiaries. VolunTeaming, our teambuilding initiative with a CSR or volunteering element at Singtel, is a great platform where department employees volunteer together to build better working rapport and inclusion.

We promote staff volunteering in our company and encourage others to do the same. Singtel was the first Asia Pacific company to join IMPACT 2030, a global business-led effort to advocate and promote corporate volunteering activities in support of the UN Sustainable Development Goals. Singtel is also represented on the Volunteer Resource Committee spearheaded by the National Council of Social Service, a cross-sector committee involving government, voluntary welfare organisations and corporates to develop a framework for promoting skilled volunteering between corporates and the charitable organisations in Singapore.

G4-16 SDG 17

OUR REGIONAL CSR EFFORTS

Beyond volunteering to support our local beneficiaries, we organise expeditions under our annual Overseas Volunteering Programme (OVP) where our employees volunteer their time to support communities in the markets where the Singtel Group operates.



Singtel, Optus and AIS volunteers helping Thai university students improve their conversational English

In June 2015, a team of 22 staff volunteers from Singtel and Optus helped to refurbish a village in Gabaldon, Nueva Ecija in the Philippines. They also ran learning workshops for the youth there. Since our first OVP in 2011 at Bantayan Island, this has become our ongoing effort to help rebuild communities in the Philippines hit by natural disasters. SDG 11

At the same time, almost 50 staff volunteers from Optus, our contact centre partners Convergys and 24/7, and Globe, our regional associate in the Philippines, came together following months of planning, development and discussion with local community members to rebuild a local orphanage playground in rural Manila which catered not only to the orphans but also benefitted the children in the

wider community. Such efforts help to build better partnership, teamwork and staff motivation within our value chain, while engaging our vendors to support worthy community causes.

We also conducted our first OVP focused on skills development. We partnered our Thai associate to conduct the inaugural AIS-Singtel English Camp 2015 for 34 university students who are scholarship recipients of AIS corporate social responsibility programme called Good Kids Great Hearts. 15 staff volunteers from Singtel and Optus, together with 20 AIS volunteers, spent their time mentoring and encouraging these students from disadvantaged social or economic backgrounds to speak English and improve their communications skills.