

04 People

Our Greatest Asset

Our people are key to the Group's long-term growth and success. We want to be an employer that our people are proud to work for.



Group CEO Chua Sock Koong receiving the Management Partners Appreciation Award by UTES from the then Secretary-General of the National Trades Union Congress and Minister in Prime Minister's Office Mr Chan Chun Sing in recognition of our excellent labour management relationship in September 2017

Our Approach

The Singtel Group employs over 25,000 people, with about 13,000 in Singapore and 9,000 in Australia. We provide a fair, performance-based work culture that is diverse, inclusive and collaborative.

We empower our employees and continue to invest in equipping them with relevant skills and knowledge to help them thrive in this digital age and our highly disruptive and competitive industry. Above all, ensuring the safety and well-being of our people is of utmost importance to us.

In Singapore, we practise fair employment that is aligned with the Tripartite Guidelines for Fair Employment. In Australia, we adopt a fair employment framework that is approved by Fair Work Australia and also governed by our Employment Partnership Agreement. We have fostered a strong, proactive and collaborative partnership with the Union of Telecoms Employees of Singapore (UTES) since

it was formed in 1982. This has laid a strong foundation in facilitating employee development, promoting the well-being of our people and supporting business growth for our Singapore and Australia operations.

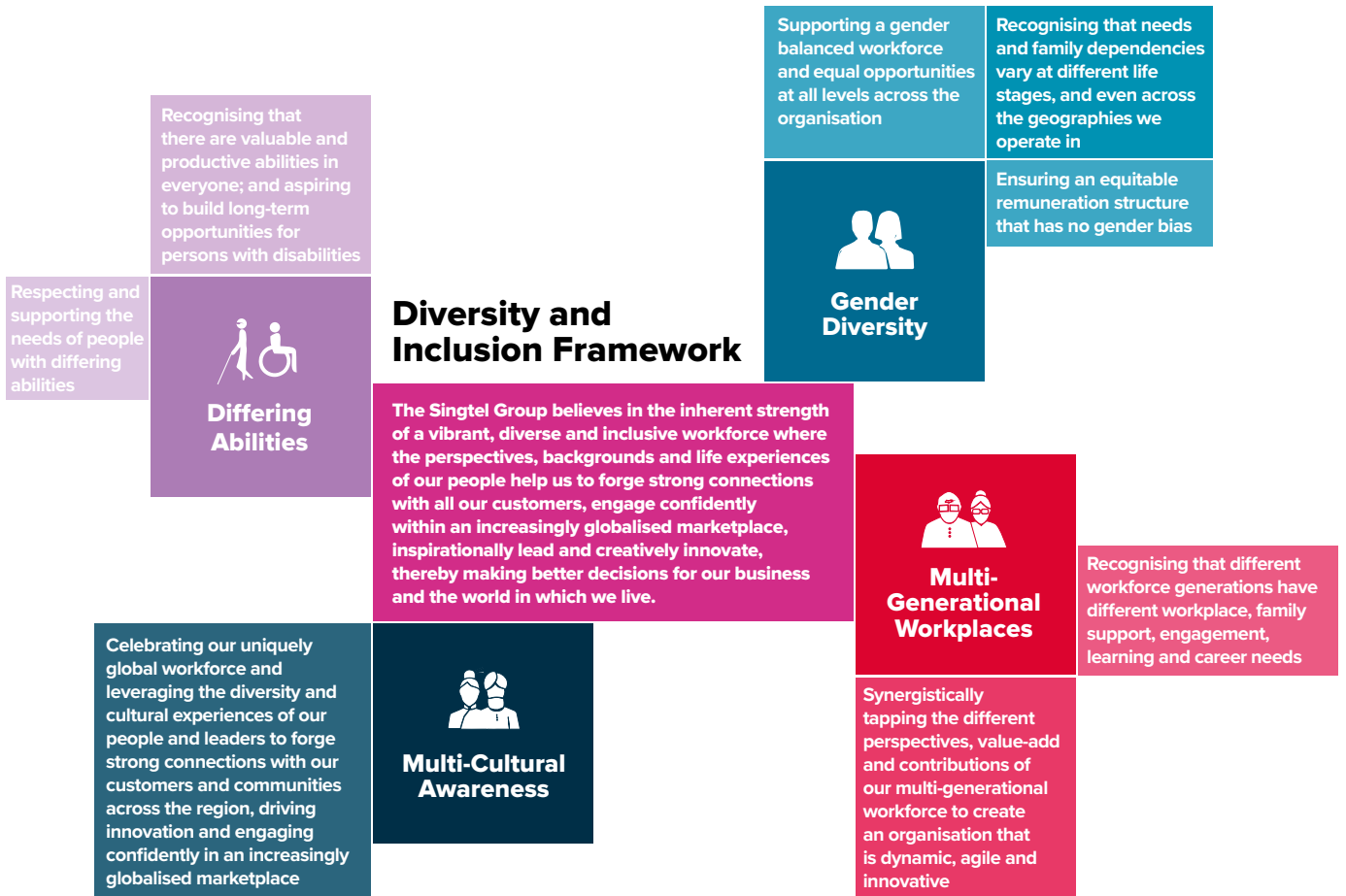
In Singapore, we had 5,635 bargainable employees (43%) and in Australia, 3,653 employees (41%) who were covered by the Employment Partnership Agreement as at 31 March 2018.

During the year, we continued to support the National Trades Union Congress (NTUC) U Care Fund with an annual donation of S\$100,000. We also disbursed S\$60,000 to about 100 schooling children of our staff under our joint Singtel-UTES Bursary Awards scheme. In addition, we contributed S\$1 million to the NTUC Education and Training Fund over a five-year period from 2017 to 2021 to support NTUC's efforts to advance the professional development of the workforce.

People

DIVERSITY AND INCLUSION

We believe in providing a diverse, inclusive and collaborative work culture as well as an environment that values differences to achieve better business results. Diversity provides different perspectives and fosters innovative thinking to solve business challenges. The [Singtel Group Code of Conduct](#) and our diversity and inclusion framework guide us towards this aspiration.



Gender Diversity

Gender diversity remains a key area for the Singtel Group as we continue to focus on increasing the representation of women in senior leadership and key technical roles.

Female employees account for 34% of our workforce in the Singtel Group, with 35% in Singapore and 32% in Australia. They represent 26% of our top and middle management positions in the Group.

We won four HRM Awards 2018: Best Diversity and Inclusion Strategies, Best Leadership Development, SIM Awards for Best Talent Management Practices (>500 employees), Outstanding Contribution to HR – Aileen Tan, Group Chief Human Resources Officer.

Female Executives in the Singtel Group

	Singtel	Optus	Singtel Group
FY2018			
Top management	29%	9%	22%
Middle management	33%	21%	26%
FY2017			
Top management	25%	7%	21%
Middle management	35%	21%	27%

Multigenerational workplace

We value the experience, perspectives and wisdom that our silver talents bring to the company. During the year, more than 100 employees in Singapore attended Re-employment: Equipping and Developing Yourself (READY) and Rethink 50, our two Silver Talent programmes aimed to help them cope with possible life changes and career transitions.

READY is targeted at employees above the age of 58 while Rethink 50 is designed to help employees between 50 and 59 years old. Both programmes help participants to review their own financial circumstances and make more informed financial decisions, assess self-awareness and behavioural style and build relational skills with family and friends.

In July 2017, the Tripartite Guidelines on Re-employment were revised from 65 to 67 years old. We are fully supportive of this move as it will further strengthen our silver talent workforce in Singapore.

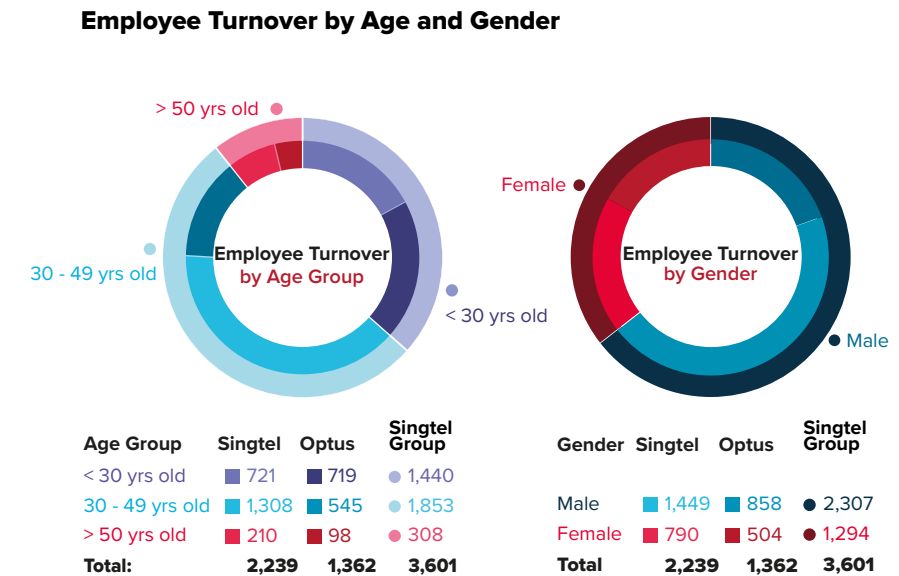
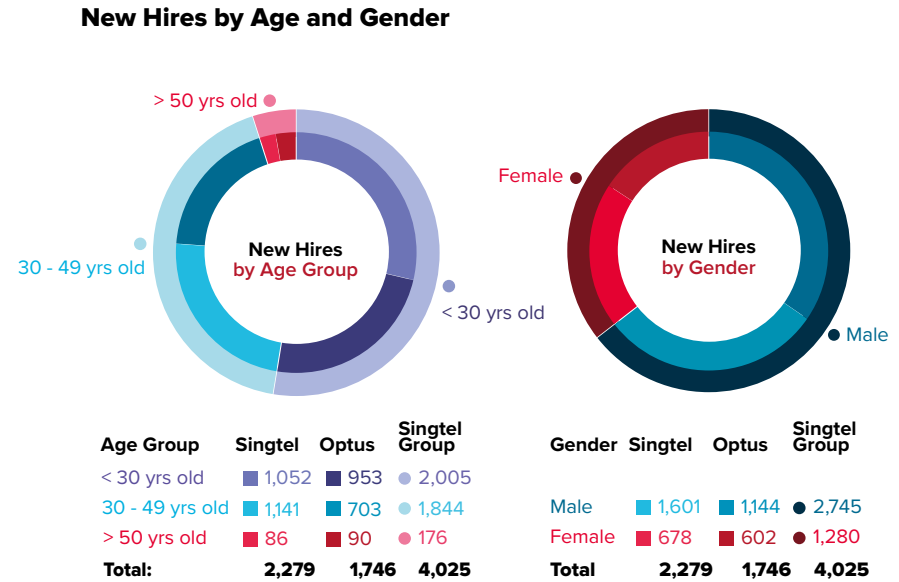
Multicultural awareness

With more than 25,000 employees covering about 90 different nationalities across our global business operations, cultural diversity is certainly part of our DNA.

Differing Abilities

We value the inclusion of persons with differing abilities in our company, in line with our philosophy of building an inclusive workplace and society. In Singapore, we continue to work closely with national agency SG Enable on training, internships and employment of persons with disabilities, who also form a critical talent pipeline with today's labour crunch.

During the year, we supported its Institute of Higher Learning Internship Programme and took in two tertiary students with hearing impairment and one student with Autism Spectrum Disorder (ASD) who did their internship with our Consumer Operations and Finance units.



As one of the founding members, Singtel participates actively in the Singapore Business Network on Disability (SBNoD), set up in 2015. The SBNoD group of companies has been supporting SG Enable's 12-week RISE Mentorship Programme, launched

in 2017, for tertiary students with disabilities. Singtel fielded three top and seven middle management members as mentors for ten students with various forms of disabilities over three runs of this programme.

People

HUMAN CAPITAL PARTNER

Singtel is proud to be among the pioneer batch of Human Capital Partners, a tripartite initiative involving the Singapore government, unions and employers. We have been endorsed with the 'Human Capital Partner' mark, a symbol that identifies exemplary employers who are committed to Singapore's overall human capital development, focusing on five key areas that encompass all career stages:

- 01 Build the careers of young talent
- 02 Provide a platform to transfer skills and experience
- 03 Prepare a local workforce for success in a competitive global market
- 04 Offer opportunities for lifelong learning and career development
- 05 Recognise the contribution and empowering women in today's workforce

Human Capital Development

Investing in our people is critical to our success. We manage our human capital investment by attracting and nurturing our talent, as well as their professional growth and personal well-being during their career with us. Every employee undergoes regular, formal performance and career development reviews, and we encourage leaders to have frequent informal performance conversations with their team members.

As part of Singtel's digitisation efforts, we embarked on our workforce transformation journey to equip our employees with relevant skills and redesigning our office premises. To address emerging industry needs, we have set up a Future of Work team to drive digital initiatives to support our strategy roadmap of Work, Workforce and Workplace, such as Robotics Process Automation, Micro-Learning On-the-Go, AR and VR learning, and People Analytics Master Planning.

TALENT ATTRACTION AND RETENTION

We believe that developing and engaging young talent are key to building internal capabilities in this competitive global war for talent. Today, we have a robust young talent pool, comprising interns, cadets, apprentices, scholars and management associates. We partner a number of stakeholders such as polytechnics and universities to help us build this pipeline. In FY2018, we awarded S\$2.7 million in scholarships and apprenticeships to 72 tertiary students in Singapore, giving them industry-relevant training as well as employment and progression opportunities.



The FY2018 recipients with Singtel senior management members at our annual scholarship award ceremony

Singtel Group's Talent Management and Development Programmes



Aspiring and Young Talents

Flagship programme	Description	Talent acquired and trained	
		FY2018	FY2017
Singtel Management Associate Programme and Optus Graduate Programme	Two-year programme that offers a rich development roadmap of activities such as leadership development training, meaningful rotations, coaching and international assignments for top university graduates.	93	82
SHINE Internship Programme	Structured internship programme to develop young, high performing students by offering real-world, meaningful assignments, mentoring by experienced professionals, networking events and on-the-job training.	114	88
Singtel and Optus Cadet Scholarship	Scholarships offered to top diploma students in Singapore and top undergraduates from Macquarie University in Australia.	55	53
Singtel Group Undergraduate Scholarship	University scholarships are offered to top students in fields such as business, engineering, cyber security, computer science and analytics.	16	12



Emerging and Future Leaders

Flagship programme	Description	Talent acquired and trained	
		FY2018	FY2017
Cyber Security Associates and Technologists (CSAT) Programme with the Info-communications Media Development Authority and the Cyber Security Agency of Singapore	The programme aims to help fresh and mid-career ICT individuals attain the necessary practical skills to better equip them for cyber security roles and positions.	41	49
Regional Leadership in Action and Game for Global Growth	Helps prepare emerging high-potential leaders to lead and manage business operations in a multinational, digital context by promoting learning through interactive workshops, lectures and action learning projects.	109	132
SCORE+ Leadership Programme (launched in FY2018)	Three-day application-based programme that focuses on self-awareness, leadership, brand development, business acumen and innovation.	35	-

TRAINING AND EDUCATION

With the rapid technological and market changes in our industry, it is vital for our employees to keep themselves abreast of the latest industry developments and be future-ready. We offer our people a rich and diverse range of training and educational programmes, framed within our four key learning pillars: Compliance, Company, Business and Future. These programmes focus on personal effectiveness and leadership, as well as technical and functional areas that support our strategic priorities and business needs, such as cloud services, analytics, cyber security and smart cities.

People

Singtel Group Learning Fiesta



Our flagship learning event, the Singtel Group Learning Fiesta (SGLF), celebrated its tenth anniversary with the theme 'Amp Up, Level Up' in FY2018. It emphasised the need for every employee to amplify a culture of learning and stay relevant amid a fast-changing digital economy. SGLF 2017 was organised into three different tracks: Future Work, Future Skills and Future Me and registered over 42,000 learning places across the Group. It tapped on digital learning and introduced an inaugural fully online Mini Learning Fiesta using Learning Jam, an internal learning platform that supports social and collaborative learning in Singapore and Australia. As part of the event line-up, we piloted the SkillsFuture for Digital Workplace training programme for 60 employees. This programme, initiated by SkillsFuture Singapore, aims to raise digital literacy and build future skills across the workforce. Singtel was the first in Singapore to pilot it for our people.

Training and Development Investment

	Singtel	Optus	Singtel Group
FY2018	S\$ 17.7 million	A\$ 12.4 million	S\$ 30.7 million
FY2017	S\$ 13.8 million	A\$ 10.8 million	S\$ 25.1 million

Average Training Hours

	Singtel	Optus	Singtel Group
FY2018	30.6 hours	27.6 hours	29.2 hours
FY2017	30.4 hours	30.9 hours	30.5 hours

Grooming our leaders

Our leadership development efforts are focused on building enterprise leadership, leadership brand, business acumen and innovation in our young, emerging and future leaders. In addition to our regular stable of programmes such as Regional Leadership in Action and Game for Global Growth, we have designed and launched new programmes to prepare our leaders in this disruptive digital business landscape.

The SCORE+ Leadership Programme and SCORE Development Centre are new leadership initiatives that leverage digital business simulations to provide learners with an applied learning experience designed to reflect real Singtel business challenges. We also invested

in providing our aspiring talent pool of interns, scholars and management associates with holistic development which includes rotations, international assignments, career coaching, mentoring, senior leader networking and special projects.

To enable our leaders to collaborate and demonstrate enterprise leadership behaviours, workshops have been rolled out to the Top 100 leaders in Australia. This new three-day residential Enterprise Leadership programme focuses on helping leaders lead with renewed purpose and a growth mindset to drive organisation-wide success. A similar programme will be extended to Singapore.

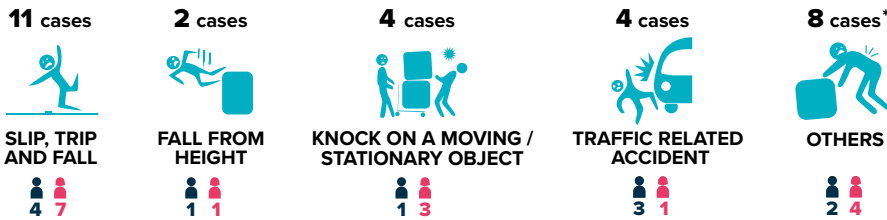
EMPLOYEE HEALTH, SAFETY AND WELL-BEING

The safety and security of our employees are our top priority, and we strive to ensure the physical and mental well-being of our people. During the year, we successfully completed OHSAS 18001 for Singtel and our SS506 yearly surveillance audit with no issues of non-compliance, and renewed our bizSAFE 3 re-certification for eight of our key business units.

Enhancing our workplace safety and health efforts

Workplace Safety and Health (WSH) training starts the moment an employee

Types of injury by number and gender at Singtel



* These were isolated incidents. Two cases did not result in any injury.

joins Singtel, who needs to undergo an introductory course that includes case studies on potential workplace safety, health and security risks. The various business units work closely with our WSH department to identify employees who are required to attend WSH courses relevant to the nature of their roles, such as risk assessment, fire safety awareness, ergonomics, and workplace health and safety. About 5,000 employees in Singapore have completed their assigned courses, including e-learning WSH modules which we introduced during the year.

167 officers have been appointed to help coordinate health, safety and security matters on designated floors in our Singapore office buildings. To help them perform their role more effectively, they attended courses on basic first aid, fire safety and risk management. We currently have 130 Automated External Defibrillator (AED) devices installed at our Singapore office premises for emergency medical situation.

In preparation for haze, we sent 230 employees to be trained on the use of respiratory sets should there be a need to activate our Respond and Recovery team for critical work and service continuity in hazardous haze conditions.

We noted an increase in the number of incidents reported during the year especially trip and fall cases, which also led to an increase in medical leave days. We are reviewing if there are systemic causes or if these are isolated incidents. We continue to remind our people to observe workplace safety and exercise personal responsibility and care at all times.

Employee wellness

We set up a new Health and Wellness Committee during the year to look at our employee wellness agenda in a strategic manner, focusing on four key areas: targeted health programmes, physical fitness, mental well-being and family. A new health and wellness portal offers a one-stop guide for staff on the latest

in health trends, tips and resources to support an active lifestyle and a well-balanced diet, and upcoming events.

Our first Health and Wellness Carnival was organised to bring together our people and the senior management team for an afternoon of fitness, fun and games. 300 people attended the carnivals held concurrently at Comcentre and NCS Hub in Singapore, featuring mass exercises like Zumba and Yoga.

Targeted health programmes: We introduced 'Happy People', a digital health and wellness programme for our employees in Australia to improve their energy, sleep, mood and stress levels.

Physical fitness: Team Singtel with 2,823 employees participated in the National Steps Corporate Challenge 2017 organised by the Health Promotion Board in Singapore.

Mental well-being: In Australia, we continue to run 'Healthy Minds', a workplace well-being programme aimed at creating a psychologically healthy workplace as well as reducing the stigma surrounding mental illnesses and encouraging early support and intervention.

Family: The Singtel Family Day 2017 was organised for our employees to spend a relaxing and meaningful time together with their loved ones at award winning Gardens by the Bay.

For more information on our ongoing health and well-being initiatives and programmes, please refer to our [website](#).



Launch of the Singtel Health and Wellness Carnival 2017 at Comcentre Singapore

People Performance Indicators

People	Singtel			Optus			Singtel Group		
	2018	2017	2016	2018	2017	2016	2018	2017	2016
Total employees by gender ¹									
Male	8,455	8,185	–	6,021	6,112	–	14,476	14,297	–
Female	4,640	4,822	–	2,847	2,938	–	7,487	7,760	–
Total employees ¹	13,095	13,007	–	8,868	9,050	–	21,963	22,057	–
Total employees by employment contract and gender ¹									
Regular employees (Male)	7,136	6,742	–	5,929	6,005	–	13,065	12,747	–
Contract employees (Male)	1,319	1,443	–	92	107	–	1,411	1,550	–
Regular employees (Female)	4,148	4,193	–	2,799	2,874	–	6,947	7,067	–
Contract employees (Female)	492	629	–	48	64	–	540	693	–
Total regular employees by employment type and gender ¹									
Full time (Male)	8,449	8,178	–	5,307	5,385	–	13,756	13,563	–
Part time (Male)	6	7	–	714	727	–	720	734	–
Full time (Female)	4,623	4,803	–	2,058	2,101	–	6,681	6,904	–
Part time (Female)	17	19	–	789	837	–	806	856	–
Total employees by age group									
<30 years old	21%	22%	22%	23%	24%	24%	22%	23%	23%
30-49 years old	59%	60%	60%	60%	60%	60%	59%	60%	60%
≥ 50 years old	20%	18%	18%	17%	16%	16%	19%	17%	17%
Gender mix by employee category (% female)									
Operations and Support	41%	43%	43%	42%	43%	40%	41%	43%	42%
Professional	31%	33%	32%	29%	29%	27%	30%	31%	30%
Middle and Top Management	33%	34%	36%	21%	21%	26%	26%	27%	30%
• Middle Management	33%	35%	36%	21%	21%	27%	26%	27%	30%
• Top Management	29%	25%	31%	9%	7%	16%	22%	21%	21%
New employee hires by age ¹									
<30 years old	8.0%	8.3%	–	10.8%	10.0%	–	9.1%	9.0%	–
30-49 years old	8.7%	7.0%	–	7.9%	8.0%	–	8.4%	7.4%	–
≥ 50 years old	0.7%	0.6%	–	1.0%	1.2%	–	0.8%	0.9%	–
New employee hires by gender ¹									
Male	12.2%	10.1%	–	12.9%	12.6%	–	12.5%	11.2%	–
Female	5.2%	5.8%	–	6.8%	6.6%	–	5.8%	6.1%	–
New employee hires ¹	17.4%	15.9%	–	19.7%	19.2%	–	18.3%	17.3%	–
Employee turnover by age ¹									
<30 years old	5.5%	5.6%	–	8.1%	7.8%	–	6.6%	6.5%	–
30-49 years old	10.0%	9.5%	–	6.2%	6.4%	–	8.4%	8.2%	–
≥ 50 years old	1.6%	1.3%	–	1.1%	1.2%	–	1.4%	1.3%	–
Employee turnover by gender ¹									
Male	11.1%	10.7%	–	9.7%	9.7%	–	10.5%	10.3%	–
Female	6.0%	5.7%	–	5.7%	5.7%	–	5.9%	5.7%	–
Employee turnover	17.1%	16.4%	14.5%	15.4%	15.4%	10.7%	16.4%	16.0%	13.0%

People

	Singtel			Optus			Singtel Group		
	2018	2017	2016	2018	2017	2016	2018	2017	2016
Salary ratio (female:male) ²									
Operations and Support	1:0.99	1:0.99	0.96:1	1:0.96	1:0.98	0.96:1	1:0.97	1:0.95	0.96:1
Professional	0.98:1	0.98:1	0.99:1	0.96:1	0.96:1	0.91:1	0.97:1	0.97:1	0.94:1
Middle Management	0.98:1	0.99:1	0.97:1	0.94:1	0.97:1	0.94:1	0.98:1	0.98:1	0.95:1
Workforce ethnicity in Singapore									
Chinese	68%	69%	68%	–	–	–	–	–	–
Malay	10%	9%	9%	–	–	–	–	–	–
Indian	13%	13%	12%	–	–	–	–	–	–
Others ³	9%	9%	11%	–	–	–	–	–	–
Total training investment (\$million)	S\$17.7	S\$13.8	S\$10.9	A\$12.4	A\$10.8	A\$10.9	S\$30.7	S\$25.1	S\$22.1
Average training hours per employee	30.6	30.4	32.5	27.6	30.9	31.7	29.2	30.5	32.2
Average training hours by gender ¹									
Male	31.6	30.4	–	27.6	31.2	–	29.7	30.6	–
Female	28.9	30.3	–	27.4	30.2	–	28.2	30.2	–
Average training hours by employee category ¹									
Operations and Support	23.3	31.8	–	31.1	36.5	–	26.7	33.2	–
Professional	37.2	30.1	–	26.3	28.5	–	32.0	29.3	–
Middle Management and Above	22.0	23.3	–	22.3	28.1	–	22.2	25.9	–
Employee health and safety ⁴									
Workplace injury incidence rate	2.1	1.3	1.3	4.1	1.3	1.3	2.9	1.3	1.3
Workplace injury frequency rate	0.9	0.6	0.6	2.8	0.8	0.8	1.5	0.7	0.7
• Workplace injury frequency rate (Male) ¹	0.6	0.5	–	2.3	0.4	–	1.1	0.5	–
• Workplace injury frequency rate (Female) ¹	1.6	0.8	–	4.0	1.9	–	2.2	1.1	–
Workplace injury severity rate	14.7 ⁵	3.3	5.9	7.3	8.7	12.9	12.4	5.1	8.3
• Workplace injury severity rate (Male) ¹	6.0 ⁵	1.5	–	9.7	4.9	–	7.2	2.9	–
• Workplace injury severity rate (Female) ¹	30.6	6.3	–	1.6	17.9	–	22.8	10.2	–
Absenteeism rate ¹	0.018	0.017	–	0.015	0.015	–	0.017	0.017	–
• Absenteeism rate (Male) ¹	0.015	0.014	–	0.014	0.014	–	0.014	0.014	–
• Absenteeism rate (Female) ¹	0.024	0.024	–	0.017	0.017	–	0.021	0.021	–
Occupational disease rate ¹	0	0	–	0.7	0	–	0.2	0	–
• Occupational disease rate (Male) ¹	0	0	–	0.5	0	–	0.2	0	–
• Occupational disease rate (Female) ¹	0	0	–	1.1	0	–	0.3	0	–
Fatalities	0	0	0	0	0	0	0	0	0

Footnotes:

¹ New GRI Standards indicators tracked from FY2017.

² Based on average monthly salary of regular employees.

³ Singtel recognises non-locals outside these three ethnic groups under this category.

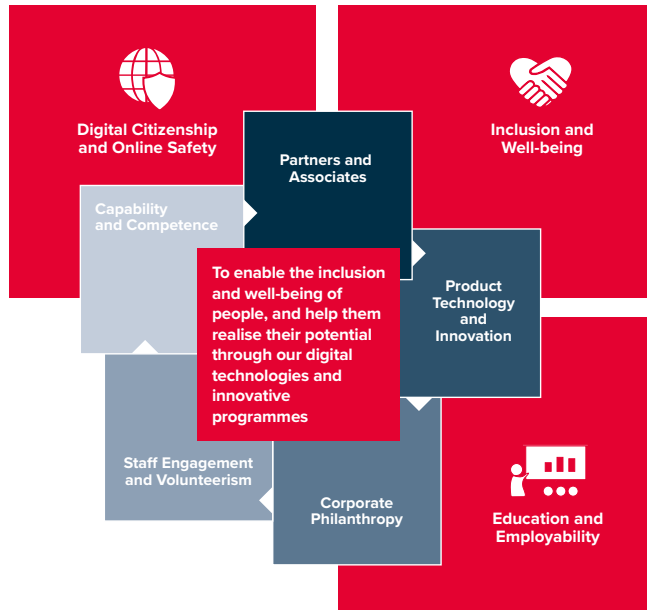
⁴ Workplace health and safety metrics are based on the International Labour Organization (ILO) definitions.

⁵ Based on ILO definition, this excluded time lost as a result of permanent incapacity for work. A male employee was caught in an accident involving several vehicles, which resulted in a prolonged medical leave of absence of more than 200 days as of end-FY2018.

05 Community

The Most Connected Communities

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 are guided by our strategic community investment framework when making such decisions.

The Singtel Group can play a significant role in enabling the progress, development and inclusion of vulnerable segments of society. Through our key partnerships, programmes and staff engagement initiatives, we combine our collective resources and leverage our skills and core competencies to make a positive and sustainable change to communities in need.

Our community strategy helps us to contribute towards the various UN Sustainable Development Goals of 3, 4, 8, 9, 10 and 11 on Good health and well-being, Quality education, Decent work and economic growth, Industry, innovation and infrastructure, Reduced inequalities and Sustainable cities and communities.

Singtel Group's Community Investment *

	Singtel	Optus	Singtel Group
FY2018	S\$7.22 million	A\$9.43 million	S\$17.11 million
FY2017	S\$8.27 million	A\$8.19 million	S\$16.87 million

* Our community investment figure, which includes direct financial support, in-kind charitable sponsorships and staff volunteering hours, has been verified by the London Benchmarking Group (LBG).



Singtel Touching Lives Fund

The Singtel Touching Lives Fund (STLF) is our flagship corporate philanthropy programme to support children and youth with special needs in Singapore. Our beneficiary schools are APSN Chaoyang School, APSN Tanglin School, APSN Delta Senior School, Cerebral Palsy Alliance Singapore School, Eden School and MINDS Lee Kong Chian Gardens School.

Since 2002, STLF has been raising money for special educational programmes that help them lead independent lives. Besides Singtel's corporate donation, we raise funds from employees, business partners and members of the public through various activities. STLF has since raised over S\$39 million, of which S\$3 million was raised during the year.

We also donated about S\$1.7 million to non-STLF charitable organisations and contributed over S\$500,000 of in-kind sponsorship of telecommunications and media services to charities, social enterprises and nation-building activities in Singapore during the year.



(top) Two Singtel management members (far right) flagged off at the event
(above) Singtel volunteers (in red t-shirts) at our Silver Mobile Workshops teaching the seniors to use smartphones and mobile apps

INCLUSION OF VULNERABLE GROUPS

We continue to support the cancer cause given its pervasiveness in the society. We were the title sponsor of the Singtel-Singapore Cancer Society Race Against Cancer for the ninth consecutive year where our funding helped support the tuition fees for children from low income families affected by cancer. In Australia, our executives participated in the eighth Tour de Cure in Australia to raise funds for cancer research and related causes. We encouraged staff members to take part in such activities and help these organisations raise funds while showing solidarity and support for cancer warriors.

In FY2018, we partnered Singapore Press Holdings and People's Association to conduct ten workshops for 2,500 senior citizens in Singapore who learnt to use smartphones and social media apps, as well as online safety tips like protecting their online privacy and against scams.

In 2005, we became a founding member of the Australian Business and Community Network (ABCN) whose members work closely to improve opportunities and outcomes for vulnerable youth in high-needs schools across Australia. Since 2008, more than 4,000 volunteer and mentor roles have been filled by our staff amounting to about 40,000 hours of volunteering activity and positively impacting more than 7,700 students.

Staff Volunteering Hours

	Singtel	Optus	Singtel Group
FY2018	15,500	12,128	27,628
FY2017	17,140	16,420	33,560

Employee Volunteerism

We encourage our people to volunteer on an individual or team basis. We believe active employee volunteerism not only helps the community but contributes to the holistic development of our people in terms of empathy and character building.

Besides giving our employees one day of paid volunteer leave each year, we encourage business units to adopt VolunTeaming, our concept of teambuilding and volunteering as a department.

5th Singtel Carnival 2017



2,000

Singtel staff volunteers

26

SBNoD chaperone volunteers



1,500

children from the special education schools in Singapore, including our Singtel Touching Lives Fund beneficiary schools

300

teachers and caregivers



34

Game stalls



8

Food stalls



7

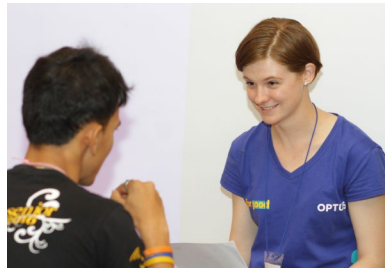
Activity stalls



“As a Singtel employee, it’s my responsibility to be able to impact the lives of these children and it’s fantastic to see them smiling and enjoying themselves.” JULIAN CHEONG, STAFF VOLUNTEER (front cover, left)

2,000 staff volunteers planned and manned game stalls at the 5th Singtel Carnival, and chaperoned 1,500 students with special needs so that they had an enjoyable time in a safe environment

Community



Volunteering with our associates

Into our eighth year, the Singtel Group overseas volunteering expeditions expanded from the Philippines and Thailand to include India this year. Better Together is the new name of our annual overseas volunteering programme where we work with our regional associates and our partner vendors to support their local community programmes.



Twenty staff volunteers from Singtel, Optus, Globe and 24/7, our contact centre partner, together with the staff from Globe's partner school, Centre of Excellence in Public Elementary Education (CENTEX), came together at Bauan, Batangas in the Philippines. They conducted cyber wellness lessons from our own Digital Thumbprint Programme and other activities for more than 200 students who were from economically disadvantaged families. The volunteers also spent half a day doing a shoreline clean-up in support of Globe's partner, Taal Lake Conservation Center.

For the first time, four staff volunteers from Globe joined 28 staff volunteers from AIS, Singtel and Optus in Thailand to mentor 34 high school and university students who are beneficiaries of AIS' Good Kids Great Hearts programme and improve their conversational English.



In the inaugural expedition to India, six participating companies: Singtel, Optus, Bharti Airtel, Globe, 24/7 and Convergys, headed for Manesar, an industrial town in the Gurgaon district. Twenty eight staff volunteers covered nine Satya Bharti Schools in disadvantaged communities, delivering classroom sessions on computer skills, English and spelling, and art and craft to Grade Four to Six students.

Better Together



India (Manesar, Gurgaon)

- Inaugural expedition
- Beneficiary partner: Bharti Foundation's Satya Bharti School Programme
- 28 volunteers from six participating companies: Singtel, Optus, Bharti Airtel, Globe, 24/7 and Convergys



Philippines (Bauan, Batangas)

- Eighth expedition
- Beneficiary partner: Center of Excellence in Public Elementary Education (Centex) and Taal Lake Conservation Center
- 20 volunteers from six participating companies: Singtel, Optus, Bharti Airtel, Globe and 24/7



Thailand (Khao Kheow Open Zoo, Chonburi)

- Third expedition
- Beneficiary partner: AIS CSR programme, Good Kids Great Hearts
- 32 volunteers from four participating companies: Singtel, Optus, AIS and Globe

DIGITAL CITIZENSHIP AND ONLINE SAFETY

Internet, social media and mobile apps have fundamentally changed the way people live, work, learn and play. Mobile technology enables 24x7 connectivity which also gives rise to unintended consequences, such as 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.

Recognising this potential negative impact especially to the young, we strive to play a proactive role to mitigate such risks by educating our customers and promoting responsible digital citizenship among vulnerable children and youth. These interventions also support our efforts towards the UN Sustainable Development Goal 3 on Good Health and Well-being.

We continued to fund and work with DQ Institute as its strategic partner on #DQEveryChild programme – from inception to development to launch. This programme has created the world’s first Digital Intelligence Quotient (DQ) that measures a person’s ability and command of digital technology and media. It aims to help children use digital technology and media in safe, responsible and effective ways as they spend increasingly more time on digital devices. It is a combination of online education tools and real-time assessment which is available for free via an online platform called DQWorld.net.

A pilot study of #DQEveryChild conducted in Singapore early last year in collaboration with Singtel, Nanyang Technological University, IMDA/Media Literacy Council and TOUCH Cyber Wellness, found that children who completed the programme showed a 13% improvement in their DQ score and a corresponding 18% reduction in cyber risks.

The DQ programme, also supported by the World Economic Forum, is rapidly gaining traction from governments and educators around the world. We introduced their programme to Kids Helpline, our community partner in Australia, and Globe, our regional associate in the Philippines.

On Safer Internet Day 2018, a [DQ Singapore National Report](#) was released on the current state of online child safety and digital citizenship in Singapore. During the year, we also conducted a research on our Digital Thumbprint Programme in Australia and published our [Optus DTP Impact Report](#).

As part of Singtel’s efforts to prevent cyber bullying and excessive internet usage among youth, we partnered and supported the National Council of Social Service’s Help123, Singapore’s first one-stop cyber wellness helpline 1800 6123 123. This [platform](#), launched in July 2017, links young people, their family members and teachers via online chat, phone or e-mail to trained counsellors from our social service partners Fei Yue Community Services and TOUCH Community Services.

DQ Findings in Singapore



54% of children aged 8 to 12 in Singapore are exposed to cyber risks. These risks include cyber bullying, video game addiction, online meetings and online sexual behaviour.



Children have a higher propensity of being highly active in social media when they own a mobile phone.



Children aged 8 to 12 spend more time online for entertainment compared to the global average – 35 hours/week compared to 32 hours/week respectively.



70% of children who own a mobile phone and are highly active in social media are exposed to cyber risk compared to 45% of children who do not own a mobile phone.



Children who own a mobile phone spend an average of 44 hours/week online, which is 15 more hours/week compared to children who do not own a mobile phone.



Children who own a mobile phone and who are not highly active in social media have similar risk exposure and screen time as children who do not own a mobile phone.

Read the full 2018 DQ Singapore National Report [here](#).

Community

Meet our Cyber Wellness Ambassadors

During the year, we recruited our inaugural batch of Cyber Wellness Ambassadors – employees who are passionate about this important topic. During the June school holidays, we worked with the Singapore Indian Development Association and the Info-communications Media Development Authority of Singapore to conduct #DQEveryChild Programme for primary school students.



(Left)
Our inaugural batch of Singtel Cyber Wellness Ambassadors – employees who are passionate about this important topic – volunteered during the March 2018 school holidays to lead #DQEveryChild workshops targeted at staff and their children

(Bottom)
A fun day of learning with ABCN students about digital citizenship and online safety during our inaugural Digital Smarts Day

In June 2017, we organised our inaugural Digital Smarts Day at the Optus campus in Sydney, Australia. A team of 47 staff volunteers delivered the message of digital citizenship and online safety in a fun and interactive way to 160 primary and high school students. Australia's Olympian Ian Thorpe also shared his own experiences with bullying and emphasised the need for a respectful and empathetic online world.

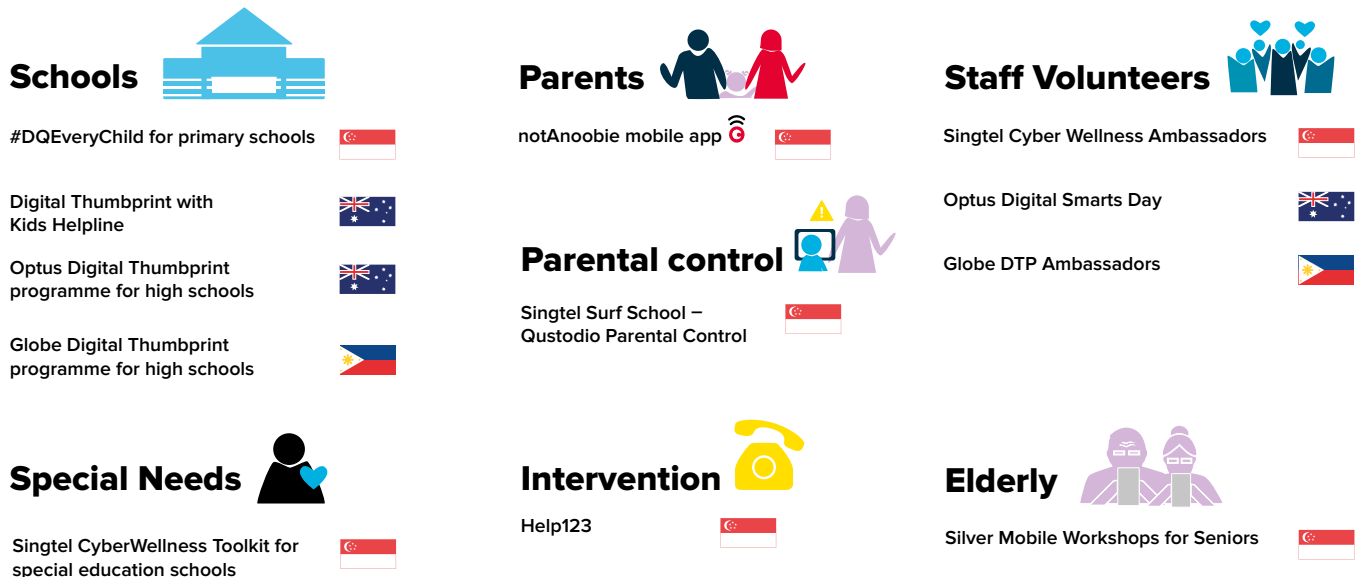


“We believe that digital literacy is just as important as teaching young people about other safety concerns such as stranger danger and road safety.”

MS HELEN MAISANO, DIRECTOR OF COMMUNITY, OPTUS
(picture below, front row, 3rd from right)



Singtel Group Digital Thumbprint Programme at a glance



In Singapore and Australia

* Since 2013



431,470
students reached



7,595
sessions delivered
within schools



1,379
primary and secondary
schools reached

Singtel has also been supporting the Science Centre Singapore's Young Scientist Badge scheme – "I am a Young IT Whiz". The IT Whiz cards are structured to engage primary students to learn independently by carrying out activities that foster technical competence, media literacy and awareness on cyber security and cyber wellness. Upon completion of all activities, students earn an 'I am a Young IT Whiz' badge. Between April 2015 when we first collaborated with Science Centre Singapore and end-2017, 108 primary schools with more than 60,000 students have participated in the programme.

These digital citizenship initiatives are part of our Digital Thumbprint Programme, which aims to create and implement educational programmes, leverage our technology and provide

resources as well as partner leading community organisations to empower and equip responsible digital citizens to thrive in the digital era.

On Safer Internet Day 2018, we launched a new programme called Singtel Surf School targeted at parents to promote cyber fun, safety and education among younger users. Our customers can also subscribe to Qustodio Parental Control app that gives them peace of mind when their children use computers, smartphones and tablets – up to ten devices – at home or on the move on any mobile network.

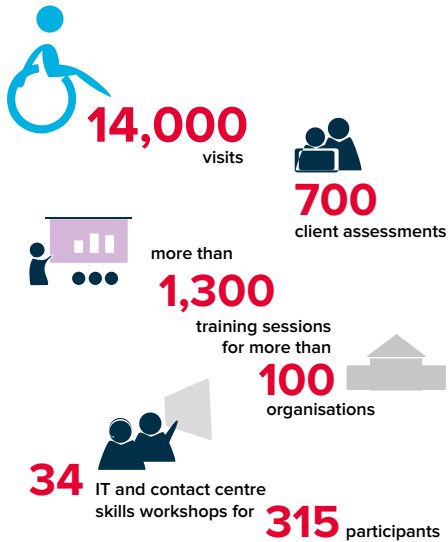
A user friendly web portal and mobile app allow parents to view their children's device usage activities and set controls and limits if necessary, giving them the visibility and ability to manage their children's device usage, screen time and access to apps and

age-appropriate content. This service offering is a result of feedback from parents that besides knowledge about the potential pitfalls, they want tools to help monitor and protect their children in the digital world.

"We recognise that education and awareness is only one aspect as the use of digital devices becomes more prevalent among children. Our joint funding and partnerships in counselling helplines like Help123 in Singapore, provide an added level of intervention and support not only for children, but increasingly their parents and educators."

MR YUEN KUAN MOON, CEO OF CONSUMER SINGAPORE, SINGTEL

Community



* To-date

Education and Employability

A key focus of our community strategy is to support youth with disabilities so that they can be equipped to join the workforce and be ready to lead independent lives. This focus is a natural extension of our long-term support for special education of students with disabilities.

As one of the founding members and current co-chair, Singtel continues to participate actively in the Singapore Business Network on DisAbility (SBNoD). The network meets regularly to share expertise, experiences and resources to help advance the equitable inclusion of persons with disabilities in all aspects of business.

Together with our SBNoD partners, Singtel has been supporting the RISE Mentorship Programme for tertiary students with disabilities by SG Enable, the national agency that promotes disability employment. We have fielded ten middle and top management members who volunteered to mentor ten students with various disabilities like vision, hearing and physical impairment and Autism Spectrum Disorder for the past three runs since February 2017. We also support SG Enable's annual internship programme for these students and placed them in various business units like IT, Finance and Consumer Operations.



(Left)
Staff mentors from the Singtel Cyber Security unit communicating with their students with hearing disability in the RISE Mentorship Programme

(Below)
Optus staff mentoring ABCN students to improve their confidence and employability skills



We also supported SG Enable's Training and Career Day 2017 by giving career talks on the various industries represented by our membership in SBNoD, as well as a CV clinic to help job seekers with disabilities.

In Australia, we continued to run our Pathways to Employment programme to build confidence and skills in youth and provide opportunity for them to secure employment with Optus Retail. 122 students participated in the programme across seven workshops in Adelaide, Brisbane, Melbourne, Perth and Sydney, and were coached by 70 Optus Retail employees. They learnt about the retail environment and interview skills and at the end of the programme, received an Optus Retail Certificate. Ten outstanding students were subsequently employed in casual roles at Optus 'yes' stores.