

DIGITAL CITIZENSHIP AND ONLINE SAFETY

Our increasingly digital lifestyles and the prevalence of digital devices have inevitably given rise to unintended consequences as children and youth are becoming vulnerable to device and gaming addiction, inappropriate online content and cyber bullying.

The Singtel Group aims to play a proactive role in mitigating such risks through education and promotion of responsible digital citizenship among vulnerable groups of children, youths and customers.

Since FY2014, the Singtel Group Digital Thumbprint Programme has formed strategic partnerships with leading organisations in this field like DQ Institute, Kids Helpline and TOUCH Cyber Wellness. We supported more than 114,000 students during the year and more than 540,000 students, parents and educators in Singapore and Australia in the last five years to be safe, responsible and positive in the digital world.

Digital Intelligence or DQ is a comprehensive set of digital competencies required to thrive in the fourth industrial revolution, which is entrenched in digital citizenship that enables individuals to use technology safely and responsibly. Visit www.dqinstitute.org for more information.

The #DQEveryChild programme targets primary school children under 12. While we believe that good behaviours must be inculcated from young, they must be reinforced by parents at home. Hence, next year, we are looking at a concerted outreach effort to parents and adults to help them improve their own digital well-being and that of their family.

Singtel is proud to continue to be DQ Institute's strategic partner and support its inaugural Child Online Safety Index (COSI), the world's first real-time analytic platform to help countries better monitor the status of their children's online safety. Launched on Safer Internet Day 2020, COSI is the culmination of three years of data collected



through #DQEveryChild. The programme started with Singtel's support to roll out the programme to over 70,000 primary school students in Singapore and quickly expanded globally in collaboration with the World Economic Forum and over 100 partner organisations.

Key findings from COSI



- 60% of children aged 8-12 face cyber risks, which include cyber bullying, reputational risks and risky content
- 52% of Singaporean and 59% of Australian teenagers are likely to be at risk of cyber bullying

Optus teaches thousands of high school students to be online safety champions

As a key player in Australia's digital community, we are committed to nurturing a safe and positive online environment through digital education programmes targeted at youth.

We deliver our government accredited Digital Thumbprint programme in classrooms with trained facilitators to over 38,000 high school students annually across Australia, including regional communities. Our programme equips them with simple and effective tools to support positive online behaviours.

Digital Thumbprint with Kids Helpline is an early intervention programme delivered free to primary schools that brings counsellors into classrooms, creating a safe environment where students discuss positive online behaviours and interactions. Each year, we engage with more than 13,000 primary school students through this programme.



Former Optus CEO Allen Lew addressing secondary school students and teachers during a Digital Thumbprint workshop in regional NSW, Australia

Community

The Most Connected Communities

Inaugural Child Online Safety roundtable



A healthy discussion by various stakeholders on tackling child online safety issues



Singtel co-hosted with DQ Institute a Child Online Safety roundtable at Singtel@8George with more than 40 key stakeholders from 17 corporations, community partners and government agencies. The roundtable shared findings from the COSI Index and fostered conversations on how the data can equip policymakers, parents and like-minded partners to work collaboratively to tackle child online safety issues.



"Everyone in society has a role to play. Businesses, from social media and telecommunications to hardware and gaming companies, should make child online safety a core business principle.

Companies should also partner with schools to help tackle cyber bullying. Governments must back stronger online safety for children and families.

Most importantly, parents must be aware that they can make changes and reduce online harm. Just like a regular health-check, parents can monitor and improve their child online safety and their digital parenting. Helping children better manage their digital use from an early age is a necessary starting point for mitigating cyber risks."

DR PARK YUHYUN
Founder, DQ Institute

The results showed the need for urgent collective action to make the internet a safer place for our children, especially with the prevalence of digital media and devices.

Cyber wellness has been a key thrust of Singtel's community sustainability efforts. Through our Digital Thumbprint programme and work with partners such as the DQ Institute, we seek to equip children with the knowledge and digital skills to be safe, responsible and positive online from an early age.

With the launch of COSI, stakeholders can more effectively identify areas for improvement, and work on coordinated responses on a community, national and global level to minimise the risks and maximise the benefits of the digital world for children.

We are working with TOUCH to revamp Help123, Singapore's first one-stop cyber wellness helpline for youth. It started as a strategic pilot partnership with the National Council of Social Service in July 2017 that

offered counselling services to children and youth. We found that parents and educators were more likely than children and youth to use the cyber wellness helpline.

Help123's next stage of development is to incorporate our notAnoobie parenting and cyber wellness resource which Singtel co-created with TOUCH in 2013. Help123 will be an integrated and comprehensive platform to meet the growing needs of parents and educators to handle cyber wellness issues faced by their young in this digital era.

EDUCATION AND EMPLOYABILITY

A key community focus for the Singtel Group is to support persons with disabilities (PwD) and empower them to lead independent lives, by improving their current employability to be future-ready for the jobs of tomorrow.

We play an active role in connecting with the broader ecosystem of partners to advance the disability employment agenda. Together with like-minded companies, Singtel was one of the eight companies that founded the Singapore Business Network on DisAbility (SBNoD) to advance equitable employment opportunities for PwD. As the co-chair of SBNoD, we continued to support SG Enable's mentorship and internship programmes for tertiary students with disabilities, as well as university career fairs and CV clinics. During the year, we worked with Autism Resource Centre of Singapore to conduct an autism awareness talk for our staff.

As part of our ongoing commitment to helping disadvantaged youth in Australia achieve their potential and improve their future employability, we created Pathways 2 Employment. Now in its fourth year, the programme equips young people with job interview skills focused on the retail sector.

During the year, 75 Optus Retail employees coached and supported 172 students from disadvantaged backgrounds across eight workshops held in Adelaide, Brisbane, Melbourne, Perth and Sydney. 20 students successfully gained employment with us. The programme also benefits our staff mentors who improved their coaching and leadership skills.



Our staff mentors guiding KARI's Optus Scholarship holders in a series of interactive career and interview workshops

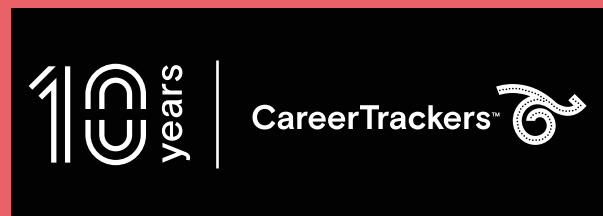
We also support Indigenous Australian youth through our partnership with the KARI Foundation. Through our Optus Scholarship programme, staff mentors coached 20 KARI Indigenous scholarship students in New South Wales to provide one-on-one support with study and job seeking needs. Students also have access to other programmes such as Digital Thumbprint.



Singtel Future Makers alumni sharing their assistive technology solutions with SBNoD members: XCLR8 on remote rehabilitation and Embodied Sensing on smart-inclusive sensing technologies

Pathways 2 Employment	FY2017	FY2018	FY2019	FY2020
Number of students	60	160	149	172
Number of mentors	24	67	68	75
Number of jobs offered	6	10	22	20

Our Indigenous Australian talent pipeline



To achieve the best outcomes for Australia's vulnerable communities including Indigenous Australians and also enhance our talent pipeline, we partnered CareerTrackers, a national non-profit organisation supporting the long-term career aspirations of Aboriginal and Torres Strait Islander university students.

CareerTrackers links students with employers to prepare students for success at university, their chosen profession and in their respective communities. During the year, we took on three Indigenous Australian interns for a 12-week paid internship.