



Shape the future of regional connectivity

Telstra Regional Council (TRC) Terms of Reference (ToR)

TRC purpose

TRC offers strategic advice and guidance to Telstra on telecommunications matters for regional and remote Australians. Members present regional perspectives and recommendations concerning Telstra's decisions that may influence regional outcomes.

Role of a TRRC member

- Provide rural and regional insights, challenges, opportunities, guidance and advice that supports **Telstra's T25 strategy**.

Telstra's T25 strategy focuses on organisational growth, prioritising customer experience in all its endeavours. This involves streamlining operations, boosting digital capacities, and investing in network and infrastructure. Telstra aims to be a reliable ally for businesses, providing networking solutions, digital services, technology, and cybersecurity. Additionally, the company emphasises sustainability, aids vulnerable customers, and promotes inclusion and accessibility.

Within the T25 strategy, Telstra revolves its goals, decisions and activities around four key pillars:

1. Provide an exceptional customer experience you can count on.
2. Provide leading network and technology solutions that deliver your future.
3. Create sustained growth and value for our shareholders.
4. Be the place you want to work.

Two additional metrics accompanying the four pillars include:

- a. Digital Leadership and;
- b. Responsible Business.

Regional four key pillars:

- a. Regional customer service
 - b. Regional products and growth
 - c. Connectivity
 - d. Regional people and communities.
- Share expertise on the meeting topic or theme.
 - Inform and advise Telstra on any information that may help with or negatively impact Telstra's brand and advocacy.
 - Review information provided by Telstra and provide suggestions and feedback.
 - Advocate on behalf of Telstra to member communities, stakeholders and network. Share their expertise and knowledge.
 - Consider the perspectives of others in the group.
 - Display leadership through engaging proactively and productively in discussions and assisting in identifying solutions.

Expectations and authority

- Engage courageously, proactively and productively in discussions and assist in identifying solutions.
- Attend meetings and progress action items recorded in the meeting action list.

Telstra Regional Council (TRC) Terms of Reference (ToR) *Continued*

- Read pre-meeting key Telstra topics and prepare to provide advice into the meeting discussion.
- Provide insights and a regional market perspective gained from their regional communities, network and organisations.
- Dissemination and advocacy of Telstra's announcements and messages – via forums, social and comms.
- Consider the perspectives of others in the group.
- The National TRC is established under the authority of Telstra and is not a decision-making body. The TRC will provide advice and guidance that will be used to provide recommendations and insights to Telstra's CEO Leadership Team and the Board.
- Telstra pays for all travel and meeting expenses associated with TRC meetings.

Engagement

- One in-person meeting and two virtual meetings per annum.
- Of the two in-person meetings, one to be scheduled as a CEO TRC meeting.
- Ad hoc member invitation to Telstra events, conferences and activities i.e. NFF conference, CEO and Board regional visits etc.

Membership and tenure

- National TRC Chair: Ben Gursansky, Telstra Head of Rural and Regional Affairs.
- Voluntary members appointed for a two-year term.
- 12-16 members who provide a broad and diverse representation from cross sectors and industry nationally.
- Representation from each state and territory with a regional national focus.
- Membership of the TRC is an honorary role. Telstra pays for all reasonable travel and meeting expenses associated with TRC meetings.
- Regional Affairs manage the key relationships with the TRC members, build strategic alliances, are responsible for communications (i.e., newsletters and comms) and the TRC logistics and governance.

