

Uniting telcos in support of Australian communities in need



Annual Report 2016

The **Telco Together Foundation** is a unified platform enabling the telecommunications industry to make a significant social contribution within Australia.

- > **Creating community projects that build on telecommunications technology, reach and resources to support the community**
- > **Promoting community engagement through the industry by increasing social awareness and creating more opportunities for volunteering, fundraising and workplace giving.**



Chairman & CEO Report

With over one million dollars now raised for our Community Partners since launch, and two key strategic projects launched, it has been an exciting year for Telco Together Foundation.

\$1 Million Raised For Community Partners

Through your support, we have reached an exciting milestone in the Foundation's history: over one million dollars raised since launch for our Community Partners. These charities are doing amazing work, providing valuable community services in the areas of food security (Secondbite), youth mental health (ReachOut), and Indigenous health (Red Dust Role Models). We've included information about the latest programs from these organisations in our report so you can get a better idea about how your donations are contributing to their vital work.

Two Major Strategic Projects Launched

In October 2015, we launched the pilot of the *SMS Donations* program with fifteen of the biggest charities in Australia participating in the trial.

The rollout of the pilot heralded a national debut for the use of SMS technology in collecting public donations within the charitable sector. Until this time, this leading-edge collection model had only been used overseas. We are proud to have played our part in the integration of this telco-led technology into the Australian fundraising landscape, and look forward to its continued success in assisting charities collect donations from the Australian public as part of ongoing campaigning.

Our *Small Change Big Change* pilot program also launched in September 2015, with Vocus' Commander customers being given the opportunity to donate to Telco Together as part of their monthly telco bills. The pilot was launched successfully to 40,000 national customers,

with the initiative being well received as well as showing a positive impact in the way customers perceived their telecommunications provider. We look forward to the continued rollout of the program in the year ahead.

Ongoing Support

It has been a massive year for Telco Together - and we'd like to sincerely thank our members and their staff for continuing to support our programs and causes through skilled and unskilled volunteering, donating funds at industry events and making salary contributions as part of workplace giving. Our members' commitment and generosity to the Foundation's causes has been unwavering, with individuals digging deep into their pockets and giving their time to help those in need. Each year we are overwhelmed by the positive response to our fundraising events, and this year has been no exception. The generosity demonstrated at the Vocus and Commander New Horizons conference, with over \$450,000 raised for our Community Partners, is an excellent example of our members' ongoing commitment to philanthropy and giving.

Lastly, we would like to thank our Trustees and members of the Foundation's Advisory Board, who volunteer their time, knowledge and resources in order to help guide the Foundation's strategy. With their help we've been able to deliver programs that help charities build capacity around the use of communications technology, raised much need funds for our Community Partners, and enabled hundreds of telco employees to give back to the community in meaningful ways. We are excited and very much looking forward to working with our members on an even bigger year ahead!



Vaughan Bowen
Chairman



Renee Bowker
CEO

Making a Difference



Over \$1.3 million
raised for Community
Partners



2,700 hours donated
by volunteers



22 member
organisations united for
social good

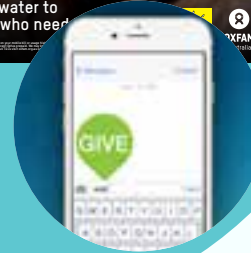


70,000 telco staff
making a difference
together

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A Year in Review



JULY 2015

2015 Communications Alliance & Comms Day ACOMM Awards

Over \$45, 000 was raised for Telco Together at this annual awards night attended by telco executives.

AUGUST 2015

Small Change Big Change Pilot Program Launch

Launch of an on-bill donations program with Commander, enabling customers to donate via their monthly telephone bill.

OCTOBER 2015

SMS Donations Pilot Program Launch

Telco Together in conjunction with Telstra, Optus, Vodafone and OpenMarket launched a SMS Donations trial across the country, involving fifteen of the country's biggest charities.

NOVEMBER 2015

2015 AGM Event

The Foundation's AGM and annual celebration event for members and friends was held in Melbourne featuring guest speakers Tim O'Leary from Telstra, Judith Parke from ReachOut and Darren Smith from Red Dust Role Models.



DECEMBER 2015

M2 Workplace Giving Launch

M2 launched a workplace giving program to its team in Sydney, Melbourne and Hobart, resulting in more than \$15,000 being committed towards helping people in need.

Alcatel-Lucent Food Drive For Oz Harvest

Alcatel-Lucent coordinated a Christmas food drive, collecting sixteen large boxes of non-perishable food items at their Melbourne and Sydney offices in the lead up to Christmas, to support Oz Harvest.

FEBRUARY 2016

Commander & Vocus New Horizons Conference

The Commander & Vocus New Horizons Conference smashed all previous fundraising records with a huge \$450,000 being raised for Telco Together Community Partners within just four hours.

MARCH 2016

2016 Cisco Live Conference

Telco Together was Cisco Live's charity partner for the third year running, resulting in over \$17,000 raised for our Community Partners, eight tonnes of food packed for Australians in need, and our philanthropic message spread among more than 4000 individuals working in the information and tech industries.

APRIL 2016

2016 CommsDay Summit

Australia's top telecom conference added a charity element for the first time, inviting Telco Together to be part of the event, resulting in over \$10,000 raised for our Community Partners.

How We Help: Community Projects

Small Change Big Change

Small Change Big Change is an initiative of the Telco Together Foundation that is boldly expanding charitable giving in Australia by making it easy to donate via monthly phone bills.

If every phone user in Australia donated just \$1 per month on their phone bill, what a difference could be made to support disadvantaged Australians!

Commander is the first operator in Australia to introduce the Small Change Big Change program to its customers, with a successful pilot program launched to 40,000 customers in 2015.

The pilot showed that community initiatives such as this are well received by telco customers, positively impacting customers perceptions of their telecommunications provider while also raising significant funds for charity.

Due to positive feedback, the Small Change Big Change program will continue to be rolled out to more telco customers in 2017.



**SMALL CHANGE
BIG CHANGE**

Helping Australians in Need

**Over 12,000
Commander customers
are now donating
\$1, \$2, or \$5 on their
monthly telco bill.**

**Small change from
a lot of people can
make a big change in
the community!**

How We Help: Community Projects

SMS Donations

Telstra, Optus, Vodafone and mobile engagement provider OpenMarket joined forces with Telco Together to trial Australia-wide text-giving. Fifteen charities including Oxfam, UNICEF, World Vision, The Salvation Army Red Cross and St Vincent de Paul were selected to take part in the pilot. This new fundraising channel provides the opportunity for charities to include an SMS 'call to action', (e.g. "Text GIVE to 19 xx xxxx to donate \$5") in their campaign materials. Donors can respond by texting the keyword, with the \$5 donation being charged to their mobile phone bill.

Campaign Showcase: Oxfam Australia – Melbourne International Comedy Festival Gala

Each year the Melbourne International Comedy Festival holds its Comedy Gala in support of charity partner, Oxfam, with the event broadcast nationally via television station, Network Ten. For the 2016 event, Oxfam incorporated a premium SMS text giving call-to-action - "Laughter is infectious; water doesn't have to be: Text SMILE to 1996 7777 to donate \$5" as part of our SMS Donations pilot program.

Throughout the broadcast, twenty separate call-to-actions were made through direct-to-camera skits featuring some of Australia's most popular comedians. These were broadcast before and after each ad break, and were supported by a social media and outdoor marketing campaign.

As part of the broader MICF/Oxfam fundraising campaign, \$62,500 was raised from a total of 12,500 texts as well as providing 8000 new leads for follow up. Comparing 2016 donations data to that from previous years, the ease of use and one-step process of PSMS text giving provided a higher amount of total donors for lower donation amounts, resulting in much higher overall donations received. In addition, there was a substantial increase in the number of new donors, with a significant number becoming regular Oxfam donors.



Who We Help: Community Partners

In FY2016, Telco Together Foundation fundraised for three Community Partners - **Reach Out, SecondBite** and **Red Dust Role Models**. These charities are all involved in providing frontline assistance for people suffering from disadvantage.

When choosing Community Partners, our focus is on charities that prevent negative social and health outcomes through the provision of training and support programs, and work towards long-term solutions that create social change. Charities are selected through a rigorous due diligence process that considers focus on impact, financial responsibility, transparency and governance.



ReachOut is Australia's leading online mental health organisation for young people. Since 1998, ReachOut has worked alongside young people to deliver online tools that address youth mental health and reduce youth suicide.

Spotlight on ReachOut Parents Program

In 2016 an extension service was launched to help parents and carers improve the mental health and wellbeing of young people within their family environment. The majority of mental health difficulties start before the age of 24, and we know that parents are one of the first places that young people turn to for support and information. ReachOut Parents is made up of fact sheets, stories, practical tips and tools covering a range of topics, issues and experiences that are relevant to teenagers aged 12–18 years. There's also an online community forum where parents can talk to other parents about their experiences and work through concerns in a safe, anonymous environment.



SecondBite provides access to fresh, nutritious food for people in need across Australia. They do this by rescuing and redistributing surplus fresh food, building community capacity in food skills and nutrition, and advocating for an end to food insecurity.

Spotlight on the FoodMate Program

FoodMate is an eight week program that teaches participants vital skills to achieve food independence - regular access to sufficient, safe and nutritious food to maintain a healthy and active life. In order for participants to achieve food independence the program focus on three key areas - fresh food and cooking skills, nutrition education and community connections. Fresh food and cooking skills classes provide participants with essential knowledge and skills to safely prepare nutritious food. Nutrition education reinforces key messages about healthy ingredients and food safety, delivering them via games and interactive learning. The community connections component of the program helps participants make connections with local food and community programs to ensure they can independently access fresh, nutritious food once the FoodMate program is complete.



Red Dust delivers innovative health promotion programs and community development projects in partnership with remote communities. The organisation encourages Indigenous youth to learn more about healthy living through the channels of sport, art, music and dance, and the encouragement and influence of positive role models.

Spotlight on the Strong Young Women's Program

The Strong Young Women's Program delivers gender-specific health messages to young women in a range of stakeholder groups in Alice Springs, and remote Central Australian and Top End communities.

In addition to highlighting the link between lifestyle choices and wellbeing over an individual's life course, the program raises awareness of modifiable risk behaviours with an emphasis on alcohol use and Fetal Alcohol Spectrum Disorder.

How We Help: Volunteering & Fundraising

We actively work with our members to promote a culture of philanthropy by enabling staff to give back to the community. We do this by **facilitating volunteering, fundraising and workplace giving opportunities.**

Major **fundraising** events for the year included the Communications Alliance & Comms Day ACOMM Awards, Commander & Vocus New Horizons Conference, Cisco Live Conference and Comms Day Summit, where members dug deep into their pockets in support of our Community Partners.

Volunteering continued to grow steadily with new volunteer programs launched for Inabox, Nokia and Vocus. During the course of the year more than 130 telco staff gave their time to help charities including Exodus Foundation, Foodbank, SecondBite, House With No Steps and The Salvos.



Financial Snapshot

Telco Together Foundation is a public company limited by guarantee, acting as trustee for a Public Ancillary Fund - Telco Together Fund.

All financial transactions relating to the Foundation's activities occur through the Public Ancillary Fund. As such, the following pages include financial information relating to the Telco Together Fund Financial Report for year ended 30th June 2016.

A full copy of these financials, as well as the Telco Together Foundation financials can be found online at www.telcotogether.org.au



Total Revenue Breakdown

- \$408,364 Fundraising Revenue
- \$294,473 Corporate Donations
- \$39,447 Other Revenue

Types of Revenue

Corporate Donations are those donations received from member organisations to cover the running costs of the Foundation. Fundraising Revenue is all revenue received from general fundraising activities across the industry – see below for more detail.

Other Revenue includes donations made by Friends of the Foundation that relate to the costs of pro bono services provided, as well as amounts paid by Kilimanjaro participants to cover tour costs.



Fundraising Revenue Breakdown

- 6.5% Staff Fundraising
- 14.1% Industry Events
- 79.4% Member Fundraising

Types of Fundraising

Member fundraising includes funds raised at corporate events held by members, including the Vocus Commander Conference and Cisco Live, as well as revenue from the Small Change Big Change initiative.

Staff fundraising includes funds raised through grassroots activities and workplace giving.

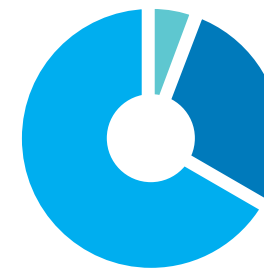
Industry Events include funds raised at industry conferences, dinners and awards nights for example the ACOMM Awards.

How We Spend Our Money

Supporting Community Partners

The Foundation distributes all money raised through fundraising activities to community organisations that deliver programs providing support to disadvantaged communities within Australia.

In 2015 - 2016, our fundraising revenue was \$408,364, with a total of \$391,085 distributed to our Community Partners.



Major Expenses Breakdown

- \$60,085 Fundraising Expenses
- \$249,019 Foundation Staff
- \$52,568 Administrative Cost

Foundation Costs

The costs of the Foundation are covered by Corporate Donations from our Members, however the Foundation has a strong focus on cost control, and benefits from many generous organisations providing pro bono support.

100% of funds raised through industry, member and staff fundraising events are distributed to Telco Together Community Partners.

Financial Summary

Summary Income Statement Year ended 30 June 2016

	2016	2015
Fundraising Revenue	\$408,364	\$239,264
Distributions to Community Partners	\$391,085	\$162,450
Operating Revenue		
Corporate Donations	\$294,473	\$242,382
Other Revenue	\$39,447	\$93,736
Total Operating Revenue	\$333,920	\$336,118
Operating Expenses		
Staff	\$249,019	\$279,879
Fundraising Expenses	\$60,085	\$30,252
Administrative Costs	\$52,568	\$68,081
Other Expenses	—	\$56,097
Total Operating Expenses	\$361,672	\$434,309
Surplus/Deficit	-\$10,473	-\$21,377

100% of Fundraising Revenue is distributed to Telco Together Community Partners. Any difference between Fundraising Revenue and Distributions to Community Partners is due to the final disbursement falling outside of the reporting period.

Some fundraising pledges are made through specific events in FY2016 such as Vocus Commander Conference are scheduled to be collected in FY2017.

Summary Balance Sheet Year ended 30 June 2016

	2016	2015
Assets		
Cash and Cash Equivalents	\$138,213	\$54,745
Accounts and Other Receivables	\$19,483	\$109,770
Other Assets	\$2,061	\$2,029
Total Assets	\$159,757	\$166,544
Liabilities		
Accounts and Other Payables	\$25,062	\$34,365
Provisions	\$27,917	\$20,286
Total Liabilities	\$52,979	\$54,650
Net Assets	\$97,050	\$107,523

These reports are a summary of the audited accounts of the Telco Together Fund. A full set of these financials, as well as the financials of the Telco Together Foundation, can be found at www.telcotogether.org.au

Board Structure

Board of Directors

The Board of Directors is the primary governance body, overseeing areas of fiduciary responsibility such as risk management and compliance, financial management and reporting, investment strategies and organisation performance.

VAUGHAN BOWEN

Chairman

Executive Director at
Vocus Communications

Non-executive Director at
Aggregato

JACKIE SOLAKOVSKI

Non-executive Director

Partner at Lander & Rogers
Lawyers

DAVID SHEWRING

Non-executive Director

Partner at Ernst & Young

PHIL CORNISH

Non-executive Director

Founder and former
Director at Vodafone
Australasia

Advisory Board

The board is supported by an Advisory Board that convenes twice yearly to consider the strategic direction of the Foundation, and to make recommendations on the Foundation's activities, including the range of Community Projects.



BOB MANSFIELD

Chairman of
Telco Together
Foundation Advisory
Board



VAUGHAN BOWEN

Chairman,
Telco Together
Foundation



PAUL ROBERTSON

Chairman, Social
Ventures Australia
Director, Financial
Markets Foundation
for Children



GEOFF HORTH

Chief Executive
Officer,
Vocus
Communications



ANDREW BUAY

Vice President Group
Corporate
Social Responsibility,
Optus



MICHAEL STANLEY

Director of HR,
Vodafone



RENEE BOWKER

Chief Executive
Officer,
Telco Together
Foundation



TIM O'LEARY

Chief Sustainability
Officer, Telstra



JASON BROUWERS

Director - Partner
Business Group -
ANZ at Cisco Systems

Members & Supporters

The Foundation is a member-based organisation, with strategic direction and outcomes driven by its members – telecommunications service providers.

Launched in July 2012 with 10 Founding Members, Telco Together now has 22 members, representing a combined reach of 70,000 staff and 22 million customers. This is reflective of Members and supporters at time of printing, (October 2016). We have been fortunate to have the support of some fantastic individuals and organisations who have assisted with the Foundation establishment and continued growth. They have donated their time, money and skills to making the Telco Together Foundation a success.

Members



Platinum Benefactors

Bowen Family Trust

Larry Kestelman

Friends of the Foundation



Geoff Horth
Scott Carter
Bevin Slattery
Boris Rozenvasser
Carolina Nunn
Darryl Inns
Frank Acland
James Anderson
Jordan Grives
Andrew Branson
Richard Branson
Peter Thornton
Alistair Carwardine
Grant Lee
Eric Wickstrum

Daniel Whitford
Jigar Shah
John Adgemis
Tim O'Sullivan
Gary Suefome
Claude Pinto
James Wills
Larry Kestelman
Philip Cornish
Rob Parcell
Marcello Barbaro
Steve Wicks
Graham Evans
Campbell Burns
John Loschiavo

Jeff Skeggs
Enrico Manuel Antonio
Adrian Catanzariti
Sachin Rathin
Peter Durning
Aaron Haydon
Stuart Lee
David Werdiger
David Fazio
Peter Durning
Ryan Thompspon
Andrew & Richard Branson
James Harb & Elie Ayoub
Rolf Bertchinger



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