



MEDIA RELEASE

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TELSTRA CONNECTS DISADVANTAGED WOMEN WITH JOBS

Telstra, Australia's largest telecommunications company is helping connect homeless and disadvantaged women across the country with employment and training opportunities by supporting The Big Issue's Women's Subscription Enterprise.

Telstra is one of the first in the Australian business community to get behind this groundbreaking social enterprise. Having already taken out 50 subscriptions, Telstra has also supported The Big Issue team with strategic direction and the opportunity to use their technology to help share the captivating stories of some of the homeless and disadvantaged women who are set to benefit from the Enterprise.

Patrick O'Beirne, General Manager of Communications and Commercial Development for Telstra, says the Women's Subscription Enterprise is a unique and innovative business model and one that he immediately wanted to get involved with.

"The Women's Subscription Enterprise really appealed to me because it allows businesses to make a tangible difference to the lives of disadvantaged and vulnerable women across the country. It is truly exciting to see such a program get off the ground, and it's even more exciting to be a founding part of it," Mr O'Beirne said.

"At Telstra, we are focused on ensuring disadvantaged Australians are connected and engaged in a very real way, and that's why it made perfect sense to support an initiative focused on engaging some of the most vulnerable in our community, homeless women.

"Using our knowledge, resources and technology at Telstra, we are delighted to support the team at The Big Issue to help them achieve their goals."

The first of its kind in Australia, the Women's Subscription Enterprise is a viable and self sustainable social enterprise initiative which provides paid employment, training, education and pathways opportunities to disadvantaged women.

Through selling subscriptions to The Big Issue magazine, a long standing and quality product that currently reaches more than 130 000 Australians each fortnight, women across Australia will be employed as Dispatch Assistants, to work part-time in a safe, secure and rewarding environment. Those employed through the Enterprise will also be provided with opportunities for further education, training and development, access to child care services and travel allowances.

Natalie Susman, Head of the Women's Subscription Enterprise says that Telstra's partnership is instrumental to the Programs' success.

"The support from the team at Telstra has been overwhelming. It has been thrilling to see so many organisations throw their support behind a program that will help disadvantaged women improve their lives now and well into the future," Ms Susman said.

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