

6 December 2004

Office of the Company Secretary

The Manager

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ELECTRONIC LODGEMENT

Dear Sir or Madam

SENIOR APPOINTMENTS AT TELSTRA

In accordance with the listing rules, I attach an announcement for release to the market.

Yours sincerely



Douglas Gration
Company Secretary

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SENIOR APPOINTMENTS AT TELSTRA

Telstra's CEO, Ziggy Switkowski, today announced the following senior appointments, effective from January 1, 2005:

- Bruce Akhurst, currently GMD Telstra Wholesale, Broadband & Media, and General Counsel, is appointed Chief Executive Officer, Sensis. Mr Akhurst will continue as a member of the Telstra CEO Leadership Team and report to the CEO. He will also retain his position on the board of Foxtel;
- Deena Shiff, Managing Director, Telstra Wholesale, is promoted to the newly established position of Group Managing Director, Telstra Wholesale. Ms Shiff joins the CEO Leadership Team, and will report to the CEO;
- Will Irving, Deputy Group General Counsel, is appointed Group General Counsel and will report to the CEO;
- Gerry Sutton, Managing Director, Telstra Media, will continue to report to Mr Akhurst, and will maintain responsibility for content acquisition and development for both Sensis and BigPond as well as the management of the Telstra-Foxtel relationship;
- BigPond will continue to be headed by Justin Milne and Philip Jones, both of whom will report to the CEO; and
- Douglas Gration, Company Secretary, will report to the Chief Financial Officer, John Stanhope.

From January 1, 2005, the Telstra CEO Leadership team will comprise the CEO, Bruce Akhurst, Doug Campbell, David Moffatt, Ted Pretty, Michael Rocca, Bill Scales, Deena Shiff, John Stanhope and David Thodey.