

15 November 2005

Office of the Company Secretary

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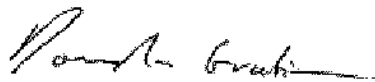
ELECTRONIC LODGEMENT

Dear Sir or Madam

Telstra media releases regarding mobile 3G broadband, BigPond and Sensis.

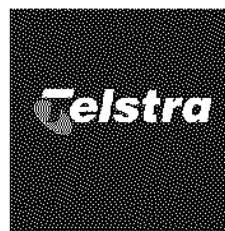
In accordance with the listing rules, please find copies of media announcements for release to the market.

Yours sincerely

A handwritten signature in black ink, appearing to read "Douglas Gratton".

Douglas Gratton
Company Secretary

Media Release



15 November 2005

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Telstra unveils 3G *city-to-country* delivering mobile 3G broadband

Telstra today unveiled its mobile broadband vision for Australia announcing a three-year plan for a single, super-fast national 3G mobile service.

Telstra Chief Executive Officer, Mr Sol Trujillo said Telstra's *3G city-to-country* plan would deliver faster speeds, wider coverage, and better mobile services for both city and country customers.

"Telstra will be the first Australian telco to deliver high-speed 3G services across the country creating the best and largest network with wider and better coverage than exists today.

"The national 3G service will provide Telstra's customers with existing and enhanced services including voice and video calling, mobile internet services and wireless broadband," Mr Trujillo said.

Telstra also announced that it had chosen Ericsson Australia Pty Ltd as the vendor to upgrade its 3G capability (3GSM) nationally. Telstra and Ericsson have entered in to a Memorandum of Understanding in relation to this project and will finalise their commercial arrangements as soon as possible.

Ericsson was chosen because they provided the best technical solution at a competitive cost and they also met Telstra's timeframes to provide the *3G city-to-country* service.

Mr Trujillo said the new network would use the same (850 MHz) frequency and booster technology approach used by Telstra's existing CDMA network, thereby providing the same broad coverage in rural areas, without the need for extra base stations.

"Technology improvements mean the national 3G service will match the existing CDMA coverage and continue to reach 98 per cent of people.

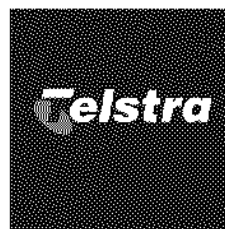
"This effectively removes any divide between city and country mobile customers in accessing the same range of leading-edge mobile services," he said.

Both city and country customers, using the next generation of mobile phones on the 3G service, will benefit in the following ways:

- country customers will experience the latest 3G services including video calling and fast mobile internet services;
- when city-based customers travel in regional areas, they will get significantly improved mobile phone coverage compared to their GSM service today;
- all customers will benefit from improvements to in-building and highway coverage; and
- all customers, when travelling overseas, will get access to hundreds of global destinations on GSM's extensive global roaming service.

Telstra's National Media Inquiry line is 131639 and the Telstra Corporate Communications Centre is located at www.telstra.com.au/abouttelstra/media

Media Release



Mr Trujillo said the existing CDMA network and the Telstra and Big Pond Wireless Broadband services will remain in place until the national 3G service has the same or better coverage and services.

“Wireless broadband coverage on the CDMA-based EV-DO network will continue to be expanded as part of our commitment to accelerate the growth of our leading wireless broadband service until such time as the national 3G service is available.

“At this time, Telstra and Big Pond Wireless Broadband customers will receive free upgrades and replacement data cards and modems.

“Customers will be given plenty of notice to upgrade their handsets in the same way they do today but with the added benefit of attractive handset deals to ensure they can make full use of the new services.”

Mr Trujillo said Telstra’s *3G city-to-country* plan played a key role in the Company’s overall vision to provide Australians with 21st century telecommunications services.

“This investment into the Australian community is pro-growth, pro-shareholders and pro-country.

“The *3G city-to-country* vision means future investments in a single efficient 3G network will benefit our mobile customers by providing better services, which are delivered more quickly and at the lowest cost.

“This plan also lays the foundation for Telstra to deliver 4G services more quickly. A super-speed 4G technology will put Australian mobile users on a superior technology path with access to new services such as video-on-demand.

“We will be talking shortly to our customers and stakeholders about our plans,” Mr Trujillo said.

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Fact sheet – Telstra’s 3G city-to-country vision

Moving to a single network means future investments will benefit our mobile customers providing better services, which are delivered more quickly and at the lowest cost.

Telstra is already providing 3G services over its EVDO and 3GSM networks. Recent technology breakthroughs mean that 3GSM (Wideband CDMA) services on the 850MHz spectrum deliver greater distances than on the 2100 MHz frequency, which is currently used by 3GSM. At 850Mhz, 3G services can be provided over the CDMA footprint without the need for building extra base stations to extend the reach of faster services.

This has already been proved in the USA, where a 3GSM-850 high-speed network is being deployed by the country’s largest mobile phone operator, Cingular (with more than 51 million mobile customers). The technology is being considered for deployment by other carriers to deliver services over large geographic areas in countries including Brazil, Mexico, Malaysia and Canada.

The 3GSM-850 high-speed mobile network is based on an international standard and provides speeds up to 14Mbps. Telstra holds a licence for the 850MHz spectrum, which it is already using for the CDMA network. Telstra will continue operating the CDMA network and its broadband enhancements in tandem with the 3G network until new network coverage and services are equivalent.

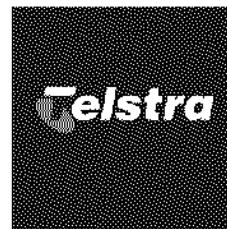
The larger number of GSM users globally means more resources are invested in developing new and even better handsets, wireless data services and network applications and functions.

Moving to a single national 3G service sets the foundations for Telstra to quickly move to the next generations of mobile technology (4G). Removing duplication makes the decision to upgrade the single service easier and allows Telstra to be at the forefront of providing the latest mobile services to customers.

“Super 3G” is already on the horizon with an international standards group, the 3G Partnership Project, progressing “Super 3G” design standards. The standards are expected to be ready in 2006 with networks expected to be ready by 2008-2009.

A super-speed 4G technology will put Australian mobile users on a superior technology path with access to new services such as video-on-demand.

Media Release



15 November 2005

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BigPond signs up Sony Pictures Entertainment for Movies Downloads

BigPond Movies members will have access to one of the world's largest libraries of Hollywood films when BigPond launches its Australian-first Movies Downloads service for PC users next March.

BigPond Managing Director, Mr Justin Milne, today announced the signing of a major deal with Sony Pictures Entertainment that will give BigPond Movies customers access to Sony product in the pay per view window after local video release.

This includes a varied selection from more than 7,000 titles from Columbia, Tristar, Screen Gems, Sony Classics, MGM and UA films - all distributed in Australia by Sony Pictures Entertainment.

Members will be able to download, to their PCs, feature films such as 'Bewitched', popular Hollywood blockbusters like 'Men In Black II', classic titles, big budget Australian features like 'The Proposition' and alternative pictures including 'Layer Cake, as well as made for TV features.

"BigPond Movies Downloads will be one of the first services of its kind in the world and will give Australians front row seats for the next generation of broadband home entertainment," Mr Milne said.

"BigPond Movies subscribers will be able to select and download, via their broadband connection, a huge range of movies, TV titles, sport, documentaries, lifestyle programs and hard-to-get content. They can then watch high quality digital video replays 'on demand'.

"We've built and successfully tested the downloads platform and, when we launch next March, BigPond Movies members will be able to access downloads at very competitive prices.

"We're very excited about the range of classic titles and new releases available through our Sony partnership. Our experience with BigPond Music and BigPond Movies DVD service has shown that while people want the latest hits, there's also huge demand for 'back catalogue' selections, which can be found simply via our sites' online search facilities.

"BigPond Movie Downloads is a natural extension of our popular BigPond Movies online DVD rental service and once again highlights BigPond as a leader in Australian broadband entertainment," Mr Milne said.

Mr Jack Ford, Managing Director, Sony Pictures Television Pty Ltd, Australia and New Zealand said: "As one of the world's foremost studios, Sony is delighted to partner with BigPond, Australia's leading broadband provider to deliver exciting online entertainment to Australians."

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Media Release

Sensis revenue to double within five years

15 November, 2005: Sensis today announced it will double its revenue base to \$3 billion within five years, supported by new consumer offerings that will cement its position as Australia's leading information resource.

"In the next five years, Sensis will double its revenue base to more than \$3 billion to become *the* leading, one-stop-shop for helping Australians find, buy and sell", Sensis CEO, Mr Bruce Akhurst said today.

"Within five years, ninety percent of the Australian population will use a Sensis service every month", Mr Akhurst said.

Last financial year, Sensis exceeded its six percent revenue growth target, delivering organic revenue growth of 11 per cent, excluding acquisitions. The company is on track to deliver on this year's plan and confident of again exceeding the consensus estimate of six percent.

Speaking at the Telstra strategic review held in Sydney today, Mr Akhurst announced multiple new product initiatives –

- A new **Yellow Pages® mini directory**, which is being trialled, contains useful information for consumers on the move.
- In 2006, **the first Yellow Pages® OnLine consumer service** will allow buyers to not only find products in specific segments, but also compare and contrast them, view special offers, make bookings, get quotes, pay bills and receive other information relevant to their personal profile.
- The Sensis® 1234 voice service will, from Thursday this week, be the first phone service in Australia to provide **movies and weather information via the operator and SMS**.
- Buyers will soon be able to use a mobile phone to search the Sensis network for **movie times and venues, then purchase a ticket** and receive an SMS with the movie's location and time. They'll be able to conduct a similar search on Sensis® 1234, the Telstra and Sensis online sites, via their in-car Whereis® navigation system, or via a wireless device.
- A prototype **consumer-to-consumer transaction functionality** has been added to tradingpost.com.au. This new capability allows consumers to contact a seller by phone or email, buy online or make an offer. In the future, consumers will be able to do the same transaction on wireless devices.
- Sensis will next year launch a new **Trading Post® Automotive website** leveraging its significant automotive content and usage through existing assets like Trading Post®, Yellow Pages®, White Pages®, Whereis® and Telstra's BigPond.

"The Sensis growth strategy is simple: we ensure buyers can access our information through any medium, wherever and whenever they choose, and we ensure sellers can be found by buyers wherever they search across our network, The network spans print, voice, online and wireless," Mr Akhurst said.

"I'm confident we'll achieve our growth strategy because we have such unique competitive assets - comprehensive, local *Australian* content, extensive sales reach, phenomenal usage,

multi-channel publishing capabilities, icon brands, and a strong track record in product innovation and strategy execution," Mr Akhurst said.

In the future, Sensis will help Australians do business *right across* the advertising value chain through new connection and transaction services on its online sites and on wireless devices like Telstra i-mode and 3G. Sellers will not only be able to reach more customers through the Sensis Network than anywhere else in Australia, but they'll also be able to 'close the sale'. Buyers won't just be able to select a product, but also connect with the seller and actually buy the product.

"Sensis is already a successful, growth company. We're Australia's leading information resource, one of the world's top ten directory companies¹, and the country's largest and most profitable online advertising business²," Mr Akhurst said.

- ends -

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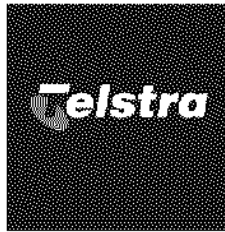
About Sensis

Sensis is Australia's leading information resource. We make complex lives simpler by helping Australians find, buy and sell. Sensis delivers innovative and integrated search solutions via print, online, voice and wireless channels to connect Australians 24 hours a day, seven days a week. Our powerful, multi-channel portfolio provides an unparalleled local information source incorporating: the White Pages® and Yellow Pages® directories; the CitySearch® lifestyle site; the Whereis® location and navigation database; the search engine for Australians - sensis.com.au; and Sensis® 1234, the operator-assisted, premium voice information service; and The Trading Post Group's stable of weekly and monthly publications and Universal Publisher's mapping publications. Invizage Technology, a wholly owned subsidiary of Sensis is one of Australia's market leaders in IT services to small and medium sized enterprises. In June 2005, Sensis launched LinkMe.com.au, an innovative online career networking site in partnership with MBI Investments.

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¹ "Executive Summary - Largest Global Yellow Pages Publishers 2004", Global Yellow Pages™ 2005, The Kelsey Group, 2005, pg.12. Sensis is ranked number nine in the world by Estimated 2004 Directory Revenues (\$55 million).

² Audit Bureau of Verification Services, Online Advertising Expenditure Report, January 2005 to June 2005



Fact sheet

\$200 million staff training for next generation networks

Telstra has today announced a \$200 million training initiative over the next five years to make our people among the best trained in the world in building, running and maintaining next generation networks.

Telstra's people are its most important asset, and the proposed new networks announced today mean that Telstra's people will need additional skills.

Customers tell us that we are not always good enough when it comes to fixing problems right, the first time. Telstra's intention is to make the necessary investments in the network and in our employees, in terms of training and skills, so we can fix it right the first time.

Telstra will team with external service provider(s) to give its operational workforce training in provisioning, maintaining and running next generation networks including a high-speed IP core and our 3G wireless network.

The training program will be available in first quarter of 2006 and will underpin our three key objectives of –

- Service excellence
- Value creation
- Business future

Key elements of the training program include:

- Ensuring learning is designed to meet customer needs;
- Our field workforce, and other operational parts of the business, will have access to world-leading training;
- We will ensure that the majority of our workforce is trained to the highest world and industry standards, such as 'Cisco-certified' engineers for those staff involved with the IP-MPLS core network;
- Tailored programs for Telstra's diverse operational workforce, some of which work in the most remote locations in Australia; and
- Ensuring learning outcomes have a commercial focus.



Fact Sheet - Telstra's next generation network

Telstra customers will soon enjoy next generation products and services as the company upgrades its access and core networks to increase speeds and network capacity, develop greater resilience and redundancy, and reduce network costs.

By 2009, Telstra will overhaul its access network, Public Switched Telephone Network (PSTN), and backbone infrastructure to bring customers the latest voice, video, data services on a common IP (Internet Protocol) MPLS core network.

This means the Telstra network will support –

- High speed Internet (with speeds greater than 12 Mbps)
- Mass deployment of VoIP (Voice over Internet Protocol)
- Multi-casting for advanced capabilities such as IP TV
- Seamless tele-commuting
- Video on Demand and IP video conferencing

The transformation will give the new IP network 77 times the capacity of the current network.

The new network will also reduce costs by consolidating the Wideband IP, ATM, Frame Relay and DDN (Digital Data Network) from multiple networks into one common core network.

Additionally, Telstra will replace 116 old PSTN switches with 10 new voice soft switches. This will see traditional telephony services delivered using the IP Core infrastructure, positioning customers for new broadband and multimedia service offerings.

Finally, Telstra will upgrade its access network by providing IP-based ADSL2+ equipment to four million services addresses, giving these customers access to speeds of 12Mbps or greater. The company will deploy Fibre to the Node technology to 20,000 nodes and will upgrade 450 exchanges. Broadband-blocking technology will be removed, enhancing the availability and reach of this next generation capability.

These commitments are subject to the same regulatory qualifications as apply to all Telstra presentations announced at the company's strategic review.