Edition No. 375   February 2024

The Club's next meeting is scheduled to be held at the SPAN Community House, 64 Clyde Street, Thornbury from 12.00 noon to 2.00 pm on Saturday 2nd March 2024. All Club Members and Visitors are welcome to attend.

FROM THE EDITOR'S DESK (the Editor at **postmaster@melbournephonecardclub.org.au.**)

The Telecom Australia and Telstra Coca-Cola Phonecards and Packs

Generalised advertisements for Telecom Australia Coca-Cola Phonecards and Packs first appeared in the October 1994 Issue of the Australasian Phonecard Monthly Vol. 2, No. 10 on its cover and on page 13 (Refer to https://www.sergent.com.au/phonecards/aust/apm02-10.html).

First Release: Coca-Cola Red and White Santa Claus Pack, and Coca-Cola Polar Bear Pack

In the November 1994 Issue of the Australasian Phonecard Monthly Vol. 2 No. 11 more Coca-Cola Phonecard advertisements and articles appeared on the cover, and on pages 22 to 26 and 50, (Refer to https://www.sergent.com.au/phonecards/aust/apm02-11.html). Of particular interest was the article on page 22 which stated that "*A Melbourne based company, Universal Coin Co. Pty Ltd has been licensed to produce and market phonecards with the Coca-Cola trademarks …*". Additionally it was stated that "*In the first release there are two phonecards representing phonecards past and present … the first card features the **Red and White Santa** … the second features (the) **Polar Bear**.*" Finally it was advised that only 2,000 of each of these cards were allocated for the Standing Order Service, and that interested collectors should respond quickly by filling out the application form located in the centre pages of this magazine. The application form was in fact located on page 26 and it was titled "*Universal Coin Co. The Licensee of Australian Coca-Cola Phonecards Standing Order Arrangement Offer*". A summary of some of the significant information provided and requested on this form is as follows:

- There was a box to tick if matched Pack Numbers for each issue were required,
- There was a box to place the Order Quantity (Limit of 4) for each of;
  - the Red & White Santa Claus Limited Edition Packs (Only 10,000 Produced at $19.50 each), and
  - the Polar Bear Limited Edition Pack (Only 10,000 produced at $19.50 each),
- Only 2,000 units of each issue will be made available for the SOA (Standing Order Arrangement),
- The SOA could be terminated by;
  - An SOA member informing the Universal Coin Co. in writing, or
  - The Universal Coin Co. not receiving a payment within 14 days of them invoicing an SOA member, in which case they will assume that, that member no longer wishes to maintain their SOA, and
- The SOA Offer closes on the 24 December 1994.

In the March 1995 Issue of the Australasian Phonecard Monthly Vol. 3 No. 3 (Refer to https://www.sergent.com.au/phonecards/aust/apm03-03.html), in the "*Coca-Cola Phonecards in the Australian Market*" article on page 4, it was stated that "*In another first, the Universal Coin Co. is also releasing a gold series of its first release. These will feature the first 500 Serial Numbered Packs. The dynamic logo will be embossed in gold and the serial numbers will be specially hand written in red*", and "*The **Gold** Issue will only be available at the Sydney International Phonecard Fair, 25-26 March 1995*".

Summary of First Release Coca-Cola Pack Details

The First Release Gold & Standard Coca-Cola Packs (i.e. The Red & White Santa Claus Packs, and The Polar Bear Packs) contained Phonecards which had their Card Number matched to the Pack Number as follows;

Pack Type	First Release Pack Name	Pack No. Range	Phonecard S/No. Range
Gold	Coca-Cola Red & White Santa Claus	00001 to 00500	644 00001 to 644 00500
	Coca-Cola Polar Bear	00001 to 00500	645 00001 to 645 00500
Standard	Coca-Cola Red & White Santa Claus	00501 to 10000	644 00501 to 644 10000
	Coca-Cola Polar Bear	00501 to 10000	645 00501 to 645 10000

Coca-Cola Red & White Santa Claus Gold Pack Details

Outside Faces of Open Pack

Telecom Phonecard Card No. **00460** from Pack, shown below, matches its Pack No. **00460**, shown above

Inside Faces of Open Pack

Coca-Cola Red & White Santa Claus Standard Pack Details

Outside Faces of Open Pack

Telecom Phonecard Card No. **04402** from Pack, shown below, matches its Pack No. **04402**, shown above

Inside Faces of Open Pack

Coca-Cola Polar Bear Gold Pack Details

Outside Faces of Open Pack

Telecom Phonecard Card No. **00460** from Pack, shown below, matches its Pack No. **00460**, shown above
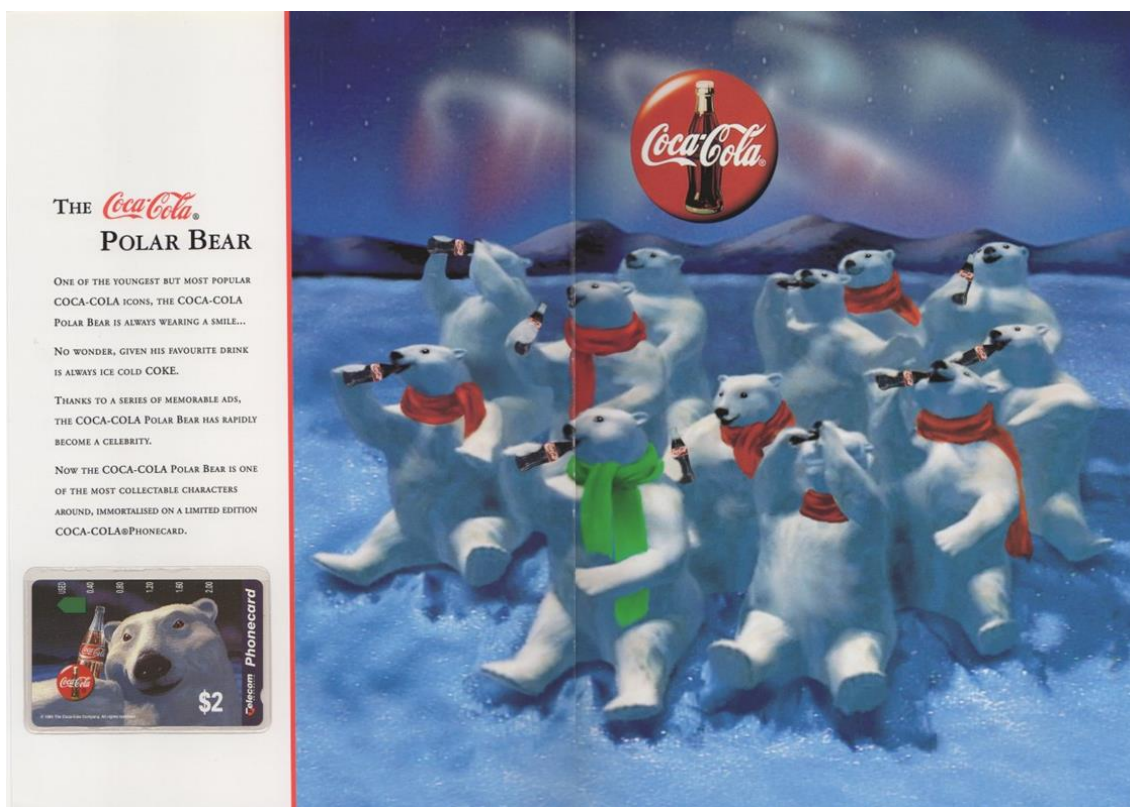

Inside Faces of Open Pack

Coca-Cola Polar Bear Standard Pack Details

Outside Faces of Open Pack
Telecom Phonecard Card No. **04402** from Pack, shown below, matches its Pack No. **04402**, shown above

Inside Faces of Open Pack

MELBOURNE PHONECARD CLUB LIBRARY

The complete library of our club is now available in digital format as a USB memory stick. This project took just under 3 years to complete commencing during the COVID lockdowns in the year 2020.

Members with an email address have been given the opportunity to obtain a free USB memory stick for **their personal use.** It was assumed that these particular members would have access to a desktop or laptop computer. Those who indicated an interest should receive theirs in the mail by the second or third week in February.

Those members who don't have an email address are also being given the opportunity to obtain one of these for **their personal use**. You may have relative that you can visit who can show you how to use it. Some may even have an old computer sitting at home that has an operating system. All you need to do is turn the power on and insert the memory stick. You don't need internet connections or any fancy software. Others may be staying in a residential care facility which may have a laptop or other device that is available to residents for use.

Over 100kg of paper from our library has been condensed into something that weighs only a few grams!

The memory stick contains various catalogues, newsletters, magazines, periodicals, brochures and other phonecard related material.

The Australian component includes:

(a) All Melbourne Phonecard Club newsletters from issue 001 (Oct 1992) to 373 (Dec 2023).

(b) Catalogues for Telecom/Telstra Anritsu, chip and Phoneaway cards.

(c) A full set of Paytel Collector periodicals.

(d) A full set of Telecom/Telstra Collect (issues No. 1 to 38)

(e) Other magazines such as The Phonecard Collector and The Australasian Phonecard Monthly.

(f) Many other items that would be of great interest to the collector.

There is also a comprehensive collection of literature, magazines, catalogues and phonecard related material from Belgium, China, Denmark, Finland, France, Germany, Gibraltar, Ireland, Italy, Latvia, Malaysia, Malta, Netherlands, New Zealand, Norway, Oman, Papua New Guinea, Poland, Singapore, South Africa, Sweden, Switzerland, U.S.A. and United Kingdom.

Any member who does not have an email address is welcome to request one of these memory sticks for **their personal use** by writing to the Melbourne Phonecard Club PO Box 166 BEAUFORT 3373.

If you have a friend or acquaintance who would like one of these, please do not give it away. Instead, encourage them to become a member. This memory stick is far more valuable than the $15 that an annual membership would cost them.

Robert Luke
President/Secretary

No. 1 circa Jun 1994.pdf   No. 2 circa Aug 1994.pdf   No. 3 circa Nov 1994.pdf   No. 4 circa Jan 1995.pdf   No. 5 circa Mar 1995.pdf   No. 6 May 1995.pdf

Please send all membership enquiries to Robert Luke at **postmaster@melbournephonecardclub.org.au**
The Melbourne Phonecard Club's Website is at **http://www.melbournephonecardclub.org.au.**