

THE MELBOURNE PHONECARD CLUB

INCORPORATED

PO BOX 166, BEAUFORT, VICTORIA, 3373, AUSTRALIA

NEWSLETTER

Edition No. 382 September 2024

The Club's next meeting is our Annual General Meeting scheduled to be held at the SPAN Community House, 64 Clyde Street, Thornbury from 12.00 noon to 2.00 pm on Saturday 2nd November 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 (Continued)

Summary of the Standard Pack of "A Phonecard History of Coca-Cola"

These Standard Packs comprise of both Numbered and Unnumbered Packs, however, there are differences between these two (2) Pack types. It appears that Universal Coin Co. initially only purchased one lot of Unnumbered Standard Packs to meet the demand of its Standing Order Arrangement (SOA) customers, and hand wrote Pack Numbers on them in **Dark Blue** ink with Pack Numbers matching those of their SOA customers who had previously purchased Standard Packs. Furthermore, it appears that at some time after the initial purchase of the first lot of Standard Packs to be used as Numbered Standard Packs, that another lot of Standard Packs was purchased to be used as Unnumbered Standard Packs for the remaining sets of Phonecards with Card Numbers within the range of 00301* to 02000, which were not to be sent to SOA customers. The major difference between these Numbered Standard Packs and the Unnumbered Standard Packs was that the numbered ones had the same type of Phonecard Pockets in them as both the Numbered and Unnumbered Gold Packs which was a thicker 62mm x 95mm Pocket, whilst the unnumbered ones had a thinner 57mm x 88mm Pocket as shown and detailed on page 5 of this Newsletter.

In the International Numismatics Phonecard Bulletin No. 24, November 1996 under the heading "The Stunning Australian Coca-Cola 10 Card Set" the cost of the Standard Pack is advertised as \$125 each. However, in the subsequent International Numismatics Phonecard Bulletin No. 29, August - September 1997 under the heading "The Australian Coca-Cola Phonecards" the cost of the Standard Pack was reduced by \$30 to \$95 each.

It is not known how many of these Standard Packs were Numbered and Unnumbered, but sightings so far of these Standard Packs indicates that there are probably similar quantities, that is about 850 of each. However, the Unnumbered Standard Packs can be ascribed a De Facto Pack Number which is defined to be the Phonecard Card Number on the Phonecards in the Pack, but only if all of those Phonecards have the same Phonecard Card Number.

The Phonecard History of Coca-Cola Standard Packs contained Phonecards which had their Card Number matched to the Pack Number as follows;

Pack Type	Pack Name	Pack No. Range	Phonecard S/No. Range
Standard (Numbered & Unnumbered Packs)	A Phonecard History of Coca-Cola	00301 to 02000*	1198 00301 to 1198 02000
		00301 to 02000*	1199 00301 to 1199 02000
		00301 to 02000*	1200 00301 to 1200 02000
		00301 to 02000*	1201 00301 to 1201 02000
		00301 to 02000*	1202 00301 to 1202 02000
		00301 to 02000*	1203 00301 to 1203 02000
		00301 to 02000*	1204 00301 to 1204 02000
		00301 to 02000*	1205 00301 to 1205 02000
		00301 to 02000*	1206 00301 to 1206 02000
		00301 to 02000*	1207 00301 to 1207 02000

***NOTE:** It has been assumed that the quantity of these Coca-Cola Gold Packs produced was 300, and therefore there would have only been 1,700 (= 2,000 - 300) of the Standard Packs produced.

A Phonecard History of Coca-Cola Numbered Standard Pack Details



Outside Faces of Open Pack

Telstra Phonecards Card Nos. 00529 from Pack, shown below, match their Pack No. **529**, shown above

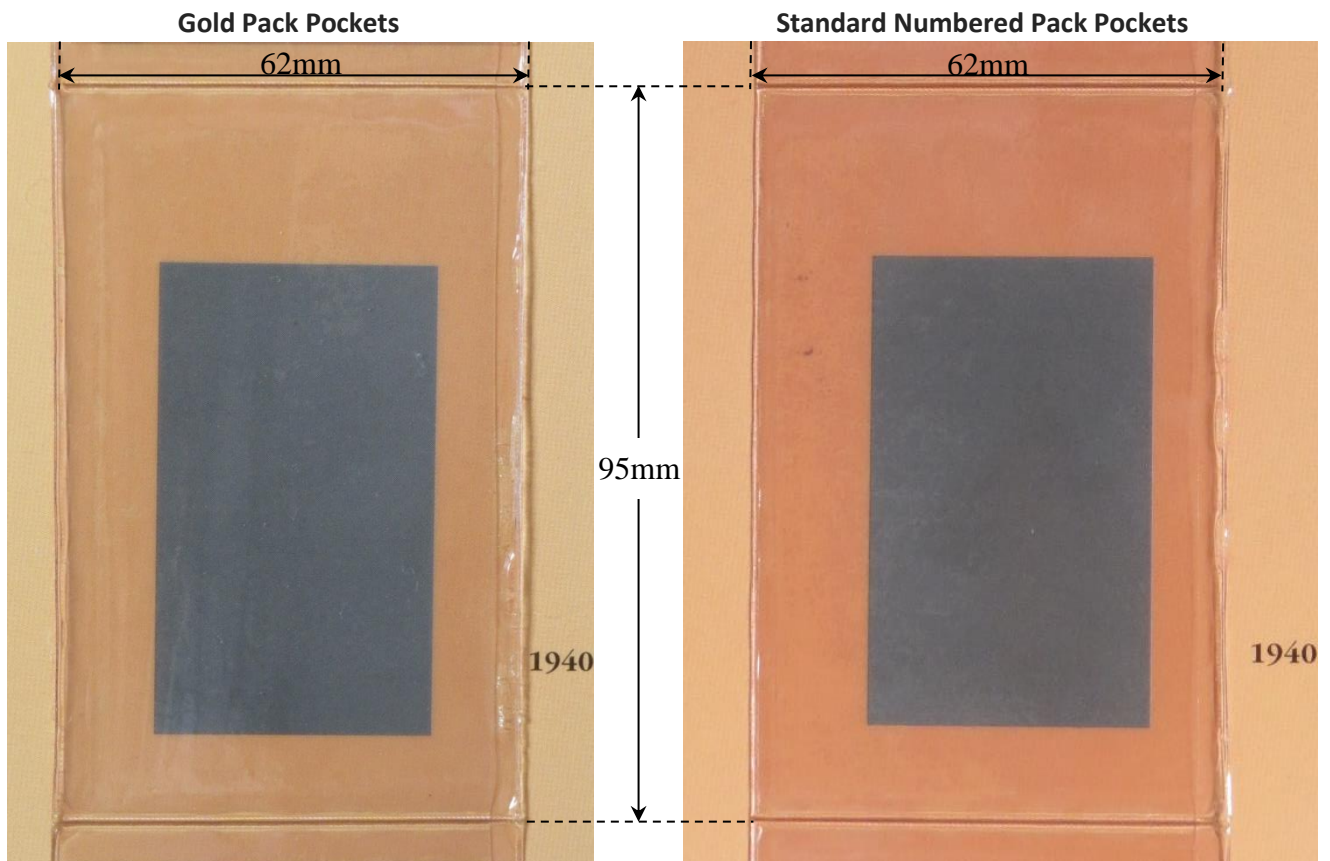




Inside Faces of Open Pack

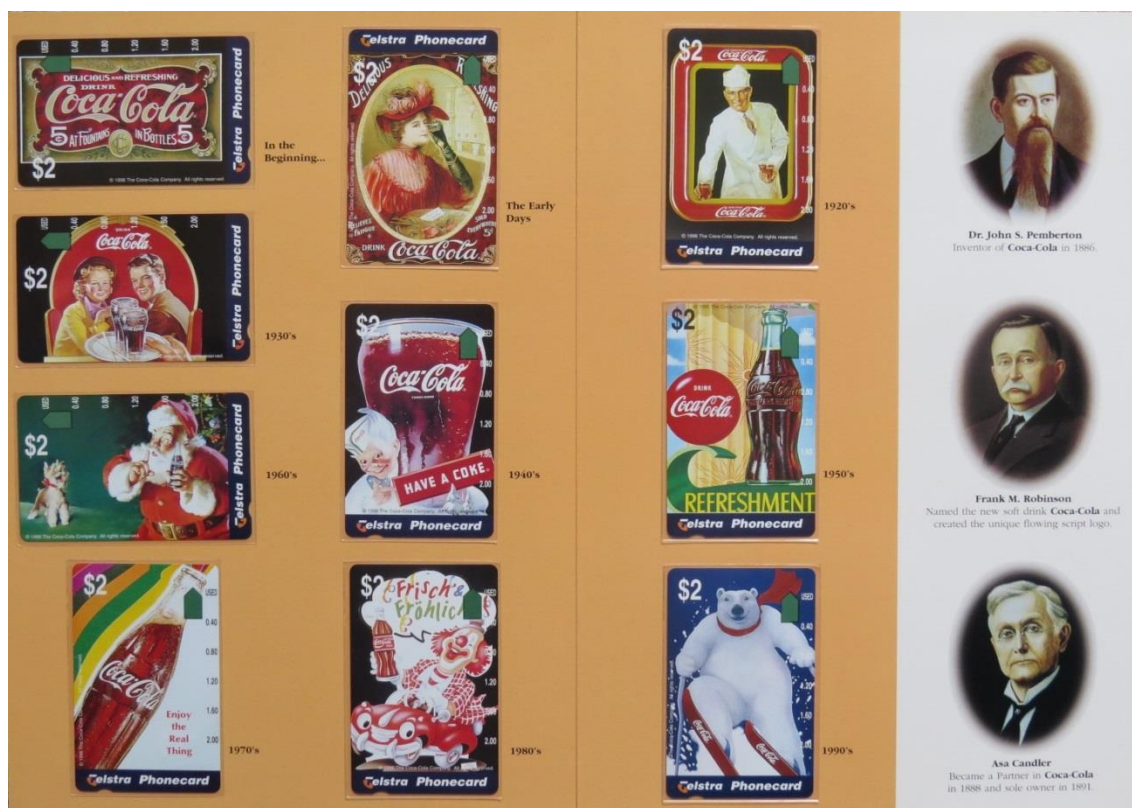
Comparison of the Phonecard Sleeves in the Gold Packs to the Numbered Standard Packs

Both the Numbered and Unnumbered Gold and the Numbered Standard Packs have the same thicker Pack Pockets with dimensions of 62mm x 95mm, as shown below. Therefore, all of these Packs use the same Phonecard Pockets.



Telstra Phonecards with Card Nos. 00**1538** below, makes above Unnumbered Pack, De Facto Pack No. **1538**

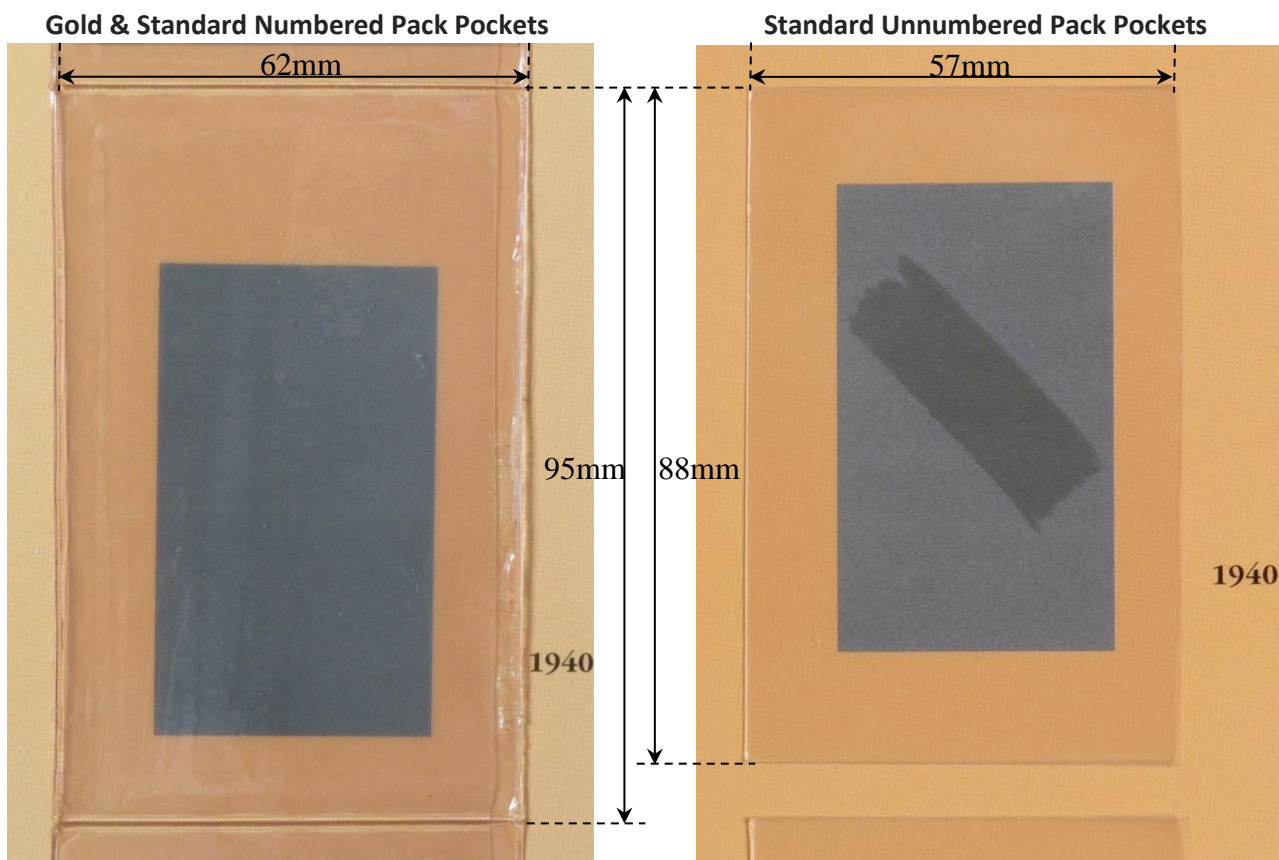




Inside Faces of Open Pack

Comparison of Phonecard Sleeves in Gold and Numbered Standard Packs to Unnumbered Standard Packs

Both the Numbered and Unnumbered Gold and the Numbered Standard Packs have the same thicker Pack Pockets with dimensions of 62mm x 95mm, however the Unnumbered Standard Pack has a thinner Pack Pocket with dimensions 57mm x 88mm as shown below. Therefore, these Unnumbered Standard Packs use a different Phonecard Pocket to the Numbered and Unnumbered Gold and the Numbered Standard Packs. Furthermore, the Unnumbered Standard Packs also have a visible rectangular area of adhesive holding the Phonecard pockets onto them, which is not visible on the Numbered and Unnumbered Gold, and the Numbered Standard Phonecard Packs.



The Coca Cola Prizecard Packets

In the Australia New Zealand Phonecard Magazine Volume 3, February – March 1997 on page 21 (Refer to <https://www.sergeant.com.au/phonecards/aust/anzpm03.html>),

is the Coca-Cola Promotion article shown on the left, which explains the details of the promotion. These Prizecards had Serial Numbers ranging from 1330 00000 to 1334 99999, and each of these cards, except for the first 2,000* of them (i.e. the Card with Serial Numbers 1330 00000 to 1330 01999), were individually sealed into a small clear plastic bag together with the Telstra "Coca-Cola" Prizecard Competition Terms and Conditions.

***NOTE:** The Universal Coin Co. acquired the first 2,000 of the Coca-Cola \$0 Prizecards from Telstra. It is believed that this was part of an agreement arrived at between Telstra and the Universal Coin Co. to permit Telstra to produce these \$0 Coca-Cola Prizecards for Telstra to use to promote the sales of its phonecards.

It appears that the Universal Coin Co. was planning to match the Card Numbers of these Prizecards with the Matched Pack Numbered and Unnumbered pairs of the Coca-Cola Promotions I and II Packs similar to what they did with the Coca-Cola Sun, and Coca-Cola Contour Bottle Pack Pairs and the Complimentary Issue Prefix 755 \$2 Coca-Cola Phonecards. The timing of the scheduled release of the Promotion I & II Coca-Cola Packs had been planned for September/October of 1996, however Telstra did not have the \$0 Coca-Cola Prize Phonecards produced and issued until January 1997, which meant that the 2,000 \$0 Coca-Cola Prizecards that the Universal Coin Co. had received from Telstra, unfortunately, were not available in time, to be matched to the Coca-Cola Promotions Packs for their scheduled release date.


Coca-Cola Promotion

In a joint promotion with Coca-Cola, Telstra released a total of 500,000 of a Phonecard called a 'Prizecard'.

Any customer purchasing a \$10, \$20 or \$50 Phonecard from a reseller between 13 January and 21 February, 1997, received a 'free' Prizecard which gave them a chance to win a variety of prizes - 2000 of the cards being 'winning cards' - which included a Hyundai Coupe SX car, sunboards etc.

The cards look and feel like ordinary Phonecards (with a prefix number) but with a nil value. When the card

is inserted in a payphone, as with a normal phonecard, it automatically dialled the prize hotline and let the customer know what prize they may have won and how to claim it.




TELSTRA COCA-COLA PRIZECARD COMPETITION
Are you an instant winner?

- Simply insert Prizecard in a Telstra Phonecard payphone.
- Listen to find out if you've won!!
- If you are a winner an announcement will tell you what you've won.
- If you do not hear this announcement, send in for your second chance draw.
- To enter the second chance draw, send this card with your name and address to:

Telstra Prizecard Promotion
Locked Bag 6613
Sydney 1100

- Competition closes 21st February 1997.
- Second chance draw prize winners will be announced in The Australian newspaper on 5th March 1997.

PRIZE WINNERS MUST PRODUCE WINNING CARD, OR QUOTE CARD NO., TO BE ELIGIBLE FOR THEIR PRIZE.

0133056080

Permit Nos.: ACT TP96/1527
Victoria 96/2028
SA T4147
NSW TC96/8158
NT NT96/2469

TELSTRA "COCA-COLA" PRIZECARD COMPETITION TERMS AND CONDITIONS

- The Promoters are Telstra Corporation Limited ACN 051 775 558 ("Telstra") of 320 Pitt Street, Sydney NSW and Coca-Cola South Pacific Pty Ltd ACN 003 029 794 ("Coca-Cola") of 71 Circular Quay East, Sydney NSW.
- Information on how to enter and how to claim prizes forms part of these conditions of entry.
- Employees of Telstra and "Coca-Cola" and their agencies involved in this promotion and their immediate families are not eligible to enter.
- Entrants purchasing a \$10 Phonecard between 13 January 1997 and 21 February 1997 will receive a specially marked Telstra

"Coca-Cola" Prizecard. Entrants must insert the Telstra "Coca-Cola" Prizecard into a Telstra Card Payphone before 5.00 pm on 21 February 1997. If they are an instant winner, a telephone number will be dialled automatically when they insert the Telstra "Coca-Cola" Prizecard and they will be informed of the prize that they have won and how to claim it. Prize winners must be able to produce the winning card, including the winning card no. to be eligible to claim their prize.

- Entrants who are not instant winners should forward their Telstra "Coca-Cola" Prizecard to Telstra "Coca-Cola" Prizecard Promotion, Locked Bag 6613, Sydney NSW 2001 to arrive before 5.00 pm on 24 February 1997 to be entered in the Second Chance Draw.
- A Second Chance Draw will take place at Level 7, 320 Pitt Street, Sydney at 5.00 pm on 25 February 1997. Entries will be drawn until all unclaimed prizes have been won. Prizes will be awarded in descending order of value.
- The prizes are: 1 x Hyundai S Coupe (including on-road costs) valued at \$25,000, 10 x Surfboards valued at \$650 each, 25 x Sony Playstations valued at \$500 each, 100 x "Coca-Cola" trade-marked Skateboards valued at \$100 each, 50 x Nintendo Gameboys valued at \$99.95 each, 500 x "Coca-Cola" Prize Packs (T-Shirt, Hat, Frisbee) valued at \$53 each, 250 x Big Pond Starter Kits valued at \$20 each, 1000 x Telstra Phonecards valued at \$10 each. Total Prize Pool: \$100,497.50.
- All winners will be notified by mail and their names and suburbs published in *The Australian* on 5 March 1997.
- The 'judges' decision is final and no correspondence will be entered into.
- Prizes are not redeemable or transferable for cash.
- Winners agree to make themselves available to Telstra and the Coca Cola Company for promotional and publicity purposes.

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>.