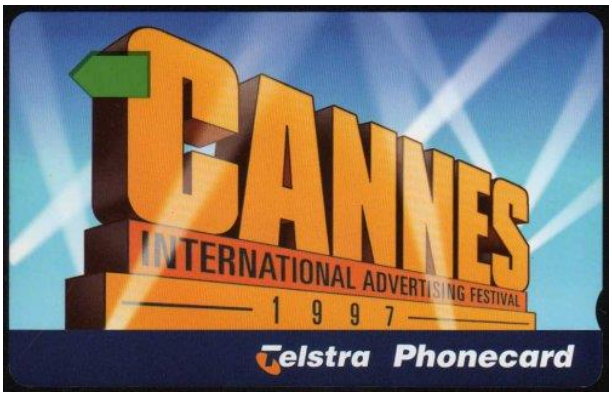
PHONECARD COLLECTOR NEWSLETTER

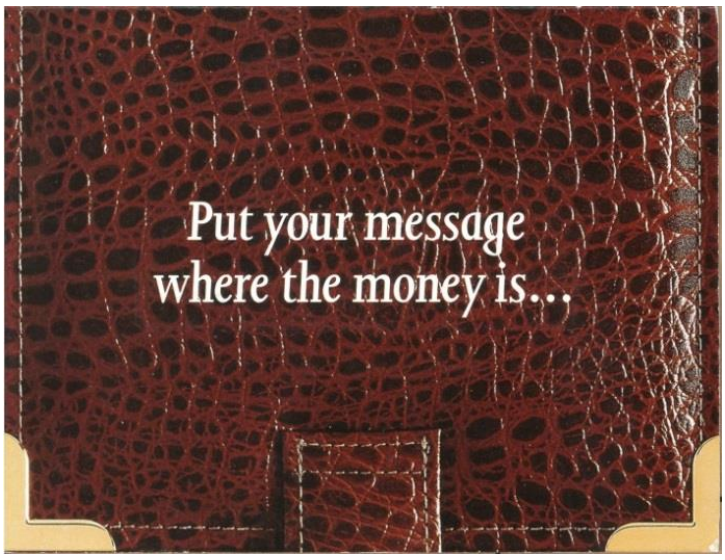
No. 13 Nov 2026

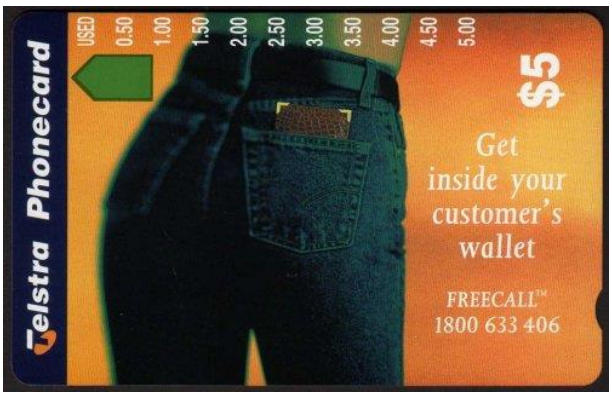


Contents:

- **The Telstra Wallet Packs**
- **The Cannes – Pigs Fly Mailer Pack**
- **Phonecard Club News**







PHONECARD COLLECTOR NEWSLETTER

No. 13 Nov 2026

Please email all correspondence to the Editor at phonecardcollectornewsletter@gmail.com

- Anyone not wishing to receive any more of these Newsletters please send an email to the email address shown above requesting that you do not wish to receive any more of these Newsletters.
- Anyone not presently receiving these Newsletters who wishes to receive them please send an email to the email address shown above requesting that you want to receive future copies of the Newsletter.
- Readers of this Newsletter are encouraged to please email a copy of this Newsletter to any other phonecard collectors that they may know.
- Earlier issues of this Newsletter may be seen at sergent.com.au/phonecards/aust/pcn.html.

Contents **Page**

The Telstra Wallet Packs	3
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Phonecard Club News	36

Editorial

The two (2) articles in this Newsletter detail the specific Phonecards and Packs that Telstra produced to market and promote their Phonecards, from late 1996 to early 1997, to businesses and individuals as a productive and beneficial advertising and promotional medium for their products and services.

Neither the Cannes nor the Complimentary Wallet Phonecard was made available to collectors through Telstra's Phonecard Collector Service, and despite there being a believed issue of 7,000 Wallet Packs and 12,000 Cannes – Pigs Fly Mailer Packs, very few of them have, so far, turned up. Presently, the scarcer of these two packs are the Cannes Packs which were probably binned by many of the original recipients of them who were probably not interested in what was being offered.

In other news, this month, the Editor has also noticed that the MPC Newsletter No. 406, September 2026, has an article on the Phantom Packs which included the following on page 2:

"The pack shown to the right is an example of a pack that was pre-signed before the telephone card was inserted. This example represents the lowest-numbered pack currently known to exhibit this characteristic. The fact that the signature was applied prior to the card being added suggests that at least some packs were prepared in advance, rather than being fully assembled before signing took place. According to information provided by Glenn Ford to the editor, a number of these pre-signed packs are still believed to exist. This indicates that the example il- lustrated is not a unique occurrence, but rather part of a small group of similarly prepared packs. The existence of these packs provides further insight into the signing and assembly process used for the Phantom issues and helps explain some of the variations seen among surviving examples."



This Pack, shown above, appears to be simply a Pack that has had its Phonecard removed from it, and provides NO proof, whatsoever, to show that it is a "…*fact that the signature was applied prior to the card being added* **…"** (i.e. that scarce pre-signed Packs exist). These Phantom Phonecards were ONLY originally available from the Phantom Zone in Packs, and were never sold as individual Phonecards by the Phantom Zone. Thus, some collectors purchased these Packs to obtain their Phantom Phonecard, so that they could remove them from the Packs, and add them to their Phonecard Collections.

The Editor has provided an image, on the next page, of empty Phantom Packs that were acquired from a Phonecard Dealer a few years ago, and were Packs that had had their phonecards removed from them. In this image below, the Anritsu Phantom Packs without phonecards look identical to the pack above. Hence the highlighted statements made above in MPC Newsletter No. 406 are misleading to collectors.

On another news matter, the Owner of the ausphonecardcollectors.au website had requested that the Editor remove a publication about him on the Sergent Website at webpage sergent.com.au/phonecards/aust/phonecards.html. To resolve this matter, the Owner of the ausphonecardcollectors.au website, needs to contact Bruce Sergent, Owner of the Sergent website, directly by email, and work with him to reach a mutually acceptable resolution, because the Editor neither owns, nor controls, or is responsible for the content of the Sergent Website. Failure to reach an agreed resolution before 1st December 2026 will result in;



1. Publication of an update of the details of what has occurred over the past few months, and
2. the release of evidence, showing beyond reasonable doubt, that most of the Prefix Listings Data of the Sergent Website Anritsu Phonecard Prefix Listings were originally copied and used for the Prefix Listings on the ausphonecardcollectors.au website. Plus much more …….

The Telstra Wallet Packs

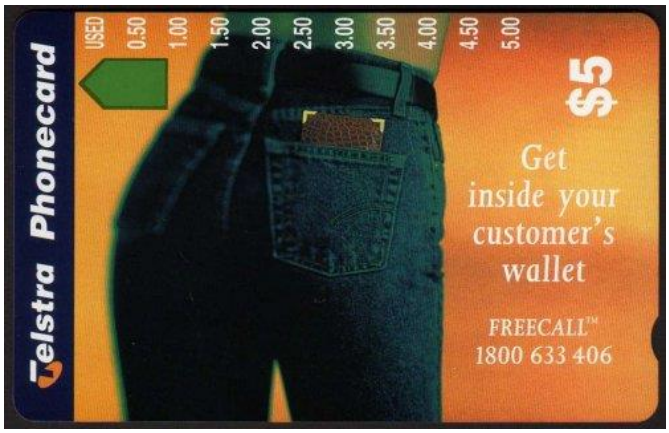
There were two types of Telstra Wallet Packs produced and these were:

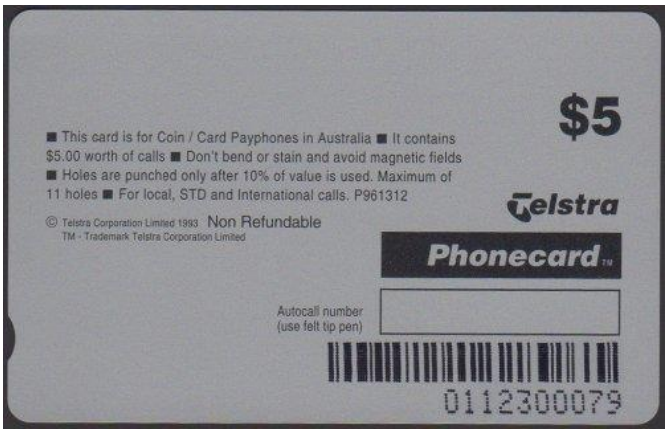
- the Telstra Small Wallet Pack, and
- the Telstra Large Wallet Pack

The Telstra Wallet Packs were produced by Telstra, to promote phonecards as an advertising medium. These Telstra Large and Small Packs were typically issued together, from around August 1996, to businesses and people who could be interested in purchasing Advertising (A) or Promotional (P) phonecards from Telstra to advertise or promote their goods, services, and/or events. However, it is also known that they did also sometimes issue only the Telstra Large Wallet Pack without the Small Wallet Pack.

Only the Telstra Small Wallet Pack contained a Telstra Prefix 1123, $5 Complimentary Wallet Phonecard as shown below, while the Large Wallet Pack contained Purchase Contract Documents as well as the Technical Information required to be specified by a customer when ordering their Advertising (A) or Promotional (P) Phonecards.

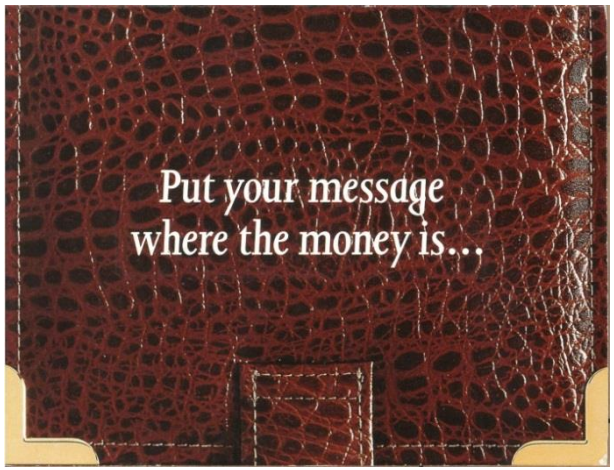
The quantity of each of these Packs produced is unknown, and neither of them have Pack Numbers. However there were 7,000 Prefix 1123 $5 Complimentary Wallet Phonecards produced by Telstra. in April 1996, and this would indicate that there were probably also 7,000 of the Telstra Small Wallet Packs produced (Refer to Extract 1, 2 and 3 on pages 25, 26 and 27 respectively).



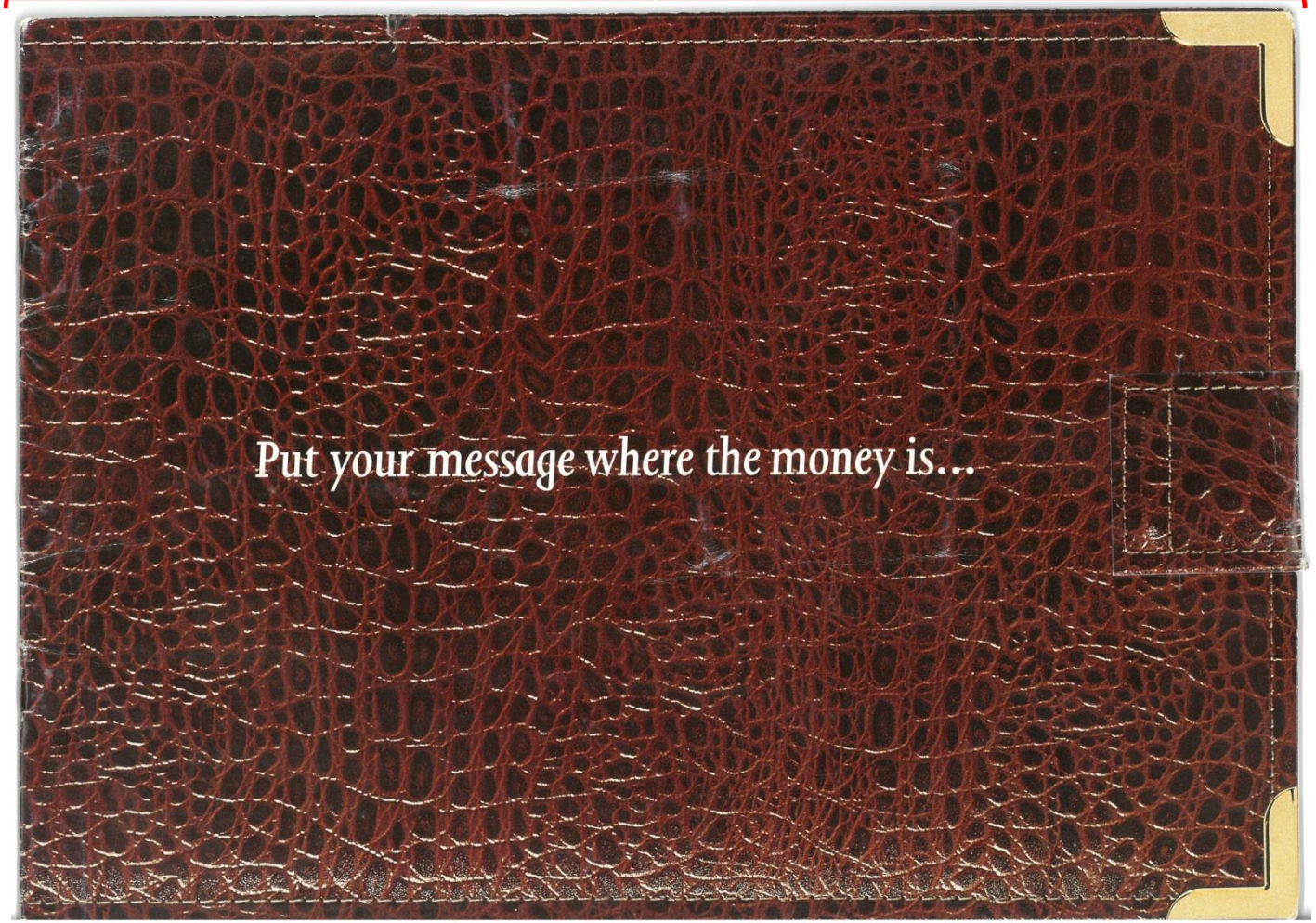


Visual Differences between the Large and Small Telstra Wallet Packs

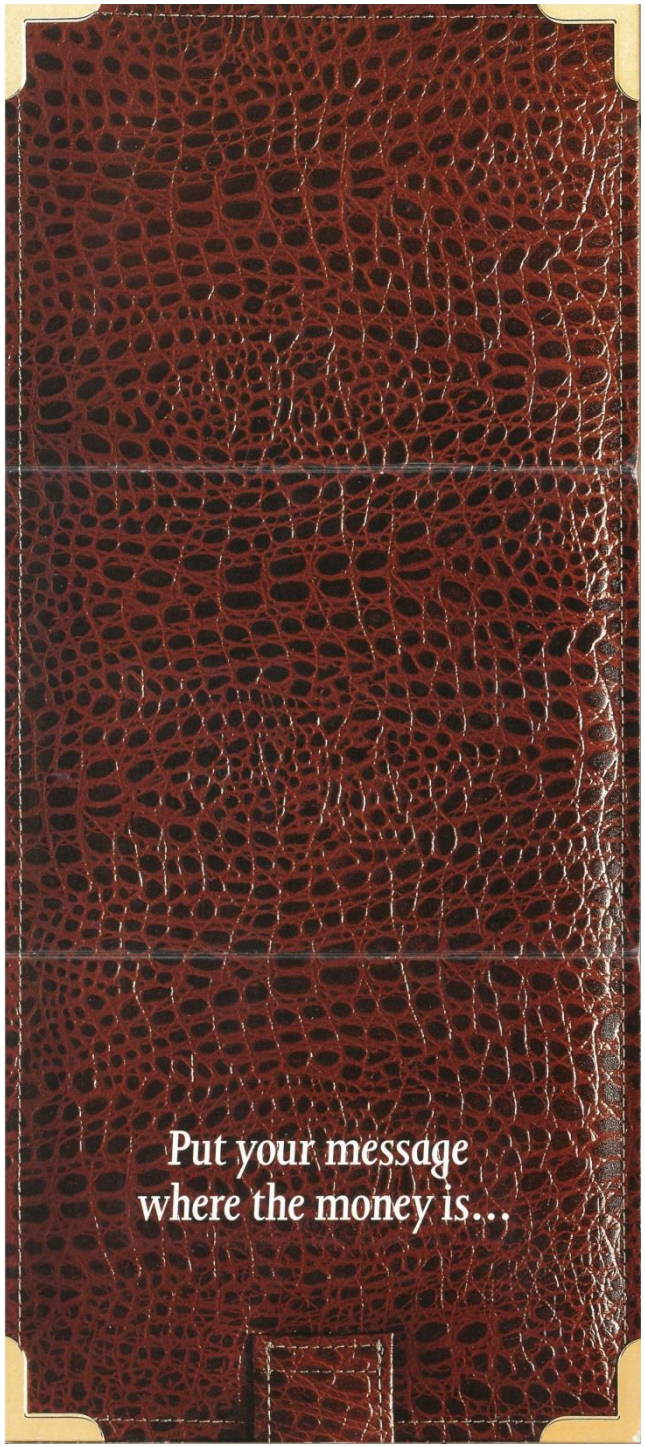
Small Wallet Pack



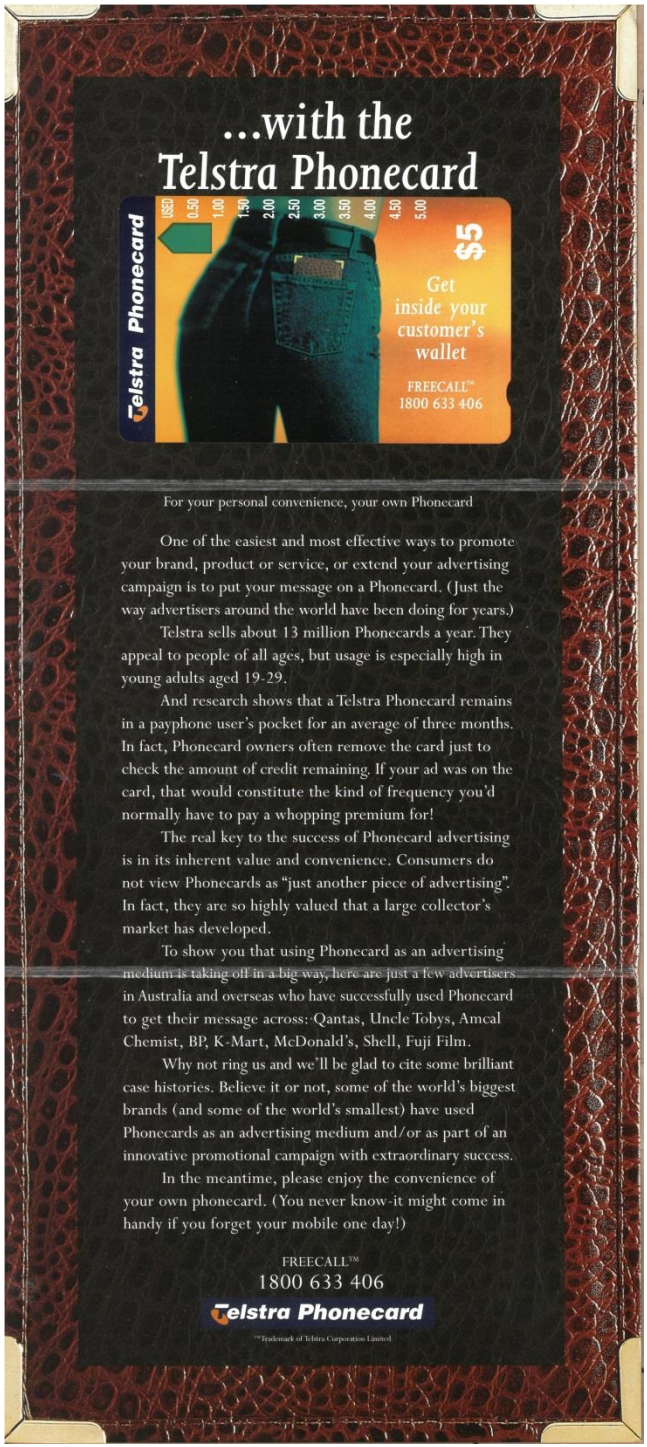
Large Wallet Pack



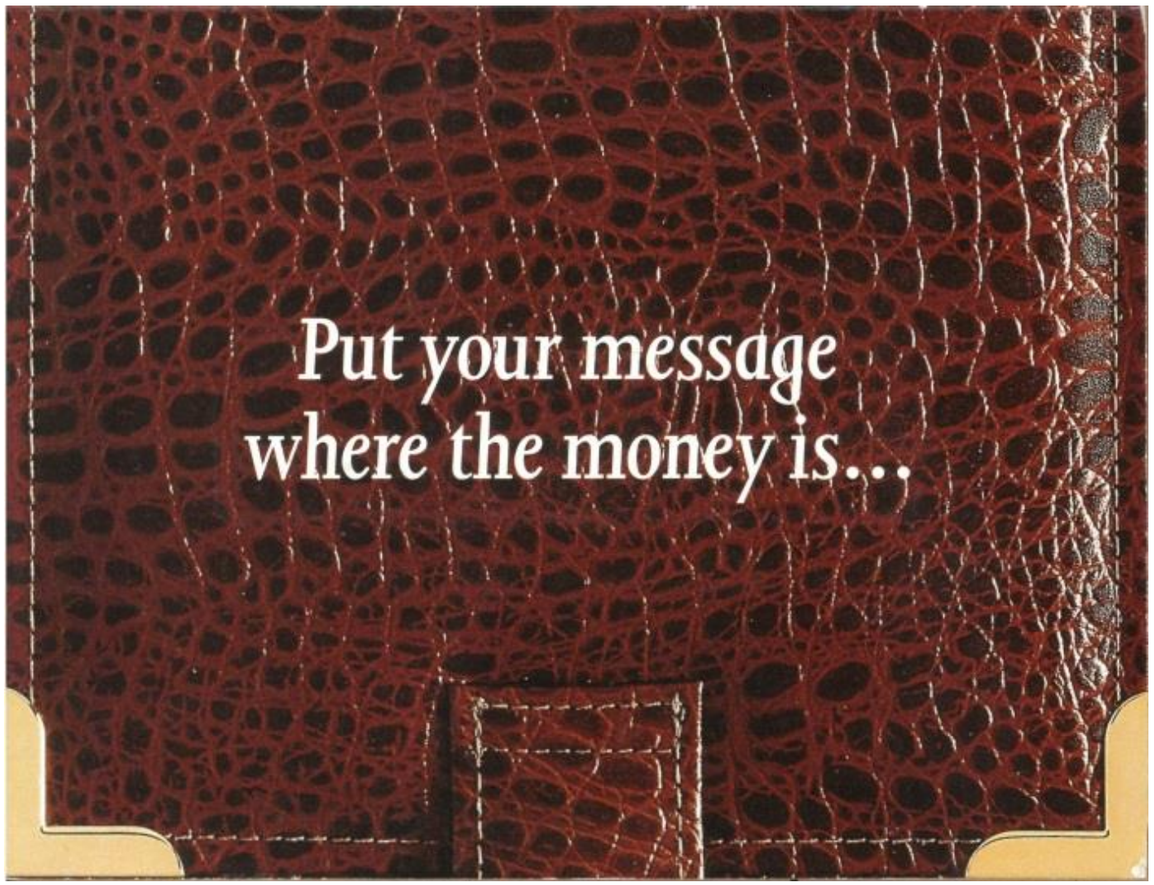
The Telstra Small Wallet Pack Details



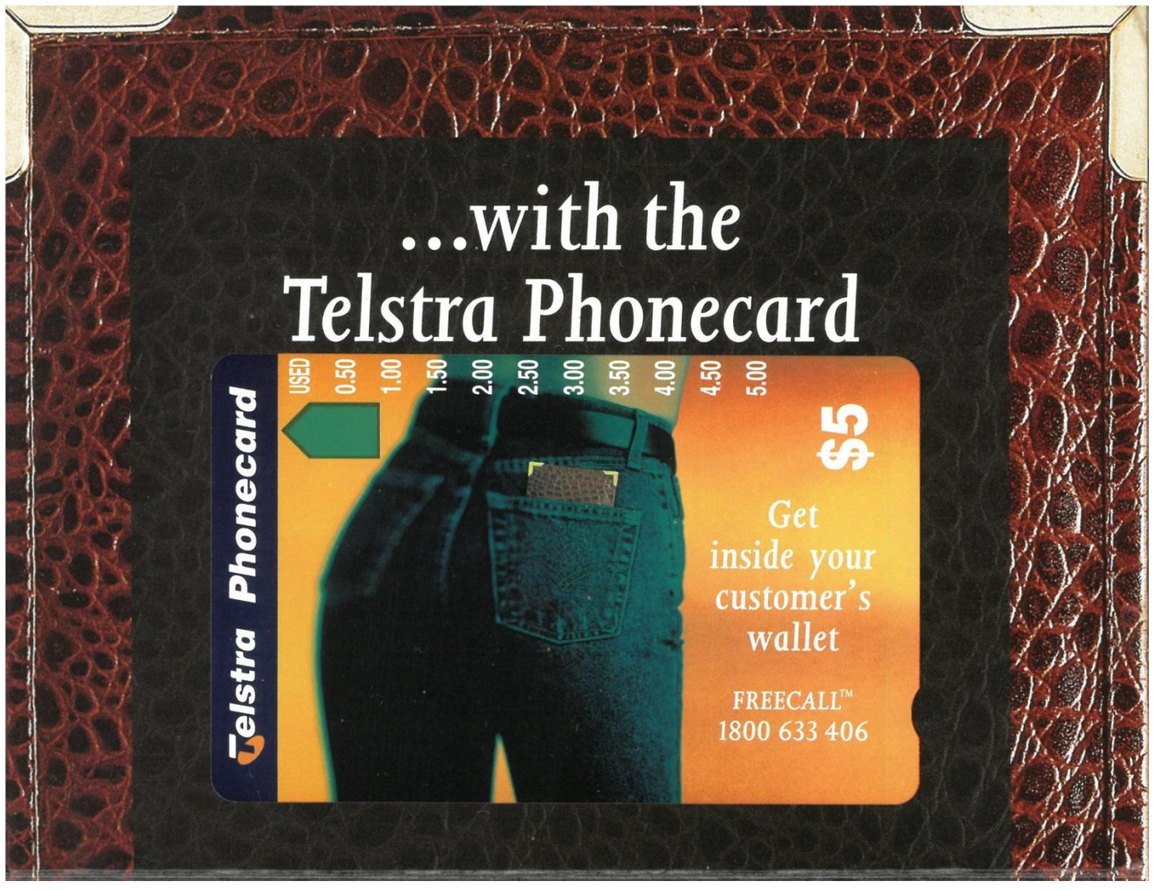
Outside Faces of Open Pack



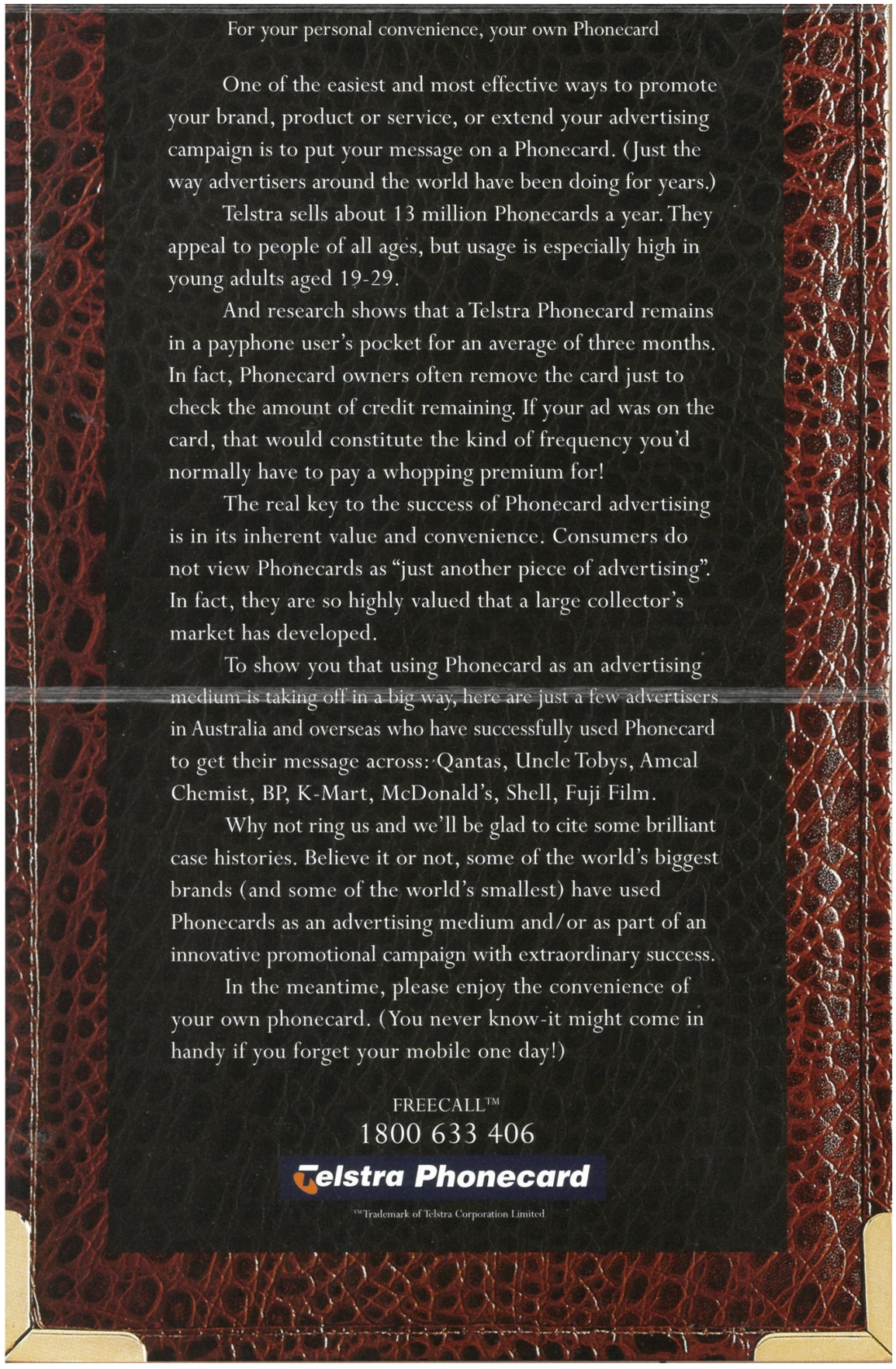
Inside Faces of Open Pack



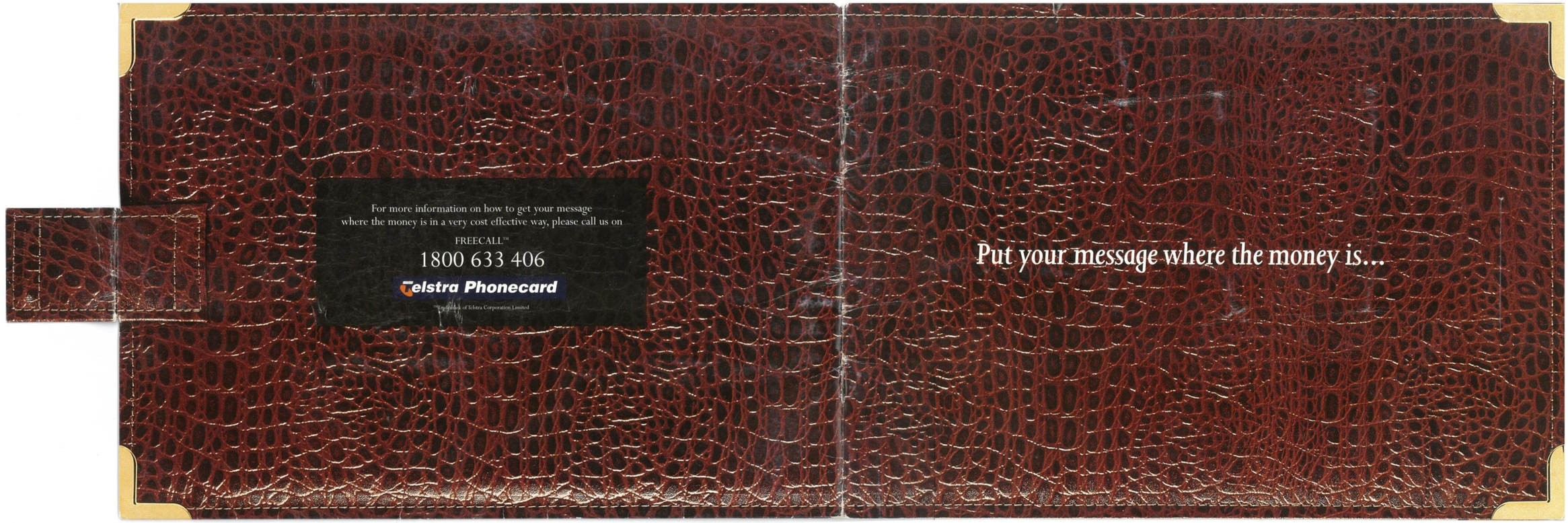
Front Face of Closed Telstra Small Wallet Pack



Inside Top Face of Open Telstra Small Wallet Pack



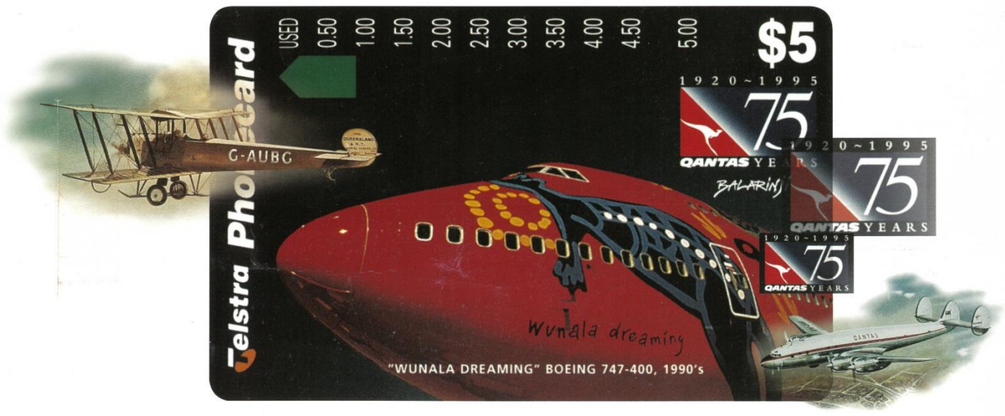
Inside Middle and Bottom Faces of Open Telstra Small Wallet Pack



Outside Faces of Open Pack



...with a Telstra Phonecard™





Inside Pack Front Cover

Imagine your customers carrying your message with them wherever they go. That's what happens when you put your message on a Telstra Phonecard.
In Australia, Phonecards are being seen as a new and exciting medium.
Yet for many years, Phonecards have been used with great success by thousands of advertisers in other countries all over the world.
Your name on a Telstra Phonecard will remind consumers of your company, brand or promotion every time they open their wallet or make a call from a Telstra payphone. That represents real advertising frequency.

Telstra Phonecard works for you
Telstra Phonecards can be used in a variety of ways:
• to extend your corporate or promotional image
• to increase brand exposure
• to reinforce a sponsorship or campaign
• to raise awareness of a new product or service
• to reward staff, trade or customers
• as a direct response device with the phone number printed on the card
• as conference gifts
• as a fundraising tool

Phonecard as a creative medium
There is a wide variety of options when it comes to creating the branding images and design elements for the front of a Telstra Phonecard.



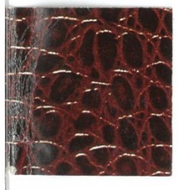
From elaborate graphics to full colour photography, you can have real creative freedom.
Of course there are certain parameters. For example, the Telstra logo must also appear on the front panel along with the face value of the Phonecard, e.g. $2 (for promotional use only), $5, $10, $20 and the direction arrow. You'll find these and other advertising guidelines in the pocket at the back of this brochure.



Phonecard as a flexible medium
A Phonecard campaign can be adapted to suit your marketing requirements:
• **distribution** - the flexibility of our distribution means that you can pinpoint your target market. That is,we can isolate cards to a city, region or state through our existing network of 15,0000 retailers. You can also choose to target specific retailers or customer groups. On the other hand, you may wish to distribute the cards through your own distribution network
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• **quantities** - you can print from just a few thousand up to several million cards.

"Qantas was pleased to work with Telstra and Phonecard Advertising and Collectors' Services to produce a series of eight Telstra Phonecards as part of our 75th Anniversary celebrations in November 1995. The cards, almost one million in total were distributed throughout Australia and proved very popular."

Ken Ryan
Group General Manager Marketing
Qantas Airways Limited



Page 1



"The Telstra Rentlo Phonecard promotion provided a unique opportunity to reward our Valued Customers for their excellent custom. The Phonecard gave them a discount on their rentals as well as a monetary value for payphones across Australia"

Craig Mackie, Product/Promotions Manger
Rentlo

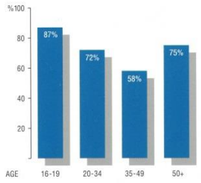
Consumers know and love Phonecards



Payphone users and collectors of all ages buy Phonecards. (Telstra sells 13 million Phonecards per year.)
And research shows that a Telstra Phonecard remains in a payphone user's pocket for an average of three months. In that time they will have looked at it approximately 17 times.

More than 53% of people over 16 carry a Phonecard with them in their wallet or purse.
And now that around 80% of all payphones accept Phonecard, it has become the most convenient way for consumers to make a call.
The real key to the success of Phonecard advertising is its inherent value and convenience. To the consumer, it is not "just another piece of advertising".

Ever used a Phonecard*



*Reark Research June 1995



Page 2

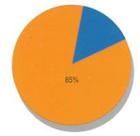
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For many years, thousands of advertisers around the world have been using Phonecards to promote their brand, product or service.
Now, advertisers in Australia are also getting the message that Phonecards are a great way to get *their* message across.

Here are just a few of the satisfied advertisers who have successfully used Phonecard as an advertising or promotional medium:
Toyota – to promote the launch of the new Corolla.
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YellowPages – to promote their "Hello Yellow" electronic information service.
Qantas – as part of their 75th anniversary celebrations.
Rentlo – to reward their customers.

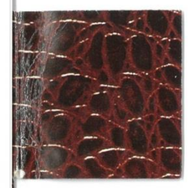
In Europe around 85% of all Phonecards carry an advertising message.

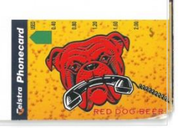




"Consumers recognised the Bailey's Phonecard as an item of quantifiable value, and it was wanted by both collectors and the general public alike. The Phonecards gave us a unique vehicle with which to communicate our promotional message and formed part of a hugely successful campaign."

Robert Maker, Senior Brand Manager
Swift and Moore Pty Limited

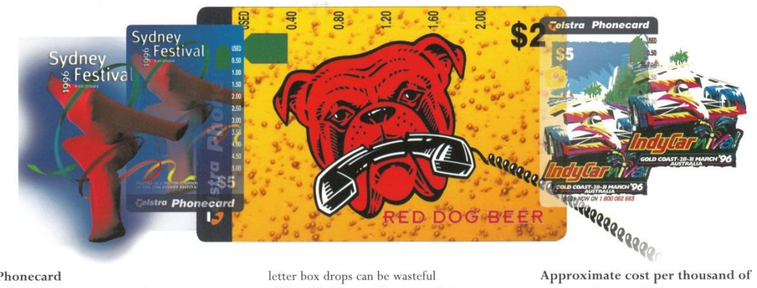




Page 3



Let's talk comparisons

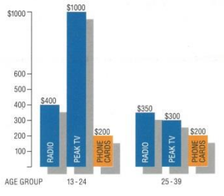


Phonecard
- The cost per impact to reach your consumer is comparable or lower than other media
- These cards would have an average wallet life of three months
- A $5 Phonecard gives consumers around 17 exposures to your message
- Higher value cards eg $10 or $20 offer even more exposure to the consumer.

Other media with similar costs
- Magazine advertising, which competes with other ads, may only be seen or read once or twice
- Direct mail costs can be expensive and letter box drops can be wasteful
- TV and Radio are effective media but require massive investments to secure significant levels of reach and frequency, particularly when trying to reach a younger demographic.

Compared to TV and radio, Phonecards:
- have around 17 exposures to the same message for the money
- are a 'solus' medium – your message is not competing with other messages in an ad break
- **represent even better value for money.**

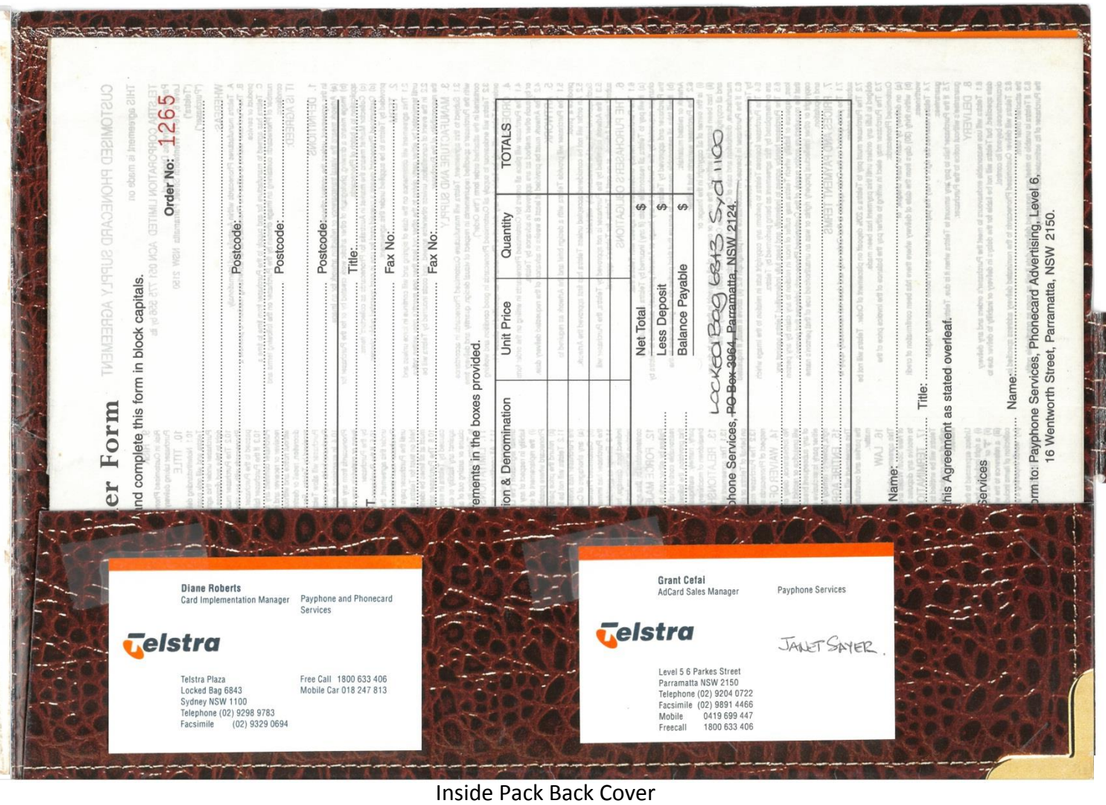
Approximate cost per thousand of comparative media*



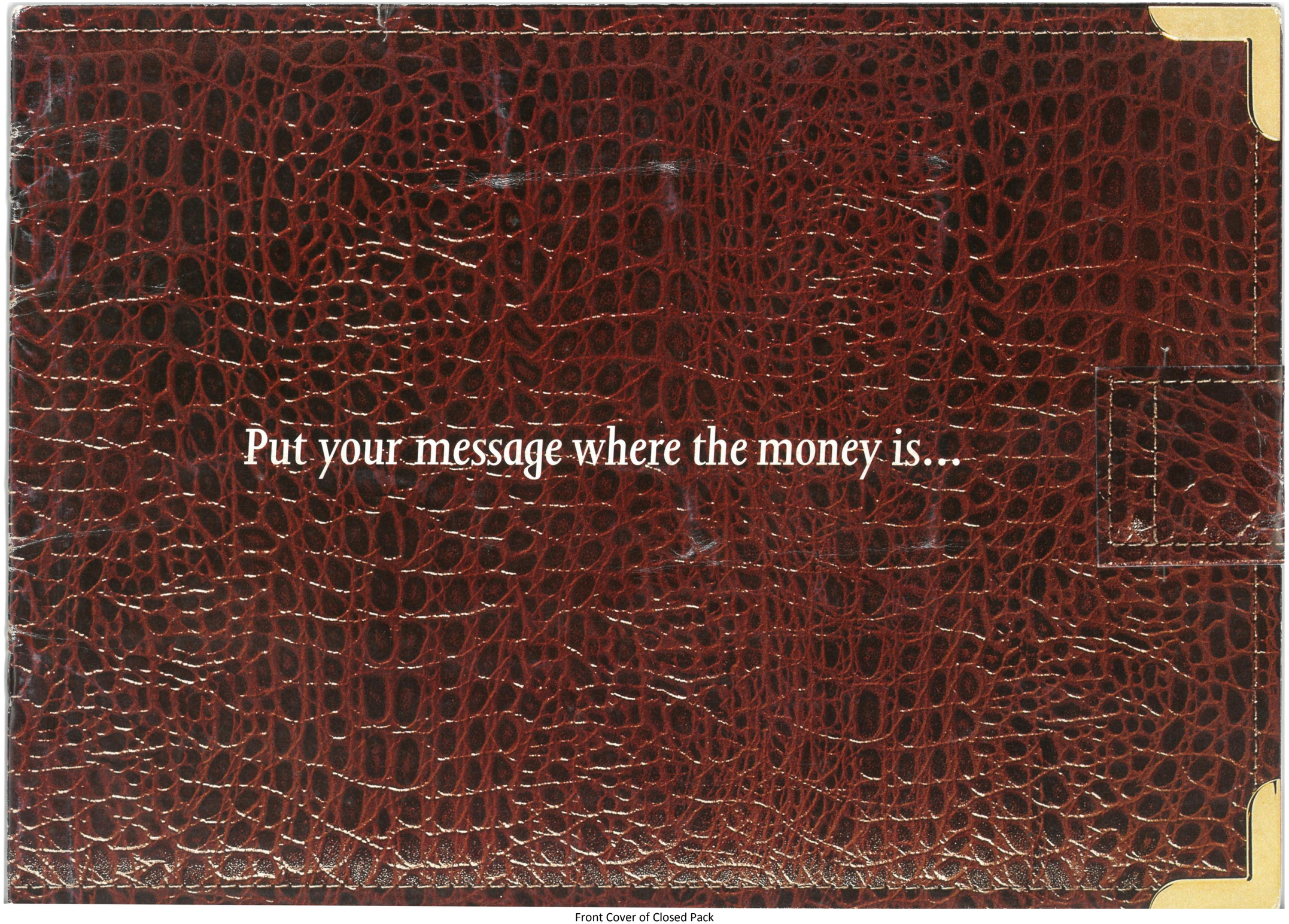
*assumes:
i) peak TV national in all markets
ii) 20 x 30 second ROS radio schedule
Weighted average cost per card will vary up or down depending on the number of cards produced.



Page 4



Inside Pack Back Cover

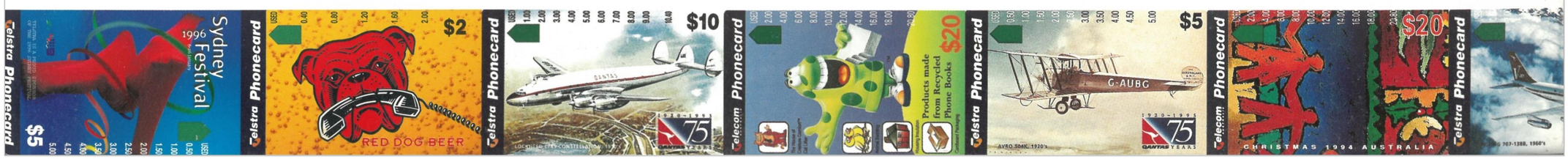


Front Cover of Closed Pack



...with a Telstra Phonecard™





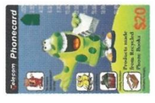
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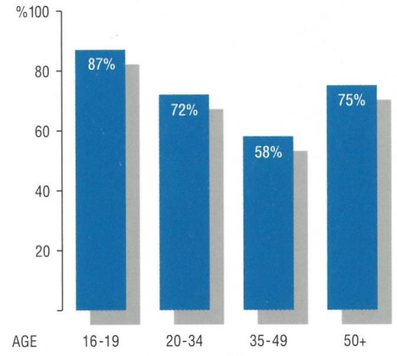
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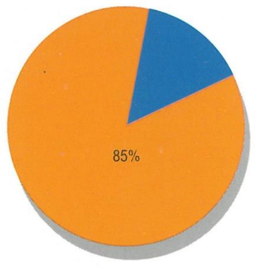
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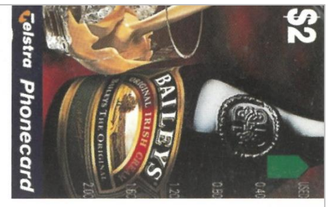


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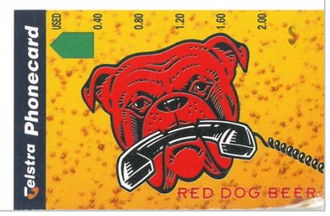
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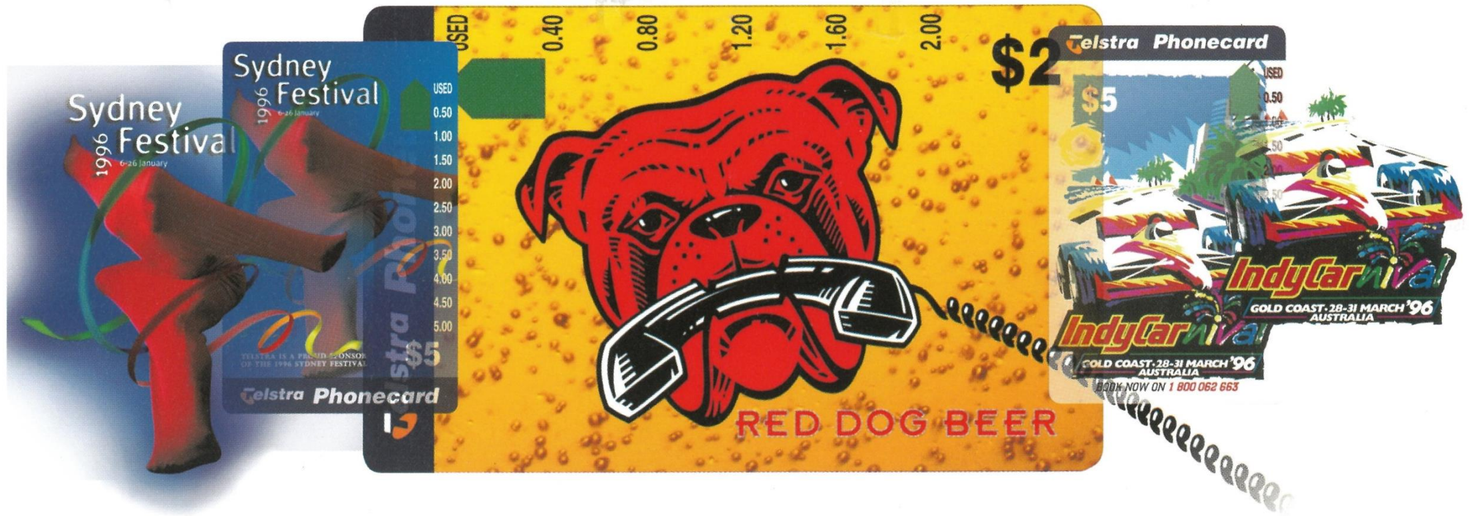
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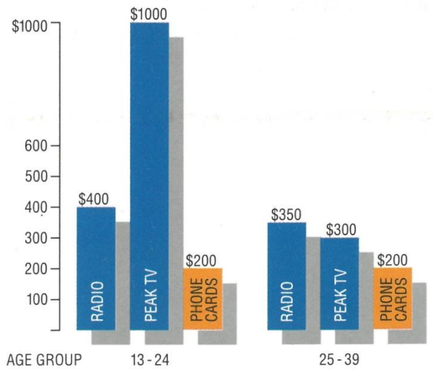
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- Magazine advertising, which competes with other ads, may only be seen or read once or twice
- Direct mail costs can be expensive and letter box drops can be wasteful
- TV and Radio are effective media but require massive investments to secure significant levels of reach and frequency, particularly when trying to reach a younger demographic.

Compared to TV and radio, Phonecards:

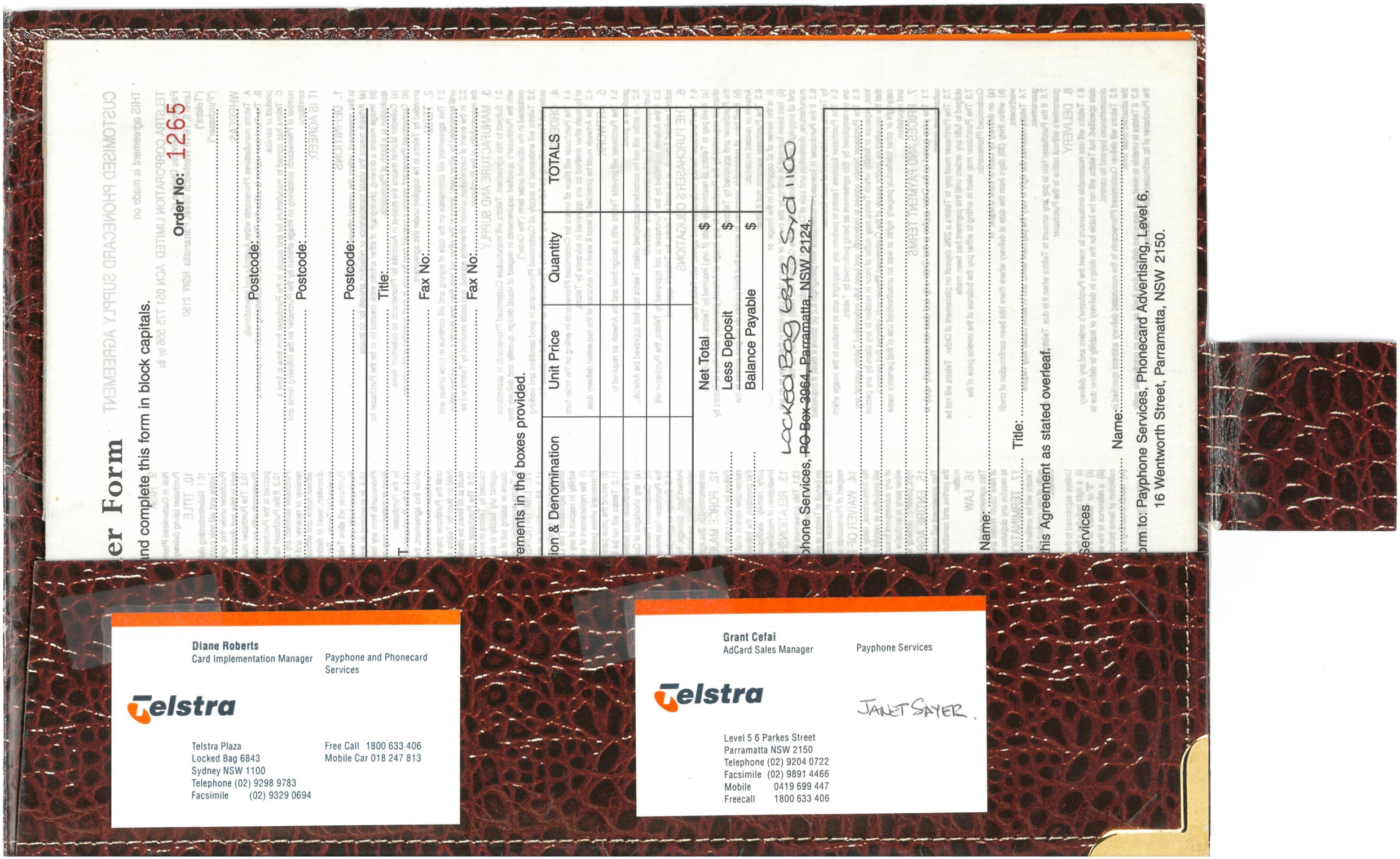
- have around 17 exposures to the same message for the money
- are a 'solus' medium – your message is not competing with other messages in an ad break
- **represent even better value for money.**

Approximate cost per thousand of comparative media*



*assumes:
i) peak TV national in all markets
ii) 20 x 30 second ROS radio schedule
Weighted average cost per card will vary up or down depending on the number of cards produced.





Inside Pack Back Cover with Documents



Inside Pack Back Cover without Documents



Back Cover of Closed Pack

Pack Documents

Phonecard Order Form

Please read the following details and complete this form in block capitals.

CUSTOMER DETAILS **Order No:** 1265

Company Name: .....

Company Address: ..... Postcode: .....

A. INVOICE ADDRESS .....

..... Postcode: .....

B. CARD DELIVERY ADDRESS .....

..... Postcode: .....

Customer Contact Name: ..... Title: .....

A. ARTWORK APPROVAL CONTACT .....

Telephone No: ..... Fax No: .....

B. DELIVERY CONTACT .....

Telephone No: ..... Fax No: .....

CUSTOMER'S ORDER

Please enter the details of your requirements in the boxes provided.

General or Custom (Please tick)		Card Description & Denomination	Unit Price	Quantity	TOTALS
☐	☐				
☐	☐				
☐	☐				
☐	☐				
☐	☐				

Net Total	$	
Less Deposit	$	
Balance Payable	$	

Date of Deposit Invoice .....

Date of Final Invoice .....

METHOD OF PAYMENT

Cheques made payable to Telstra Payphone Services, ~~PO Box 3964, Parramatta, NSW 2124.~~ Locked Bag 6843 Syd 1100

SPECIAL INSTRUCTIONS

A. Printing: .....

.....

B. Delivery: .....

.....

CUSTOMER'S SIGNATURE

Date: ..... Name: .....

Signature ..... Title: .....

I accept the Terms and Conditions of this Agreement as stated overleaf.

Order accepted by Telstra Payphone Services

Signature ..... Name: .....

Please return all copies of this order form to: Payphone Services, Phonecard Advertising, Level 6, 16 Wentworth Street, Parramatta, NSW 2150.

Front of Original Phonecard Order Form and its three (3) attached Carbon Copy Phonecard Order Forms

CUSTOMISED PHONECARD SUPPLY AGREEMENT

THIS agreement is made on

TELSTRA CORPORATION LIMITED ACN 051 775 556 by its
Payphone Services Division of
Level 6, 16-18 Wentworth Street, Parramatta NSW 2150
("Telstra")
("Purchaser")

WHEREAS:

A. Telstra manufactures Phonecards within Australia and internationally.
B. The Purchaser wishes to utilise the Phonecard as an advertising medium to promote a product or service.
C. Telstra has agreed to manufacture for and supply to the Purchaser from time to time a number of Phonecards containing an image chosen by the Purchaser on the following terms and conditions.

IT IS AGREED:

1. DEFINITIONS

In this agreement, unless the context otherwise requires:
(a) Artwork means the visual transparency or reflection artwork for an Image.
(b) Image means a drawing, photograph of other artistic work created by or for the Purchaser for application to a batch of Phonecards.
(c) Collector Market means the market in Australia for Phonecards as collectors' items.
(d) Customised Phonecard means a prepaid card for use in card operated public phones provided by Telstra to be supplied under this agreement.

2. TERM

2.1 This agreement will commence on the date of signing and will continue in force unless and until terminated by either party giving to the other not less than one month's prior written notice.
2.2 In the event of cancellation, unless otherwise agreed, and costs incurred by Telstra will be the responsibility of the Purchaser.

3. MANUFACTURE AND SUPPLY

3.1 Subject to this agreement, Telstra will manufacture Customised Phonecards in accordance with the Purchaser's specified requirements in respect of visual design, quantity and delivery time contained in the attached order form ("the Order").
3.2 Telstra will endeavour to supply all Customised Phonecards in good condition and working order but Telstra will only be liable for any defective Phonecards as specified in clause 11.

4. ORDERS

4.1 The Purchaser will place all orders for Customised Phonecards in writing on the order form or by such other method as are approved in advance by Telstra.
4.2 The Artwork must be provided at least 8 weeks in advance of the requested delivery date.

5. ARTWORK

5.1 The Purchaser will provide Telstra with a design brief and the Artwork as required to produce a proof.
5.2 An order will not be considered accepted unless Telstra has first approved the Artwork. Such approval will not be unreasonably withheld.
5.3 If the Artwork submitted by the Purchaser is not approved by Telstra, the Purchaser will submit revised Artwork, at no cost to Telstra, for Telstra's approval.

6. THE PURCHASER'S OBLIGATIONS

6.1 The Purchaser hereby undertakes and agrees with Telstra that:
(a) it will pay to Telstra all reasonable costs (if any) incurred by Telstra as a result of any changes requested by the Purchaser to any Image or Artwork previously submitted to Telstra by the Purchaser and approved by Telstra.
(b) it will take all reasonable measures to ensure that third parties do not gain access to the Artwork or related materials:
6.2 The Purchaser warrants that it either:
(i) is the owner of all copyright in the Image: or
(ii) has been licensed in writing by the owner or owners of all copyright in the Image to do any and all copyright acts (as defined in s31 of the Copyright Act 1968) necessary for the manufacture, distribution and sale of Customised Phonecards.
6.3 If the Purchaser is licensed in accordance with paragraph 6.2 (ii) above it must, if requested by Telstra, provide proof of such licence.
6.4 The Purchaser licenses Telstra to perform any copyright acts in relation to the Image which are contemplated by this agreement as being performed by Telstra.
6.5 The Purchaser hereby agrees to indemnify and keep fully indemnified Telstra against any loss, expense or liability which Telstra may suffer of incur in relation to any claim by any person that the manufacture and/or supply of the Customised Phonecards infringes that person's copyright or other intellectual property rights or was an unauthorised use of that person's name and reputation.

7. PRICES AND PAYMENT TERMS

7.1 The price quoted on the Order applies to that Order only and does not necessarily apply to subsequent orders.
7.2 The Purchaser must pay to Telstra a 20% deposit on placement of Order. Telstra will not be obliged to fulfil any orders until this payment has been made.
7.3 The Purchaser may elect in writing to either pay the balance of the invoice price of the Customised Phonecards:
(a) on delivery by cash or bank cheque; or
(b) within thirty (30) days from the date of delivery where there has been confirmation of credit worthiness.
7.4 Telstra reserves the right to vary the payment terms and in some cases may require guarantees.
7.5 If the Purchaser fails to pay any amount to Telstra when it is due, Telstra may draw on any guarantee's without notice to the Purchaser.

8. DELIVERY

8.1 Telstra will use reasonable endeavours to meet the Purchaser's orders and any delivery date specified, but Telstra will not be liable for the delays in delivery or inability to deliver due to circumstances beyond its control.
8.2 Telstra will deliver Customised Phonecards to the nominated delivery address specified in the attached order form.
8.3 If Telstra is unable to meet any requested delivery date it will as soon as practicable notify the Purchaser of its estimated date for delivery.

9. RISK

Risk in Customised Phonecards delivered to the Purchaser will pass to the Purchaser upon the Purchaser taking delivery of the Customised Phonecards from Telstra.

10. TITLE

10.1 Notwithstanding delivery, title to each batch of Customised Phonecards remains with Telstra and will only pass to the Purchaser upon payment of all amounts payable by the Purchaser under this agreement in respect of that batch. Until such time Telstra reserves the right to take and dispose of the Customised Phonecards.
10.2 The Purchaser must not mix (including by attaching or packaging) the Customised Phonecards with any other items or materials until title to those Customised Phonecards has passed to the Purchaser.
10.3 If the Purchaser fails to pay any amount owed to Telstra when it is due to Telstra or the Purchaser commits any act which entitles any person to apply to wind up the Purchaser or a receiver or receiver and manager of the Purchaser or any of its assets is appointed, Telstra may without notice and without prejudice to any of its other rights and remedies recover and, at its discretion, resell or destroy any Customised Phonecards for which payment has not been received by Telstra. For the purpose of Telstra exercising its rights under this clause the Purchaser will allow Telstra or will ensure that Telstra has access to the premises on which the Purchaser holds any such Customised Phonecards.
10.4 In exercising its rights under sub-clause 10.3 Telstra may remove the Customised Phonecards from any items or materials with which they are mixed notwithstanding that those items or materials may not be owned by Telstra. All reasonable costs in doing this will be borne by the Purchaser.
10.5 If the Purchaser sells Customised Phonecards prior to paying all amounts owed to Telstra under this agreement, then the Purchaser will undertake such sales as agent for Telstra and the Purchaser must immediately account fully to Telstra for the entire proceeds of sale unless and until the Purchaser pays all amounts owed to Telstra. All moneys so held will be deemed to be held on trust for Telstra and must not be mingled with any other moneys of the Purchaser and must at all times be identifiable as Telstra's moneys.
10.6 The Purchaser agrees to release Telstra from any liability to the Purchaser for damage caused by Telstra in exercising its rights under this clause. The Purchaser indemnifies Telstra against any liability or expense suffered or incurred by Telstra in exercising its rights under this clause or arising out of any claim brought or threatened by a third party against Telstra in relation to Telstra exercising its rights under this clause.

11. LIMITATIONS OF WARRANTIES AND LIABILITIES

11.1 All conditions or warranties, statutory or otherwise which might be implied into this agreement are hereby excluded to the extent permitted by the Trade Practices Act 1974 and any similar legislation ("the Legislation"). To the extent permitted under the Legislation, Telstra's sole liability in respect of any defective Phonecards will be:
(i) the replacement of each defective Customised Phonecard with the same Customised Phonecard where possible; or
(ii) refund the price paid in respect of those Customised Phonecards under sub-clause 7.
11.2 Telstra will not be liable in respect of missing or damaged Customised Phonecards unless the Purchaser has notified Telstra of:
(a) any shortages of Customised Phonecards in the order; or
(b) Customised Phonecards damaged during or before delivery within 14 days of delivery and the Purchaser has immediately returned the damaged Phonecards to Telstra.
11.3 Except as provided above, Telstra will not be liable for any special, consequential, direct or indirect loss, damage, harm or injury suffered or incurred by the Purchaser arising out of or in relation to the manufacture or supply of the Customised Phonecards or any other matters contemplated by this agreement.

12. FORCE MAJEURE

Failure by either party to observe the terms of this agreement arising from causes beyond its reasonable control shall be deemed a breach of this agreement. Without limiting the generality of this provision, the following shall be deemed causes beyond the reasonable control of either party, namely: earthquake, lightning storm, hurricane, fire, explosion, failure of public services, breakdown of machinery, absence of transport facilities, labour disputes and the like.

13. RELATIONSHIP

13.1 This agreement will not constitute or create any relationship of partnership or joint venture between Telstra and the Purchaser. The Purchaser shall have no power to incur any obligations on behalf of Telstra or pledge the credit of Telstra in any manner whatsoever.
13.2 The Purchaser may authorise one or more of its employees to sign purchase orders in respect of Phonecards supplied to the Purchaser by Telstra under this agreement.

14. WAIVER OF REMEDIES

No forbearance, delay or indulgence by either party in enforcing the provisions of this agreement will prejudice or restrict the rights of that party nor will any waiver of its rights operate as a waiver of any subsequent breach and no right, power or remedy herein conferred upon or reserved for either party is exclusive of any other right, power or remedy available to that party and each such right, power or remedy will be cumulative.

15. ENTIRE AGREEMENT

This agreement will supersede all prior agreements, arrangements and undertakings between the parties and constitutes the entire agreement between the parties relating to the subject matter.

16. LAW

This agreement shall be governed and will be construed in accordance with the law in the State of New South Wales and the parties agree to submit to the jurisdiction of the Courts of that state to resolve any disputes arising under or in relation to this agreement.

17. TERMINATION

Telstra will be entitled to terminate this agreement by notice to the Purchaser if the Purchaser is guilty of any conduct which in the reasonable opinion of Telstra is prejudicial to this Telstra's interest.

Unless expressed to the contrary, a reference to:
(i) a right includes a benefit, remedy, discretion, authority or power;
(ii) "$" or "dollars" is a reference to the lawful currency of Australia;
(iii) a reference to the whole of any thing includes a part and vice versa and a reference to a collection of items includes any of those items and vice versa;
(iv) words importing a gender include any other gender

I ACCEPT THE TERMS AND CONDITIONS OF THIS AGREEMENT AND HAVE SIGNED OVERLEAF.

Back of Original Phonecard Order Form and its three (3) attached Carbon Copy Phonecard Order Forms

The following five (5) Documents all have Blank White Backs

Advertising Conditions and Policy

Advertising

Advertising cards are mixed with the distribution of our non advertised designs as a policy of adding variety in the market place and creating an impact, in the same way that magazine advertising is a portion of total print space.
Telstra will adhere to the Australian Advertising Code of Ethics and may in some situations exceed those standards in the interest of protecting its own corporate integrity.
Rough art from the client is required to ensure that it falls within the guidelines.
A 48 hour turnaround of approval is offered to expedite this necessary step.

- Plates are destroyed by the printer after use. Film is retained by Telstra.
- Original artwork is returned to the client.

Payment Terms

Distribution by Telstra

Payment of 25% of the advertising charge at the time of order, the balance to be paid at the time of delivery and approval of final art.

Custom Cards: distributed through your own network

The payment terms are similar, however the full cost of the card is included in the total price as per the price schedule. Payment of 20% of the full amount at time of order, the balance to be paid 30 days after delivery, subject to a standard credit check.

Production Time Frame

For print runs in excess of 50,000, we require 12 weeks from receipt of artwork. For print runs of less than 50,000, we require 6 weeks from receipt of artwork.

Steps:

1. Confirmation with client, agreement signed, deposit paid.
2. Customer to provide rough art to ensure it falls within art and advertising guidelines.
3. Telstra approval within 48 hours (two working days) of rough art. This rough art will be approved at Corporate level.
4. Final art provided to Telstra. (General advertising balance due).
   8 weeks time frame commences from this step
5. Proof supplied to client by Telstra printer within 1 week.
6. Client faxes approval to Telstra Payphones.
7. Telstra Payphones confirms approval to client and printer.
8. Cards printed and distributed 8 weeks from step 4.

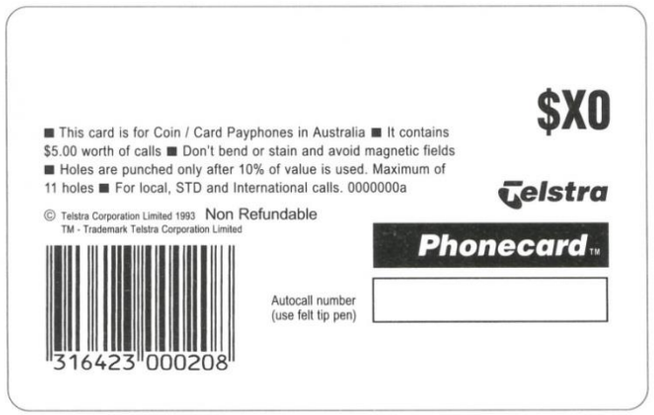
Policy Details

The following guidelines are used by Telstra Payphone Services as the basis for any contact involving the sale of commercial advertising on the face of Phonecard. Compliance to the guidelines does not automatically constitute a successful application.
Telstra Payphone Services reserves the right to decline or withhold approval to any proposal.

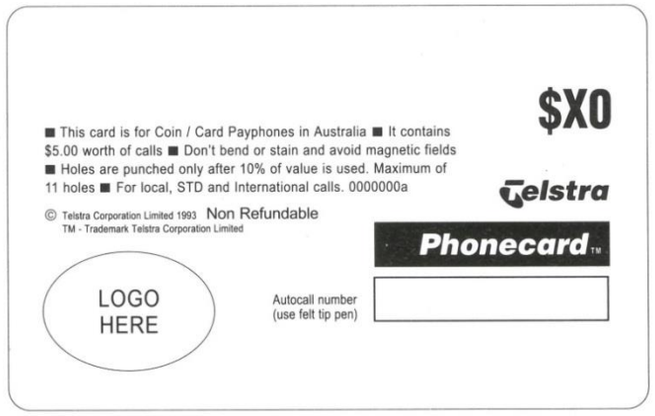
1. All advertisements shall comply with the Australian Advertising Code of Ethics.
2. No advertisement shall be placed on Phonecard unless it has been cleared in accordance with corporate identity guidelines by Telstra Payphone Services, through the appointed representative.
3. Advertisements considered to be of a controversial nature will not be permitted. Where an advertisement placed on Phonecard in accordance with these guidelines becomes controversial because of its nature or the issue it addresses, Telstra shall have the right to discontinue the advertising series.
4. Advertisements for tobacco or tobacco products will not be accepted.
5. Advertisements for alcohol and alcoholic beverages will be permitted subject to approval by Telstra Payphone Services.
   Cards carrying alcoholic related advertisements will not be distributed through schools or similar institutions catering expressly to, or primarily for, persons under the legal age prescribed for drinking alcohol. Telstra will make every effort to ensure that they are not distributed to outlets located in close proximity to schools.
6. Advertisements considered to have excessive sexual overtones or for sexual services or products will not be accepted.
7. Advertisements on Phonecard where it adversely impacts on Telstra's community image will not be accepted.
8. Telstra reserves the right to refuse to distribute through their retail network where the nature of the advertising conflicts with the interests of their retailers.
9. Advertisements for products and services directly competing with those offered by Telstra will not be accepted on the grounds they could be construed as Telstra endorsement of the competitive products and services.
10. Advertisements for political purposes (including those for candidates or political parties) will not be accepted.
11. In the case where tailored distribution is used, Telstra will endeavour to meet the client's needs, but in the case of any problems, will distribute through normal distribution network.

Telstra Phonecard

Advertising Card back options



Option 1
For regular distribution/sale through client's network.



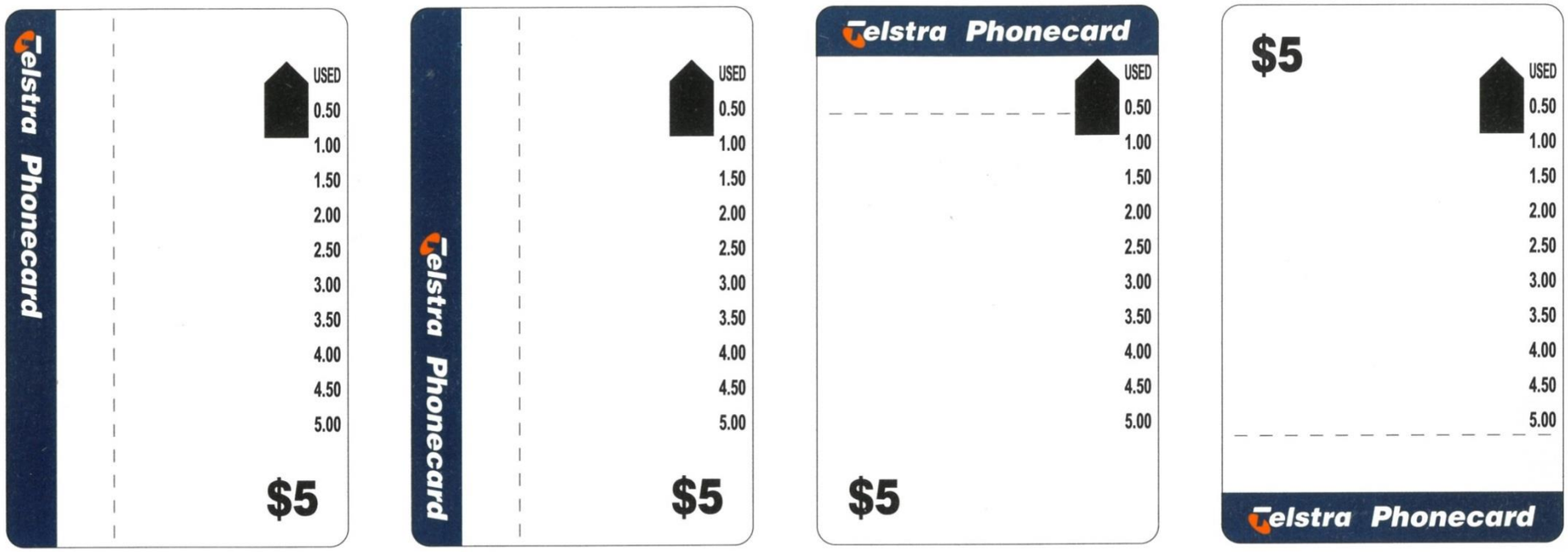
Option 2
Corporate gift card option.



Option 3
Collectable option.

Telstra Phonecard

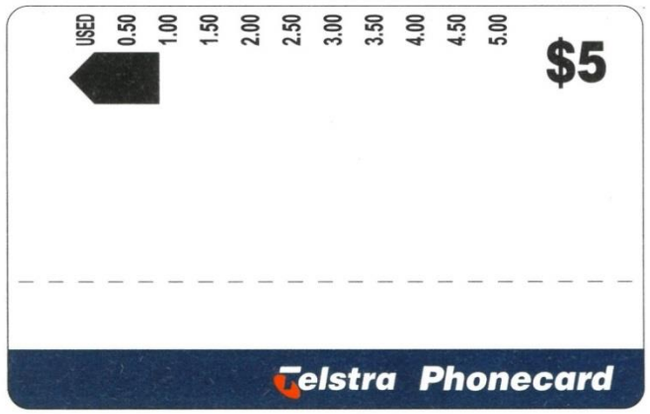
Phonecard design specifications: portrait

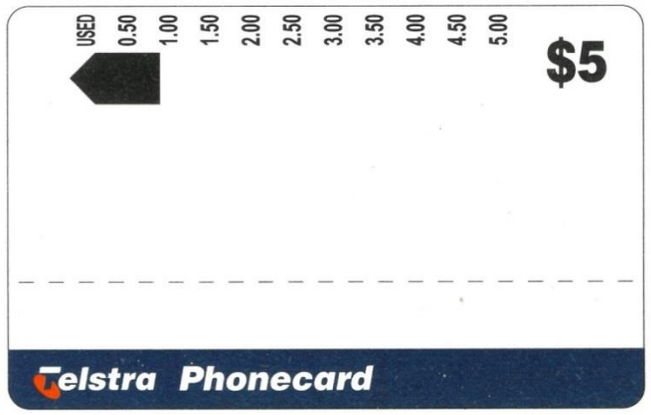


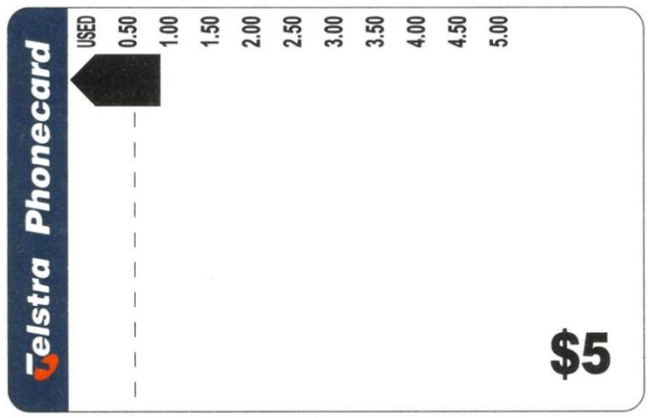
Advertiser's logos or copy must not appear within close proximity to Phonecard logo and must appear above the dotted line.
Dotted lines do not print.

Telstra Phonecard

Phonecard design specifications: landscape







Advertiser's logos or copy must not appear within close proximity to Phonecard logo and must appear above the dotted line.
Dotted lines do not print.

Telstra Phonecard

Price Schedule

Effective 1 February 1996
General advertising cost for Phonecards distributed throughout Australia through Telstra retailers:

Number of Cards	Price per Cards
1 million	15c
500,000	20c
250,000	25c
100,000	30c
50,000	50c
25,000	60c
10,000	70c
5,000	75c
2,000	$1
1,000	1.50

Notes:

i) Prices do not include the face value of the card but include cost of film and plates.

ii) Denominations of advertiser Phonecards ($5, $10, $20, or $50) will be allocated by Telstra in consultation with the client to best suit the needs of the market.

iii) Phonecards can be ordered in any quantity above 2,000 units and will be priced pro rata to the lower quantity.

iv) Prices are based on Telstra distributing and retailing Phonecards through its own distribution network. If you want to distribute through your own network, in addition to the advertising fee the cards will be charged at face value less the following purchase discounts:
Face value discount: 4% discount off the face value of $5 and $10 cards; AND $2 CARDS
5% discount off the face value of $20 and $50 cards.

v) Tailored distribution through a choice of Telstra retail outlets is available for a premium.

vi) $2 Phonecards are available for your distribution only, but cannot be resold and must be marked with the words "Complimentary Only".

vii) 10% agency commission is available to accredited advertising agencies on the advertising component of the Phonecards, but not on the face value.

Telstra Phonecard

Extract 1 – Telstra Collect Australian Phonecard Bulletin, No. 11, Apr 96, page 10

Client Services Officers are responsible for processing Telstra **Phonecard** orders for Collectors and liasing with Collectors. If you have any queries about your account or order, your inquiry will be answered by the Client Services Officers.

SERIAL NUMBER INFORMATION

(Please note - these cards are not all available for sale through Telstra. Custom cards are indicated by a "C" in the card code, which follows the card description.)

The following serial number information is not available: 1085 - 1090; 1093 -95; 1115 - 16; and 1125 - 1126.

Description and Code	Serial Batch	Quantity
$5 Phantom - C956012	1075	5,000
$5 Sony Margaret Urlich - A955842	1076 - 1077	150,00
$10 Sony Celine Dion - A955853a	1078	100,000
$5 Indy Carnival - A956512	1079	100,000
$10 Mardi Gras - A960113a	1080	50,000
$5 Mudgee High School - P956412	1081	8,000
$5 Grand Prix - A960212	1082	80,000
$10 Grand Prix - A960223a	1083	80,000
$50 Koala - G952015a	1084	50,000
$5 Indonesian Temple - P960412	1091	10,000
$5 Membership Card - P960510a	1092	8,000
$10 Prison - C951713a	1096	20,000
$5 Finesse Floral - A960712	1097 - 98	175,000
$5 Finesse - A960722	1099 - 100	175,000
$10 Finesse - A960733a	1101 - 03	300,000
$20 Finesse - A960744a	1104 - 05	150,000
$2 Marine - L960611	1106	4,000
$5 Marine - L960622	1107	4,000
$5 Marine - L960632	1108	4,000
$10 Marine - L960643a	1109	4,000
$20 Marine - L960654a	1110	4,000
$5 Marine - N960622	1111	50,000
$5 Marine - N960632	1112	50,000
$10 Marine - N960643a	1113	50,000
$20 Marine - N960654a	1114	50,000
$5 Mother's Day Flowers - G960912	1117	7,000
$5 Mother's Day Geese - G960922	1118	7,000
$5 Birthday Cat & Dog - G961012	1119	10,000
$5 Birthday Party - G961022	1120	10,000
$5 Perth Mint - C961112	1121	2,000
$5 Complimentary - C961312	1123	7,000
$5 United Medical Defence - P961212	1124	3,000
$20 Cambodia - I951814a	1127	20,000

NB: These cards are not available for sale through Telstra **Phonecard** Collector Service.

6000 of this card have been produced and they are available for sale within Australia through Telstra's Phonecard Collector Service.

A similar **$5 Custom Phonecard** (yellow orchid on a purple background) was available for sale from Telstra, in Singapore, during the Exhibition (prefix number **1191**).

Approximately 1000 of these cards (in folders) were sold during the course of the Exhibition. The balance of the folders remaining were destroyed in Singapore on the last day.

WA School for Deaf Children

The WA School for Deaf Children has issued **2000 $5 Custom** cards to raise funds for the School. The phonecards are mounted on an attractive matching backing card which is numbered the same as the phonecard.

The card features examples of sign language (which is believed a world first).

Wallet Card

A **$5** Wallet **Custom** Phonecard (prefix number 1123) has been issued to spearhead Telstra's promotion of Phonecards as a viable advertising medium. It comes as a cleverly simulated money wallet and was issued to media users.

Upcoming Releases

The next **official** Telstra Phonecard release is the traditional Christmas series, due for release in October 1996. This year's design celebrates the festive season with bright, colourful illustrations.

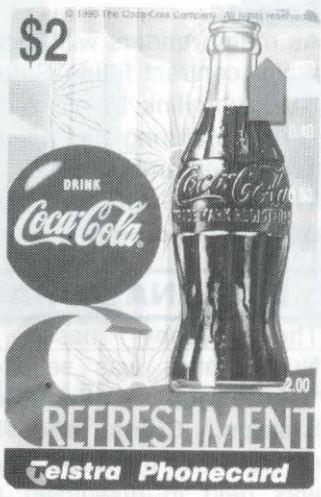
The cards feature classic images of a kangaroo bearing gifts and the Sydney Opera House wearing a Santa hat. Collectors purchasing the Christmas Limited Edition Folders will also receive a bonus Christmas gift from Telstra to add to their personal Phonecard collection.

Phonecard History of Coca-Cola

Seen at the Singapore Exhibition was a set of ten **$2 Promotional** issue Phonecards entitled the ***Phonecard History of Coca-Cola***. I understand that **2000** of each of these cards have been produced and they have been distributed in folders, in the sets of ten, with matching serial numbers.

The Prefix numbers range from 1198 to 1207.





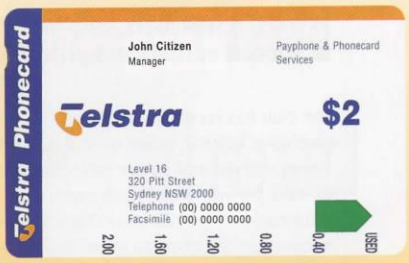


Extract 3 - Australia and New Zealand Phonecard Magazine Vol. 2 Dec 96/Jan 97 page 24

WHAT'S HOT IN CARDS

AUSTRALIA

Nineteen Telstra staff members are presently using a $2 Phonecard as their own personal business card, demonstrating to clients an innovative marketing application. Primarily the cards are business cards like any other, but with Phonecard properties.



The staff members each have 1000 x $2 Phonecard business cards, giving a total production run of 19,000. At this stage, each card is produced under the same serial batch number - 1276.

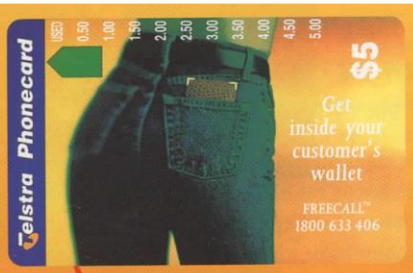
More staff are being considered for this promotional opportunity and it is expected that there will be an increase in business Phonecards during 1997.

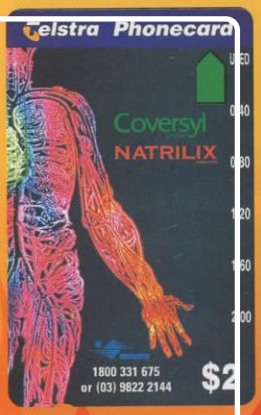
A combination of small print runs, a large number of individually different cards, localised distribution Australia wide and anonymity, all mean that these cards will be extremely hard to obtain as a full set.

Bland in appearance as they are, I tip these cards to be the "hottest" in early 1997.



The Perth Mint has continued its practice of issuing a Phonecard in conjunction with its popular Lunar Series being the 1997 proof issue Year of the Ox. A total of 5000 of this extremely attractive card have been printed (prefix number 1283). The attractiveness of the cards combined with the fact that a number are obtained by coin collectors world wide ensures that they maintain their value in the Phonecard market.



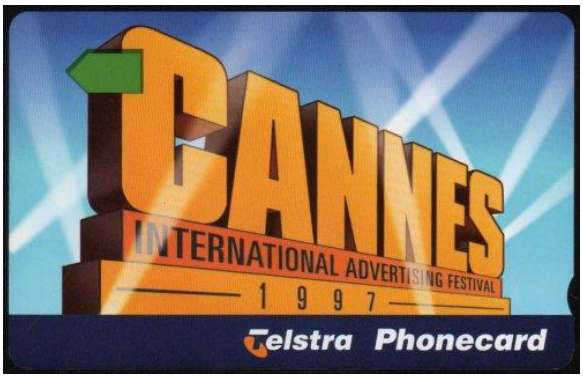


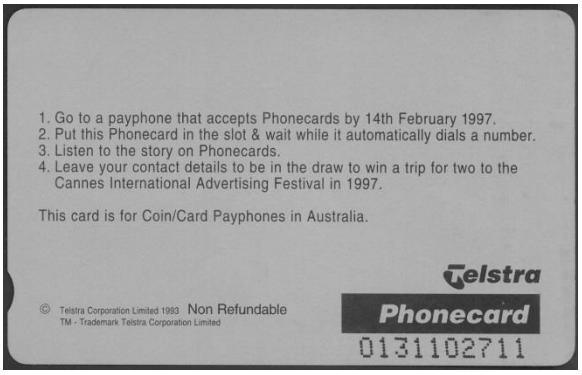
Although a quantity of 7000 of the $5 Telstra "Wallet" card were printed (prefix number 1123), due to it being a complimentary issue, it is still proving quite elusive to find. Although initially available some time ago it is still holding its value in excess of $100 definitely a card to look out for.

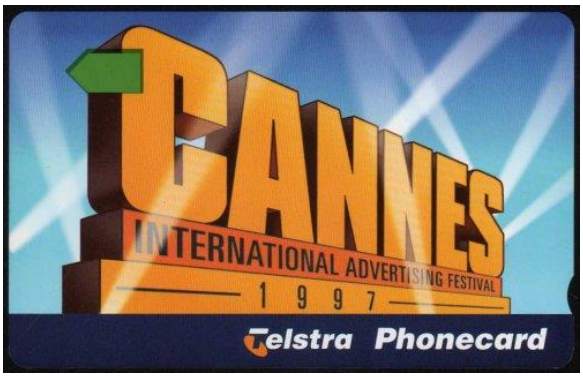
The $2 Promotional "Anatomy" card is another proving hard to find (prefix number 1168). 5500 of this card were printed in July '96 but are still available only in limited numbers.

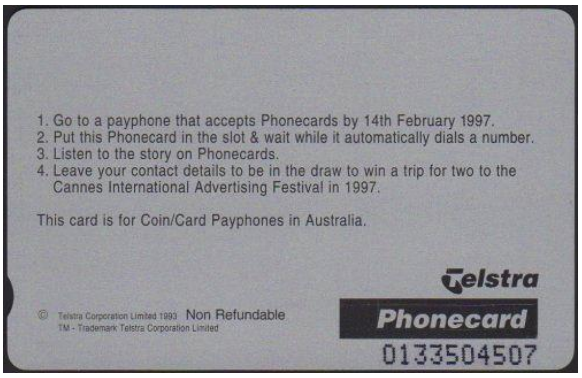
The Cannes – Pigs Fly Mailer Pack

Each of these Packs contained either a Prefix 1311, or 1335 Telstra Cannes Phonecard as shown below.









This Pack was designed as a mailer (i.e. an advertisement to be sent by mail) and produced by Telstra. It was issued in January 1997, to promote the Cannes International Advertising Festival (Refer to Extract 7 on page 35), and to also be distributed to potential Telstra customers to promote to them the opportunity of advertising on Telstra Phonecards. On this Pack Telstra states that "*Phonecards are often used by smart marketers to advertise their products or service. In fact, not only can they be used to build your brand, they are also an innovative promotional medium. (Please feel free to ring us if you want facts and figures.)*", and "*Even if you don't win, please ring us on* ***FREECALL™*** *1800 633 406* between 9am and 5pm weekdays to find out how your brand can be a winner with Telstra Phonecards.*"

Telstra sent these Mailer Packs to their perceived potential advertising customers advising them they could enter a competition by inserting the attached Telstra Cannes Phonecard into any Telstra payphone which would then cause the phonecard to automatically dial the Telstra promotion hotline where the entrant would listen to the story of phonecards, after which they would provide their details which would be taken down and automatically entered into the draw to win a trip for two (2) to the Cannes International Advertising Festival to be held in Cannes, France, between 22nd and 28th June 1997. The winner was published in The Australian Newspaper on Monday 10th March 1997, on page 14 under Public Notices, and an extract of this is provided below.

137071

TELSTRA CONGRATULATES

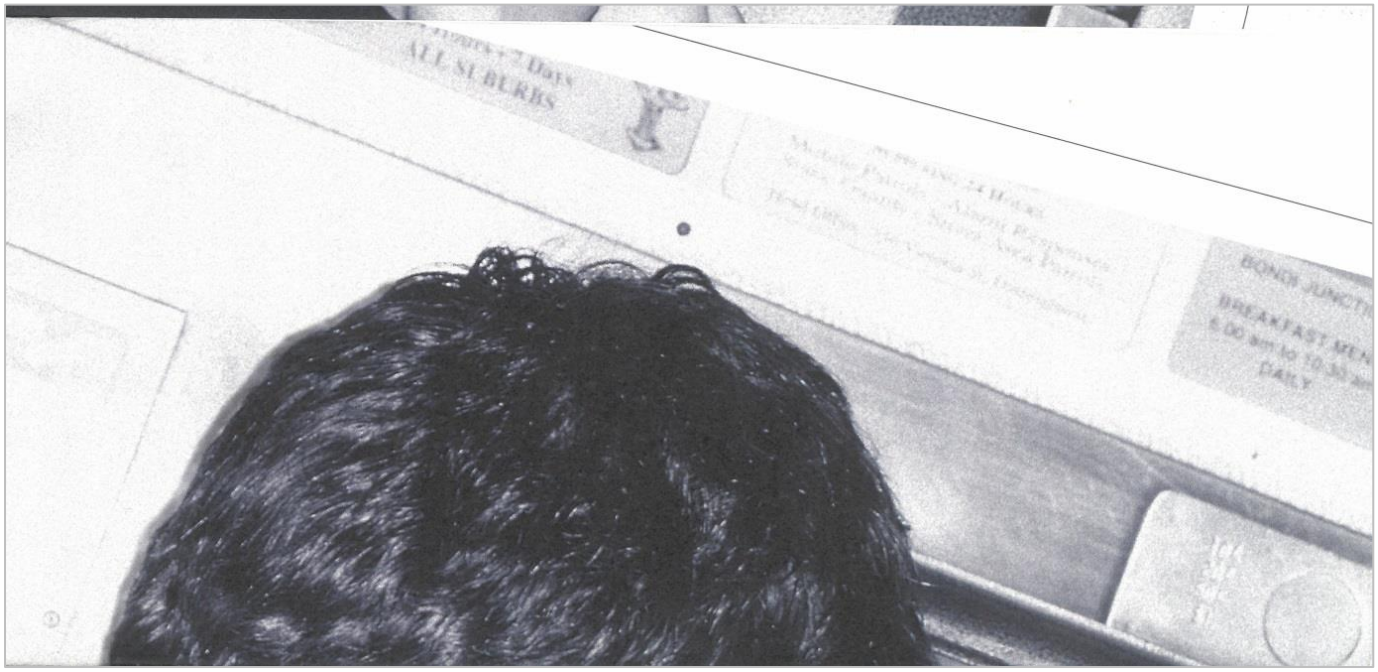
Telstra would like to congratulate Robin Trim of McKinnon, Victoria, winner of the trip for two to the 1997 Cannes International Advertising Festival in their Phonecard Competition.

127996

These Mailer Packs when closed were A4 size, but they were further folded three (3) times so that they would neatly fit into standard DL size (110mm x 220mm) envelopes, which were designed to fit A4 sheets of paper folded three (3) times for postage.

The quantity of these Packs produced is unknown, but it is suspected that each Cannes Phonecard was originally mounted in a Pack, which would mean that while some of these Packs contained a Prefix 1311 Cannes Phonecard, others would have contained a Prefix 1335 Cannes Phonecard. Therefore, as there were 5,000 Prefix 1311 and 7,000 Prefix 1335 Cannes Phonecards produced, it would be reasonable to believe that there were 12,000 of the Cannes Mailer Packs produced (Refer to Extracts 4, 5 and 6 on pages 32, 33 and 34 respectively).

The Cannes – Pigs Fly Mailer Pack Details



Back Face of Closed and Folded Cannes – Pigs Fly Mailer Pack



Front Face of Closed and Folded Cannes – Pigs Fly Mailer Pack

Conditions of Entry

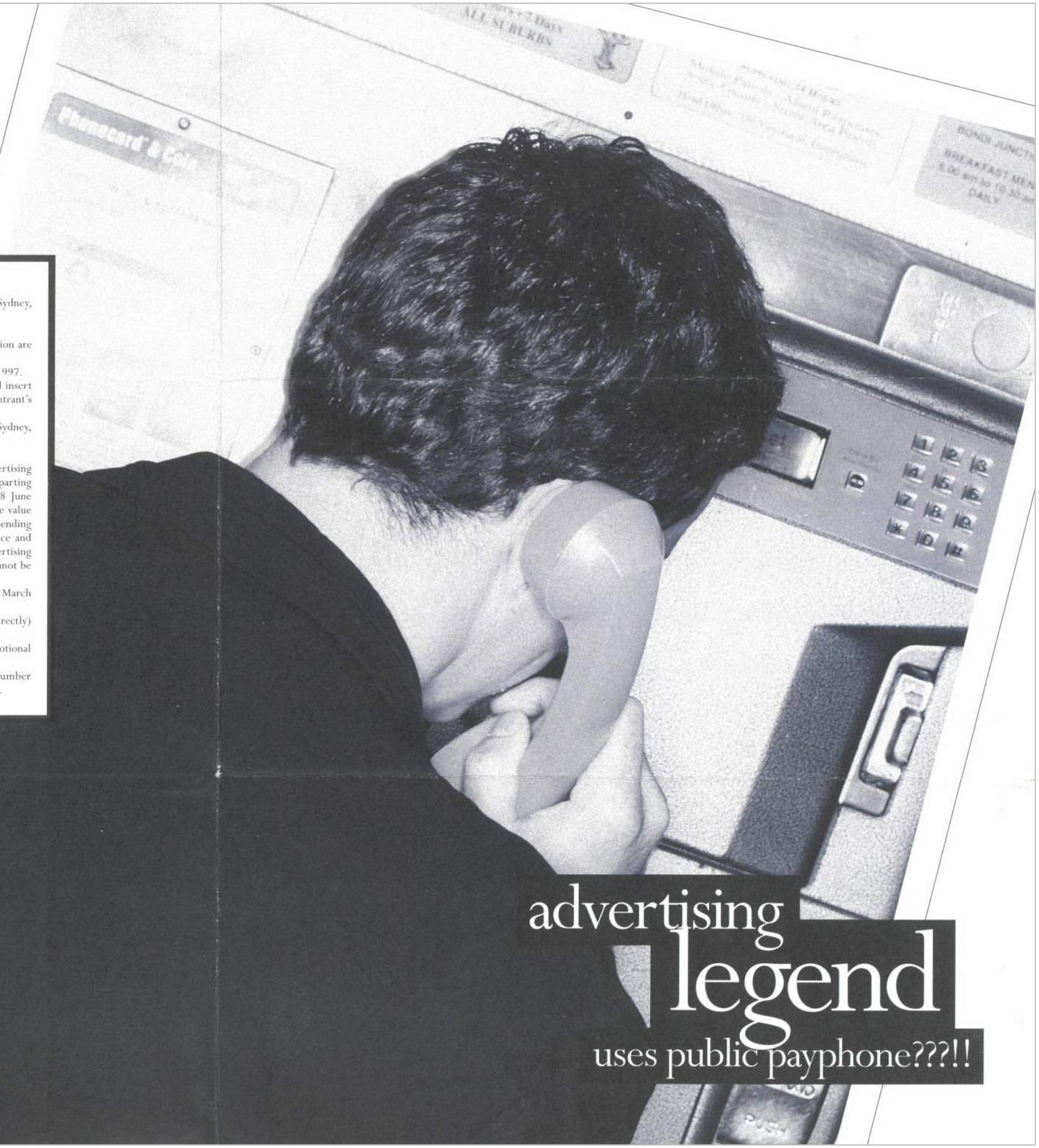
1. The promoter is Telstra Corporation Limited ACN 051 775 556 of 320 Pitt Street, Sydney, New South Wales 2000 (**"Telstra"**).
2. Information on how to enter and prizes form part of these conditions of entry.
3. Employees and their immediate families of Telstra and its agencies involved in this promotion are ineligible to enter.
4. The competition commences on 1 November 1996 and closes at 5.00 pm on 14 February 1997.
5. To enter, a person must take a specially marked "AdCard" Phonecard to any payphone and insert it into the slot. The Phonecard will automatically dial the promotion hotline where the entrant's details will be taken down and automatically entered into the draw.
6. The draw will take place at 2.00 pm on Monday 3 March 1997 at 320 Pitt Street Sydney, New South Wales.
7. The judges' decision is final and no correspondence will be entered into.
8. The first person drawn will win a trip for two people to the Cannes International Advertising Festival in 1997. The prize includes return economy class airfares to Cannes, France departing from any Australian capital city; 7 nights twin share accommodation between 22 and 28 June 1997; and registration for two people to the Cannes International Advertising Festival. The value of the prize is $12,000.00. The winner is responsible for passports, visas, meals, spending money, transport between their home and the Australian departure point, travel insurance and other ancillary costs. The travel must be taken during the Cannes International Advertising Festival between 22 and 28 June 1997. Prizes are not transferable or exchangeable and cannot be taken as cash.
9. The winner will be notified by mail and will be published in *The Australian* on Monday 10 March 1997.
10. The promoter will not be liable for any loss, damage or injury sustained (directly or indirectly) by an entrant in connection with this promotion.
11. The promoter reserves the right to use the winner's name and photograph for promotional purposes.
12. ACT permit number TP96/926; NT permit number 96/2024; NSW permit number TC96/6549; Vic permit number 96/1626 issued on 17/10/96; SA permit number T3477.

Telstra

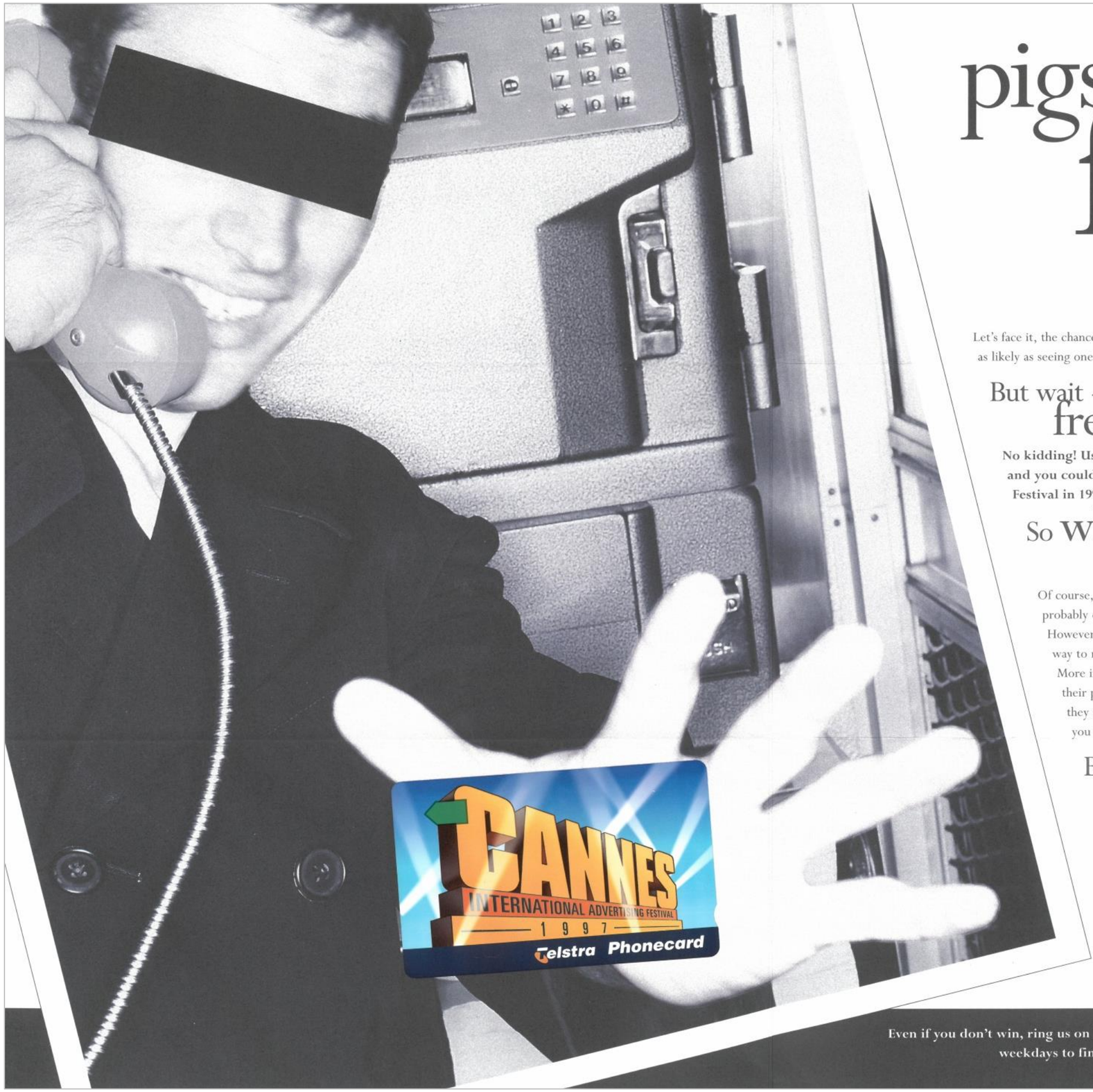
Phonecard™

™Trademark of Telstra Corporation Limited

*Calls from mobile phones are charged at the applicable mobile rate.



Outside Faces of Unfolded and Opened Cannes – Pigs Fly Mailer Pack



pigs fly and all!

Let's face it, the chances of seeing some advertising honcho in a public payphone would be about as likely as seeing one in a polyester cardie. And that probably goes for you too.

But wait - you could win a free trip to Cannes.

No kidding! Use the promotional Telstra Phonecard attached to this mailer and you could win a trip for two to the Cannes International Advertising Festival in 1997.

So what's a Phonecard you ask.

Of course, some of you reading this will not only know what a Phonecard is, you've probably even used one. (As have over 40% of the population.)

However, for the rest of you, Telstra Phonecard simply provides an easy prepaid way to make calls from payphones.

More importantly, Phonecards are often used by smart marketers to advertise their product or service. In fact, not only can they be used to build your brand, they are also an innovative promotional medium. (Please feel free to ring us if you want facts and figures.)

Back to Cannes. Want to be in it?

(Does the sun rise in the East? Does you mother cry at night because you chose marketing as a profession?)

Just find a public payphone that accepts Phonecards by 14th February 1997. (There are over 28,000 of them in Australia so there's no excuse.) On the back of the Phonecard are simple step-by-step instructions on how to enter to win the trip to Cannes. What have you got to lose? Your self esteem? Hey if Ron Mather can do it, so can you.

Even if you don't win, ring us on FREECALL™ 1800 633 406* between 9am and 5pm weekdays to find out how your brand can be a winner with Telstra Phonecard.

Inside Faces of Unfolded and Opened Cannes – Pigs Fly Mailer Pack. This Pack contains the Cannes Phonecard with Serial No. 1311 02472.

Extract 4 – Telstra Collect Australian Phonecard Bulletin, No. 15, Dec 96 page 11

Description and Code		Serial	Batch	Quantity
$10	Cambodian Satellite Dish	I952333a	1280	40,000
$2	Engrave Apsara	I952311	1281	40,000
$2	Taubmans	P964811	1282	13,000
$5	Gold Corp	C964712	1283	5,000
$50	Koala	N966015a	1284	40,000
$5	Hog's Breath Cafe	A965012	1285	5,000
$4	Prudential	P965111d	1286	3,000
$10	Independence Day	C964613a	1287	8,000
$2	RSL	P964911	1288	10,000
$5	Telstra Payphones	A964212	1289	12,000
$5	"Getting the Message"	A964412	1290	5,000
$2	Phone Box	P965311	1291	1,000
$2	Wattyl	P965411	1292	5,000
$5	Australia Day 1997	N965212	1293-1301	890,000
$5	Australia Day 1997	L965212	1302	2,500
$2	University of Sydney	P965511	1303	2,000
Batch Numbers 1304-1309 are not yet allocated				
$10	Panasonic	P965613a	1310	2,000
$0.80	Cannes	P965710e	1311	5,000
Batch Number 1312 is not available at this time				
$2	NRMA	P965911	1313	3,000
$5	CardEx'96 - Sydney	A965812	1314	6,000
$5	CardEx'96 - Maastricht	A965822	1315	6,000

NB These cards are not available for sale through the Telstra Phonecard Collector Service.

Note: These cards were not available for sale through the Telstra Phonecard Collector Service

Extract 5 – Telstra Collect Australian Phonecard Bulletin, No. 16, Feb 97 page 11

The following information is correct as of the 13 January, 1997 and continues from last issue, Batch 1315.

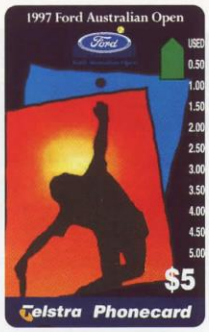
Description	Serial	Batch	Quantity
Batch number 1316 is not available at this time			
$5 Festival of Perth	A966212	1317 & 1318	103,000
$5 Sydney to Hobart - logo	A966112	1319 -1323	453,000
$10 Sydney to Hobart - Sayonara	A966123a	1324 & 1325	183,000
$20 Sydney to Hobart - Kialoa	A966134a	1326	85,000
$10 International Day of the Disabled	A966313a	1327	52,000
$5 Year of the Ox - Hard at Work	P966642	1328	53,000
$5 Year of the Ox - Family First	P966652	1329	53,000
$0 Coke Card Promotion	P966910	1330 - 1334	500,000
$0.80 Cannes	P965710e	1335	7,000

N.B. These cards are not available for sale through the Telstra Phonecard Collector Service.

Note: These cards were not available for sale through the Telstra Phonecard Collector Service

Extract 6 - Australia New Zealand Phonecard Collector, Vol. 3, Feb/Mar 1997 page 30.

WHAT'S HOT WHAT'S HOT WHAT'S HOT



Ford Australian Open

Appropriately, this issue's 'What's Hot' features designs which were released for two sets of Phonecards to promote the 1997 Ford Australian Tennis Open.

I say appropriate as on many days of the event, the actual temperature on Centre Court was in the high 40's with many players feeling the effects of heat stress.

The first set of cards issued ($5, $10, $20) features Melbourne Park, the site of the Open. 4000, 4000 and 3000 cards respectively were issued.

The second set ($5, $10) features the image of a tennis player, 5000 and 4000 cards respectively were issued.

As these Phonecards were issued only in Melbourne and as many were acquired by non-collecting 'tennis buffs', they are in quite strong demand, particularly by collectors and dealers in states of Australia other than Victoria.

Cannes International Advertising Festival

This card has been released to promote the Cannes International Advertising Festival, not the Cannes Film Festival.

Although two print runs of this card have been undertaken - 5,000 and 7,000 - it still remains very elusive.

It is also an interesting card in that it has absolutely no monetary denomination displayed on its face - even the 'no-value' Coca-Cola "Prizecard" has $0 displayed on it.





FI Champions

This phonecard was issued some 12 months ago in Sydney by One.Tel on behalf of Champion, the latter a company which is a major sponsor of Formula 1 racing.

The card, depicting Michael Schumacher the 1995 World Grand Prix Champion, was the first in a series featuring Formula 1 racing champions and only 5000 cards were issued.

Again the majority of these cards were acquired and used by non-phonecard collectors and as a consequence, the demand for this card (particularly by thematic collectors) is on the increase.

One.Tel does not actively promote their phonecards to collectors and as such it takes some time for the identity of their cards to become known and when so, often only limited numbers remain for collectors.

A Phonecard Collector's Modern Day Fairy Tale

The city was busy and Thomas was on his way home from work on the bus, reading his daily newspaper. A gatherer by nature, he led a sensible life and minded his own moderately successful business.



As he neared his apartment he was approached by a beautiful witch who cast a spell on him, making him forget who he was and forcing him to surrender his will to her wicked designs.



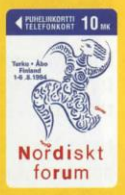
Once she had him in her power, she led him to a restaurant and ordered him to take a drink of Coca-Cola laced with a magic powder she had hidden in one of her rings. Thomas had no choice but to obey and when the evening was over she sent him away.



The next morning Thomas woke to find that he had turned into a frog. His eyes were bleary and his head ached. He couldn't remember what had happened to him so he hopped out of the house and down the road to look for some sort of salvation.



As he made his way to the nearest pond he saw a public telephone booth. Lying around on the ground inside the booth, were some used phonecards. His collecting instincts took over and he picked up the cards and took them home to look at them and then put them away.



As he looked over his new haul his Fairy Godmother appeared and berated him for getting himself turned into a frog. However, she was cheerful by nature and told Thomas that she knew of a spell which could turn him back into a human being - an offer which Thomas gratefully accepted.



Once human again, his Fairy Godmother gave him a tip about a special collector's phonecard to be issued with a butterfly on it. Thomas quickly made arrangements to obtain one of these cards and added it to his small but growing collection.

As the years went by, Thomas began building a world collection of phonecards. He got endless pleasure from studying the wide variety of art and designs on the cards - until one day a door in his mind opened. He finally understood that his collection had afforded him a glimpse of a larger universe than the everyday realities around him.

Thomas sat for a while, contemplated the earth, then closed his book and dreamed.



GERHARD MEDER - AUCKLAND PHONECARD SOCIETY

Extract 7 – The Australasian Phonecard Magazine, Issue 39, (October 97), page 6

Jim Beauregard- Smith

Locked Bag 200, Murray Bridge, SA 5253

FOR SALE

100 x $5 Australia Day 1997 - multi hole	$40
100 x $5 Christmas 1996 - multi hole	$40
100 x $5 Sydney to Hobart - multi hole	$40
100 x $5 Seals - multi hole	$40
1000 x $5 Seals - multi hole	$350
1000 x $5 Australia Day 1997 - multi hole	$350
50 x $5 Christmas Candle - multi hole	$20
50 x $5 Invisible Heritage - multi hole	$20
50 x $5 Adelaide Austel - multi hole	$50
50 x $5 SA Local Legend - multi hole	$50
50 x $5 Adelaide Scenery - multi hole	$20
50 x $5 Perth Scenery - multi hole	$20
50 x $5 Mixed - one hole	$40
50 x $5 Mixed - multi hole	$20

University of Sydney Union

The fourth in the series of Sydney Uni. Union cards has been issued (***see cover***). As with previous cards this one again offers a "special deal" on purchases through the Wentworth and Holme Campus stores - "buy one uni-ball pen and receive one free". The prefix number is 1529.

Major Fair Postponed

I have been advised that due to the large number of collector fairs scheduled for Sydney in November, the organisers have decided to postpone the Australian International Phonecard Fair, which was due to be held in early November. It is hoped to re-schedule the fair for the first half of 1988 For further details and enquiries phone Mark Freehill on (02) 9913 3036

Cannes International Advertising Festival

Another item of which collectors may not be aware of is featured below. It is a folder (pictured opened) which contains a "Cannes" Telstra Phonecard. I am not sure as to how many of these folders were produced but they were obviously used as a promotional tool for the Advertising Festival to which a trip for two was offered. Although there were two print runs of this card it still remains one of the more elusive to be found and commands a very high price when sold.

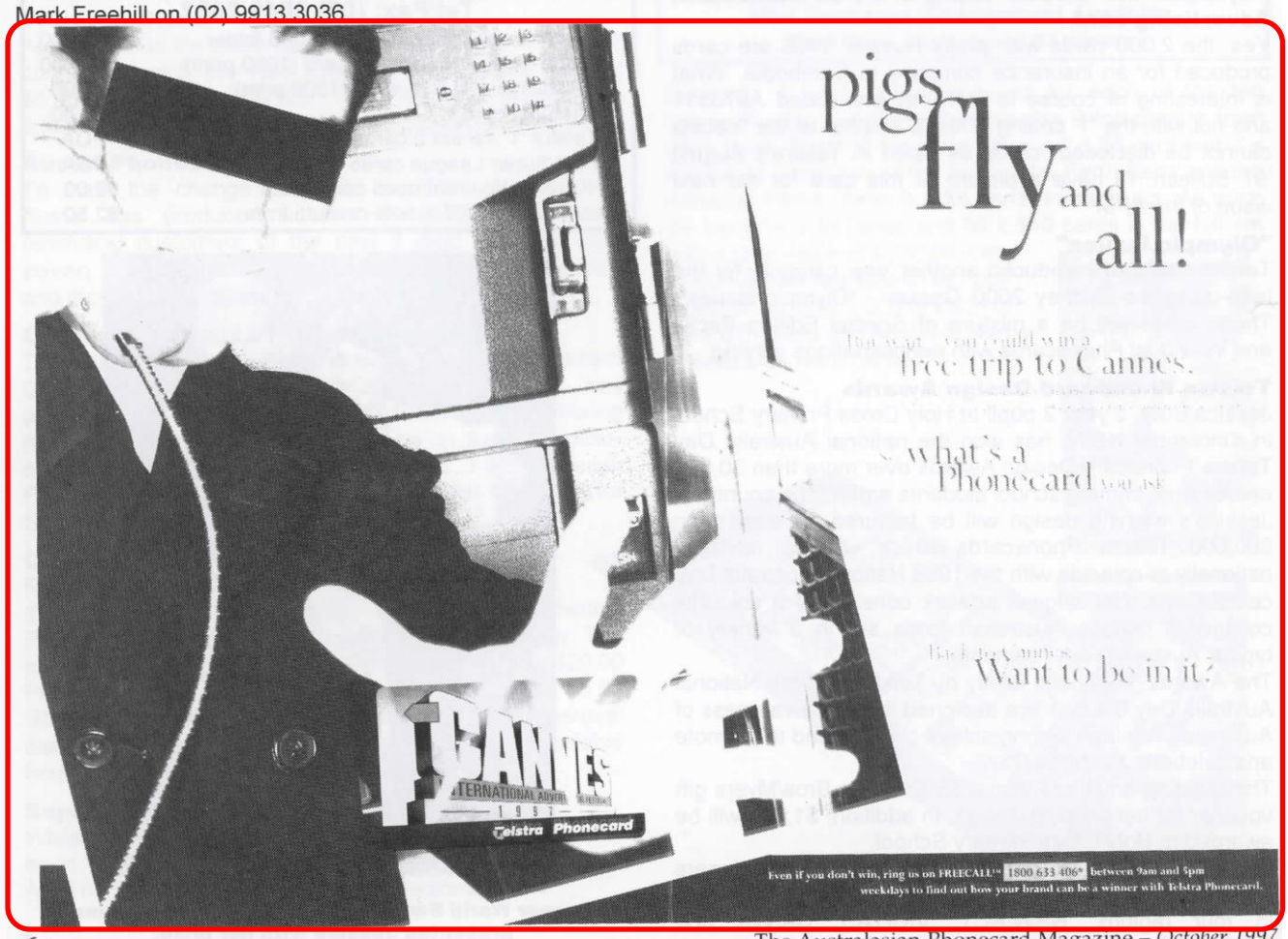
Coin, Stamp & Phonecard Show

Dan O'Loughlin (Wishart Phonecards) advises that the Show to be held at Caloundra, on Queensland's Sunshine Coast, on 10-11 January 1998, is shaping up well and promises to be an excellent event.

Following the success of the 1997 Show terrific interest has been shown to date by organisations and dealers wanting to attend next year's Show with the result that it has had to be re-located (from last year's venue) to the much larger concert hall, still in the Caloundra Civic and Cultural Centre.

It is expected that more than 20 dealers will be in attendance as well as club and magazine representatives. Tables at $160 each are still available for any dealers wishing to attend. An Auction will also be held during the course of the weekend and dealers may submit a maximum of ten items for inclusion in this Auction.

For more information on the Show, its promotion, availability of accommodation, etc. contact either Dan O'Loughlin on Phone/Fax (07) 3849 2682 or Michael Vickers (Cut Price Coins) on Phone/Fax (07) 3269 1158.



PHONECARD CLUB NEWS

AUSTRALIAN PHONECARD & COLLECTORS CLUB

(AUSTRALIA'S FIRST PHONECARD CLUB)

The APCC Club is located in Adelaide, South Australia, and has Members located in other States of Australia

Meetings are held the 2nd Tuesday of each month except for January, at a time and venue provided to Members of the Club

SERVICES PROVIDED TO MEMBERS AT MEETINGS
"Matters of Interest" are presented and discussed.
A Raffle at each meeting with the proceeds used to host our Christmas get together with partners.

Contact the APCC President on (08) 82970388

THE MELBOURNE PHONECARD COLLECTORS CLUB INC

Established in 1992 and still going strong.

PO Box 166, Beaufort, Victoria, 3373 Australia

The Melbourne Phonecard Club's Website is at http://www.melbournephonecardclub.org.au

The club holds five meetings per year at the SPAN Community Centre 64 Clyde Street, Thornbury, Victoria.

The next meeting is set for 12:00 Noon Saturday 7th November 2026 and Visitors are welcome to attend.

The Club has many interstate and overseas members.

Please email postmaster@melbournephonecardclub.org.au for membership and other enquiries.

SERVICES PROVIDED TO MEMBERS

12 Newsletters per year.

6 postal bid auctions per year with a minimum of 180 lots each.
To see a recent listing of a postal bid auction go to melbournephonecardclub.org.au and click on the recently completed auction link.

Material submitted by members is auctioned at our meetings as well as the opportunity to discuss aspects of collecting with other participants.