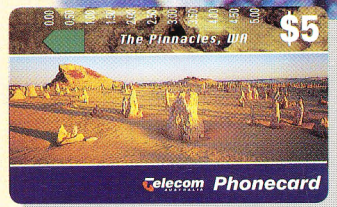


A U S T R A L I A N

PHONECARD

C O L L E C T

B U L L E T I N





P.O Box 3964, Parramatta, NSW, 2124.

Issue no. 7, was the last issue of The **Phonecard** Funcard Newsletter. From now on, Funcard, International **Phonecard** News and the catalogue have all been combined into one publication – The Australian **Phonecard** Bulletin, which will go out more often. You'll still get all the news and info and the latest releases, as well as all the competitions specially for kids on these pages.

Kids make up nearly a quarter of all the collectors on our mailing register now, which means there are loads of kids out there collecting **Phonecard**. These pages are specially for junior collectors, so write in and let us know what you want to see - more quizzes, competitions or just more **Phonecard** facts.

DO YOU KNOW HOW PHONECARD WORKS? > > > > >

The Australian **Phonecard** is magnetic - not the type of magnets that you usually think of, stuck to the fridge. Along with technological advances in every other area, magnets have also changed, and with it is a magnetic system which operates Australian Cards.

A ferrite layer (which has magnetic properties on the back of the card acts like a memory. It works in a similar way to tape recorders and automatic teller machine

cards, storing and recording changes in information. Certain numbers can be re-programmed using autocall and you can easily tell if a card has been used because at the end of the call a hole is punched in the card to show the approximate remaining value.

Australian cards are amongst the thinnest, most flexible in the world - cards in Britain, New Zealand, Hong Kong and Singapore are about as thick as a credit card.

Australian cards are based on technology developed in Japan and were originally produced in Japan by a company called Anritsu. Australian cards are now produced in Melbourne by a company called Leigh Mardon. The first **Phonecard** series to be produced in Australia was the 1993 Endangered Species series.

CO

WATCH
THIS
DATE > > >

The next Australian **Phonecard** Fair will be held in Melbourne on Sunday 10 July at the Southern Cross Hotel on Exhibition St. This is a chance for you to speak to the major **Phonecard** dealers about your collection as well as meet the staff from Telecom's Collector Service.



DIVING PHONECARD FROM THE COMMONWEALTH GAMES COLLECTION ON PAGE 12

1994 AUSTRALIAN LANDSCAPE SERIES >>>>> COMPETITION

The '94 Landscape series hit the streets early June - watch out for the card from your state. These great new cards are all pictured in this bulletin. To win a complete set of the seven individual cards, write in to the Cool Kids Club saying what site from your state or territory you would like to see on a **Phonecard** and why. Entries must be received before 12 August and the three best entries will each receive the seven cards in this set.

COOL kids club elect now

COMPETITION WINNERS >>>>>

In the last issue of **Phonecard** Funcard, there was a competition asking you to send in a drawing of a threatened animal and tell us what you would do to save it. We got stacks of entries with loads of great of pictures. Congratulations to the five lucky winners, who each receive an Endangered Species Limited Edition pack, which are now sold out.

Danny and Natasha Hepher, SA
Thomas Vogel, NSW
David Garth, NSW

Christopher Cantrell, QLD
Madelyne Campbell, QLD

BE A GREEN CONSUMER

FROM ENVIRONMENTAL COLLECTION
ON PAGE 14

Welcome to your new look **Phonecard** newsletter and catalogue. The *Australian Phonecard Bulletin* now combines Australian news from the collecting scene, information about upcoming releases, as well as, for the first time ever, full colour reproductions of all the cards currently available for sale through Telecom's mail order service for collectors. This will make it easier for collectors, especially those who are new to the hobby, to see exactly what they are ordering. You will notice that blank order booklets are now provided, which are slightly different to the previous order forms. Please use these when placing any order in future. Orders that are not placed on this official form, or using an advertisement appearing in one of the magazines for new **Phonecard** issues, will not be accepted. Please take care to fill these forms in carefully, as mistaken orders can not be refunded or exchanged.

The information required on the order form-card code, description, price and quantity - will all be listed under the item in the catalogue. Please include your customer number in the space provided (if you know it) - it makes it quicker and easier for us to process your order. To speed up the process, customers who are paying by credit card, please remember to sign the form and fill in the credit card's expiry date - and for all customers, please remember to fill in name and address details. It may sound silly, but we receive many orders from customers who have forgotten to fill in this section of the order form, which considerably delays processing!

This newsletter carries details of the standing order system, which has now been introduced. If you are interested in registering to receive either the Limited Editions, individual card designs or both, as they are released, please read this section carefully and return the enclosed form.

The changes made recently to **Phonecard** Identification Code policy have been well received by collectors as they have defined **Phonecard** into three easily recognisable categories of cards, and have made the decision of which cards to collect much easier. Please note that information about cards within the custom card category will continue to be supplied through the 0055 service and the *Bulletin*, but these cards will not be available for sale through Telecom's mail order service.

Collectors will notice that the *Bulletin* no longer carries international news. The reason for this is twofold - activity on the Australian collecting scene has taken off to the point where there is now not enough room to fit in all the Australian news as well as that from overseas. Further, the survey conducted earlier this year showed that interest in Australian content was high, whilst interest was not so high in what was happening overseas. So the

new look *Bulletin* will now be devoted exclusively to Australian activity. If you have any comments about the new format, the Editor would be interested in hearing your views.

NEW RELEASES

The 1994 Australian Landscape series was released through the shops to the public in late May. The seven cards in this series, each representing a state or territory of Australia, were designed by HERO Communications of Sydney, and feature panoramic photos taken by Australian photographers. This series is the first released in Australia to include seven cards. Early **Phonecard** policy states that Official Issues will contain up to six cards, and so Collectors purchasing the Limited Edition series will only pay for six of the seven cards in the pack. The card designs have been well received by Collectors so far and the pack is expected to sell quickly, so place orders early to avoid disappointment. There is a limit of five packs per customer.

The 1994 Commonwealth Games series, released through the shops in July, commemorates the XV Games to be held in Victoria, Canada. These striking and stylised photographs were specially commissioned by Telecom to appear on this series of cards and were taken by Fuji's photographer of the year, Pat Scanlon. The sports featured on the cards - diving (\$5), cycling (\$5) shotput (\$10) and weight lifting featured on the Limited Edition pack - are those in which Australia has traditionally excelled.

The Commonwealth Games is an amateur sports competition open to countries that are members of the Commonwealth of Nations. In the tradition of the Olympics, the Commonwealth Games celebrates the spirit of camaraderie, co-operation and national pride, not only within the team but between members of the Commonwealth of Nations the world over. Telecom Australia is proud to be an Official Sponsor of the 1994 Australian Commonwealth Games Team.

The Australian Ballet and The Sydney Dance Company Advertising (A) cards started going out through the shops in June and are currently available for sale through Telecom's mail order service. Initially, there was a print run of 800,000 for the two \$5 cards (one each for the Ballet and Dance Co.), 500,000 of the \$10 Dance Co. card and 145,000 of the \$20 Ballet card.

Upcoming official issues for the remainder of 1994 are a joint Royal Life Saving Society (RLSS) and the Surf Life Saving Australia Limited to be released in September, containing four cards; 2 x \$5, a \$10 and a \$20 card. This issue commemorates the 100th birthday of the RLSS Ltd, as well as the very first cards ever to be released in Australia, the

Geelong Trial issue. In November, there will be three cards celebrating Christmas 1994 and for the first time, the Christmas issue will be available in a Limited Edition.

CUSTOM CARDS

The following cards will not be available for sale through Telecom. Details will continue to be supplied through the 0055 Hotline regarding the release of Custom cards.

The Australian Wildlife Fund is producing 10,000 \$5 cards and 10,000 \$10 cards for fund raising purposes. The cards will feature postal stamps illustrating a koala and a duck. The stamps will be released in conjunction with the cards in a packaged set. This set is due to be released late June. Please ring (02) 416 6632 for further information.

The Beagle Bros, a private company, is producing 10,000 \$5 cards featuring a photograph of the steam locomotive 1210. These will be released late June. For further details please call The Australian Historical Society on (06) 239 1972.

The magazine, **Phonecard** Collector, is producing 10,000 \$2 cards which will be given free to subscribers. Please ring (02) 264 7060 for further details.

Telyarch will be producing an ongoing series of cards for the AFL. The first two cards, each \$2, will feature the players Gary Ablett and Tony Modra and will be available from July. Please ring (03) 772 3116 for dealer outlets.

PACS will be releasing a series of three \$5 cards featuring the Sydney Opera House, as well as \$5 card featuring the famous Ettamogah Pub. There will be 10,000 of each design produced, available from June.

Upcoming custom cards that have been marked in for production include a series of seven cards for Roam Pacific, featuring the Apollo II Moon Landing, three more AFL players for Telyarch and a series for Strategic Media featuring, amongst others Madonna, Elvis Presley and Marilyn Monroe. Further will be in the next Bulletin and will be included on the 0055 number.

CHRISTMAS ISLAND CARDS

At this stage, negotiations are continuing with the Christmas Island authorities regarding the sale of Christmas Island cards to Collectors through Telecom's mail order service. It is likely that details regarding this will be completed by the time the next *Bulletin* is due to be mailed out. Until then, these cards are not available for sale through the mail order service.

Telecom Australia will shortly be installing the **Phonecard** system on Norfolk Island and the Cocos Islands. When this system has been installed, Telecom Australia will supply cards to be used in the payphones on the Islands, and similar negotiations will take place to attempt to secure a quantity of these cards for collectors to purchase through the mail order service. Collectors will be notified when negotiations have been finalised through the next *Bulletin*.

BRISBANE FAIR

Brisbane's first International **Phonecard** fair took place on Sunday 15 May, and proved that **Phonecard** collecting is booming in Brisbane as with everywhere else in Australia. Collectors ventured from as far afield as Rockhampton and Byron Bay and were treated to the largest range of Australian and world cards ever seen in Queensland. Large crowds in the early morning cleared slightly later in the day, giving collectors a chance to swap and sell to twenty of Australia's leading dealers present at the Fair.

Dealers commented on the high number of junior collectors present, many with exceptional collections of Australian cards, confirming that **Phonecard** collecting is indeed a hobby with a future. As always, there were many families in evidence, with more often than not the kids of the families overseeing and directing the day's deals.

The introduction of advertising on cards in Australia has done much to stimulate interest in thematics, as collectors start to diversify and specialise their collections, with good sales of world cards being reported in this area.

The next International **Phonecard** Fair will be held in Melbourne at the Southern Cross Hotel in Exhibition Street on Sunday 10 July.

TARIFF INCREASE

When the tariff increase is implemented in October, the encoded value of **Phonecard** will change slightly to accommodate the change in the price of a local call. For instance, the encoded value of a \$5 card is presently \$5.40 (18 local calls) and after the tariff increase the encoded value will be \$5.20, the \$10 card will go from \$10.50 to \$10.40 and the \$20 card will go from \$21 to \$20.80. The first series of cards to be encoded with the new values will be the Christmas 1994 designs, to be released in November. Cards purchased prior to this with the present encoded values will still be able to be used in a public payphone, and any remaining value on a **Phonecard** (10c, 20c or 30c) will still be able to be used to make a public call.

\$4 DEPARTMENT OF SOCIAL SECURITY CARD

In April, the Minister for Communications and the Arts, the Hon. Michael Lee, confirmed that the tariff for local calls from a public payphone will increase from 30c to 40c on 1 October this year.

Telecom will produce a special, one off complimentary \$4 **Phonecard** for 2.3 million pensioners, unemployed people and low income earners throughout Australia.

The cards will be distributed by the Department of Social Security (DSS) and the Department of Veteran's Affairs (DVA) to those on their client lists throughout August and September.

The \$4 **Phonecard** will not be made available for sale to the public through resellers or to collectors through Telecom's mail order service and will carry the 'C' ID code. The card will not carry the serial number on the reverse of the card. The serial number is intended as a security precaution to aid Telecom staff with the internal stock control, handling and distribution of **Phonecard**. As the \$4 **Phonecard** is to be distributed by DSS and DVA staff the serial numbers will not be necessary.

STANDING ORDERS

In this issue of the *Bulletin*, you will find a form enclosed to register for the **Phonecard** Collector's Service new standing order arrangement. Registering with this system will mean you will be guaranteed new **Phonecard** releases as they are issued. Customers will have the choice of automatically purchasing Limited Edition packs, Advertising cards, individual designs, National issue cards, combinations of or all of the previous items.

Customers can establish an account with this office by providing either credit card details, or opening an account, which the customer will have the responsibility of keeping in credit. If sufficient funds are not maintained in the account, the order cannot be processed. The standing order arrangement will not be run on a debit/invoice basis.

There is no limit on the number of items ordered, however the quantity cannot be adjusted from issue to issue. If an account is established with a certain number of items ordered, and the customer wishes to change this number, the present account must be cancelled and a new account opened with the new number required.

The number of Limited Edition sets produced will be decided according to the number required for the standing order system.

PLEASE NOTE

Credit card orders for less than \$10 cannot be processed. If a customer has money on account and wishes to place an order for the minimum limit (\$10), please do not make up the difference with credit card, as we will be unable to process your order.

PRINTING INFORMATION

There have been many enquiries concerning the printing of the \$5 cards in the Landscape series. Because, for the first time, there are five different card designs of the same value within one series, the proofs of the designs were laid out for printing in what is known as a composite layout. Instead of printing one design for a complete batch of 100,000, and then resetting the printing presses with a new design to print the next batch, the five designs have been printed at the one time - in the same way that sheets of stamps are printed - for five complete batches. For the serial number collector, this means that within each batch, there are five different designs, 100,000 of each design, with random serial numbers. This has occurred within the number ranges of 448 - 452. It has also occurred for the \$5 Dance and \$5 Ballet cards, of which 800,000 were produced within the batch ranges of 464 - 471 serial numbers.

0055 HOTLINE

The recently established **Phonecard** Collectors 0055 Hotline has proved a popular way for collectors to quickly and easily access the latest **Phonecard** news. The Hotline is updated weekly and provides all the latest information on collecting in Australia. Callers are given a choice of three pre-recorded messages, plus access to an answering machine to have their details added to the Telecom **Phonecard** collectors service mailing list.

Step one includes details about upcoming **Phonecard** releases.

Step two includes information about which issues have recently sold out, and which issues are still available as individual cards and as limited edition sets.

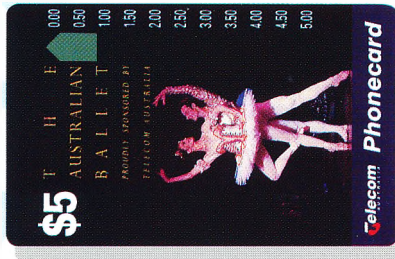
Step three lists the latest serial and batch numbers.

Calls to the **Phonecard** Collectors 0055 Hotline from anywhere in Australia are charged at the budget rate of 35c/min.

From anywhere within Australia, call	0055 29469
From outside Australia, call	61 055 21142

Description	Serial Batch	Quantity
\$5 Opera House	427 – 428	200,000
\$5 Bilby	429 – 430	150,000
\$2 Rentlo cards	433 – 434	100,000
\$10 Christmas Island Fish Cove	435	6,000
\$20 Christmas Island Red Crab	436	4,000
\$5 Chinese Dog with Vase	437	31,500
\$5 Chinese Dog with Ribbon	438	31,500
\$5 Chinese Dog Blowing Trumpet	439	31,500
\$5 Chinese Dog on Ball	440	31,500
\$5 Limited Edition cards, Australian Landscape series	441 – 445	40,000
\$10 Limited Edition Landscape	446	8,000
\$20 Limited Edition Landscape	447	8,000
\$5 Australian Landscape series	448 – 452	500,000
\$10 Australian Wildlife Fund	453	10,000
\$5 Beagle Bros. Train	454	10,000
\$2 Phonecard Collector Magazine	455	10,000
\$20 Ballet	456 – 457	145,000
\$5 Australian Landscape cards	458 – 452	500,000
\$10 Mt Hotham	458 – 459	170,000
\$10 Mt Hotham	460 – 461	170,000
\$20 Crescent Head	462 – 463	120,000
\$5 Ballet and \$5 Dance Co. cards	464 – 471	800,000
\$10 Dance Co.	472 – 475	500,000

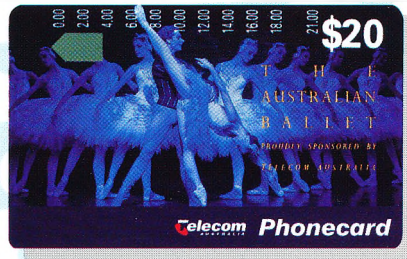
INDIVIDUAL CARDS



A940522

Australian Ballet

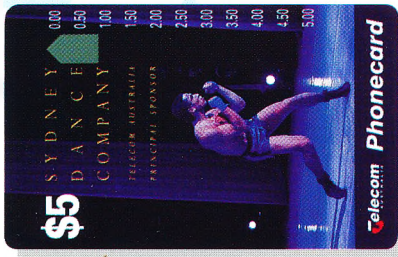
\$5



A940544A

Australian Ballet

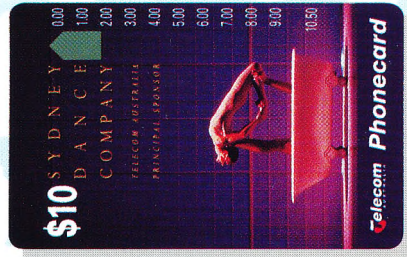
\$20



A940512

Sydney Dance Co.

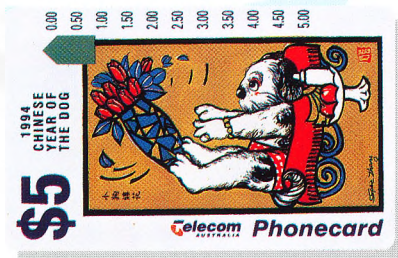
\$5



A940533A

Sydney Dance Co.

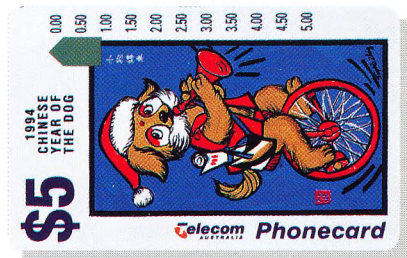
\$10



A940212

Dog with Vase

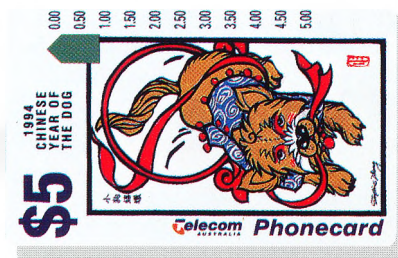
\$5



A940222

Dog with Trumpet

\$5



A940232

Dog with Ribbon

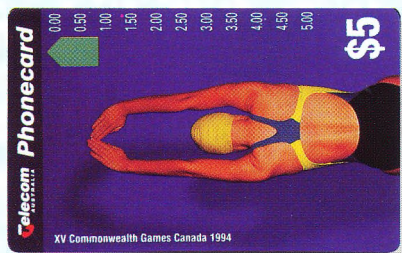
\$5



A940242

Dog on Ball

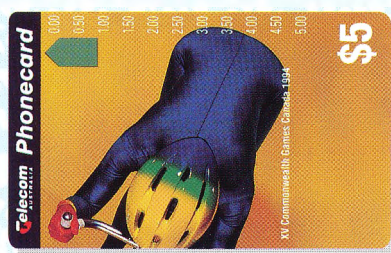
\$5



N941412

Diving

\$5



N941422

Cycling

\$5



N941433

Shotput

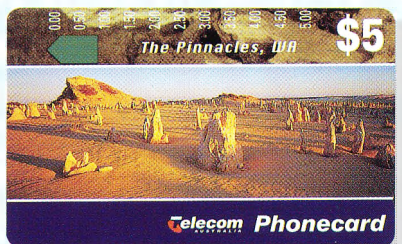
\$10



N940852

E. Alligator River, N.T.

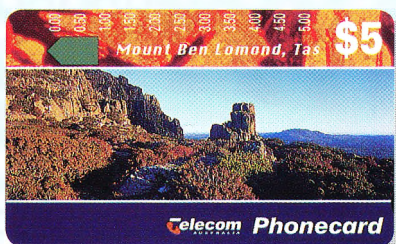
\$5



N940842

The Pinnacles, W.A.

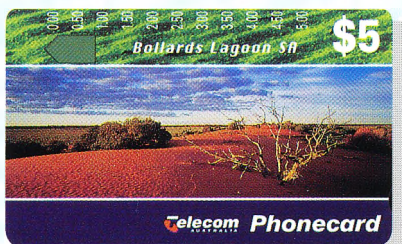
\$5



N940832

Mt. Ben Lomond, Tas

\$5



N940822

Bollards Lagoon S.A.

\$5



N940812

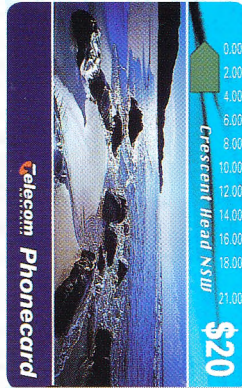
Lamington Nat. Park, Qld

\$5

INDIVIDUAL CARDS



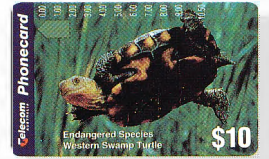
N940863A Mount Hotham, Vic \$10



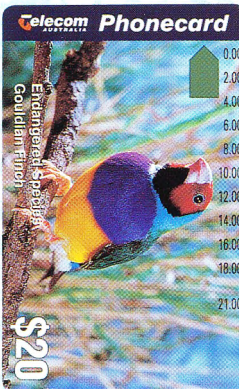
N940874A Crescent Head, N.S.W. \$20



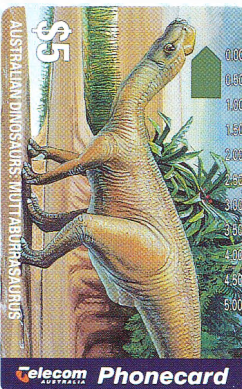
N940122 Bilby \$5



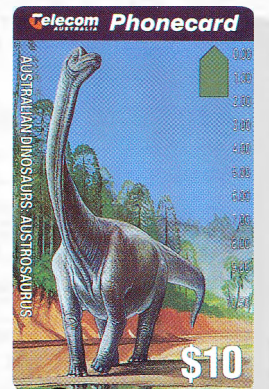
N940123A Western Swamp Turtle \$10



N940134A Gouldian Finch \$20



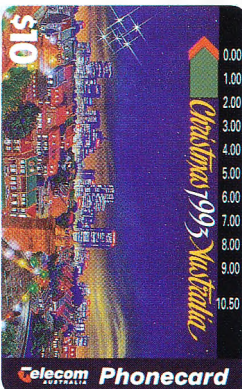
N931312 Dinosaur Muttaburra \$5



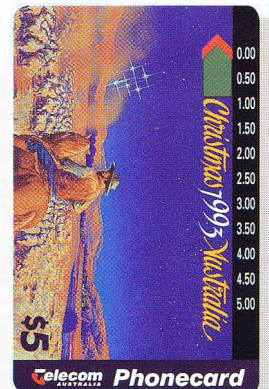
N931322A Dinosaur Austrosaurus \$10



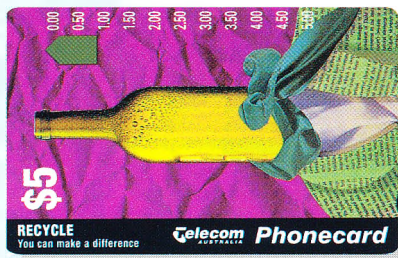
N931334 Dinosaur Minmi \$20



N931123A City Christmas \$5



N931112 Outback Christmas \$5



N931012

Recycle

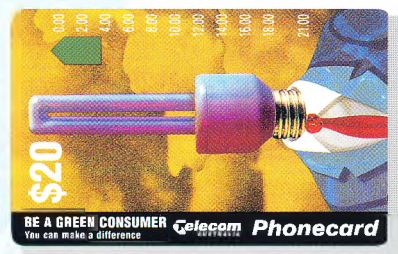
\$5



N931023A

Plant a Tree

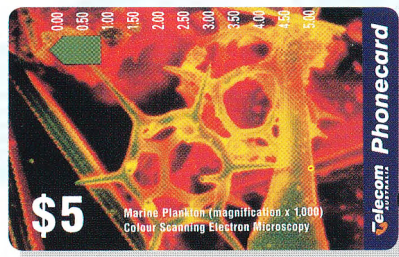
\$10



N931034A

Be a Green Consumer

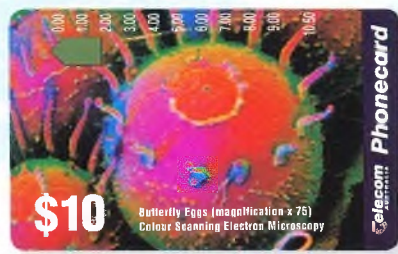
\$20



N930912

Marine Plankton

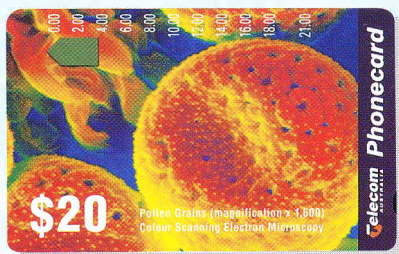
\$5



N930923A

Butterfly Eggs

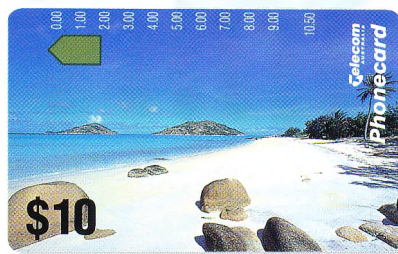
\$10



N930934A

Pollen Grains

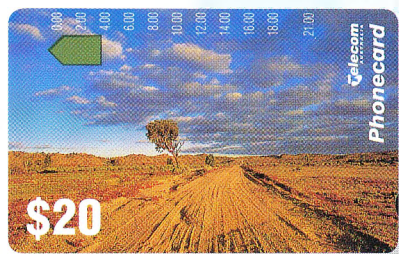
\$20



N930423A

Lizard Island

\$10



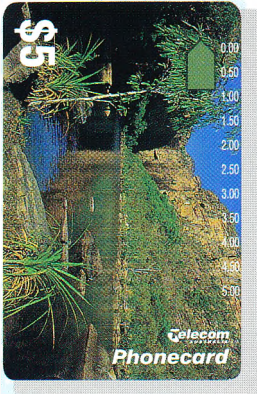
N930434A

Northern Flinders Ranges

\$20

INDIVIDUAL CARDS

OFFICIAL ISSUE CARDS



N930412 Kakadu \$5



N930212 Creation of Earth \$5



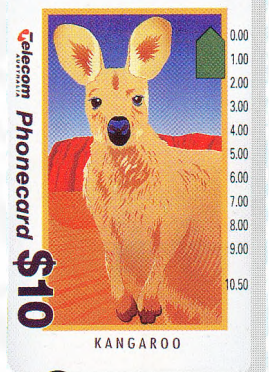
N930223A Life on Earth \$10



N930234A Eternity \$20



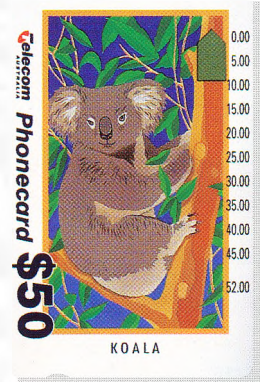
G930712 Opera House \$5



G930723A Kangaroo \$10



G930734A Great Barrier Reef \$20

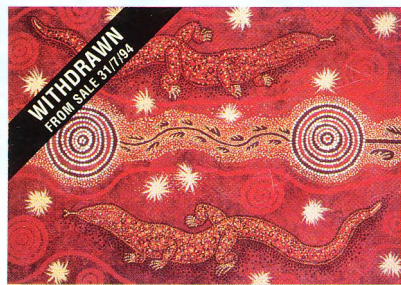


G930745A Koalas \$50

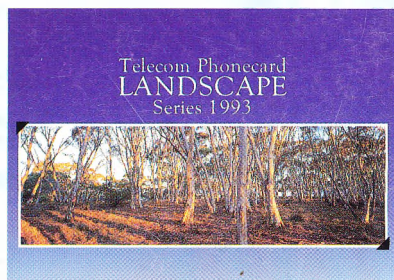


N931212 Australia Day 1994 \$5

LIMITED AND SPECIAL EDITION PACKS



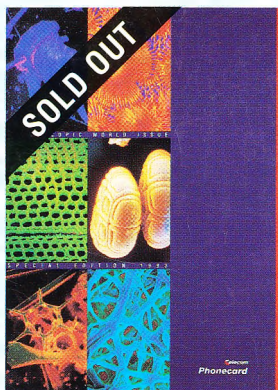
Year of the Indigenous People \$39.50
1x\$5 1x\$10 1x\$20



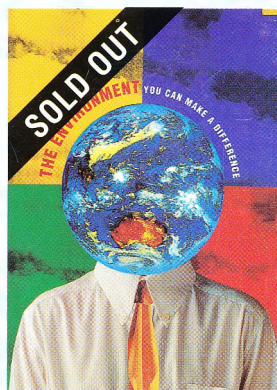
Australian Landscape 1993 \$39.50
1x\$5 1x\$10 1x\$20



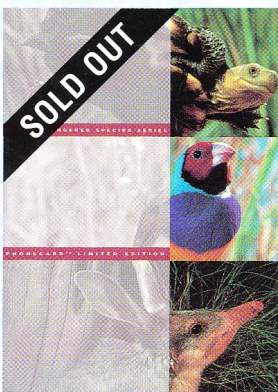
Commonwealth Games 1994 \$28.50
2x\$5 1x\$10*
*Quantity produced 8,000



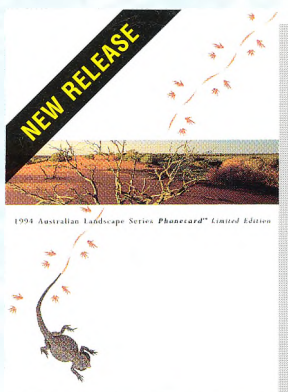
Microscopic World \$39.50



Environmental/Design Award \$39.50



Endangered Species 1994 \$45.50



Australian Landscape 1994 \$65.50
1994 5x\$5 1x\$10 1x\$20
*Quantity produced 8,000

*Restrictions of five Limited Edition folders per collector, subject to availability of stocks. (Limit applies until 31/8/94).