

# AUSTRALIAN PHONECARD<sup>TM</sup> COLLECT

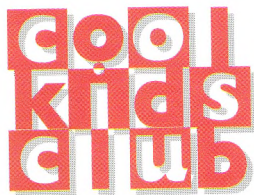
11

April 1996

## BULLETIN

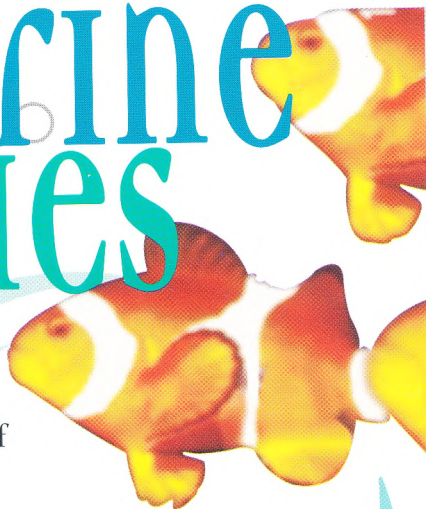






Locked Bag 5350,  
Parramatta, NSW, 2150.

# marine series



The Marine Series portrays a selection of our underwater friends on four Telstra **Phonecards**. Australia's coast is surrounded with thousands of varieties of exotic and colourful marine life. They inhabit our oceans without ever being seen by humans.

For your chance to win these colourful cards, answer the questions and arrange the letters in the bubbles to form the winning words. The first three correct entries pulled out from the barrel will win the individual cards (2x\$5, 1x\$10 and 1x\$20) in the Marine Series.

Put your name, address, age and winning words on the back of an envelope and send it to:

**Marine Series Competition, 'Cool Kids Club', Locked Bag 5350, Parramatta, NSW, 2150, before June 11, 1996.**

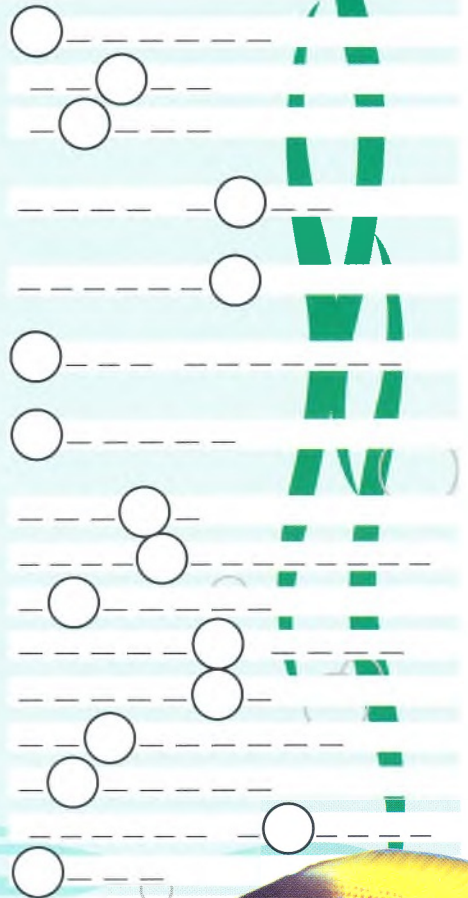


The Cityscape competition in the last issue of the *Bulletin* was very popular. Although there were some tricky questions, congratulations go to the following Junior Collectors who managed to get them all correct: **Catherine Ryan, SA; Anna Stern, NSW; Paul Davis, TAS; Lyle Brown, Qld; and Kenzee Patterson, NSW.** The lucky winners will receive the set of the Cityscape series containing two \$5, one \$10 and one \$20 cards.

For those of you who would like to know how you went in the quiz, the correct answers are:

- |   |                               |                            |
|---|-------------------------------|----------------------------|
| 1 Venice - Italy  | 8 Paramaribo - Suriname       | 15 Pretoria - South Africa |
| 2 London - England (United Kingdom)                             | 9 Bratislava - Slovakia       | 16 Adis Abeba - Ethiopia   |
| 3 Geneva - Switzerland  | 10 Sao Paulo - Brazil         | 17 Toronto - Canada        |
| 4 Suva - Fiji   | 11 St Petersburg - Russia     | 18 Madrid - Spain          |
| 5 Thule - Greenland   | 12 Christchurch - New Zealand | 19 Asuncion - Paraguay     |
| 6 Beijing - China (People's Republic of)                        | 13 Odessa - Ukraine           | 20 Phuket - Thailand       |
| 7 San Antonio - Mexico, Chile, Venezuela, USA<br>(all accepted) | 14 Ljubljana - Slovenia       |                            |

- 1 First Telstra **Phonecard** series released in this *Bulletin*
- 2 City appearing in Cityscape series
- 3 First name of Collectors' Mascot designer
- 4 New Telstra **Phonecard** product released for Mother's Day
- 5 Sport featured on 1994 Commonwealth Games \$10 Telstra **Phonecard**
- 6 Popular recycling character appearing on Telstra **Phonecards**
- 7 Series of Advertising cards notifying of telephone number changes
- 8 Mode of transport appearing on \$20 card in Transport series
- 9 Card code featured on Telstra **Phonecards**
- 10 New Advertising series released in this *Bulletin*
- 11 Features on the \$10 Sony Advertising card
- 12 No longer Telecom Australia
- 13 Last Official issue released every year
- 14 City of Chinese Opera
- 15 Name of Official issue released in this *Bulletin*
- 16 Number of denomination cards in Phone Australia series



#### Sony Competition

We were inundated with entries for the Sony Competition and congratulations go to the following Junior Collectors who can add their favourite music artist to their **Phonecard** collection: **Sam Hernandez, WA; Julian Lorraway, QLD; Anglea Lee, NSW; Barney Berger, NSW; Kirsty Townshend, NSW; Kathleen Bradshaw, NSW; Elita Tan, VIC; Joshua Harvey, NSW; Alana Keogh, NSW and Charlie Debono, VIC.**

For those who would like to know how they went, these are the correct answers to the quiz.

- 1 CDB 2 Canada 3 Guitar 4 Greatest Hits 1985 - 1995 5 The Deepest Blue

#### Transport Competition

It was very difficult choosing the winners for the Transport competition as all the entries were of such a high standard. We received poems, stories and essays describing interesting, scary and exciting rides on all forms of transport. Congratulations go to: **Damon Bishop, SA; Neil Sharma, NSW and Grant Marek, QLD.** The Transport Limited Edition folders are on their way.

**NB: COOL KIDS CLUB COMPETITIONS ARE RESTRICTED TO JUNIOR COLLECTORS AGED 16 YEARS OR UNDER.**

## EDITORIAL

It's show time! This issue of the *Bulletin* contains news of AusCard '96 held in Sydney and information on changes in policy for Official (National) Issue Telstra **Phonecards** - what will this mean in relation to future releases? The *Bulletin* also contains news on the Official Issue and Advertising card releases and 'Blast from the Past' looks at the cards released for the 1992 Olympic Games in Spain. Are you one of the lucky ones who has these cards included in your collection?

## NEW RELEASES

### OFFICIAL ISSUES

One new Official Issue and one Limited Edition folder is available for sale in this issue of the *Bulletin*.

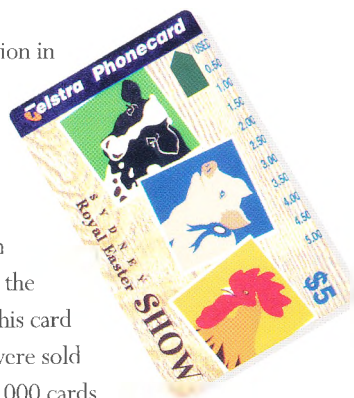
Australia is surrounded by vast oceans, the home of a myriad of spectacular forms of underwater life. The beauty and kaleidoscope of colours these creatures possess cannot be matched anywhere in the world. Australia's treasured marine life has been recognised by Telstra and highlighted in the new Marine Series.

The Marine Series individual cards - two \$5, one \$10 and one \$20 - and Limited Edition folder are available for sale in this issue of the *Bulletin*. The Limited Edition folder includes a \$2 Promotional card specially produced to be included in the folder. This card **will not** be available for sale individually. 4,000 folders have been produced and are available for \$54.00.

## ADVERTISING AND PROMOTIONAL RELEASES

Telstra will be releasing four Advertising cards for Helen Curtis promoting Finesse Shampoo. The cards feature a promotion in conjunction with Sportsgirl to win prizes. See Finesse promotional packs for details of the competition. There are four cards in this series - two \$5, one \$10 and one \$20 - which will be released nationally from late April.

Telstra's attendance at the Royal Easter Show in Sydney has been commemorated with 6,000 \$5 Telstra **Phonecards**. Featuring the 1996 Royal Easter Show's mascots - the rooster, cow and pig - this card carries the *Promotional* card code. 4,000 Telstra **Phonecards** were sold at the Telstra Payphone Services' stand at the Show. A further 2,000 cards will be available to Collectors with a Standing Order Arrangement for Advertising cards.





## UPCOMING RELEASES

The June issue of the *Bulletin* will coincide with the release of the Olympic series. This series features the Olympic teams sponsored by Telstra - Hockeyroos (women's hockey), Titans (weight lifting) and Dolphins (swimming). There will be 4,000 Limited Edition folders produced and they will contain one \$5, \$10 and \$20 Telstra **Phonecards**.

## PHONEAWAY™

Telstra is introducing a new and improved prepaid calling card - PhoneAway. PhoneAway can be used to make local, STD and international calls from virtually any telephone in Australia and to call Australia from more than 30 overseas countries.

PhoneAway cards are available in denominations of \$10, \$20, \$50 and \$100, with the first releases featuring striking Australian landscape scenes.

PhoneAway is a great idea for the budget conscious traveller and is also a novel gift for a loved one on the other side of the country or a relative 'back home'.

To use it in Australia, you simply dial an access number (1819), which is packaged with the card, then dial the identification number on the reverse of the card and then your phone number. A recorded voice announcement takes the caller through the process. To use it overseas, you dial the respective countries' access number then follow the same procedure.

PhoneAway will be available from late June from Telstra **Phonecard** Collector Service, or can be purchased from Telstra Shops, newsagencies, domestic and international airports and travel outlets. For details of charges, call FREECALL™ 1800 068 106 (calls from mobile phones are charged at mobile rates) from Australia and from overseas, reverse charges +61 3 9203 2493

The PhoneAway cards will not be part of the Standing Order.

PhoneAway will replace Phone Australia. Phone Australia cards sold to date can still be used as intended.

## ISSUING POLICY

The **Phonecard** Design Approval Committee have recently amended the issuing policy for Official (National) Issue Telstra **Phonecards**. Following is an excerpt from the new Issuing Policy.

"The primary objective of the Telstra **Phonecard** is to provide payment for telephone calls. Each issue of telephone card will be determined by telephone service requirements, commercial demand, production parameters and the design subject matter.

The following will be excluded as design subjects for Official Issue Telstra **Phonecard** and associated peripheral stationery and products:

- anniversaries other than those of national significance;
- anniversaries of the death of any individual;
- subjects with interest to a narrow section of the community, region, state or territory;
- anniversaries of the founding of a city, town or local government body unless national significance;
- anniversaries of events connected with religious organisations, political parties or groups, and subjects likely to cause community decisiveness;
- periodic events, including festivals, except Australia Day and Christmas/ New Year season, Telstra historical events, and major telecommunication events;
- products and services except Telstra Corporate advertising or promotion."

## MOTHER'S DAY AND BIRTHDAY GIFT PACKS

Four new Telstra **Phonecard** Gift Packs have been released - two for Mother's Day and two for Birthdays.

Mother's Day Gift Packs carry images of a swan with her cygnets and flowers. The two

Birthday Packs feature a bright and energetic party scene and another with a cute kitten and puppy. These traditional, modern and cuddly images cater to a variety of age groups and are sure to be a popular choice.

Gift Packs are available from all Telstra Shops and selected retail outlets. For details of your nearest retail outlet, call FREECALL™ 1800 024 252 (calls from mobile phones are charged at mobile rates).



## AUSCARD '96

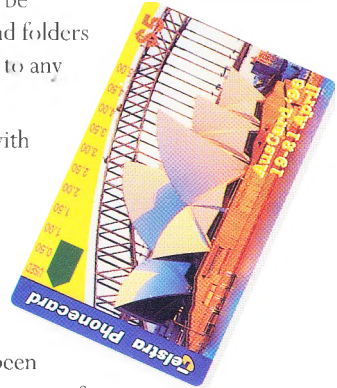
AusCard '96, Australia's first international telephone card exhibition was held 19-21 April 1996, in Sydney.

Attending the exhibition were Australian and overseas telecommunications companies, dealers, interstate Clubs and telephone card representatives. It proved to be a great opportunity for all collectors to meet with other collectors and discuss future telephone card developments as well as find those elusive cards missing from your collection.



To commemorate Telstra's attendance at AusCard '96, an officially commissioned Telstra **Phonecard** and folder were produced. Featuring the Sydney Opera House, the \$5 Telstra **Phonecard** will carry the Custom card code and will only be available for sale at the exhibition. With only 2,000 cards and folders produced, this special release is sure to be a valued addition to any collection.

There will be no Advertising card released in conjunction with the Custom card.



## COLLECT AUSTRALIAN PHONECARD: OFFICIAL TELSTRA CATALOGUE

Collect Australian **Phonecard**: *Official Telstra Catalogue* has been withdrawn from sale due to quality issues. Telstra is in the process of addressing these concerns and will keep collectors informed as to when the *Catalogue* will be available again.

Collectors who have purchased and received the *Catalogue* will shortly receive a letter and Telstra envelope asking them to return the *Catalogue* to Telstra **Phonecard** Collector Service and the funds will be credited to the Collector's account.

Telstra **Phonecard** Collector Service would like to apologise for any inconvenience caused however, we strive to supply our Collectors with quality products.

## BLAST FROM THE PAST

Issued to commemorate the 1992 Olympic Games held in Barcelona, Spain, the Olympic Games series of Telstra **Phonecards** contained six cards - one \$2, three \$5, one \$10 and one \$20. Featured on the \$5 card was the extremely popular Willy, the Australian team mascot. The other five cards were designed by RAW Graphic Design and represented cycling, the women's hockey team, track and field, swimming and the marathon.

Description and Code	Serial Batch	Quantity
<b>\$2.00 Hockey</b>		
N91041-1	116 - 117	116,000
N91041-1-2	149 - 152	300,000
<b>\$5.00 Willy</b>		
N91021-2	115	90,000
N91021-2-2	173	100,000

Description and Code	Serial Batch	Quantity
<b>\$5.00 Swimming</b>		
N91042-2	118	90,000
N91042-2-2	136 - 138	240,000
N91042-2-3	172	100,000
N91042-2-4	182 - 184	300,000
<b>\$5.00 Cycling</b>		
N91043-2	119	90,000
N91043-2-2	139 - 141	247,000
N91043-2-3	174	100,000
N91043-2-4	186 - 191	450,000
<b>\$10.00 Track &amp; Field</b>		
N91044-3	120	64,000
N91044-3-2	153 - 155	260,000
N91044-3-3	164 - 167	390,000
	175	10,000
<b>\$20.00 Marathon</b>		
N91045-4	121	27,000
N91045-4-2	156	70,000
N91045-4-3	168	100,000

## STANDING ORDER WINNER

The lucky winner of this issue's Standing Order Lottery is Mr Piotr Watorski from Western Australia. Congratulations! You have won the three cards in the Victorian series released in December 1990. These cards make a valued addition to any **Phonecard** collection.

## CUSTOM CARDS

Custom card information can be obtained on the 0055 Hotline. The Hotline will be updated on a regular basis as *new Custom cards are released*. Phone 0055 29 469 in Australia and +61 2055 21142 from overseas to keep up to date with the Custom card releases. Calls are charged at 35 cents per minute with higher charges from public and mobile phones.

## TELSTRA PHONECARD ALBUMS

**Phonecard** albums are currently available for sale from Telstra **Phonecard** Collector Service for \$15.00 plus \$5.00 postage and handling. Please note that sleeves for individual **Phonecards** and Limited Edition folders may be purchased separately. A packet of five sleeves for individual cards costs \$9.50 plus \$2.50 postage and handling and five Limited Edition sleeves cost \$7.50 plus \$2.50 postage and handling. Black dividers are also available for \$7.50 plus \$2.50 postage and handling. Place your orders for these products on the bottom of an order form.



## TELEPHONE CARD EXHIBITIONS - WHO GOES WHERE?

Telstra has recently attended a number of telephone card exhibitions and fairs around Australia and overseas. Who is represented at these events and what is available for sale?

Telstra Payphone Services attends three categories of exhibitions – domestic Phonecard fairs, international telephone card exhibitions and special events such as the Royal Easter Show and state fairs. These are attended by different sections of Telstra Payphone Services.

Telstra **Phonecard** Collector Service attends local **Phonecard** fairs. Products available for sale at these fairs include current Telstra Phonecards, albums, plastic sleeves and other items as stated in the *Bulletin*. International exhibitions (in Australia and overseas) and special events are attended by Telstra Payphone Services' representatives. Material available for sale at these events include Telstra card products such as Phone Australia, Gift Packs, **Phonecards** with the *International* card code and the Telstra **Phonecard** Collector Service material.

## AUSTRALIA DAY COMPETITION

Telstra, in conjunction with the National Australia Day Council, has great pleasure in announcing the inaugural Australia Day Telstra **Phonecard** Design Award.

The competition is open to all primary school students throughout Australia. It aims to encourage students to explore and understand what Australia means to them. Students are asked to communicate this understanding in pictorial form, within the parameters of a Telstra **Phonecard**. The winning entry will be featured on a \$5 Telstra **Phonecard**.

For further information on the Australia Day Telstra **Phonecard** Competition contact your primary school Principal or write to us at 'Australia Day Telstra **Phonecard** Design Award', Telstra Payphone Services, PO Box 3964, Parramatta NSW 2150.

## WHO'S WHO AT TELSTRA PHONECARD COLLECTOR SERVICE

Changes at Telstra **Phonecard** Collector Service over the past few months have caused some confusion amongst Collectors. So who are they and what do they do? Following is a run down of Telstra **Phonecard** Collector Service personnel:

### *Phonecard* Collector Service – Telstra Payphone Services

Nelda Slezak	- Card Sales Manager
Lorraine Murray	- Client Services Supervisor
Nicola Collins	- Client Services Officer
Wendy Tucker	- Client Services Officer
Phillip Minifie	- Client Services Officer
Lisa Vella	- Client Services Officer

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

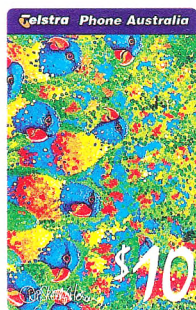
## SERIAL NUMBER INFORMATION

(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.)

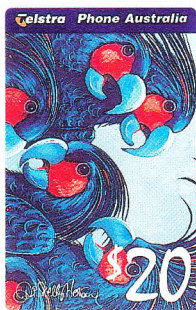
The following serial number information is not available: 1085 - 1090; 1093 -95; 1115 - 16; and 1125 - 1126.

Description and Code	Serial Batch	Quantity
\$5 Phantom - C956012	1075	5,000
\$5 Sony Margaret Ulrich - 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





PA10PR1 Phone Australia \$10



PA20PE1 Phone Australia \$20



PA50PL1 Phone Australia \$50



PA100 01 Phone Australia \$100

INDIVIDUAL CARDS  
CURRENTLY AVAILABLE FOR SALE  
ADVERTISING & PROMOTIONAL CARDS



A960712 Finesse Floral \$5



A960722 Finesse \$5



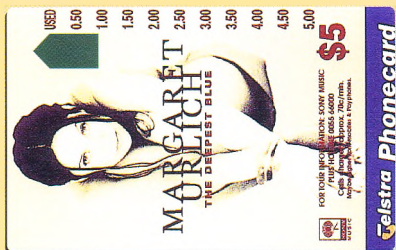
A960733a Finesse \$10



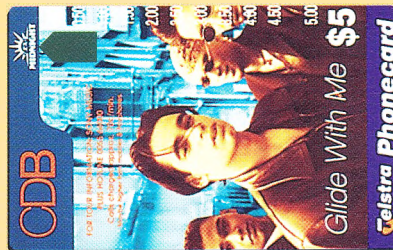
A960744a Finesse \$20



INDIVIDUAL CARDS  
CURRENTLY AVAILABLE FOR SALE  
ADVERTISING & PROMOTIONAL CARDS



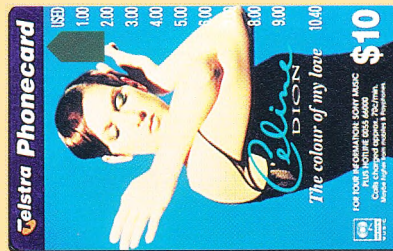
A955842 Sony Margaret Ulrich \$5



A955812 Sony CDB \$5



A955823a Sony Tommy Emmanuel \$10



A955853a Sony Celine Dion \$10



A955834a Sony Michael Bolton \$20



A960212 Grand Prix \$5



A960223a Grand Prix \$10



A956512 Indy Carnival '96 \$5



INDIVIDUAL CARDS  
CURRENTLY AVAILABLE FOR SALE  
ADVERTISING & PROMOTIONAL CARDS

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A955912

Festival of Adelaide

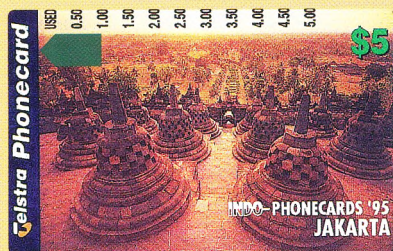
\$5



A960113a

Mardi Gras

\$10



P960412

Indo-Phonecards '95

\$5



A954812

Great Success in Your Studies

\$5



A954822

Distribute Goods Freely

\$5



A954832

To Bring in Wealth &amp; Riches

\$5



A954852

Everything Will Be Fine

\$5



A954842

Lived in Plenty

\$5



INDIVIDUAL CARDS  
CURRENTLY AVAILABLE FOR SALE  
ADVERTISING & PROMOTIONAL CARDS



A953942 Austel Christmas Bell \$5



A954912 Festival Of Perth \$5



A955212 Sydney Festival \$5



A955532 Hong Kong \$5



A954622 De Havilland \$5



A954642 Wunala Dreaming \$5



A954612 Boeing 707 \$5



A954632 Avro 504K \$5



INDIVIDUAL CARDS  
CURRENTLY AVAILABLE FOR SALE  
ADVERTISING & PROMOTIONAL CARDS

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A954652 Boeing 747 \$5



A954663a Constellation \$10



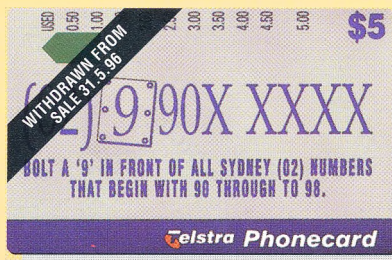
A954683a Boeing 747 Longreach \$10



A954674a Empire Flying Boat \$20



A953912 Austel Melbourne \$5



A953922 Austel Sydney \$5



A953932 Austel Brisbane \$5



A951922 Beijing Opera \$5



INDIVIDUAL CARDS  
CURRENTLY AVAILABLE FOR SALE  
ADVERTISING & PROMOTIONAL CARDS



A951912 Beijing Opera \$5



A951933a Beijing Opera \$10



A951944a Beijing Opera \$20



A954012 Singapore 1995 \$5

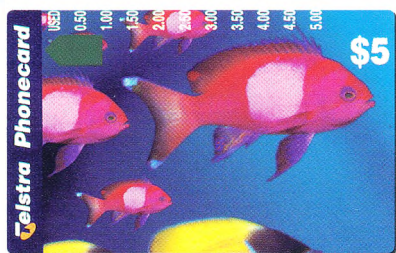


A954512 CardEx 1995 \$5



INDIVIDUAL CARDS  
CURRENTLY AVAILABLE FOR SALE  
OFFICIAL ISSUE CARDS

PAGE 17



N960622

Marine

\$5

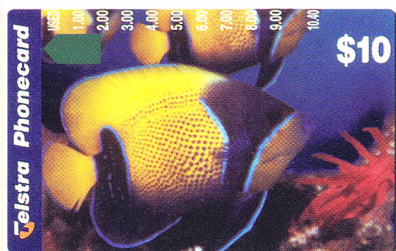


N960632

Marine

\$5

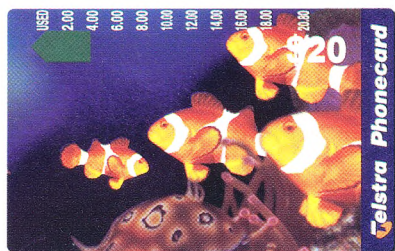
## MARINE SERIES OFFICIAL ISSUE



N960643a

Marine

\$10



N960654a

Marine

\$20



N955732

Cityscape Adelaide

\$5



N955742

Cityscape Perth

\$5

## CITYSCAPE OFFICIAL ISSUE



N955723a

Cityscape Melbourne

\$10



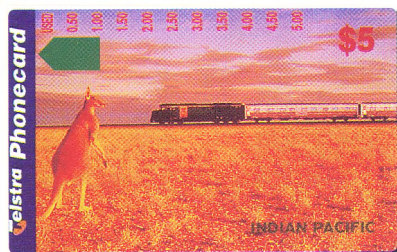
N955174a

Cityscape Sydney

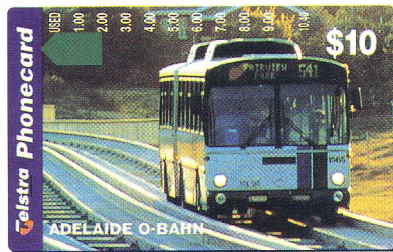
\$20



INDIVIDUAL CARDS  
CURRENTLY AVAILABLE FOR SALE  
OFFICIAL ISSUE CARDS



N955714a Indian Pacific \$5



N955123a Adelaide O-Bahn \$10

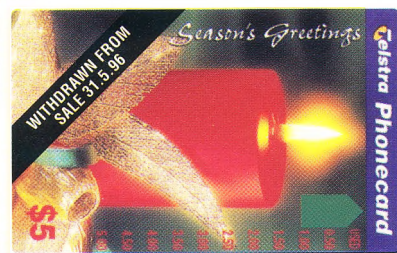
TRANSPORT OFFICIAL ISSUE



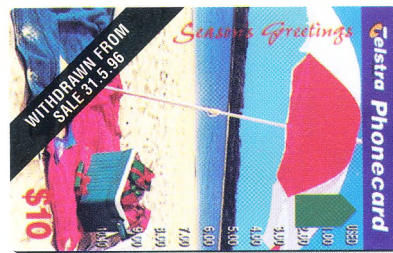
N955134a Sydney Ferries RiverCat \$20



N955012 Australia Day 1996 \$5



N954412 Christmas 95 \$5



N954423a Christmas 95 \$10

CHRISTMAS 1995 OFFICIAL ISSUE



N954434a Christmas 95 \$20

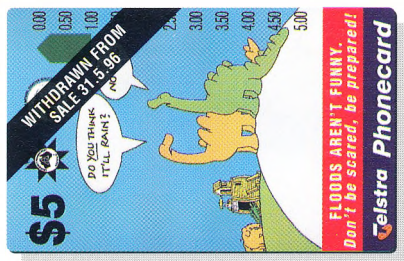


G952015A Koala \$50



INDIVIDUAL CARDS  
CURRENTLY AVAILABLE FOR SALE  
OFFICIAL ISSUE CARDS

PAGE 19



N952712

Floods

\$5

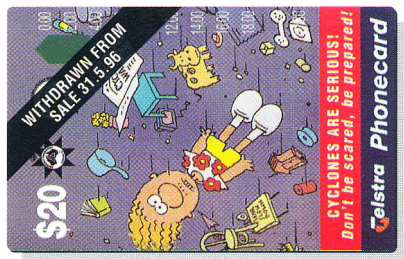


N952723a

Bushfires

\$10

## EMERGENCY MANAGEMENT OFFICIAL ISSUE



N952734a

Cyclones

\$20

**KEEP A LOOK OUT  
FOR THE  
MEMBERSHIP CARD ...  
ARRIVING IN THE  
MAIL SOON!**

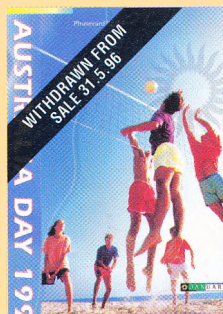


# LIMITED EDITION FOLDERS



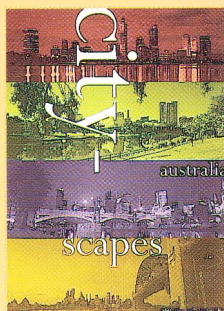
Christmas 95  
1 x \$5 1 x \$10 1 x \$20  
Quantity Produced 6,000

\$46.50



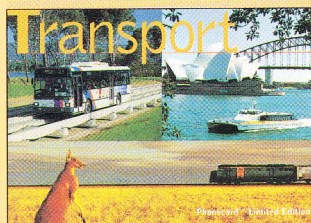
Australia Day 1996  
1 x \$5  
Quantity Produced 6,000

\$11.50



Cityscapes  
2 x \$5 1 x \$10 1 x \$20  
Quantity Produced 3,500

\$54.00



Transport  
1 x \$5 1 x \$10 1 x \$20  
Quantity Produced 5,500

\$47.50



## Marine Series

\$54.00

1 x \$2

2 x \$5

1 x \$10

1 x \$20

Quantity Produced

4,000

\*Restrictions of three Limited Edition folders per collector, subject to availability of stocks.

## TELSTRA PHONECARD COLLECTOR SERVICE

Locked Bag 5350, Parramatta NSW 2150.  
TM Trade Mark for Telstra Corporation Ltd.  
A.C.N. No. 051 775 556  
Phone (02) 204 0255,  
0055 29469

