australian

PHONECARD

bulletin

AUGUST 1996



GOO I KIIDS GIUb

here is the coolest place on Earth?

The Antarctic!

Almost twice the size of Australia, this large mass of land and ice in the South Pole has much to offer with its unique landscape and wildlife.

In honour of this hidden place, Telstra has released a Phonecard series featuring some of the animals that live on the ice and in the surrounding waters.

For your chance to win one of four beautiful Limited Edition folders, simply solve the puzzle below.

All you have to do is transform the words on the top line into the words on the bottom line. Simply change one letter at each line to form a new word every time.

COME	TRIP	RAIN	
SALT	SEAM	SOUL	



The Killer Whale, or Orca as it is most commonly called, is one of the two toothed whale species found in the

Growing to a large size,

these whales are predatory

and live on fish, seals and

Antarctic waters.

penguins.

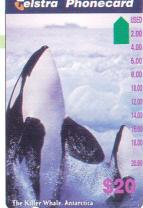
The Emperor Penguin is the largest species of penguin in the world and can grow to a height of 3ft and weigh up to 14 kg.

These penguins are the only bird to remain in the cold for winter.



The Crabeater Seal is the most common seal in the Antarctic region and tends to float on ice packs, rather than dwell on the land.

Gelstra Phonecard





Thank you to everyone who entered our Marine Series competition. The three lucky winners who have won the individual cards (2 x \$5, 1 x \$10, and 1 x \$20) are Peter Chan, NSW: Aaron Fox, VIC; and Jamie Pollentine, QLD.

To see how you faired with the questions, here are the correct answers.

1. GEELONG

2. PERTH

3. PETER

4. GIFT PACK

5. SHOTPUT

6. BOOK MUNCHER

7. AUSTEL

8. FERRY

9. INTERNATIONAL

10. FINESSE

11. CELINE DION

12. TELSTRA

13. CHRISTMAS

14. BEIJING

15. MARINE SERIES

16. FOUR

Winning Word: THE GREAT BARRIER REEF

Editor's Note

This issue we introduce the magnificent Antarctic series, featuring some of the beautiful animals found frolicking in this white wonder world.

We also take a look at the exciting promotional and advertising Phonecards coming up including two new Austel releases.

We would like to extend a warm welcome to our new collectors, and hope you enjoy one of the greatest hobbies in the world, **Phonecard** collecting!

If you have any information, or ideas that may help us provide you with a better service, please write to:

The Editor
The Australian **Phonecard** Bulletin
Locked Bag 5350
PARRAMATTA NSW 2150

An Important Message

Telstra is always striving to provide an efficient, quality service to you, our valued collectors - especially with *The Phonecard Bulletin*.

In an effort to maintain our high service, we have recently culled our extensive database to reduce our production costs.

As a result, those people who have not made a purchase within the past six months will not receive future issues of *The Bulletin*.

We regret any inconvenience caused and hope that you will continue collecting our exciting Phonecard issues.

Apology

We would like to apologise for incorrect information published in Issue 12. \$1.50 Phonecards in the Geelong series may still be used in payphones.

In the last issue of the Bulletin the Tourist series of Phonecards featured the name of the state in which the attraction is found. At the time of publication, these cards were correct, however the final version of the cards do not mention the state. We apologise for any inconvenience.

Official Issues



To celebrate the end of Australia's winter, Telstra is releasing a superb **Phonecard** series featuring the coldest place on Earth - the Antarctic.

Despite the freezing conditions, the Antarctic has an abundance of rare birds, animals and marine life living in this harsh environment.

This three card series captures the beauty and charm of the Crabeater Seal (\$5), the Emperor Penguin (\$10) and the

Killer Whale (\$20).

4,000 striking Limited Edition folders are now available to collectors for \$49.50 through the Telstra **Phonecard** Collector Service.

Advertising and Promotional Releases

There are many advertising and promotional cards to look forward to in August.

Telstra has produced two Austel cards advertising telephone number changes for Adelaide and Tasmania.

4,000 of each card are available to collectors through Telstra and feature eye catching designs relating to these two unique cities.

Three promotional cards have also been produced to celebrate Telstra's participation in overseas exhibitions.



Two Hong Kong \$5 cards and a \$5 Singapore card have been produced for domestic sale. A limit of 6,000 of each card are available exclusively to collectors through the Telstra **Phonecard** Collector Service.

Also available in August are two \$5 Western Australian "Central Area Transit" (CATS) cards featuring a WA bus service and sleek black cats.

Upcoming Releases

The next **Phonecard** Official Issue is the traditional Christmas series due for release in October.



This year's design celebrates the festive season with bright, colourful illustrations. The cards bring the spirit of Christmas close to home, with 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 to add to their personal **Phonecard** collection.

Watch the next issue of The Bulletin for further details.

The News on Local Phonecard Clubs

If you live in Queensland and would like to become involved with a local Phonecard Club, then why not contact the Kangaroo Phonecard Club, based in Bulimba.

The Kangaroo Phonecard Club Inc. meets every 2nd Tuesday of the month at Murarrie Memorial Hall, 10 Queensport Road, Murarrie.

Club activities include a bi-monthly newsletter, Tender and Auction sales, raffles and exchange books at each meeting.

The Club also organises Swap & Sell nights, bargain tables, guest speakers and dealers, and has Promotional Phonecards available for sale.

All visitors are welcome.

For more information, contact the Secretary, Kay Marshall, PO Box 481, Bulimba, Qld 4171.

Thematic Collecting

by Ken Sparks and Graham Bird, from Modern Philately

A ll Phonecard collectors soon realise that their collection must have some boundaries. Even saying "I collectTelstra Phonecards" puts a limit on your collection.

In talking to collectors, we find that most people seek an additional challenge to express their own interests. This is where topical or thematic collecting comes in.

Instead of collecting every single Phonecard available, thematic collecting aims to link Phonecards with a story or theme which can be expanded and developed as cards become available.

For example you might select an Australian outback theme which can be represented by the Telstra Phonecards featuring Uluru, State cards and various animals found in this region. You might go for a transport theme and collect Telstra's Qantas Phonecards, or city transport series.

Topical collecting has its emphasis on a single aspect and does not necessarily require a storyline to be developed. An example could be the Sydney Opera House, which features regularly on Australian and international Phonecards.

There is no shortage of potential themes. In preparing our new thematic index of Australian Phonecards, we were able to identify over 90 different major themes or topics.

The challenge now is to track down as many Phonecards as possible to fit into your theme or topic!

Available now is the *Collect Australian Phonecards: Official Telstra Catalogue - fifth edition*, compiled by Graham Bird and Ken Sparks.

Featuring every Telstra Phonecard produced and sold through Telstra Phonecard Collector Service, including relevent information, this catalogue is a valuable handbook to any collector.

The catalogue is only \$10 (plus \$3.50 postage & handling) from Telstra Phonecard Collector Service. Just fill in your normal Phonecard order form!



Blast from the Past

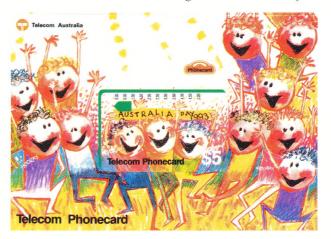
Celebrating Australia Day has been a Phonecard tradition since 1992.

The key objective of Australia Day Phonecard designs is to celebrate and rejoice what it means to be Australian.

In 1993 a lively design was produced featuring the bright, smiling faces of three children.

This illustration was created by Graham Austin and reflects the joy and pride of Australians celebrating our National Day on a brilliant, colourful summers' day.

Withdrawn from sale in November 1993, the cards have now become an ultimate collectors item and are a great addition to any collection.



Description and Code

\$5 Australia Day 1993

N930112

Quantity

450,000

Are you tired of filling in a Phonecard order form for the same product purchase each issue? Then, why not consider a Standing Order Arrangement to save you time and effort.

If you are placing an order every month for the same product (ie. National issues, Limited Edition, or Advertising cards), you can now receive your order quicker and chose a payment option that is convenient for you.

For more information on how you can arrange a Standing Order, call the Telstra Phonecard Collector Service on (02) 204 0255.

Standing Order Winner

July's lucky Standing Order Lottery winner is Mr BYates from New South Wales. Congratulations Mr Yates! You have won a magnificent Limited Edition folder from Telstra's archives to add to your personal collection.



Limited Edition and individual plastic sleeves for your Phonecard collection will be available from mid August.

These specially produced sleeves accommodate and protect 10 individual Phonecards, and are designed to be added to your Telstra Phonecard Album.

Serial Number Information

Please note that *The Bulletin* is committed to providing you with accurate **Phonecard** information.

Should an error be recognised, every effort will be made to inform you as soon as possible.

Des	cription and Gode	Serial	Batch	Quantity
\$10	Olympic Swimming	N961623a	1139	500,000
			1140	500,000
			1141	500,000
\$20	Olympic Weightlifting	N961634a	1144	200,000
			1145	200,000
\$5	Telstra Phonecard Opera House	C961812	1146	2,500
\$5	Olympic Hockey	L961623a	1147	4,000
\$10	Olympic Swimming	L961623a	1148	4,000
\$20	Olympic Weight lifting	L961634a	1149	4,000
\$5	Cambodia	1940122	1150	45,000
\$5	AAFFCANS Ground Troop	P962042	1154	8,000
\$10	AAFFCANS Tank	P962053a	1155	8,000
\$5	Cityscape Perth	N955742	1156	150,000
			1157	150,000
\$5	Cityscape Adelaide	N955732	1158	100,000
			1159	50,000
\$10	Cityscape Melbourne	N955723a	1160	100,000
			1161	100,000
			1162	50,000
\$20	Cityscape Sydney	N955714a	1163	70,000

LANDSCAPE PHONEAWAY SERIES







PN960122 \$20

PP9602150

\$150

PN960111





PN960133

\$50

PN960144

\$100

\$10

PHONE AUSTRALIA







PA20PE1 Phone Australia \$20



PA50PL1 Phone Australia \$50



PA100 01 Phone Australia \$100

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS



P963042 Hong Kong (World)

\$5

\$5

P963052 Hong Kong (Harbour)



P963122

A963312

Singapore

\$5



A962712 Austel Adelaide



A962742 Tasmania

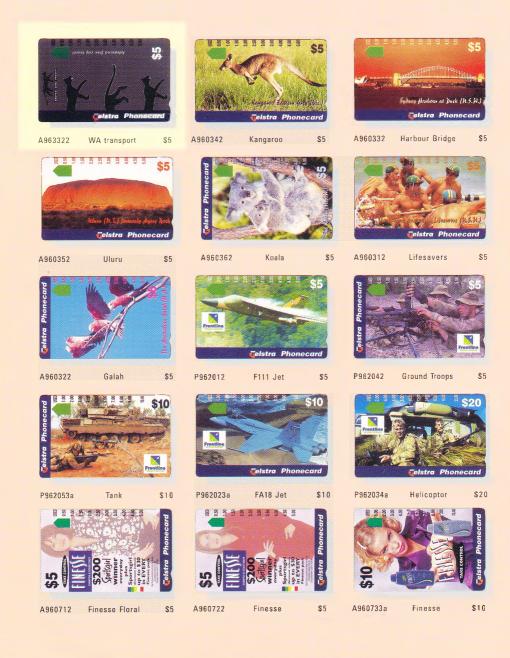


\$5

WA transport

\$5

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS



INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS





N962612



\$5



N962623a Antarctic

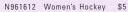


N962634a Antarctic



INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS







N961623a Swimming







N960622

Marine \$5



\$10

N960632 Marine \$5



N960643a

Marine

\$10



N960654a

Marine

\$20



N955732 Cityscape Adelaide



N955742

Cityscape Perth

\$5



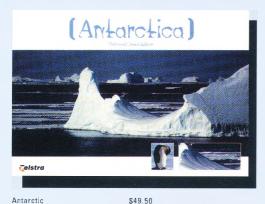
N955723a Cityscape Melbourne \$10



N955714a Cityscape Sydney \$20

\$5

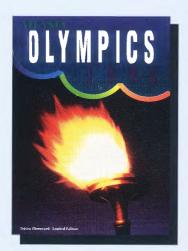
LIMITED EDITION FOLDERS



Antarctic 1 x \$5 1 x \$10 1x \$20 Quantity Produced 4,000



Cityscapes \$54.00 2 x \$5 1 x \$10 1 x \$20 Quantity Produced 3,500



Olympic Series \$49.50 1 x \$5 1 x \$10 1 x \$20 Quantity Produced 4,000



Marine \$54.00 1 x \$2 2 x \$5 1 x \$10 1x \$20 Quantity Produced 4,000



Albums \$15.00 (plus \$5 postage & handling per album)
Pkt of five plastic sleeves (individual cards) \$9.50 (plus \$2.50 postage & handling)
Pkt of five plastic sleeves (Limited Edition) \$7.50 (plus \$2.50 postage & handling)

Celstra Phonecard

100

AUSTRALIAN OLYMPIC TEAM

Stop Press Stop Press Stop Press

The 1996 Olympics may be over, but the celebrations are just beginning.

To welcome home our proud athletes, Telstra has produced a special Phonecard series in honour of their efforts and achievements featuring a \$5, \$10, and \$20 card.

50,000 of each cards will be sold through retailers situated on or near the Olympic Welcome Home Parade route in Sydney, Melbourne, Brisbane, Adelaide and Perth.

5,000 individual cards are also available exclusively to collectors through the Telstra Collector Service. So don't miss out on this chance to add to your Olympic collection!



To personally congratulate our most successful Olympic team ever, Telstra is giving a beautifully packaged Phonecard series to every guest attending the OfficialWelcome Home Dinner in Sydney.



Only 2,000 packs have been produced and include 3 x \$5 cards featuring gold, silver and bronze phonecards, highlighting the event winners of each medal.

750 of these packs are exclusively available to collectors for \$77.00 (plus postage & handling). Simply fax your order to David Albert. Telstra Sponsorship.(02)9 261 8272.

Get in quick for this unique collection of Phonecards

Don't forget the exciting Collector Exhibition at the Scarborough Civic Centre, Western Australia, 29th and 30th September.

The exhibition is organised by the Phonecard Collectors Group of WA inc.

Telstra will also have a stand, selling Phonecards and will be featuring an exhibit of archival material - so don't miss out.



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

