

australian

PHONECARD

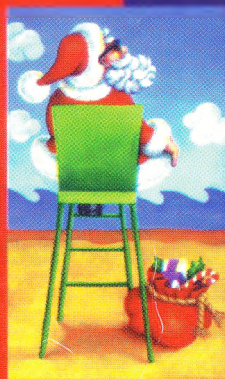
bulletin

COLLECT

14

OCTOBER 1996

1990



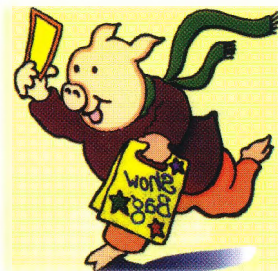
Telstra

Telstra Phonecard Limited Edition



**All I want for Christmas is a
Christmas Phonecard
Limited Edition folder...**

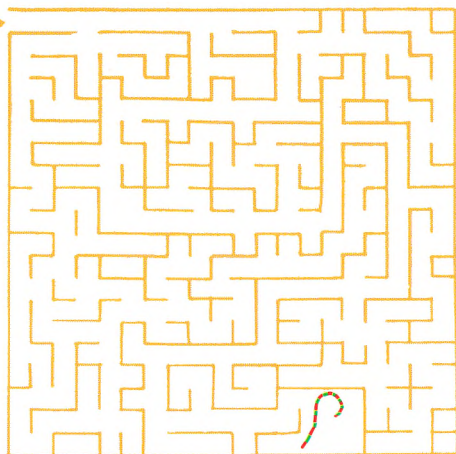
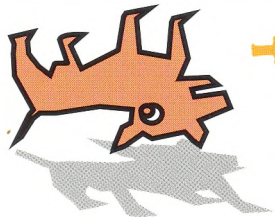
And you'll want one too!



Not only do you get three cool cards (\$5, \$10, \$20) with the folder, but you also score a special \$2 Phonecard, for collectors only.

And you have the chance to win one!

Simply find your way to the Christmas candy through the maze below, for your chance to win a Christmas Folder for your stocking.



*The first three correct
entries drawn from the
barrel will win.*



Don't forget we have changed our mailing details.

Send entries to:
TELSTRA PHONECARD COLLECTOR SERVICE
Locked Bag 6815
Sydney NSW 1100

Ph: (02) 9329 0697
Fax: (02) 9329 0610

Spot the Difference winners

Our "Spot the Difference Competition" [*Bulletin, Issue 12*] was very popular and we were swamped with entries.

The three lucky winners drawn from the barrel were Natalie Giles, NSW; Jerry Harvie, QLD; and Greg Winfield, WA.

Congratulations! Each winner will receive an Olympic Phonecard Limited Edition Folder to add to their personal collection.

How did you go? Did you spot these differences?



1. Arrow reversed
2. Crest feathers on Cockatoo (far left) removed.
3. Additional breast feathers on Cockatoo (far left)
4. Bottom beak of Cockatoo (far left) removed.
5. Top beak of Cockatoo (foreground) shortened.
6. Singapore changed to "Singalong".
7. 1995 changed to "1996".
8. Crest feathers on Cockatoo (background) shortened.
9. \$5 denomination changed to "\$50".
10. Colour of eye on Cockatoo (far right) changed.

Please note that additional dots were added to the background to fill the space where crest feathers had been removed or shortened. The additional dots were not counted as individual changes.

Editor's Note

Welcome to another exciting issue of *The Bulletin*.

What a fantastic year it's been for Telstra Phonocard, with many exciting designs. With Christmas just around the corner, we follow tradition with a colourful and entertaining Phonocard series to celebrate the festive season.

And what a great gift for friends and family both in Australia and overseas! Get in early! Keep reading for more exciting Phonocard news!!!

Who's who in our group;

Nelda Slezak, Card Sales & Service Manager (02) 9298 9782

Roshelle Williams, Editor (02) 9298 9172

Nicola Collins, (02)9298 9788, Lorraine Murray, (02)9298 9787

Ludi Alavoine, (02)9298 9790

Don't forget that the Collector Service has moved house!

Be sure to note our new details.

The Telstra Phonocard Collector Service

Locked Bag 6815

SYDNEY NSW 1100

Ph: (02)9 329 0697 Fax: (02)9 329 0610

N.B. Don't be confused by the post code. 1100 is correct for Locked Bag postage.



Official Issues

It's almost that wonderful time of year, when family and friends get together to celebrate the spirit of Christmas. This issue we are proud to introduce the traditional Christmas Phonocard Series for 1996.

This colourful three card series (\$5, \$10 and \$20), captures the spirit of Christmas in Australia with classic icons, such as a kangaroo bearing gifts and Santa sitting on a beautiful Australian beach.

Also included in each Limited Edition Folder is Telstra's Christmas gift to you - a complimentary Season Greetings \$2 Phonocard.

Only 3,000 folders are available for \$49.50, so get in quick and spread the Australian Christmas cheer!

The joy of the festive season shines brightly through each card, as young and old rejoice in what it means to share time with loved ones.

This fun Christmas Folder is a great gift for family and friends, both in Australia and overseas.





Please remember to return any damaged Phonecard orders to Telstra Phonecard Collector Service within 7 days of receipt. If you leave it too long, you may not receive the same order as stock may no longer be available.

PhoneAway

The next series of PhoneAway cards are now available to collectors through the Telstra Phonecard Collector Service.

This beautiful series features some of Australia's most magnificent seascapes, captured in fantastic colour.



There are four cards in the series (\$10, \$20, \$50, \$100), and may be purchased individually through Telstra Phonecard Collector Service.

Advertising and Promotional Releases

October sees the release of the 7th card in the Austel Phonecard series.

20,000 Sunshine Coast Austel cards will be distributed in Queensland announcing the telephone number changes in this sunny part of Australia.

4,000 of the cards are available to collectors through the Telstra Collector Service.

Also coming out in October are Telstra's own advertising cards, featuring fun campaigns that are displayed in payphone booths around the country.



The message is clear - Phonecard and payphones are the best way to call when out and about!

There are three cards (\$5, \$10, \$20) in the series, with 4,000 of each card available for collectors through the Telstra Phonecard Collector Service.

To celebrate the Royal Adelaide show late August, a special \$5 Phonecard was produced. 2,000 were sold at the show only, with an additional 2,000 cards now

exclusively available to collectors.

Upcoming Releases

Next issue we announce the release of the Australia Day Phonecard series.

This year, the Australia Day Phonecard will be designed by a young Australian. The design is the winning entry in a Telstra competition held in Primary schools around Australia.

Watch for this exciting, and unique design.

Another special \$5 Phonecard has been produced featuring the winning design of a Telstra competition held in secondary schools. The design advertises the advantages of Phonecard and will begin national distribution later this year with 4,000 cards available to collectors next issue.

Released next issue is the Country Victoria Austel Phonecard. 30,000 cards have been produced and will be sold throughout Victoria, with 4,000 of these available **exclusively** to collectors.

Also coming out in December is the beautiful Summer Sports Phonecard series, celebrating our glorious Australian summer activity. This series captures the excitement of life in the magnificent Australian sunshine.



Don't forget the *Collect Australian Phonecards: Official Telstra Catalogue* is now available for \$10 (plus \$3.50 postage & handling) from the Telstra Phonecard Collector Service. What a great Christmas gift idea!

CardEx '96

Coming out in December are two beautiful CardEx '96 Phonecards for domestic distribution. These magnificent cards represent the spirit of two countries celebrating the excitement of CardEx '96.

Only 5,000 of each will be available to collectors, so watch next issue of the *Bulletin* for further details.

Standing Order Winner

The lucky winner this issue for the Standing Order lottery is Mr N Spackman from Australind, Western Australia. Congratulations Mr Spackman, you will be receiving a Limited Edition folder from Telstra's archives to add to your collection.

To help our team process your order faster, please make sure you've fully completed your form. Check you've filled in your customer number and that you have also included your customer number on the back of your cheque, money order or AUD draft.

International

Telstra representatives have returned from overseas bearing great news about our participation in the Singapore and Hong Kong exhibitions.

Both exhibitions attracted large crowds from around the world, including many international organisations such as Telecom New Zealand and Telecom Papua New Guinea.

Telstra Phonecards were a big hit especially the Olympic, Marine, Antarctic, and Year of the Rat series. Each of these were highly sought after in both countries.

Destruction figures on the folders will be included in the next issue of the *Bulletin*.

Local

Don't miss out on the National Coin, Stamp and Phonecard Shows during November in Canberra and Tasmania.

Canberra:	2 & 3 November 10am - 5pm (both days) Convention Centre Constitution Avenue	
Hobart, Tas:	22 November Westside Hotel 156 Bathurst Street	10am - 5pm
Launceston, Tas:	23 November Albert Hall	10am - 5pm
Burnie, Tas:	24 November Civic Theatre	10am - 5pm



Don't forget that you can purchase any special exhibition cards and folders from selected Australian Phonocard Dealers around the country. Now, you'll never miss out!

Australian Phonocard Dealers Association

To protect your Phonocard investment, it is recommended that you contact a Dealer who is a member of the Australian Phonocard Dealers Association (APDA).

Formed in 1995, APDA members are committed to being fair and honest in their dealings with collectors, keeping informed of developments in the hobby and observing Rules, Regulations and Ethics of the Association.

A primary aim of the APDA is to promote the hobby of telephone card collecting and raise awareness of this within the general community. The executive committee and all members are committed to:

- (a) Help and assist any collector groups/clubs requiring assistance
- (b) Share information between members, card issuers and collector groups
- (c) Liaise with Telstra etc. on relevant issues, images on cards, collector print runs, etc.
- (d) A high ethical business relationship in fair pricing, quality of stock, honest advertising etc.

The committee meets monthly to further the hobby on an industry wide basis.

Any queries, opinions or suggestions are invited. Simply write to:

The Secretary

Australian Phonocard Dealers Association Inc.

PO Box A1222

Sydney South, NSW 2000



Christmas Phonecard Gift Packs will be available again this year, featuring last year's successful design. The gift packs will be available through participating retail outlets only.

They will not be available through Telstra Phonecard Collector Service.

Get in quick and send that special someone a Christmas wish and matching Phonecard!

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.

Description and Code		Serial	Batch	Quantity
\$5	Antarctic Seal	N962612	1171-1176	600,000
\$10	Antarctic Penguin	N962623a	1177-1178	200,000
\$20	Antarctic Killer Whale	N962634a	1179	100,000
\$5	Antarctic Seal	L962612	1180	4,000
\$10	Antarctic Penguin	L962623a	1181	4,000
\$20	Antarctic Killer Whale	L962634a	1182	5,000
\$2	United Medical Defence	P961221	1183	3,500
\$2	Clexanne	P962811	1183	2,500
\$5	Austel - Adelaide	A962712	1185	24,500
\$5	Austel - Tasmania	A962742	1188	14,000
\$5	Hong Kong - World	C963011	1189	2,500
\$5	Hong Kong Harbour	C963022	1190	2,500
\$5	Singapore1996	C963112	1191	2,000
\$5	Deaf Symbols	C962912	1192	2,500
\$5	Ankorwat	I952322	1193	40,000

Description and Code		Serial	Batch	Quantity
\$5	Singapore	P963122	1194	6,500
\$2	A.N.F.	P963211	1195	1,500
\$5	Hong Kong - World	P963042	1196	6,500
\$5	Hong Kong - Harbour	P963052	1197	6,500
\$2	Coke Series - Santa	P963411	1198	2,000
\$2	Coke Series - Bottle	P963412	1199	2,000
\$2	Coke Series - Frolic	P963413	1200	2,000
\$2	Coke Series - Skier	P963414	1201	2,000
\$2	Coke Series - Coca-Cola	P963415	1202	2,000
\$2	Coke Series - Lady	P963416	1203	2,000
\$2	Coke Series - Chef	P963417	1204	2,000
\$2	Coke Series - Couple	P963418	1205	2,000
\$2	Coke Series - Boy	P963419	1206	2,000
\$2	Coke Series - Refreshment	P963511	1207	2,000
\$5	Antarctic Seal	N962612	1210-1213	650,000
\$10	Antarctic Penguin	N962623a	1215-1217	250,000
\$20	Antarctic Killer Whale	N962634a	1220	5,500
\$5	W.A. Transport - Black Cats	A963312	1218	14,500
\$5	W.A. Transport - Bus	A963322	1219	14,500
\$5	Olympic Parade	A963812	1221	41,000
\$10	Olympic Parade	A963923a	1228	10,000
\$20	Olympic Parade	A963934a	1223	11,000
\$5	Olympic Gold	P963812	1225	2,000
\$5	Olympic Silver	P963822	1226	2,000
\$5	Olympic Bronze	P963832	1227	2,000
\$10	Antarctic Penguin	N962623a	1228	10,000
\$5	Antarctic Seal	N962612	1229	24,000
\$5	Telstra Payphones	A964212	1242-1248	654,000
\$10	Telstra Payphones	A964223a	1249-1254	504,000
\$20	Telstra Payphones	A964234a	1255-1256	124,000
\$5	Christmas - Santa	N964112	1259-1266	730,000
\$10	Christmas - Kangaroo	N964123a	1267-1270	390,000
\$20	Christmas - Opera House	N964134a	1271 & 1272	170,000
\$5	TAFE	A963712	1224	10,000
\$5	Royal Adelaide Show	P964012	1241	4,000



PN960122 \$10



PN960133 \$20



PN960144 \$50



PN960122 \$100



PA008 \$150



AP001 \$10



AP002 \$20



AP003 \$50



AP004 \$100

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS



A964212 Telstra Payphones \$5



A964223a Telstra Payphones \$10



A964234a Telstra Payphones \$20



A962722 Austel - Sunshine Coast \$5

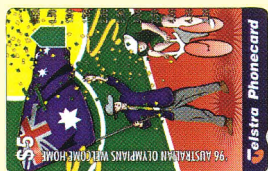


P964012 Royal Adelaide Show \$5



A963712 TAFE \$5

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING & PROMOTIONAL CARDS



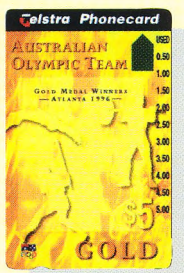
A963812 Olympic Parade \$5



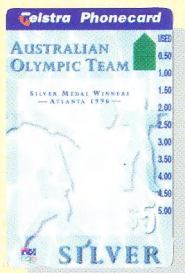
A963923a Olympic Parade \$10



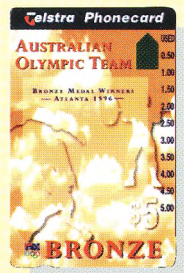
A963934a Olympic Parade \$20



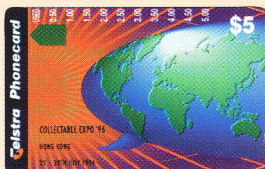
P963812 Olympic Gold \$5



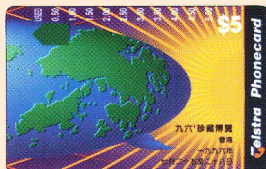
P963822 Olympic Silver \$5



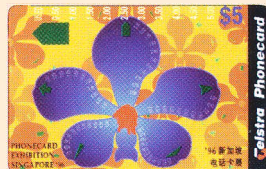
P963832 Olympic Bronze \$5



P963042 Hong Kong (World) \$5



P963052 Hong Kong (Harbour) \$5



P963122 Singapore \$5



A962712 Austel Adelaide \$5



A962742 Tasmania \$5



A963312 WA transport \$5

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING & PROMOTIONAL CARDS



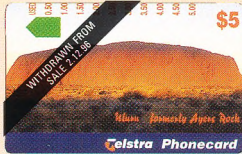
A963322 WA transport \$5



A960342 Kangaroo \$5



A960332 Harbour Bridge \$5



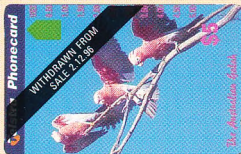
A960352 Uluru \$5



A960362 Koala \$5



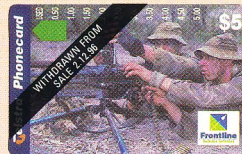
A960312 Lifesavers \$5



A960322 Galah \$5



P962012 F111 Jet \$5



P962042 Ground Troops \$5



P962053a Tank \$10



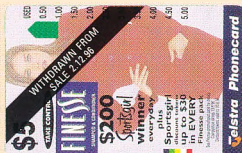
P962023a FA18 Jet \$10



P962034a Helicopter \$20



A960712 Finesse Floral \$5



A960722 Finesse \$5



A960733a Finesse \$10



A960744a Finesse \$20

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS



N964112 Santa \$5



N964123a Kangaroo \$10



N964134a Opera House \$20



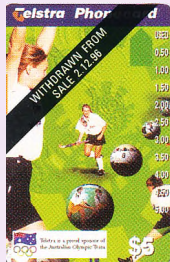
N962612 Antarctic \$5



N962623a Antarctic \$10



N962634a Antarctic \$20



N961612 Women's Hockey \$5



N961623a Swimming \$10



N961634a Weight Lifting \$20



N960622 Marine \$5



N960632 Marine \$5

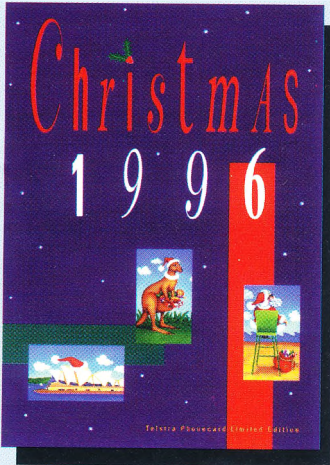


N960643a Marine \$10

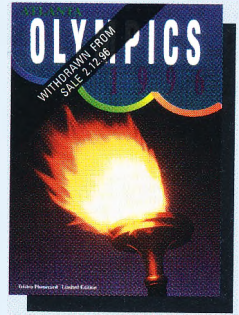


N960654a Marine \$20

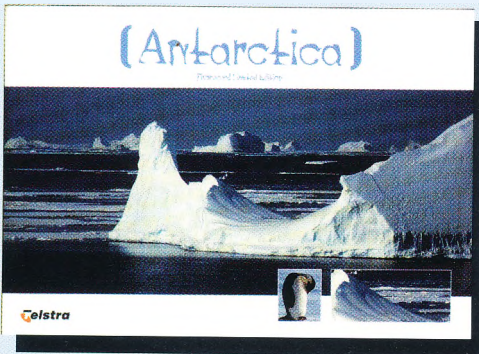
LIMITED EDITION FOLDERS



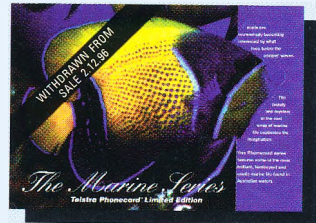
Christmas Series CE0041 \$49.50
 1 x \$5 1 x \$10 1 x \$20 + 1 x \$2
 Quantity Produced 4,000



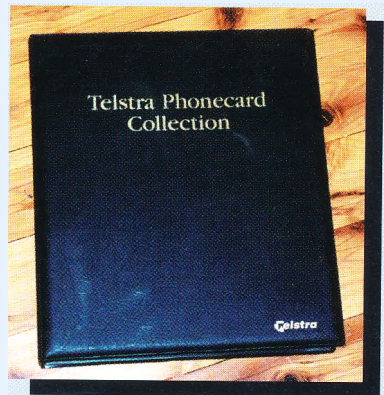
Olympic Series CE0039 \$49.50
 1 x \$5 1 x \$10 1 x \$20
 Quantity Produced 4,000



Antarctic CE0040 \$49.50
 1 x \$5 1 x \$10 1 x \$20
 Quantity Produced 4,000



Marine CE0038 \$54.00
 1 x \$2 2 x \$5 1 x \$10 1 x \$20
 Quantity Produced 4,000

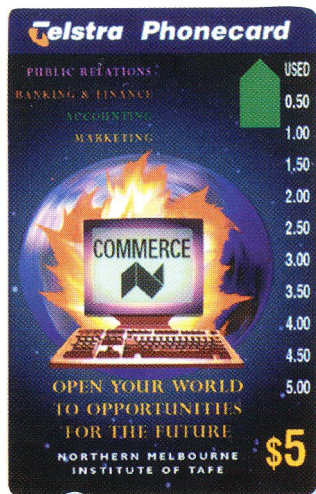


Albums \$15.00 (plus \$5 postage & handling per album)
 Pkt of five plastic sleeves (individual cards) \$9.50 (plus \$2.50 postage & handling)
 Pkt of five plastic sleeves (Limited Edition) \$7.50 (plus \$2.50 postage & handling)

Stop Press Stop Press Stop Press Stop Press

A \$5 Phonocard has been produced for North Melbourne TAFE. 10,000 were produced and are being sold through TAFE Colleges across Melbourne only.

3,000 are now available to collectors through the Telstra Collector Service. Get in quick.



Design by RAW Graphic Design

Apology

Please note that there were not 50,000 of each individual card produced in the Olympic Welcome Home Parade series. There were 36,000 x \$5; 11,000 x \$10; and 11,000 x \$20. These numbers include the 5,000 of each individual card available for collectors.

We apologise for any inconvenience.

TELSTRA PHONECARD COLLECTOR SERVICE

Locked Bag 6815, Sydney NSW 1100
TM Trade Mark for Telstra Corporation Ltd.
A.C.N. No. 051 775 556
Phone (02) 9329 0697, Fax (02) 9329 0610
0055 29469

"Print Post Approved"
PP255003 / 02214

Telstra