



australian

# PHONECARD

bulletin

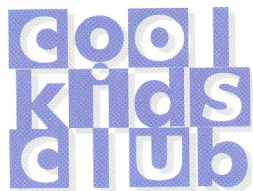
COLLECT

15

DECEMBER 1996

**Telstra**





## It's the Christmas season!

A time when family and friends come together to celebrate the year that has passed and the good times ahead.

Four clever collectors will find a Limited Edition Phonecard Folder in their Christmas stocking this year!

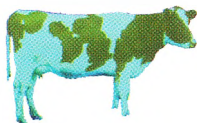
Congratulations to Matthew Latimer, Goonellabah NSW; Louise Benson, Elsternwick, VIC; Bruce Quinn, QLD; and Cynthia Ma, Hornsby NSW.

How did you go with the "Transformer" puzzle? There were a couple of variations in the puzzle, to make things easier for you

Come	Trip	Rain
some/came	trim/trap	rail
same	tram	sail
sale	team	soil
Salt	Seam	Soul



Don't forget - Cool Kid's competitions are only open to junior collectors aged 16 or under. No room for grown-ups! Please be sure you include your age on every entry.



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

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

# AUSTRALIA DAY

January 26 - Australia's national holiday to celebrate our past and our future.

For the first time ever, this year's Australia Day Phonecard features the winning design from a young Australian, following a national competition in primary schools across Australia.



Bright and colourful, the card reflects the happiness, hope and pride of our great country.

For your chance to win one of three Australia Day Phonecard Folders, simply identify this Telstra Phonecard!



Please include the name of the Phonecard series in which the card was featured, including the year it was produced.

Don't forget to include your age on your entry.

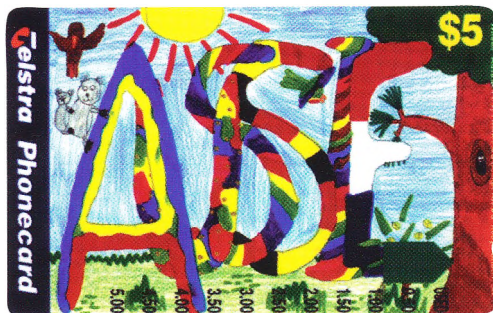
The first three correct entries drawn from the barrel will win.

# Editor's Note

Welcome to another exciting issue of the *Phonecard Bulletin*.

This issue we introduce the colourful Australia Day Phonecard featuring the winning entry in a national competition held through primary schools across the country.

And, as a Christmas bonus we have included a puzzle for adult collectors, giving the chance to win a little something for your own Chrissie stocking.



As our valued customers, we invite you to have your say.

Send your comments to:

The Editor  
*The Australian Phonecard Bulletin*  
 Locked Bag 6815  
 Sydney NSW 1100  
 fax: (02)9 329 0610.



## IMPORTANT MESSAGE

We have received feedback concerning our intention to cancel *Bulletin* subscriptions for people who have not placed a Phonecard order in the past six months.

We are committed to listen to you and as a result, it has been decided that this will not be implemented at this stage.

We will however, continue to update our database from time to time to ensure our mailing list information is correct.

The good news is people will continue to receive the *Bulletin* unless otherwise requested.

## Official Issues

The Official Phonecard issue for December is the unique Australia Day \$5 Phonecard.

This year for the first time ever, we feature a design by a young Australian reflecting what Australia Day means to our children.

Together with the National Australia Day Council, Telstra recently launched the "Australia Day Phonecard Design Award" earlier this year, encouraging primary school children to explore and understand what Australia Day means to them.

As recognition, the winning design is featured on the Australia Day 1997 \$5 Phonecard.

2,500 folders are available for \$13.00, so don't miss out!

## Advertising and Promotional Releases



### "Getting the Message"

Available to collectors in December is another \$5 Phonecard featuring the winning design of a young Australian high school student.

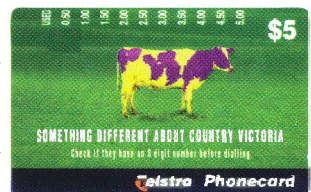
As part of a national competition held in secondary schools, the winning design advertises the advantages of using Telstra Phonecard.

100,000 of this striking card began distribution late November, with 4,000 available exclusively to collectors through Telstra Collector Service.

### Austel

Watch out for the purple and yellow cow featured on the Country Victoria Austel \$5 Phonecard - a new and exciting release for Austel.

30,000 have been distributed throughout Victoria with 4,000 available now for collectors.

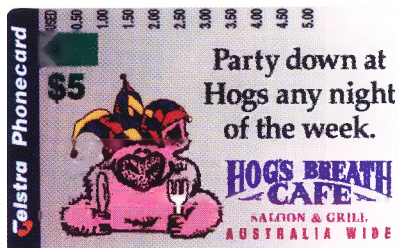




### *Hog's Breath Cafe*

Party down with the \$5 Hog's Breath Cafe Phonecard, now available to collectors.

Featuring the ever-popular Hog, 2,000 cards are available through selected Queensland outlets, with an additional 3,000 available now for collectors.



### *International Day of Disabled Persons*

A \$10 Phonecard has been produced supporting the International Day of Disabled Persons featuring artworks created by people with disabilities.

50,000 cards have been distributed nationally with 2,000 now available to collectors through the Telstra Collector Service.

### *Sydney to Hobart*

To continue the spirit of summer sports, a \$5, \$10 and \$20 Phonecard is available celebrating the Telstra's sponsorship of the popular Sydney to Hobart Yacht Race.

450,000 x \$5, 180,000 x \$10 and 82,000 x \$20 cards will be available with an additional 3,000 of each card reserved for collectors.

### *Festival of Perth*

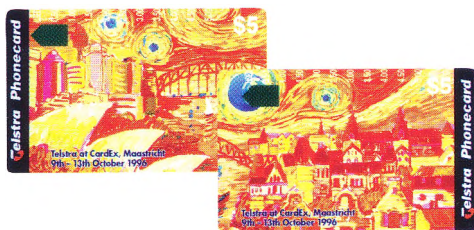
A \$5 Phonecard has been produced to celebrate the Festival of Perth next year. 100,000 cards will be distributed in stages throughout Western Australia only, with 3,000 available now for collectors.



### *CardEx '96*

And last but not least - don't miss out on the beautiful CardEx '96 2 x \$5 Phonecards available now.

Distributed only in Australia, both cards reflect the excitement and glamour of this internationally renowned Phonecard exhibition. There are only 6,000 of each card available, so be quick!





For the latest on Phonecard news, call 0055 29469. This number is again operational and features updates on Phonecard releases, serial numbers, custom cards and corrections.

## ***Upcoming Releases***

The next Official Phonecard series is the exciting World War II Fighter Planes. This series commemorates the technology of the WWII era, featuring planes such as the Zero, the Spitfire and the Mustang.

Watch for this magnificent folder in the next issue of the *Bulletin*.



## ***Standing Order Winner***

Congratulations to Mrs S J McCallum, Tumby Bay SA. Mrs McCallum is the Standing Order Winner for December and will be receiving a Limited Edition Folder to add to her collection.

## ***Destruction Figures***

Following Telstra's participation at recent international exhibitions, these folders have been destroyed:

Hong Kong Folder - 2,000 produced

996 destroyed

Singapore Folder - 2000 produced

1006 destroyed

A complete list of recent Destruction Figures will feature in the next issue of the *Phonecard Bulletin*. This list will also feature on the 0055 information line from 25 January, 1997.



The Telstra Collector Service will be closed for business from 24 December 1996 until 6 January 1997.

Phonecard orders received during this period will be processed after the 6 January 1997.

## Competition For The Grown Ups

Why should the kids get all the fun?! The festive season is here, so we've decided to give the grown ups a chance to win a prize for themselves.

Simply unscramble the words below and send your entries to:

The Editor

*The Australian Phonecard Bulletin*

Locked Bag 6815

Sydney NSW 1100

### Clue

oleclct To gather something together as a hobby

□ \_ \_ \_ \_

netleehop Invented by Alexander Graham Bell

\_ \_ \_ □ \_ \_ \_

trepuic One of these says a thousand words

\_ □ □ \_ \_ \_

reyaitv They say this is the spice of life

\_ \_ \_ \_ □ □

lereaed Can't get by without them in a card game or in collecting

\_ □ \_ \_ \_

nasseo A period of time with particular characteristics

□ \_ □ \_ \_

bremme A person who belongs to a group or organisation

\_ \_ \_ \_ \_

Unscramble the letters to form the Limited Edition Folder prize: □ □ □ □ □ □ □ □ □ □



## ***A Day In The Life Of The Bulletin***

We have received many enquiries from you, our valued collectors, regarding the production of the *Bulletin*.

The production of the *Bulletin* begins two months before its final distribution. Distribution commences after every Standing Order fulfilment and each time one issue of the *Bulletin* goes out, the next begins production.

The process is like any other publication...information is gathered, a draft is written and is then reviewed for accuracy.

At this stage information concerning new releases is not always up to date or available.

Advertising or Custom Phoncards [those where a client is involved] are produced on a very tight schedule, meaning that changes to the cards can often occur along the way. The client, designer(s) or Telstra may agree to change elements of the card design, quantity, denomination or production details at any time.

By the printing stage of the *Bulletin*, information concerning all Phoncards is as accurate as possible at that time. However, it is not uncommon that card details change after the *Bulletin* is produced.

Unfortunately late changes cannot be included due to our requirements to begin distribution of the *Bulletin* after the Standing Order run.

We regret that information may change, **however our goal remains to provide collectors with up to date information about new Phoncard releases. Advising you of these changes is part of that process.**

In future, corrections to the *Bulletin* will feature in the regular update of the 0055 info line under the second section.

## ***Correction Corner***

An incorrect card code was published last issue for the Olympic Welcome Home Parade \$5 Phoncard. The correct card code is A963912.

We would like to stress that the Olympic Dinner cards are *not* available individually. Packs are available only through David Albert, Telstra Sponsorship, fax: (02)9 261 8272 and not through the Telstra Collector Service.

## ***The News On Local Phonecard Clubs***

### ***Burnie & Districts Phonecard Club - Burnie, Tasmania***

A small enthusiastic group of members meet at the Burnie Library on the last Saturday of each month at 10:00am for discussions; 'Find & Tell' segments; competitions; and exchanges - being a main feature.

Membership dues attractive. If you are interested, contact Ern Gillet, 03 64 330 420.

## ***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. This information is correct as of 18 November, 1996.

<b>Description and Code</b>		<b>Serial</b>	<b>Batch</b>	<b>Quantity</b>
\$2	Fuji	P964311	1257	50,000
\$2	Christmas '96 - available only with Limited Edition Folder	L964141	1258	3,000
\$5	Christmas '96 - Santa	N964112	1259-1266	730, 000
\$10	Christmas '96 - Kangaroo	N964123a	1267-1270	390, 000
\$20	Christmas '96 - Opera House	N964134a	1271-1272	170, 000
\$5	Christmas '96 - Santa	L964112	1273	3,000
\$10	Christmas '96 - Kangaroo	L964123a	1274	3,000
\$20	Christmas '96 - Opera House	L964134a	1275	3,000
\$2	Telstra Staff business cards	P962511	1276	19,000
\$2	CardEx'96 - Sydney	C964511	1277	2,000
\$2	CardEx'96 - Maastricht	C964512	1278	2,000
\$5	"Getting the Message"	A964412	1279	100,000

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

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



Indicates new releases

# PHONEAWAY



10PTI

\$10



20PMI

\$20



50PC

\$50



100PA

\$100

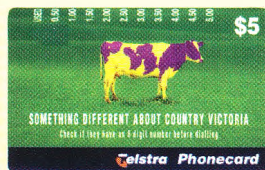
## INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS



A964412

Getting the Message

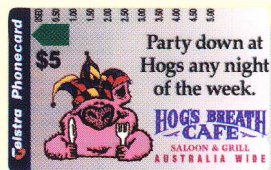
\$5



A962732

Austel - Country Victoria

\$10



A965012

Hog's Breath Cafe

\$5



A966112

Sydney to Hobart - logo

\$5



A966123a

Sydney to Hobart - Kialoa

\$10



A966134a Sydney to Hobart - Sayonara

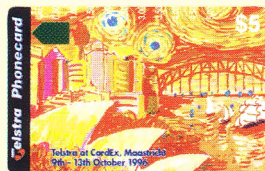
\$20



A966212

Festival of Perth

\$5



A965812

CardEx '96 - Sydney

\$5



A965822

CardEx '96 - Maastricht

\$5



A966313a

International Day of Disabled Persons

\$5

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



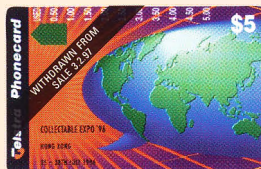
A963912 Olympic Parade \$5



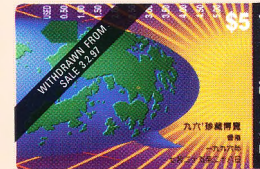
A963923a Olympic Parade \$10



A963934a Olympic Parade \$20



P963042 Hong Kong (World) \$5



P963052 Hong Kong (Harbour) \$5



P963122 Singapore \$5



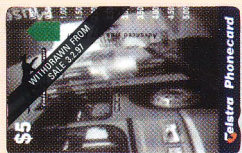
A962712 Austel Adelaide \$5



A962742 Tasmania \$5



# INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS



A963322 WA transport \$5

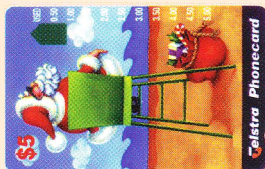


A963312 WA transport \$5

## INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS



N965212 Australia Day 1997 \$5



N964112 Santa \$5



N964123a Kangaroo \$10



N964134a Opera House \$20



N962612 Antarctic \$5



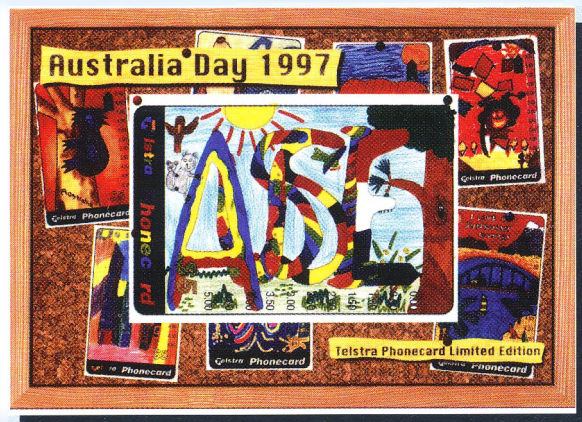
N962623a Antarctic \$10



N962634a Antarctic \$20

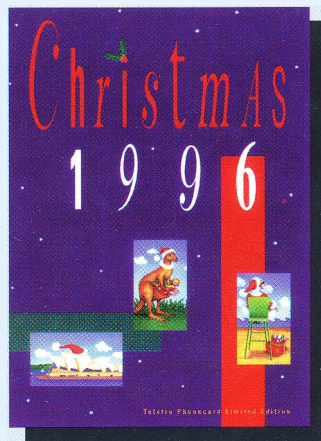


## LIMITED EDITION FOLDERS



Australia Day 1997 Series  
1 x \$5  
Quantity Produced 2,500

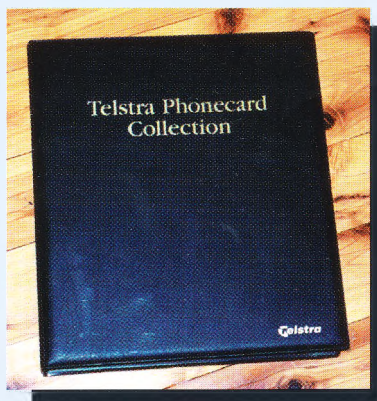
CE0042 \$13.00



Christmas Series  
1 x \$5 1 x \$10 1 x \$20 + \$2  
Quantity Produced 3,000

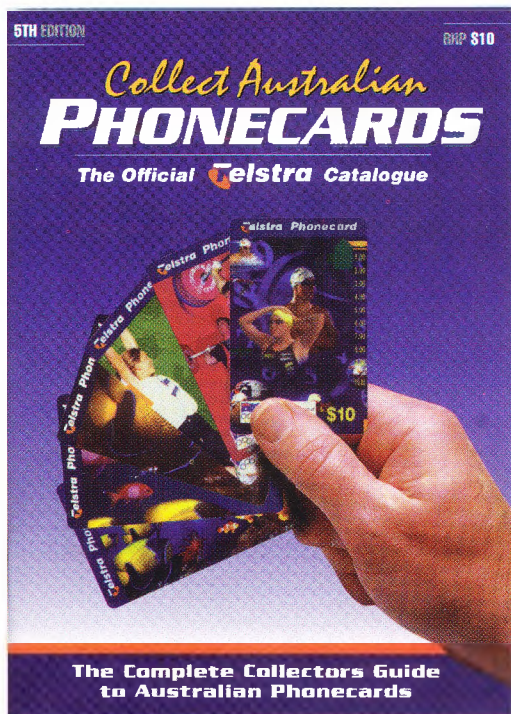
CE0041

\$49.50



- 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)
- Pkt of five dividers \$7.50 (plus \$2.50 postage & handling)
- Complete set (consists of one each of above) \$39 (plus \$5 postage & handling)

**Stop Press Stop Press Stop Press Stop Press**



*"The Official Telstra Catalogue  
\$10.00 (plus \$3.50 postage and  
handling)"*

Design by RAW Graphic Design

**TELSTRA PHONECARD COLLECTOR SERVICE**

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