COLLECT Australian PHONECARD Bulletin FEBRUARY **T**elstra



Telstra is flying high this month, with its latest Official Series – World War II Classic Fighters.

Don't miss out on this collection of some of the greatest flying machines in aviation history.

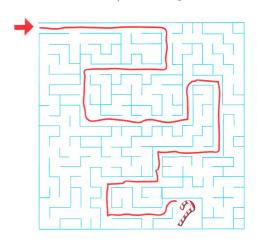
Hey kids,

it's a brand new year and another 365 days of collecting! And what a great year it's going to be!

Did you find your way through the maze?

These lucky winners did and they will each receive a Christmas Limited Edition Folder.

Congratulations to Martin Suan, WA; Natalie Horak, SA; and Paul Seymour, QLD.



And kid's, check out our latest "fun cards"

You don't get any cooler than these!

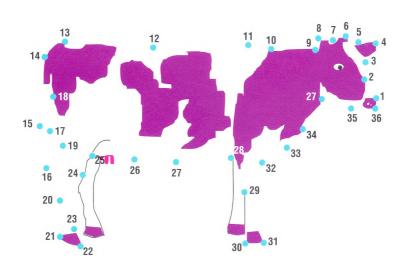
For your chance to win a set of these individual cards, simply play "Join the Dots" below and identify the Phonecard from which the image is taken.

Send your entries to:

Telstra Phonecard Collector Service Locked Bag 6845 Sydney NSW 1100

Don't forget to include your name and age on each entry.





Editor's Note



Welcome to 1997 and what an exciting year it is going to be!

Telstra is taking to the skies this February, with its superb Official Series -- World War II Classic Fighters. This is a must for every aviation collector.

We are also celebrating 1997 Chinese Year of the Ox with a fun five card series featuring some very interesting characters.

Keep reading for details on our coolest Phonecard series ever, and our exciting Coca Cola Promotion.

And more importantly, we welcome Kookaburra Marketing Services to our team.

We value your opinion.

Please send your comments to:
The Editor

Australian Phonecard Bulletin
Locked Bag 6815
Sydney NSW 1100

*Please note that our contact details have changed.

Phone: (02) 9518 8299 Fax: (02) 9518 8233

New

Official Issues

Market research suggests that more and more collectors are turning to thematic collecting and are focussing on Phonecard issues related to various things, such as sports, trains and planes.



For those collectors who have a taste for aviation, this February marks the release of a very impressive Official Phonecard Series, commemorating the technology of World War II Classic Fighters.

This spectacular four card series $(2 \times \$5, \$10, \$20)$ captures the glory and excellence of the Mustang, the Spitfire, the Japanese Zero and the Messerschmitt.

Each card represents a moment in aviation history and shows the unequalled splendour and performance of these magnificent machines.

Releases

2,000 Limited Edition folders are available through the Telstra Phonecard Collector Service, for \$59.50,each featuring a short historical passage on the planes.

These will also be sold from the Telstra stand at the Avalon Air Show, Victoria, between 18 -23 February, so don't miss out! There may be a few other surprises at the Air Show, so if you're in the area be sure to take a look.

Advertising and Promotional Releases

Chinese Year of the Ox

1997 is the Chinese Year of the Ox, and Telstra is getting into the spirit of things with this latest five card series $(5 \times \$5)$.

Designed by Gregory Sue, NSW, the cards are the winning design in a national competition held through the Asian community, aimed at highlighting the significant themes of the Chinese Year.



Five is a lucky number in the community, hence five cards were produced featuring adorable illustrations of the ox and valuable proverbs, such as 'stubborn as an ox' and 'always hard at work'.

3,000 of each card are available now from the Collector Service.

Year of the Ox portfolio

500 Beautiful Year of the Ox portfolios are available for \$188 this February, containing the complete set \$5 Phonecards and the \$88 PhoneAway card.

The Special Series Portfolio is only available through a ballot. Simply tick the "Ballot Box" included on the Phonecard order form in this Bulletin.

Fun Cards

Start the year off with these brilliant Phonecards featuring colourful Australian antics designed by popular artists Jim Mitchell, Jeff Raglus and Simon Letch.



This three card series (\$5, \$10, \$20) is like no other and will definitely

brighten every collection with unique images of a fish out of water and a dog and bone.

Surprise the kids or your friends with these fantastic designs. 3,000 of each card is available now through the Collector Service.

They are bound to go quickly, so don't miss out!

Lauda Air PhoneAway

Advertising on Phone Away promises to be a huge success, with the release of a stunning new card for Lauda Air.

This \$20 card promotes the unique service and experience of travelling with *Lauda Air* and gives passengers an edge to 'keeping in touch' while they are away from home.

First of its kind, this PhoneAway card has a 'leather-look' and features different Telstra branding than usual.

Only Business Class passengers will receive this complimentary card, however 1,000 of these cards are now available to collectors through the Collector Service.

Upcoming Releases

Coming out in April is a superb Phonecard series commemorating some of the finest Steam Locomotives in Australian history.

This attractive Limited Edition Folder takes a close look at some of the machines that helped to build our nation and the remarkable technology of a bygone era.



Coming to a store near you this month, is the complete, packaged Tourist Pack featuring six Australiana Phonecards. These packs will be available from selected retailers and outlets so keep an eye out for them!

Please note: These individual cards are no longer for sale through the Collector Service.

Important message

From January, 1997 Telstra may not include details about some advertising cards in any serial number information.

Due to contractual obligations this information may be withdrawn from the Bulletin and the 0055 info line.

Serial batches will continue to be announced, but will feature without card descriptions and/or card codes.

Coca Cola Promotion

In an exciting joint promotion with Coca Cola, Telstra has produced a very special Phonecard called a 'Prizecard', which is like no other.

Every customer, including collectors, who buy a \$10, \$20, \$50 Phonecard will receive this free Telstra Coca Cola Prizecard, which is the entry 'ticket' to the competition.

The Prizecards look and feel like an ordinary Phonecard with a Coca Cola design, but have nil value and the word 'Prizecard' is displayed at the top of the card, including directions on how to enter the competition on the back.

A total of 500,000 of these cards have been produced and are available

nationally. From this, around 2,000 cards will be 'winning cards' and will be encoded to automatically dial the prize hotline when inserted into a payphone, letting the customer know what prize they have won and how to claim it.

Prizes include a Hyundai Coupe SX car, – Malibu surfboards; Sony Playstations, and much more.

For non-prize winners, the card will not be encoded at all, but people will be able to send it in to the address on the back to enter the 'second chance' draw. Address details are on the back of the card.

Beginning 13 January, 1997 the competition will run until 21 February, 1997.



Collectors will receive a Prizecard for every \$10 Phonecard (or greater) they order during 13 January, 1997 to 21 February, 1997.

This Prizecard is not available for individual sale.

Please Note: There is no guarantee that collectors will receive their Prizecard before the competition closing date if they placed their Phonecard order after 14 February, 1997.

A Business in Phonecard

There is now a new and exciting use for Phonecard — and people are putting their names to it!

It is Phonecard/business cards, where the cards are business cards like any other, but with Phonecard properties.

Already numerous Telstra staff members are using a \$2 Phonecard as their own personal business card and many other businesses are expected to follow suit.

These cards are classified as "P" (promotional) cards and are not available for sale through the Collector Service. At this stage they are produced under the serial batch number 1276.

Numbers of businesses using this new Phonecard application are expected to increase so be sure to watch for these on the street.

A New Marketing Team For Telstra Collector Service

We welcome Kookaburra Marketing Services (KMS), a Sydney based company, to our team, to develop and operate the present Phonecard Collector Service from 6 January, 1997.

Telstra will retain all control over final card designs and production of the cards, while KMS will undertake ideas, development of packaging concepts and handle all processing of customer orders and relationships with collectors, dealers and collector clubs.

KMS brings with them considerable marketing and operational expertise and we are confident that the appointment will result in many new and exciting innovations for the Collector Service and its customers. Initiatives proposed by the new team will ensure continued strength for collecting and assure reliable long term strategies.

Please note that the Collector Service contact details have changed to:

Phone (02) 9518 8299 Fax (02) 9518 8233

Standing Order Winner

Congratulations to

SM Richardson, Altona, VIC.

You are our Standing Order
Winner for this issue,
and will be receiving a
Limited Edition Folder
from our archives.

Correction Corner

Please note that two misprints occurred in the December issue of the Bulletin in the back pages where individual cards are displayed.

Below the "Austel Country Victoria Card" the denomination appears as \$10. This is incorrect as the card is a \$5 Phonecard.

Below the "International Day of Disabled Persons" the denomination appears as \$5. This is incorrect as the card is a \$10 Phonecard.

Please note that there will not be a Summer Sports Phonecard Series this year.

New Card Codes

Please note that there are a few small changes to Telstra's Phonecard Codes.

Code	Definition
"N" Cards	Telstra Official Phonecard issue cards – purchased by retailers and dealers. These are distributed nationally and usually have three different denominations in the series, eg Christmas 1996.
"P" Cards	Produced by Telstra to promote a specific event or day – can be any denomination – eg. Year Of The Ox.
"A" Cards	Produced by Telstra on behalf of a 3rd party for business, promotional, fundraising purposes.
"L" Cards	Specifically collector cards – identified on the reverse as "Limited Edition" cards and are sold in a Limited Edition folder. eg.Christmas 1996 Limited Edition folder.
"C" Cards	Cards produced specifically for dealers – eg, "Coke" cards for Universal Coin Co.
"S" Cards	These cards are produced as 'Special' to commemorate special or one-off events throughout the year, and which cannot be placed into any of the existing catalogues.

Destruction Figures

The following Limited Edition Folders have been destroyed.

Code Destroyed	Description	Quantity	Code Destroyed	Description	Quantity
CE0027	Christmas 1994	1246	CE0033	Emergency Management	3125
CE0028	Australia Day 1995	91	CE0034	Christmas 1995	2997
CE0029	Invisible Heritage	2009	CE0035	Australia Day 1996	991
CE0030	World War II	3449	CE0036	Transport	2971
CE0031	Local Legends	3253	CE0037	Cityscape	1135
CE0032	Design Award	2985	CE0038	Marine Series	1369



For your convenience, please call 0055 29469 for all serial number information, rather than the Collector Service.

Serial Number Information

The following information is now available.

Description	Serial	Batch	Quantity
\$2 Cambodian	1952311	B04	50,000
\$5 [Details cannot be disclosed]	P966512	1305	10,000
\$2 Generic Beach Scene	P966811	1306	2,000
\$5 Year of the Ox - Stubborn as an Ox	P966612	1307	53,000
\$5 Year of the Ox - Patient is the Ox	P966622	1308	53,000
\$5 Year of the Ox - Stability in Life	P966632	1309	53,000

The following information is correct as of the 13 January, 1997 and continues from last issue, Batch 1315.

Description	Serial	Batch	Quantity
Batch number 1316 is not available at this time	1		
\$5 Festival of Perth	A966212	1317 & 1318	103,000
\$5 Sydney to Hobart - logo	A966112	1319 -1323	453,000
\$10 Sydney to Hobart - Sayonara	A966123a	1324 & 1325	183,000
\$20 Sydney to Hobart - Kialoa	A966134a	1326	85,000
\$10 International Day of the Disabled	A966313a	1327	52,000
\$5 Year of the Ox - Hard at Work	P966642	1328	53,000
\$5 Year of the Ox - Family First	P966652	1329	53,000
\$0 Coke Card Promotion	P966910	1330 - 1334	500,000
\$0.80 Cannes	P965710e	1335	7,000

N.B. These cards are not available for sale through the Telstra Phonecard Collector Service.





PHONEAWAY











INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS







P966622 Year of the Ox - Patience is the Ox \$5



P966642 Year of the Ox - Hard at Work \$5







P966632 Year of the Ox - Stability in Life \$5





P967123a



P967134a



N966712



N966722



N966733a



N966744a





Indicates new releases

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS





INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL USE CARDS



NOCESTS

5212 Australia Day 1997









MGC4124a

S

LIMITED EDITION FOLDERS



World War II Classic Fighters CE0043 \$59.50 1 x \$2, 2 x \$5, 1x \$10. 1 x \$20 Quantity Produced 2,000



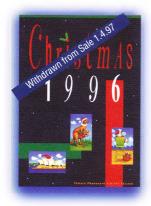


Year of the Ox 1 x \$88, 5 x \$5 Quantity Produced 500

\$188



LIMITED EDITION FOLDERS



CE0041 \$49.50 1 X \$5.1 X \$10.1 X \$20 Quantity Produced 3,000



\$49.50

Antarctica CE0040 1 X \$5, 1 X \$10, 1 X \$20 Quantity Produced 4.000



Albums \$15 (plus \$5 postage & handling per album)

Pkt of five plastic sleeves (individual cards) \$9.50 (plus \$2.50 postage & handling

Pkt of ten plastic sleeves (Limited Edition) \$7.50 (plus \$2.50 postage & handling



To continue the celebrations of the Chinese Year of the Ox, Telstra has produced a Special Limited Series folder, combining the 5 x \$5 Year of the Ox Phonecards and a very special \$88 PhoneAway card.

The \$88 PhoneAway card features the runner-up design by Tom Huynh, in the national Phonecard Design competition. Eighty eight is considered to be very lucky, and 4, 500 individual \$88 PhoneAway cards are available through participating outlets specifically targeting Asian audiences.

TELSTRA PHONECARD COLLECTOR SERVICE

Locked bag 6815, Sydney NSW 1100

**Trademark of Telstra Corporation Limited ACN 051 775 556

Phone (02) 9518 8299

Fax (02) 9518 8233

0055 29469

If you would like to enter the Ballot for your chance to purchase one of only 500 Year of the Ox Special Series Folders, priced at AUS\$188 (plus \$5 postage & handling), simply complete and return the Order Form enclosed in this Bulletin NOW! Don't forget to tick the Ballot Box and enclose your payment.

The Ballot takes place on 28 February, 1997 and you can call (02)9 518 8299 after this date to find out if you have been successful. All unsuccessful applicants will be advised and all cheques will be returned immediately. Successful orders will be dispatched within 30 days.

Please note that the Phonecard Order Form has been amended and includes the following:

"No refunds will be provided on Phonecards unless they are shown to be defective in some way, or did not match the description or sample shown prior to purchase. A Phonecard which does not have the desired serial number is not a defective card."



Fantastic New Product!!

Man Made Wonders Series

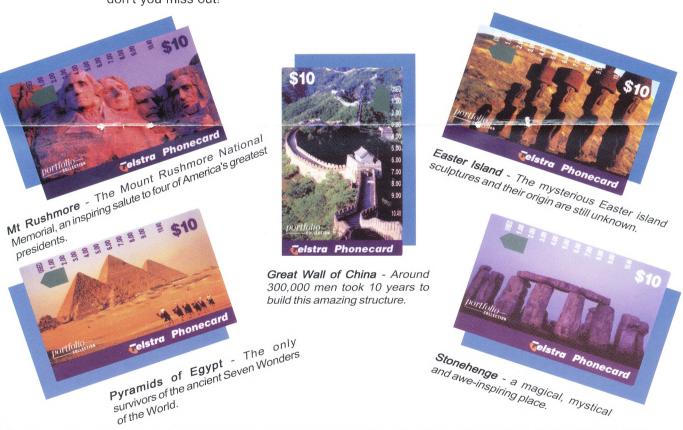
Phonecard collectors can look forward to an exciting new product, released 3 March. 1997.

Exclusive to collectors is the spectacular Man Made Wonders Portfolio Collector Series, honouring some of the world's greatest structures.

Contained in a beautifully presented folder, are five \$10 Phonecards featuring some of Man's most amazing creations, along with a booklet containing a short history on each of these wonders.

Only 1,750 of each Phonecard will be produced and packaged, with "Portfolio Edition" specially printed on the reverse. Individual cards are not available. And the great news is that these portfolios are only available through the Collector Service.

This series promises to be very popular both with Australian and overseas collectors - so don't you miss out!



YES, I would like to purchase the Man Made Wonders Portfolio Series priced at \$74.95, plus \$5 postage and handling. Payment Method:

Customer Number:Name: (Mr/Mrs/Ms)Address:	My cheque/ money order is enclosed payable to Telstra Payphone Services.
Tel:Fax:	
I require Man Made Wonders Portfolio(s)	Number:// Exp.date/ Signature:
@ \$79.95 each.	- Handad as a first samuel basis

ach. This Portfolio Edition will be allocated on a first served basis.
Should you miss out, any cheque payments will be returned immediately.

