





Now you too can get into the spirit of one of Australia's most popular pastimes with Telstra's latest Phonecard series - FISHING.

Check out this great Phonecard series showing the fun and excitement of catching the big one! Don't let this one get away.

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

Each word is in code, so if A=1, B=2 and C=3 etc, can you work out the message?

| 20 | 8 | 9 | 19 | 19 | 5 | 18 | 9 | 5 | 19 | 9 | 19 | 20 | 8 | 5 |
|----|----|----|----|----|---|------------|-----|---------------|-------|------------------------------------|----|--------|---|------|
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| 15 | 16 | 20 | 8 | 5 | | 1 1 | 1 2 | 2.5 | | | | | - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 | |



"Don't forget to print your name, address and age on every entry!"

Thank you to everyone who entered our Join the Dots competition.

These three lucky winners each receive a set of 'fun cards' to add to their collection.
Congratulations to Zoe Collins, VIC; Melanie Graham, SA; and Aaron Chaloner QLD.

Answer: The \$5 Austel Country Victoria Phonecard and the picture was a purple and yellow cow.

EDITORIAL

Welcome to the June edition of the Australian Phonecard Bulletin.

This month we release a fantastic fishing series; we look at the latest ad cards and review our exciting Steam

Legends launch.

We value your opinion.

Please send your comments to:

The Editor

Australian Phonecard Bulletin

Locked Bag 6815

Sydney NSW 1100

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

New

Introducing the 'smart' Phonecard

There has been much discussion about the move from the existing magneticstrip Phonecard to a more advanced micro-chip based 'smart' Phonecard. Well, the good news is that it has been confirmed.

Telstra has announced it will gradually replace Phonecard/coin payphones with the latest technology over a six month period. Every one of the 38,000 payphones throughout Australia will be converted to accept both coins and the new style Phonecard.

But what about your present Phonecard collection you ask?

The general belief is that any existing collection of the magnetic strip Phonecards is a foundation for future card collections. You have already captured the first seven years of a collectable that is going to really take off - so keep hold of them!

The variety of Telstra Phonecards that have been produced in recent years merely marks the 'toddler' stage of stored value cards in this country. The idea of stored value card technology is set to extend beyond payment for payphone calls.

Not too far away, it will be possible to pay for all sorts of goods and services with a stored value card. With major players as our merchants looking to enter the market, the scene is likely to be an exciting and dynamic era for collecting.

And collectors can rest assured that Telstra will continue to produce a wide variety of Official Issue and theme card designs. Even the appearance of the card will allow more variety in card designs, and we can expect to see many interesting concepts produced.

Telstra is launching a special card series in each state starting from June to mark the transition from magnetic strip cards to micro-chip based cards. Telstra will first introduce the new cards in Adelaide in July. Following this, consecutive launches will continue across the country.

It is an exciting time for everyone involved, particularly people who are keen on card collecting. Make the new micro-chip card the latest in your collection, or make it your first!

If you have any further questions call our special hotline during business hours, Monday to Friday on FREECALLTM 1800 676 638*.

Releases

Official Issues

For the first time ever, Telstra has taken to the seas and the lakes of Australia to feature these fantastic fishing shots on a Phonecard series.



Celebrate one of Australia's most popular pastimes with this four card series (2 x\$5, \$10, \$20) showing the thrill of the chase and the excitement of catching that elusive 'big one'.

30,000 of each \$5 Phonecard have been produced with 3,000 available for collectors. 20,000 of the \$10 and 10,000 of the \$20 card have also been produced with 3,000 of these available through the Telstra Phonecard Collector Service.

1,400 beautiful Limited Edition Folders are also available for \$59.50 highlighting the fun of fishing from Australia's greatest beaches to its tranquil lakes.



Advertising and Promotional Releases

Olympic Mascots

To celebrate the 2000 Sydney Olympics, Telstra has released a Phonecard set (3 x \$5) featuring Australia's adorable Mascots, Syd the Platypus, Millie the Echidna and Olly the Kookaburra.

For the first production run, 50,000 of each card will be available in June with 3,000 for collectors through the Telstra Collector Service. These will be available to coincide with the Olympic journey.

An extra treat for collectors is a special folder featuring the three cards and a bonus \$2 Phonecard showing all three mascots together. Only 2,500 packs will be available through the Telstra Collector Service for \$28.00 (plus \$5.00 postage and handling).

Be a part of Australia's Olympic history and get your order in as these folders won't last!



This \$2 card is not available for individual sale

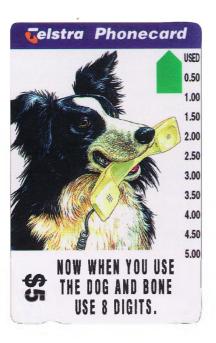
Austel

Austel has released a \$5 Phonecard advertising eight digit telephone numbers in Western Australia.

30,000 cards have been produced which feature a cute 'dog and bone' and have been distributed in Western Australia only.

Extra Phonecard designs will be released in August and will include NSW and ACT.

1,500 of the Western Australia cards are now available to collectors through the Telstra Phonecard Collector Service.



Prudential

A few months ago, Prudential produced a \$4 Phonecard. Only 4,000 were made and were distributed through promotional channels.

Recently Prudential made available 1,000 cards to collectors through the Telstra Phonecard Collector Service which were quickly snapped up by Dealers. If you would like to add one of

these Prudential Phonecards to your collection contact your local Phonecard Dealer.



VANA Newsfair

The Victorian Newsagency Association recently released a \$5 Phonecard celebrating their News Fair in April.

1,200 cards were produced and were available only at the fair. 500 of these were also sold through the Telstra Phonecard



Collector Service and were quickly snapped up by Dealers. So if you would like to add one of these VANA Phonecards to your collection contact your local Phonecard Dealer.

Nescafe



For the first time ever, Nestle "Nescafe" features on a Phonecard series (3 x \$5), highlighting the tranquil experience of drinking the coffee.



The message "It gets you together" is clear through the friendly faces we have all grown to know through our television sets, and now on this unique series.



Overall, one million cards have been distributed nationally, with 2,000 of each card now available to collectors through the Telstra Phonecard Collector Service.

The final \$50 Phonecards

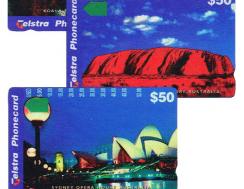
The last production run of \$50 denomination Phonecards is available now!

To mark the occasion, three designs have been produced, each featuring an attractive Australian icon including the Koala, Uluru and the Sydney Opera House. And for the first time ever the text will be in gold foil stamping.

10,000 of each card have been

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distributed nationally, with 500 of each available through the Telstra Phonecard Collector Service.



Upcoming Releases

To celebrate the Winter months, Telstra is releasing an Alpine Phonecard Series in August.

This four card series (2 x \$5, \$10, \$20) takes a trip to the cooler parts of Australia and captures the majestic beauty of a land changed by snow and ice. There will be only one \$5 Phonecard for national distribution, with an additional \$5 Phonecard exclusive to the Limited Edition Folder.

Don't miss out on this one. There will only be 1,400 Folders produced selling for \$59.50.

Steam Legends Launch

For the first time ever Telstra recently launched the spectacular Steam Legends Phonecard Series aboard the class 3801 Locomotive in Sydney.

Collectors, Dealers, Telstra staff, respective guests and the media attended the morning tea, which included a return trip from Mortuary station to Strathfield.

What an exciting promotion for Phonecard collecting! Guests received a kit containing posters of the individual cards contained in the Steam Legends Folder, as well as information on the 3801 Locomotive.

On the day, lucky guests received prizes from a fun quiz, Sue Wiggins, National Strategy and Business Development Manager, Telstra Payphone Services, delivered a fascinating speech and the Sydney Boys High School band played nostalgic war-time tunes.

Even trainspotter enthusiasts got something on the day, with a special photo opportunity with the locomotive pausing at Petersham Station.

Collectors can look forward to similar events in the future that will heighten the excitement of Phonecard collecting.

Special thanks to Warren Titcher who took these wonderful photos.



Belated Congratulations

Congratulations to Melbourne Phonecard Dealer Peter August.

Universal Coin Co. received a Highly Commended Award for one of the Phonecards in the Santa "Coke" series, in the recent 14th National Print Awards.

Standing Order Winner

Congratulations to Peter Tanaka, NSW who is this month's lucky Standing Order Lottery Winner.

Peter will be receiving a Limited Edition Folder prize from Telstra's prize pool.

To be eligible for the Standing Order Lottery simply have a Standing Order arrangement with the Telstra Phonecard Collector Service.

For more information call the Collector Service on (02) 9518 8299.

Correction Corner

Please note that an error was published on page 12 of the April Bulletin, concerning the Carnivale PhoneAway™ series. The \$20 card has the number PN960522 and should feature the NT regatta on Henley and the \$10 card should be PN960511 and should feature the Carnival of Venice.

Local Phonecard Fairs

The Annual Gold Coast Stamp & Phonecard Fair will be on the 27 July between 9am-4pm.

The Telstra Phonecard Collector Service will be there, along with approximately 9 Phonecard Dealers and 5 Stamp Dealers. The fair is expected to attract over 1,000 people and guests can look forward to a Phonecard Auction on the day, and a Mystery Prize for a lucky collector.

If you're in the area, be sure to stop in at Alberts Waterways Hall, cnr Hooker & Sunshine Bvds, Broadbeach - 2 minute walk from Jupiter's Casino.

Also, the Mackay & Districts Philatelic Society are holding their Phonecards, Stamps and Coin Fair on the 19 & 20 July, at Oddfellows Hall, Wood Street, Mackay.

Be sure to catch that one! Telstra will be donating lucky door prizes.

If you have an upcoming event or fair that you would like to advertise, please contact the Telstra Phonecard Collector Service.

Questions and Answers

Could you please tell me how many Phonecards the Telstra Phonecard Album holds and how many Phonecards each plastic sleeve holds?

- Mrs Rogers, NSW.



Thank you Mrs Rogers for your letter.

The plastic sleeves in the Telstra Phonecard Album hold ten individual Phonecards.

The Phonecard Album itself holds approximately 100 plastic sleeves. So, all up the Telstra Phonecard Album may hold up to 1,000 individual Phonecards.

If you have a question you would like answered, simply write to:

The Editor

Australian Phonecard Bulletin

PO Box 6815

Sydney NSW 1100

or fax: (02) 9518 8233.

Serial Number Information

The following information is now available

| Des | cription | Serial Batch | Quantity | |
|-------|--|--------------|----------|--|
| \$1.5 | O(details cannot be disclosed no code) | 1316 | 5,000 | |
| \$5 | Mustang N966712 | 1365-1371 | 665,000 | |
| \$5 | Spitfire N966722 | 1372-1378 | 665,000 | |
| \$5 | Messerschmitt N966733a | 1379-1385 | 665,000 | |
| \$20 | Zero N966744a | 1386-1388 | 245,000 | |
| \$5 | (details cannot be disclosed) C951722 | 1389 | 24,000 | |

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

These cards are not available for individual sale

| | Description and Code | Serial Batch | Quantity | | | | |
|------|--|--------------|----------|--|--|--|--|
| | Batch numbers 1390-1398 were included in the last issue of the <i>Bulletin</i> | | | | | | |
| \$5 | 3801 Locomotive N970512 | 1403 | 100,000 | | | | |
| \$10 | Puffing Billy N970523a | 1404-1409 | 590,000 | | | | |
| \$20 | 1243 Locomotive N970534a | 1410-1412 | 220,000 | | | | |
| \$2 | A10 Locomotive L970541 | 1413 | 2,000 | | | | |
| \$5 | 3801 Locomotive L970512 | 1414 | 2,000 | | | | |
| \$10 | Puffing Billy N970523a | 1415 | 2,000 | | | | |
| \$20 | 1243 Locomotive L970534a | 1416 | 2,000 | | | | |
| | Batch numbers 1417 - 1425 featured previously. | | | | | | |
| \$20 | Cambodia 1951814a | 1426 | 20,000 | | | | |
| \$20 | Mural Card A971154a | 1427 | 100,000 | | | | |
| \$5 | Desert Car A971112 | 1428-1429 | 150,000 | | | | |
| \$5 | Hollywood Car A971122 | 1430-1431 | 150,000 | | | | |
| \$10 | Red Car A971133a | 1432 | 50,000 | | | | |
| \$10 | Rally Car A971143a | 1433 | 50,000 | | | | |
| \$5 | Vana Newsfair P971312 | 1435 | 2,000 | | | | |
| \$5 | Beach Fishing L971212 | 1440 | 2,000 | | | | |
| \$5 | Lake Fishing L971222 | 1441 | 2,000 | | | | |
| \$10 | Rock Fishing L971233a | 1442 | 2,000 | | | | |
| \$20 | Family Fishing L971244a | 1443 | 2,000 | | | | |
| \$20 | Cambodian 1951814a | 1445 | 40,000 | | | | |
| \$2 | (details cannot be disclosed) A971411 | 1448 | 1,000 | | | | |
| \$2 | (details cannot be disclosed) A971511 | 1449 | 1,000 | | | | |
| \$2 | (details cannot be disclosed) A972011 | 1450 | 2,000 | | | | |

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



INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS



INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING & PROMOTIONAL CARDS

\$5



A971122 Hollywood Car

\$5



A971112 Desert Car



A971143a



\$10 Rally Car



A971133a



\$10

Red Car

A971154a Mural \$20



P970812 Frontline - Navy \$5



P970833a Frontline - Army \$10 P970823aFrontline - RAAF \$10





P967312 Melbourne Park \$5



P967333a Melbourne Park \$10



P967354a Melbourne Park \$20



P967322 Ford Australian Open \$5



P967343a 1997 Ford Australian Open \$10





P966652 Year of the Ox -Family First



P966622 Year of the Ox -Patience is the Ox



P966642Year of the Ox -Hard at work



P966612 Year of the Ox -Stubborn as an Ox \$5



P966632 Year of the Ox -Stability in life



P967112



Dog

\$5



P967123a



\$10



P967134a







N966744a

Zero

N966712 Mustang

\$5

\$5

\$5

N966722 Spitfire

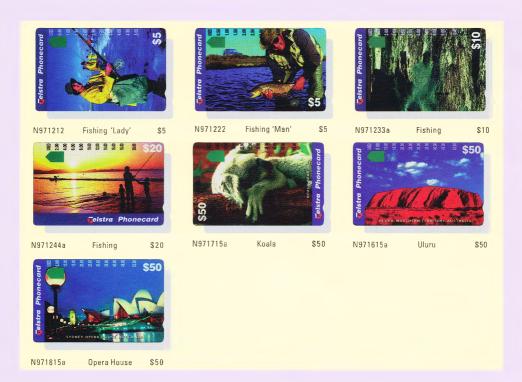
\$5

N966733a Messerschmitt \$10

\$20

\$20

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS



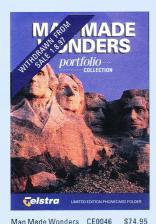






N970512 Train \$5 N970523a Train \$10 N970534a Train \$20

SPECIAL SERIES FOLDERS



Man Made Wonders CE0046 \$7 5 x \$10 Quantity Produced 1,750



Year of the Ox CE0045 \$188 1 x \$88 PhoneAway card 5x \$5 Phonecards Quantity Produced 500



Tourist Pack CE0047 \$42.00 6 x \$5
500 available through Collector Service

LIMITED EDITION FOLDERS



Fishing Series CE0048 \$59.50 2 x \$5 1 x \$10 1 x \$20 Quantity Produced 1,400



Classic Fighters Series
CE0043 \$59.50
2 x \$5 1 x \$10 1 x \$20
Quantity Produced 2,000



Steam Legends Series CE0044 \$55.00 1 x \$2 1 x \$5 1 x \$10 1 x \$20 Quantity Produced 1,500

COLLECTOR PROFILE

Greetings to Coral Willcox from Thevenard, SA.

Coral is 62 years young, and has enjoyed Phonecard collecting since the beginning, back in 1990. She describes herself as a Phonecard fanatic and has a grand collection of 1,158 Australian cards and over 1,000 cards from overseas

What's your favourite Phonecard and why? "The \$2 Complimentary card with the sea-shell on the beach because I was a shell collector and have 'shells' as my thematic collection."

What's your most talked about Phonecard and why?

"The \$20 Telstra card for RWANDA. It was brought back for me by a lad who was stationed there."

What was the hardest card to obtain and why?

"\$5 Telecom 'Thank You'. It took me many calls to get one, but at least I used some of my normal Phonecards to do it!"

Thank you Coral for sharing your collection with us. Keep up the great work. You will be receiving a special prize to add to your collection.

If you would like to share your collection, please send in a photo and details to:

The Editor Australia Phonecard Bulletin Locked Bag 6815 Sydney NSW 1100



This Phonecard is a colour sample only, the Phonecard has not been produced.



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 ten dividers \$7.50
(plus \$2.50 postage and handling)

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