AUSTRALIAN PHONECARD COLLECT 2 BULLETIN







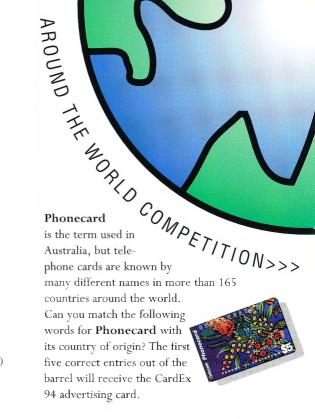


COOL CIUD

Locked Bag 5350, Parramatta, NSW, 2150.

This issue sees four new cards hitting the streets, so watch out for the cards in the Australian Life Saving release. The cards feature the Royal Life Saving Society and Surf Life Saving Australia Limited, the same organisations that appeared on the very first cards to be used in Australia. The four cards — 2x\$5, 1x\$10 and 1x\$20 — feature different aspects of life saving and water safety and also commemorate the 100th anniversary of the RLSS in Australia. The \$10 card features a photo taken from the RLSS's archives, and is the first sepia **Phonecard** to be released in Australia.

With the majority of Australia's population living on the coast, water safety is a very important issue for all Australians and one which both organisations work hard to promote. In Australia around 300 people die from drowning every year, and this is the third most frequent cause of accidental death in the country. The RLSS teaches water safety, rescue techniques and resuscitation skills to Australians through schools, work places, social clubs and youth organisations, whilst Surf Life Saving Australia has more than 70,000 volunteer members who have performed over 360,000 surf rescues since the turn of the century.



tarjeta telefonica Malaysia kadfon Brazil taxcard Finland cartac telefonico Argentina telephon karti Turkey pukelukortti Switzerland

WATCH THIS DATE>>>>

The next **Phonecard** Fair will be held in Sydney on 13 November at the Holiday Inn Menzies. Come along and meet the Telecom staff, dealers and other collectors. This could be your chance to get that hard to find issue you've been hunting for ages, swap with other collectors or even do some business with Australia's largest **Phonecard** dealers.

> > > > C O M P E T I T I O N

To win the four cards in the Australian Life Saving series, write in and tell us the name of the Patron of the Royal Life Saving Society. The first ten correct entries out of the barrel will win . Entries must be received before November 11.

WIN WIN WIN

Do you have any bright ideas for competitions, quizzes or **Phonecard** puzzles? Write in with your idea and if it is published, we will send you the latest **Phonecard** issue.



COMPETITION

C O M P E T I T I O N W I N N E R S

>>>>>

We were so overwhelmed with entries for the competition run in the last issue of the *Bulletin* that we have decided to give away ten sets of the cards in the Landscape series, instead of three as published last issue!

Everyone had fantastic ideas for sites to appear on a **Phonecard,** so when we do the next Landscape issue, we'll have plenty of places to choose from.

Congratulations to the ten winners who are:



Laura Hilton, Qld
Thomas Vogel, NSW
Michael Slavin, NSW
Matthew Hancock, Qld
Janine Benham, Qld
Shilo Kennedy, Qld
Chris Cantrell, Qld
Lucas Bradstreet, WA
Chrissie McClatchie, NSW
John Islip, Vic

EDITORIAL

elcome to the second issue of the Australian **Phonecard** *Bulletin*. Thankyou to those who wrote in and told us what you thought of the new format. The response was overwhelmingly positive, and the full colour representations of all cards currently available was particularly appreciated. Your comments have been noted and we hope that this second issue will be even better.

When placing an order, it is important that collectors take particular care when filling in the card code and card descriptions on the order form. This information is listed in the *Bulletin* beside the pictures of the card. We have received many order forms which have been incorrectly filled in so that the card code and card description do not correspond. This results in a delay processing your order and can even mean the wrong product is sent out.

Can collectors also note, when sending in cheques or money orders to be paid into your SOA, please attach name and customer details, as well as instructions that the amount is to be credited to your Standing Order Account. Cheques have been arriving in the office without names or instructions attached, and without this information, it may not be paid into the SOA in time for fulfiling orders when this is the circumstance.

In this second issue of the *Bulletin* we look at the latest release, the Australian Life Saving Issue and Limited Edition, which is now available for sale (\$53.50). See the back cover for order details.

There has recently been some concern over the fact that Limited Edition folders are available for sale through trade publications. It is intended at this stage, that Limited Edition folders will be not be advertised for sale through any publications other than the *Bulletin* and will not be available for sale before the *Bulletin* has been distributed. Those who have established a Standing Order Account may on occasion receive their Limited Editions before the *Bulletin* has been released. New release individual cards, both official issue and advertising, will also not be available for sale until the *Bulletin* is released. Early orders will be returned.

Nelda Slezak, National Manager, **Phonecard** Collector Service, has recently returned from CardEx 94. This international telephone card conference and exhibition held in Amsterdam, is the largest convention of its type this year for collectors,

dealers, and card-issuing telecommunications companies throughout the world. Telecom Australia had a stand at the exhibition, selling the specially produced CardEx 94 **Phonecard** (available for sale this issue) and speaking to international collectors and dealers about the services Telecom Australia offers to its collectors. Nelda attended a variety of conferences given by the world's leading authorities covering many different aspects of telephone card issuing and collecting. A full report will be published in the next issue of the *Bulletin*.

NEW RELEASES

OFFICIAL ISSUE

The latest **Phonecard** issue is the Australian Life Saving series, which jointly features the Royal Life Saving Society and Surf Life Saving Australia Ltd, and looks back to the very first issue of **Phonecard** ever to be released in Australia, the Geelong issue. The series contains four cards — 2 x \$5, 1 x \$10 and 1 x \$20 — and the Limited Edition is now available for sale for \$53.50.

In 1994, the Royal Life Saving Society celebrates its 100th year in Australia. During this time, the Society has become the recognised leader in life saving education, survival swimming and water safety. The aim of the Society is to teach life saving and prevent drowning. Programmes are implemented in over 50 countries to increase awareness of an individual's responsibility for themselves and others when playing, working or living in, on or near the water. In its centenary year, the Society recognises the successes of 100 years of Life Saving in Australia and looks forward to another century of humanitarian services to the community.

Surf life saving in Australia evolved in 1907 as daylight bathing and surfing began to grow in popularity. In 1924, Surf Life Saving Association of Australia was established and later changed its name to Surf Life Saving Australia Ltd as it is known today. Their goal is to provide a safe beach and aquatic environment throughout Australia.

Today the surf life saving movement is perhaps the best recognised and most popular icon of Australian lifestyle and is acknowledged world wide for its vigilance and the service of its members. Its rescue techniques have been emulated internationally and today Surf Life Saving Australia Ltd is regarded as one of the world's leading ocean rescue authorities.

ADVERTISING CARDS

This month's *Bulletin* announces the release of three new advertising cards which will be available in limited numbers through the reseller network, and also available to collectors through the mail order service.

A \$5 card featuring "Bookmuncher", the recycling service offered for White Pages telephone directories through BP service stations, will be released from late September. Eventually, there will be one million cards released into general distribution.

A \$5 card produced especially for CardEx 94 will be available through the reseller network and is available for sale in this issue.

This beautiful **Phonecard** produced especially for CardEx 94 features the unique wildflowers of Australia. Isolated by desert and sea, Australia has developed its very own flora which ranges from alpine daisies, blooming amid melting snow drifts, to the hardy flowering shrubs of the stony deserts. Our diverse flora has, over millions of years, adapted to droughts, bush fires and floods, and is found nowhere else in the world. The CardEx 94 **Phonecard** features Australia's national floral emblem, the Wattle tree, as well as the famous Banksia, Gum blossoms and Christmas bell, among others. There were 50,000 of these cards produced; 10,000 packaged for sale in Amsterdam, 25,000 for sale through general distribution and 15,000 for sale to collectors through the mail order service. There will be a limit of two cards per collector.

In late August, Toyota released a \$5 advertising card to "test the market". As part of a teaser campaign, the card features a car shrouded by a sheet. There were 30,000 of the cards produced in total — 20,000 of which were sold through general distribution and 10,000 of which are available for sale through this issue of the *Bulletin*. There will be a limit of two cards per collector.

CUSTOM CARDS

The following cards are CUSTOM card releases and will not be available for sale through Telecom.

In mid-August, PACS (**Phonecard** Advertising and Collector Service) released a set of three cards featuring the Sydney Opera House. There were 10,000 of each design produced.

On behalf of the Museum of Contemporary Art, PACS released two cards which were available in August.

On behalf of the Australian Stamp Dealers Association, PACS has produced a card depicting the white Tiger which will be available in October.

On behalf of Spies Hecker, an automotive company, PACS is released three cards which will be available in October. Please ring PACS on (02) 900 5350 for further details.

Telearch has produced two more cards in its ongoing series of cards for the AFL, featuring the players Chris Mainwaring and Stephen Silvagni. These were released in September. Telearch has also released two cards featuring the Melbourne Zoo, which were available in September. Please ring (03) 311 4699 for further details.

Albury High School has released a card to celebrate its 75th anniversary. 10,000 cards were produced and were available from the end of July. Please ring (060) 213488 for information during business hours, and (060) 215050 after hours.

Roam Pacific has released a set of five cards to mark the 25th anniversary of the Apollo 11 moon landing. These were available from mid-August. A second series of five cards depicting Apollo 15 is planned. Please ring (02) 221 8896 for further information.

Victoria Stamp Traders released a card in August to mark their 30th Anniversary. Please ring Ernest Weiner on (03) 509 8255 for further information.

Practical Promotions is producing a promotional card featuring Nicotinell, a smoking patch. This card is only available to Chemists and Doctors.

Pacific Coins is releasing a set of four cards entitled "Animal Eyes". For further information, please ring Pacific Coins in New Zealand on 0011 649 376 5710 or write to Pacific Coins, Private Bag, Lower Hutt, New Zealand.

The Bushfire Brigade released two cards in September, one featuring a firefighter and one featuring a firestorm. For further information, please ring (02) 484 0665.

Telecom Consumer will be releasing a card as a courtesy give away card for Telecom customers.

The Sheepskin Warehouse have released a promotional give away card, promoting their lanolin beauty products. For further information, please ring (07) 252 2903.

Australian Ticketing Distributors Pty Ltd are releasing three cards featuring the 1994 Telecom Rally Australia event held in Perth during September. There were 10,000 of each card produced which are packaged and available for sale from September. Please ring Lisa or Warren on (09) 277 5399 for further information.

Nicholson and Williams are producing four cards depicting the "One Australia" challenge. For further information, please ring (02) 906 2133.

Australia Post Agents are producing a card with an image depicting the Historic Post Office at Fingal, Tasmania. For further information, please ring (003) 91 8139.

Australian **Phonecard** Collectables are producing a card depicting the Australian Black Opal. For further information, please ring (02) 484 0665.

Pacific Coin Company have produced five cards featuring Chinese themes. For further information, please ring Pacific Coins in New Zealand on 0011 649 379 5710 or write to Pacific Coins, Private Bag, Lower Hutt, New Zealand.

UPCOMING ISSUES

The Christmas issue will contain, for the first time, three cards; $1 \times \$5$, $1 \times \$10$ and $1 \times \$20$. For the first time also, the cards will be packaged into a Limited Edition folder which will cost \$45.50. The cards and folder carry bright, collage designs featuring Australiana Christmas themes and marks the United Nations International Year of the Family. This issue will be released through general distribution in November and will be available throughout November and December. The Limited Edition folder will be available for sale through the next catalogue.

In addition, a commercial greeting card will be produced by John Sands this year and released through retail outlets. The greeting card is in the same style and theme as the **Phonecard** issue and the Limited Edition folder. There are special slots inside which fit either the \$5, \$10 or \$20 **Phonecard**, purchased separately, for an ideal Christmas gift. These cards will not be available for sale through Telecom's mail order service.

A special Christmas card will be produced and sent exclusively to collectors. This will be enclosed with the next issue of the *Bulletin* and is a gift for collectors only—it will not be available for sale.

LOCAL HERO-YOUR FACE ON A PHONECARD?

An exciting nationwide competition is being launched by Payphone Services to honour those individuals whose presence in their community enriches the lives of local people. The competition, to be run through local papers starting in October, aims to find one "Local Hero" in each state and depict these people on a **Phonecard** series to be released next April.

The sort of people Telecom will honour are those thousands of Australians who every year, unasked and unrewarded, lend their services to help their local community. They are not conventional heroes, who risk their lives. They are not reported in the news, and have not been presented with medals, yet their quiet, selfless actions given day after day, enrich the lives of countless people throughout Australia. Without their thoughtfulness and concern, their time and effort, many Australians would lead far more difficult, uncomfortable and lonely lives.

Through a **Phonecard** issue to be released in April next year, Telecom Australia is going to turn these local heroes into national heroes. The **Phonecard** series containing eight cards will be released in a Limited Edition folder, telling the stories of each of these "Local Heroes". If you know someone — a friend, family member, neighbour, school mate or colleague - who you believe deserves to be honoured on a **Phonecard**, watch your local paper for details during October.

NEWS IN BRIEF

* Please note that the **Phonecard** Collector Service now has a new postal address to ensure that your orders get to us more quickly and safely. In future, address all orders and general correspondence to

The **Phonecard** Collector Service Locked Bag 5350 Parramatta NSW 2150

- * Watch out in the next issue of the *Bulletin* for an exciting new range of **Phonecard** products T-shirts! Just in time for Christmas, a variety of your favourite **Phonecard** designs will now be available on T-shirts. These 100% cotton, 100% Australian made T-shirts are being produced for sale exclusively through the mail order service and are the only T-shirts to carry official **Phonecard** designs and logo. They will be available in a range of sizes, from children's to XL.
- * The quantities required for producing Custom cards has altered slightly. Previously there was a minimum print run of 10,000 for any card value, now the following restrictions apply;

\$2	Phonecard	10,000
\$5	Phonecard	10,000
\$10	Phonecard	7,500
\$20	Phonecard	5,000
\$50	Phonecard	2,500

If you require further details regarding prices or any other information concerning the production of Custom cards, please write to Arthur Bushell, **Phonecard** National Sales Manager, PO Box 3964, Parramatta, NSW, 2124.

- *When there is no call value left on a **Phonecard**, instead of the "0.00" symbol appearing, the word "used" will appear. This will appear on Custom Cards being produced from October, and nationally on the Christmas Cards to be released in November.
- * Cards produced for Norfolk Island will not be available for sale through Telecom.
- * The next International **Phonecard** Fair will take place in Sydney on Sunday November 13 at the Holiday Inn Menzies at Wynyard.
- * Two Telecom offices in Melbourne are now selling the magazine "Australasian **Phonecard** Monthly". You can now pick up your copy at the following places; Shop 7, 242 Exhibition St, and the Business Sales Offices at 253 Bourke Street.

*STOP PRESS STOP PRESS STOP PRESS

News just in from Amsterdam...Telecom Australia has swept the board at the CardEx 94 Awards. Telecom Australia entered **Phonecard** in three categories, and was placed in all three. The Environmental Design Award, designed by graphic design student Simone Tetof, won the Environmental Design category, and received a certificate of Excellence for Innovative Card Design. The Landscape '94 Series received a Certificate of Merit for Best Card Design. With more than 165 countries operating telephone card systems, Telecom Australia was competing against countries from around the world to receive the prestigious Awards.

THE PHONECARD COLLECTOR SERVICE (PCS)

TERMS AND CONDITIONS FOR COLLECTORS

As the number of collectors registering on Telecom's mailing list continues to grow, PCS has had to re-evaluate information from collectors in order to implement an internal security and control system regarding restrictions on Limited Edition folders. This ensures the allocation system is fairer for everybody.

This review is currently in progress and collectors will be informed of the Terms and Conditions when they are finalised in an upcoming issue of the *Bulletin*. Until then, however collectors are advised to note the policies which have always been in place for collectors and upon which the Terms and Conditions will be based.

- * Membership is open to all members of the general public.
- * All membership applications must be in writing to the PCS and contain details as follows;
 - (A) full name
 - (B) residential address
 - (C) date of birth
 - (D) home & work contact numbers.
- * Collectors must reside at the address tendered and registered with the **Phonecard** Collector Service (PCS).
- * Any purchased product will ONLY be delivered to the registered collector address, and not the person paying for the product, should they be different.

- * Goods may be delivered to a PO Box address only after the member's residential address has been verified.
- * The PCS may request proof of residential address.
- * Collectors must comply with any limits imposed on products, which can be varied at any time at the discretion of the PCS.
- * Collectors must complete an official **Phonecard** Collector Service order form for any **Phonecard** order to be accepted and processed.
- * Any collector who provides deceptive information or conducts unethical collecting practices will have their membership terminated immediately.
- * The PCS reserves the right to decline or withdraw membership at its discretion.

DESTRUCTION FIGURES

In the early years of the **Phonecard** Collector Service when the hobby of **Phonecard** collecting was relatively unheard of, the Special Edition packs were offered for sale for between 12 and 24 months. Many of these early Special Edition folders did not sell out, as is currently the case with the Limited Edition folders (available from January this year). Consequently, the Special Edition folders were withdrawn from sale, pulled apart and destroyed and the individual cards released into general distribution. The figures on exactly how many of each Edition was destroyed will be made publicly available by ringing 0055 29469 from 9am E.S.T. Tuesday, November 1. This information will not be available through any other source before this date.

SERIAL NUMBER INFORMATION

(Please note — these cards are not all available for sale through Telecom. Custom and International cards are indicated where appropriate.)

Description		Serial Batch	Quantity	
\$5	Commonwealth Games (cycling and diving)	503 – 510	800,000	
\$10	Commonwealth Games (shotput)	511 - 513	300,000	
\$5	Limited Edition Commonwealth Games	514	8,000	
\$5	Limited Edition Commonwealth Games	515	8,000	
\$10	Limited Edition Commonwealth Games	516	8,000	
\$10	International—Christmas Island Flying Fish Cove	517	12,500	
\$20	International—Christmas Island Red Crab	518	12,500	

\$20	International—Cambodian	519	12,500
\$5	PACS Opera House Festivities (Custom)	521	10,000
\$5	PACS Opera House by Day (Custom)	522	10,000
\$5	PACS Opera House Olympic Night (Custom)	523	10,000
\$10	Koala Wildlife (Custom)	524	10,000
\$2	AFL—Gary Ablett (Custom)	525	10,000
\$20	Crescent Head	526 - 527	145,000
\$5	Australian Life Saving	528 - 536	800,000
s 10	Life Saving History	537 - 539	300,000
\$20	Life Saving Boat Rescue	540	100,000
s 5	Limited Edition Surf Rescue	541	8,500
s10	Limited Edition History	542	8,500
s20	Limited Edition Boat Rescue	543	8,500
s 2	Albury High School (Custom)	544	10,000
s 2	Victoria Stamp Dealers (Custom)	545	10,000
82	Nicotinell (Custom)	546	10,000
s20	PACS Museum Contemporary Art	547	10,000
\$5	Telecom Corporate Giveaway (Custom)	548	10,000
\$2	AFL—Tony Modra (Custom)	549	10,000
\$2	AFL—Steven Silvagni (Custom)	555	10,000
\$2	AFL—Chris Mainwaring (Custom)	551	10,000
\$2	PACS Museum of Contemporary Art (Custom)	552	10,000
\$2	International—Christmas Island Golf Course	553	10,000
\$5	International—Norfolk Island Kingston	554	25,000
\$10	International—Norfolk Island Bounty Day	555	25,000
\$20	International—The Bounty	556	25,000
\$5	Toyota	557	30,000
s 50	Apollo (Custom)	558	3,000
s 2	Apollo (Custom)	559	10,000
s 5	Apollo (Custom)	560	10,000
s10	Apollo (Custom)	561	10,000
s20	Apollo (Custom)	562	10,000
s20	International — Christmas Island Margaret Beach	563	5,000
\$50	Animal Eyes— Goat's Eyes (Custom)	564	2,500
\$50	Animal Eyes — Frog's Eyes (Custom)	565	2,500
\$50	Animal Eyes — Dog's Eyes (Custom)	566	2,500
\$50	Animal Eyes — Tiger's Eyes (Custom)	567	2,500
\$5	Limited Edition —Underwater	568	8,500
\$5	Rally Australia — Subaru (Custom)	569	10,000
\$5	Rally Australia — Mobil (Custom)	570	10,000
\$5	Rally Australia — Winners (Custom)	571	10,000
	-		

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING CARDS



A941912

Bookmuncher

\$5



A943012

CardEx

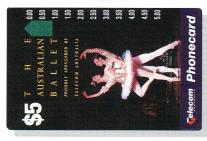
\$5



A941812

Toyota Corolla

\$5



A940522

Australian Ballet

\$5

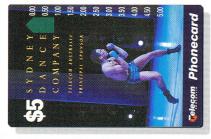
A940544A

Australian Ballet

\$20

elecom Phonecard

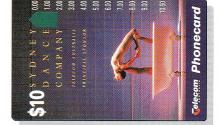
AUSTRALIAN DANCE ISSUE



A940512

Sydney Dance Co.

\$5



A940533A

Sydney Dance Co.

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING/OFFICIAL ISSUE CARDS

PAGE 15





A940232

Dog with Ribbon

\$5

A940242

Dog on Ball

\$5

YEAR OF THE DOG—ADVERTISING CARD ISSUE





A940212

Dog with Vase

A940222

Dog with Trumpet

\$5





N942222

Underwater

\$5

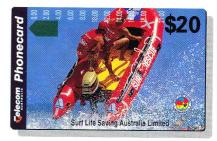
N942212

Surf Rescue

\$5

AUSTRALIAN LIFE SAVING OFFICIAL ISSUE





N942233

Life Saving History

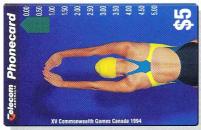
\$10

N942244

Boat Rescue

N941412

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS



ecom Phonecard Cycling

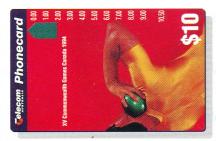
N941422

\$5

\$5

1994 COMMONWEALTH GAMES ISSUE

Diving



N941433 Shotput \$10



N940134A

Gouldian Finch

\$20

ENDANGERED SPECIES ISSUE



N940122

Bilby

\$5

\$5



N940123A

Western Swamp Turtle \$10

AUSTRALIAN LANDSCAPE ISSUE



Telecom Phonecard

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS

PAGE 17





N940812

Lamington Nat. Park, Old \$5

N940863A

Mount Hotham, Vic \$10

AUSTRALIAN LANDSCAPE ISSUE—CONTINUED



Bellards Lagodo Sil

N940832

Mt. Ben Lomond, Tas

\$5

N940822

Bollards Lagoon S.A.

\$5



N940874A

Crescent Head, N.S.W. \$20

CHRISTMAS 1993 ISSUE



N931123A

Christmas

\$10

N931112

Outback Christmas

INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS



N931322A

Dinosaur Austrosaurus \$10

AUSTRALIAN DINIGSAURS. MUTTABURRASAURUS

N931312

Dinosaur Muttaburra \$5

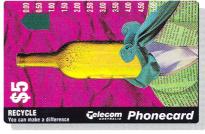
DINOSAUR ISSUE



N931334

Dinosaur Minmi

\$20



N931012

Recycle

\$5

ENVIRONMENT ISSUE



N931023A

Plant a Tree

\$10



N931034A

Be a Green Consumer



INDIVIDUAL CARDS CURRENTLY AVAILABLE SALE OFFICIAL ISSUE CARDS

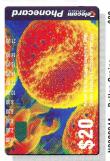
MICRO-SCOPIC ISSUE



\$5 Marine Plankton N930912



Butterfly Eggs N930923A



Pollen Grains V930934A

LANDSCAPE 1993 **ISSUE**

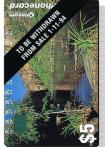


Lizard Island N930423A

\$10



Northern Flinders Ranges N930434A



N930412

\$5

INDIGINOUS **PEOPLE** ISSUE



Creation of Earth N930212

\$5



Life on Earth N930223A



Eternity N930234A

AUSTRALIAN NATIVE ANIMALS ISSUE



G930745A

\$50

Kangaroo G930723A KANGAROO

GREAT BARRIER REEF

Great Barrier Reef G930734A

LIMITED AND SPECIAL EDITION PACKS



Year of the Indigenous People \$39.50 1x\$5 1x\$10 1x\$20



Australian Landscape 1993 \$39.50 1x\$5 1x\$10 1x\$20



Commonwealth Games 1994 \$28.50 2x\$5 1x\$10 *Quantity produced 8,000



Australian Landscape \$65.50 1994 5x\$5 1x\$10 1x\$20 *Quantity produced 8,000



Surf Life Saving Issue 2x\$5 1x\$10 1x\$20

\$53.50

^{*}Restrictions of five Limited Edition folders per collector, subject to availability of stocks.