

08:07 AUSTRALIAN 00:31 PHONECARD 16.00 BULLETIN 14.00 12.00 10.00 8.00 6.00 4.00

COLLECT 3



COOL KIDS CLUB

Locked Bag 5350,
Parramatta,
NSW, 2150.

**PHONECARD
IS FIVE!!!**

Phonecard in Australia is five years old in December. Who would have thought, when a new telephone system was first trialed in Geelong, that a mere five years down the track, **Phonecard** would be the hottest collectable in the country and one

of the fastest growing hobbies in the world. In the past five years,

Telecom has released hundreds of different

Phonecard designs.

To celebrate

Phonecard's 5th birthday, **Telecom**

has released a special advertising birthday

card, featuring a

'cookie' with five candles

in its plumage. Can you think of

any other fun designs to celebrate the 5th birthday of **Phonecard** in Australia? Send your drawings in to Locked Bag 5350, Parramatta, NSW, 2150 and the best ten entries received before January 6 will win the birthday cookie card.

N.B. COOL KIDS CLUB competitions are restricted to junior collectors aged 16 or under.

Congratulations to the following ten smart collectors who knew that the **Governor General Bill Hayden** is the patron of The Royal Life Saving Society of Australia;

Mary Clapperton, VIC

Aaron Bremner, NSW

Chrissie McClatchie,
NSW

Jenny Hobbs, VIC

Michael Fremlin,
WA

Tom and James

Fee, WA

Glen Bruce,
WA

Kevin Hannam, SA

Michael Howland, SA

Brenton Cox, SA

**Christmas 1994 —
celebrations from
around the world**

Not all Australians celebrate Christmas.

Muslim, Jewish

and Hindu fami-

lies have their

own days of

celebration.

Jewish people,

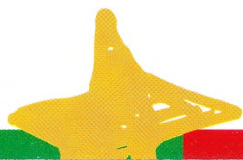
for example,

have Hanukkah, which is an eight

day festival from 19 – 27 December.

Every day for eight days, a Jewish

child receives a small present, such





as chocolate gold coins. Other festivals include the Muslim Ramadan, the Hindu Depavali in October and the Chinese New Year in February.

How do other cultures from around the world celebrate Christmas in Australia? Do you and your family do

something special for Christmas?

Have you ever celebrated a special

Christmas with friends or neigh-

bours? Send in your

Christmas stories before 6 January and the five best

entries will receive the three cards in the

Christmas issue, as well as the special greetings card that was produced by John Sands.

have heard of for **Phonecard** in a foreign language. The five weirdest will win the three cards in the Christmas 1994 issue.

There are telephone systems in many countries around the world, and each one has a different name for the cards used in them. These terms certainly had some of you stumped, but a few of you managed to figure out that the following terms came from the following countries;

tarjeta telefonica

kadfon

tax card

cartac telefonica

telephon karti

pukelukortti

Argentina

Malaysia

Switzerland

Brazil

Turkey

Finland

Congratulations to the following cluey collectors, who each win a CardEx 94 Phonecard

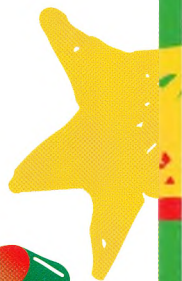
Grant Marek, WA

Mark Smigliani, NSW

Thomas Vogel, NSW

Michelle Gillett, TAS

Shane Bishop, SA



COMPETITION >>>>>

Can you think of any other weird names for **Phonecard** in other countries?

Write in with the strangest name you

EDITORIAL

Welcome to the third *Australian Phonecard Bulletin* — we believe the best one yet! Thank you for all your letters containing comments and suggestions regarding the *Bulletin*. It's your magazine, after all, so if you have any changes or additions you would like to see, send or fax them to the same place you do your orders.

The staff at the **Phonecard** Collector Service would like to take this opportunity to wish all collectors a very happy and safe Christmas and a successful new year. This year has been the most momentous yet for the hobby in Australia, and has seen many changes and developments. We would like to thank our Collectors for their support during 1994 and wish them many happy years of collecting in the future.

As usual, there's lots happening on the Australian **Phonecard** collecting scene. This issue contains news of the latest releases, Nelda's report from CardEx 94 in Amsterdam, as well as details of changes to payphone technology and changes to Custom card production.

Apologies for the delays you have experienced in receiving your Australian Life Saving Limited Edition. The first run of Limited Edition cards that were produced were damaged during the encoding process, and were not deemed of a sufficiently high standard to sell. The original run was destroyed and a second run was produced as replacement. The second printing will have later batch runs than the first production. Please note that batches 541, 542, 543 and 568 are now empty batches.

Finally, will all collectors please note an important change to ordering restrictions. Due to the recent growth in the popularity of **Phonecard** collecting, and the record number of new collectors joining the hobby, the **Phonecard** Collector Service has made the decision to reduce the restriction on Limited Editions from five to three. This will enable us to supply as many customers as possible and will commence from the Christmas Limited Edition. Any Standing Order Arrangements for more than three have been altered accordingly.

The Standing Order Arrangement application forms have been reprinted, and these state the old restriction of five Limited Edition folders per collector. Despite this, the restriction has been reduced to three and any applications for greater than this will be processed as three. When these forms are reprinted in the future they will state the new restriction of three.

For any telephone enquiries to the **Phonecard** Collector Service, please ring (02) 204 0255.

NEW RELEASES

OFFICIAL ISSUES

The 1994 Christmas **Phonecard** issue includes three cards, which are available in a Limited Edition folder for the first time. Available in time for Christmas, it is anticipated that this issue will be more popular than ever and so the print run has been increased to 9,500. The Limited Edition folder, containing three cards — \$5, \$10 and \$20 — is available through this issue of the **Bulletin** for \$45.50.

The bright, collage style designs, commemorate 1994 — the United Nations International Year for the Family as well as celebrating Australia's own unique festive spirit. The designs feature on the three **Phonecard** cards, the Limited Edition folder, the greeting's card and the Christmas card produced only for collectors. They were created specially for this **Phonecard** series by Sydney design company Bluetree, the same company that was responsible for the 1994 Endangered Species Limited Edition folder.

ADVERTISING CARDS

In December 1994, it will be five years since **Phonecard** was first trialled in the Geelong area of Australia. To mark this important time in **Phonecard** history, **Telecom** Payphone Services has released a \$5 advertising card commemorating five years of **Phonecard** in Australia.

The fun, tongue-in-cheek design, created by Sydney company Eye for Design, features one of Australia's best known national emblems, the 'cockie', sporting five birthday candles incorporated into its plumage. There are 50,000 of the cards being produced — 25,000 will be available through the shops during December only, and 25,000 will be available until sold through the mail order service. There is a limit of five cards per collector.

A \$5 Advertising card for the Australian Newsagents Federation will be released during November. There will be 400,000 of the cards produced, which promotes the Federation and features some of the wide range of publications sold by members of the ANF. The cards will be released through general distribution in November and will be available until February 1995, stocks permitting. There will be 10,000 available through PCS.

CUSTOM CARDS

The following cards are CUSTOM card releases and **WILL NOT** be available for sale through Telecom.

Adrenalin has produced 10,000 \$2 cards which feature the Emu Export brand of beer.

PJ Seiders are producing 10,000 \$2 cards promoting their **Phonecard** distribution services. For further information, please ring (041) 867 3202.

Worldwide Collectables have released a series of 15 cards featuring NSW National Parks and Wildlife Service. There will be 10,000 sets produced. For further information, please ring (02) 283 1142.

Telearch has produced two more cards in its on going series for the AFL, featuring the players Chris Mainwaring and Stephen Silvagni, as well as two cards for Melbourne Zoo. For further information, please ring (03) 772 3116.

Victorian Stamp Traders is producing 10,000 \$2 Globe cards. For further information, please ring Ernest Weiner on (03) 509 8255.

Sarria Pty Ltd have produced 10,000 \$2 cards featuring an illustrated beach scene promoting sun protection. For further information, please ring Bob Johnson on (066) 884 047.

The **Phonecard** Bureau is producing four different cards for the Bell Shakespeare Co. There will be 2 x \$5 cards and 2 x \$10 cards and 10,000 of each design produced. The **Phonecard** Bureau is also producing a series of four cards featuring one Australia — the America's Cup Challenge and 'True Blue' David Adams — Australia's entry in the BOC Challenge 1994–95. For further information, please ring Leo Lawrence on (02) 906 3633.

Dial-a-Box, a container service, has produced 10,000 \$2 cards promoting their services for customers and clients. For further information, please ring Joe Kovesky on (07) 284 4300.

The Universal Coin Co. has produced two different \$2 cards featuring scenes from Coca-Cola advertisements. For further information, please ring Peter August on (03) 654 2997.

Laser Sport has produced 10,000 cards featuring Michael Lynagh. For further information, please ring (02) 264 7060.

The Australasian **Phonecard** Monthly is producing 10,000 \$2 cards as a promotional give-away to subscribers to the magazine. For further information, please ring (067) 667 966.

The Sydney Stamp Centre is producing 10,000 \$2 cards featuring a train. For further information, please ring Michael Hudson on (02) 231 4583.

PACS has produced new \$20 cards, to commemorate the 21st anniversary of the Opera House and one featuring the Heineken Golf series. For further information, please ring (02) 900 5350.

UPCOMING ISSUES

OFFICIAL ISSUES

January sees the launch of the annual \$5 Australia Day card. The 1995 card is something completely different in **Phonecard** design, and uses a combination of photography and illustration to depict the faces of three young Australians. The card will be available through the shops in January and the Limited Edition will be in the January catalogue for \$10.50.

The next official issue, released in February, is entitled 'Invisible Heritage' and contains a \$5, \$10 and \$20 card. This bright, stunning and unusual series features unique paintings of Australian insects in their natural environment by Australian artist, Sue Maddern. The cards will be available through the shops in February and March and the Limited Edition will be available in the January catalogue for \$45.50.

Following the 'Invisible Heritage' will be another first for **Phonecard** — the Local Legends competition. Currently running in local newspapers, this nationwide competition aims to discover and honour those individuals whose presence in their community enriches the lives of local people. The series of eight cards — one 'Legend' from each state or territory — will be released in April next year.

ADVERTISING CARDS

Watch out for two new cards featuring the popular 'Bookmuncher' character in \$10 and \$20 denominations. These are due to be released at the end of this year.

CHANGES TO PAYPHONE TECHNOLOGY

The constantly changing needs of the market means that often production and technology must adapt to meet these needs. Due to recent changes in the cost of a phone call, the \$3 and \$6 **Phonecard** are no longer accepted by payphones. Software requirements and memory in the phones dictated that these cards be eliminated from the phone's recognition system. New values have replaced the \$3 and \$6 cards so the phones can handle the new tariff of 40c increments.

But all unused and part used cards, including those of \$3 and \$6 denominations, can be exchanged for the appropriate substitute denomination. Payphones will continue to accept cards of \$1.50 denomination.

\$3 cards will be replaced with \$5.

\$6 cards will be replaced with \$10.

These denominations are now nearly five years old and were used only in the trial at Geelong and in the early stages of introduction around the country.

Those collectors who only collect working cards rather than those which have a historical value can also exchange their packs for replacement cards of the corresponding call value. Special Edition packs will be replaced with individual cards of the current design issue at time of exchange, not Limited Edition folders.

Individual cards may be exchanged by filling in a **Phonecard** refund form (which can be obtained from any shop or outlet selling **Phonecard**) and posting it to the refund centre in the reply paid envelope provided.

CARDEX 94

Nelda Slezak, National Manager, **Phonecard** Collector Service, has returned safe, well and a little wiser from the CardEx 94 conference and exhibition held recently in Amsterdam. Nelda attended several of the conferences, which provided a source of fascinating and valuable information regarding international trends in both telephone card collecting and production. The conference was opened by Mr W. Dik, President and CEO of the Dutch Post and Telecommunications company KPN. It was interesting to note that in Europe, telephone cards issued by different countries are now interchangeable. The same telephone card can be used in both Germany and the Netherlands, with Switzerland, France and Spain already looking into the concept.

Collectors will be pleased to hear that the international telecommunications delegates acknowledged that whilst the collectors industry is not the main concern of telecommunications companies, it is acknowledged as an increasingly important section and one which should not be ignored.

‘Whilst a lot of the information presented at the conference was more from a technological point, the information on collecting was extremely useful’, Nelda said. ‘It was interesting to gain an overseas perspective and see the way in which every country viewed the hobby slightly differently. I was approached by a number of different countries asking for advice and information on some of the initiatives taken by Telecom Australia’s **Phonecard** Collector Service.’

For those interested in more comprehensive information from the Conference and the various presentations, details of how to obtain transcripts will be available through *International Telephone Cards*, the publication produced by Dr Steve Hiscocks.

The Exhibition and Fair, which opened on 9 September, saw some 3,500 Collectors through the door, much fewer than originally expected. There were over 70 exhibitors, ranging from Clubs, private telephone companies and dealers, to official telecommunication companies from around the world. It is believed there were 42 cards issued specially for the Fair, with the Australian wild flower card amongst them.

Telecom Australia’s stand was extremely popular and was commented on by many collectors as being the best at the Fair. The Australian native wildflower design which featured on the card was enlarged to form a giant and spectacular backdrop for the stand.

Despite the disappointment regarding the low attendance numbers, the Fair was regarded a success by those attending. ‘It was very professionally run and the organising staff were excellent — nothing was too much trouble’, said Nelda. ‘Although the actual venue itself was very good, perhaps the location was one reason for the low numbers. It was suggested that Germany may have been more suitable, and I believe the CardEx staff are looking into this already.’

The Design Award winners were on display throughout the Fair, with Telecom Australia well placed in every category entered. The Environmental Design Award series, designed by student Simone Tetof, won the environmental category and

received a certificate of excellence in the Innovative Card Design category, whilst the Australian Landscape 94 series received a certificate of merit in the Best Card Series category. Other winners included PTT Telecom Netherland for Innovative Card Design, Uniphone SDN BHD Malaysia for Best Card Series, Brilliant Colour Cards for the Humanitarian Award and Ameritech for Best Technical Innovation.

CUSTOM CARDS

As a result of management reviewing the operation of **Phonecard** advertising, a number of changes have occurred to the present policies that affect the minimum number of \$2 Custom Cards that may be produced.

- 1. As from 1st January 1995, the minimum print run number for the \$2 card will be 25,000.
- 2. The \$2 **Phonecard** is for promotional purposes **only** and the words “complementary card” must appear on the front. The \$2 card will only be able to be given away and **cannot** be sold, either packaged or unpackaged.

The minimum print runs for all denominations are now as follows:

\$2.00	25,000
\$5.00	10,000
\$10.00	7,500
\$20.00	5,000
\$50.00	2,500

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, and 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 were destroyed was available on the 0055 number from 1 – 28 November.

Pack name	Number produced	Number destroyed	% destroyed
Geelong	10,000	845	8.45%
South Australia	11,000	7763	70.57%
\$5 Generic	6,000	75	1.25%
500th Grand Prix	15,000	5048	33.65%
Queensland	10,000	6155	61.55%
Victoria	10,000	6298	62.98%
N.S.W.	10,000	7096	70.96%
Western Australia	10,000	278	2.78%
A.C.T.	10,000	6405	64.05%
Northern Territory	10,000	763	7.63%
Tasmania	10,000	419	4.19%
Red Cross	10,000	6067	60.67%
Australia Day 1992	5,000	1	0.02%
Olympics	10,000	7046	70.46%
Australia Day 1993	10,000	32	0.32%
Endangered Species 1993	10,000	5707	57.07%
1994 Commonwealth Games	8,000	155	1.94%
(N.B. The Commonwealth Games packs were damaged in production, not destroyed)			
CardEx 94 — Amsterdam pack	10,000	6,332	63.32%

SERIAL NUMBER INFORMATION

(Please note - these cards are not all available for sale through Telecom. Custom cards are indicated by a "C" in the card code, which follows the card description).

Description and Code	Serial Batch	Quantity
\$5 Book Muncher — A941912	572	20,000
\$5 Australian Life Saving — N942212 & N942222	573–577	500,000
\$5 Christmas 1994 — N943112	578–581	400,000
\$10 Christmas 1994 — N943123a	582–584	300,000
\$20 Christmas — N94313a	585	85,000
\$5 Christmas Limited Edition — L943112	586	9,500
\$10 Christmas Limited Edition — L943123a	587	9,500
\$20 Christmas Limited Edition — L94313a	588	9,500
\$5 Inverted Stamp — C943212	589	10,000
\$5 CardEx 94 — A 943012	590	50,000
\$5 Alfa PACS — C943312	591	10,000
\$5 Cigistalia PACS — C943322	592	10,000
\$5 Ferrari PACS — C942912	593	10,000
\$5 Firefighter — C942912	594	10,000
\$5 Bushfire — C942922	595	10,000
\$2 Elephant Zoo Card, Telearch — C943211	596	10,000
\$2 Monkey Zoo Card, Telearch — C943221	597	10,000
\$2 Mickey PHI Australia — C943311	598	10,000
\$2 Donald Duck PHI Australia — C943321	599	10,000
\$2 Lanocreme — C943411	600	10,000
\$5 Australian Life Saving — N942212 & N942222	601–602	200,000
\$5 Christmas 1994 — N943112	603–607	500,000
\$10 Australian Life Saving — N942233a	608	85,000
\$10 Christmas 1994 — N943123a	609	100,000
\$20 Christmas — N94313a	610	100,000
\$5 Chinese 88, Pacific Coin Co., N.Z. — C943512	611	10,000
\$5 Chinese Wall, Pacific Coin Co., N.Z. — C943522	612	10,000

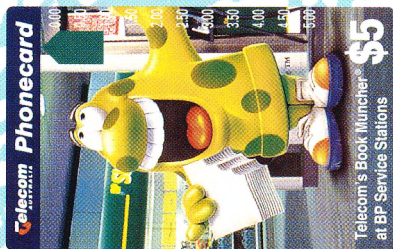
\$5	Chinese Bear, Pacific Coin Co., N.Z. — C943532	613	10,000
\$5	Chinese Symbol, Pacific Coin Co., N.Z. — C943542	614	10,000
\$5	Chinese Carving, Pacific Coin Co., N.Z. — C943552	615	10,000
\$5	"One Australia" — C943912	616	10,000
\$5	"One Australia" — C943922	617	10,000
\$10	"One Australia" — C943933a	618	10,000
\$10	"One Australia" — C943943a	619	10,000
\$2	Tiger PACS — C943811	620	10,000
\$10	Christmas 1994 — N943123a	629	100,000
\$20	Christmas — N94313a	630	40,000

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING CARDS

PAGE 14



A944712 Birthday \$5



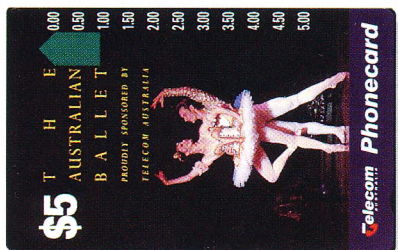
A941912 Bookmuncher \$5



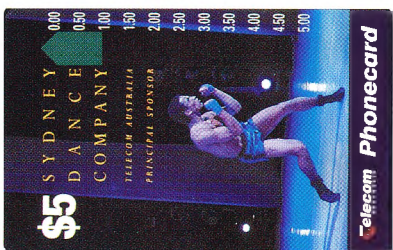
A941812 Toyota Corolla \$5



A943012 CardEx \$5

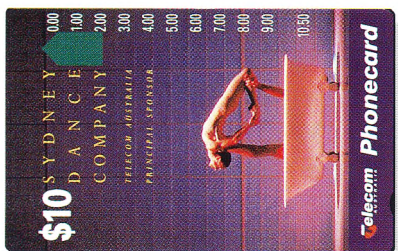


A940522 Australian Ballet \$5



A940512 Sydney Dance Co. \$5

AUSTRALIAN DANCE ISSUE



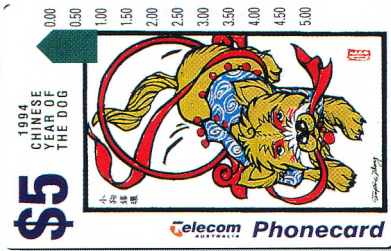
A940533A Sydney Dance Co. \$10



A940544A Australian Ballet \$20

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING/OFFICIAL ISSUE CARDS

PAGE 15

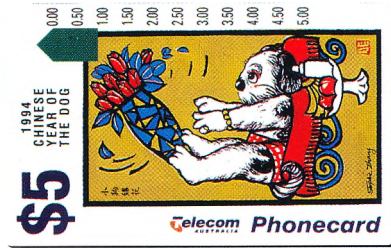


A940232 Dog with Ribbon \$5



A940242 Dog on Ball \$5

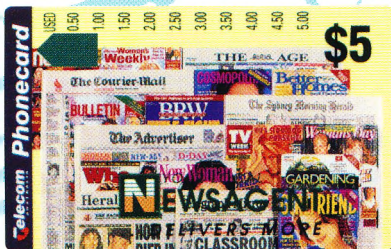
YEAR OF THE DOG—ADVERTISING CARD ISSUE



A940212 Dog with Vase \$5



A940222 Dog with Trumpet \$5



A943412 Aust. Newsagents Federation \$5



N943112 Christmas 1994 \$5

CHRISTMAS 1994 OFFICIAL ISSUE

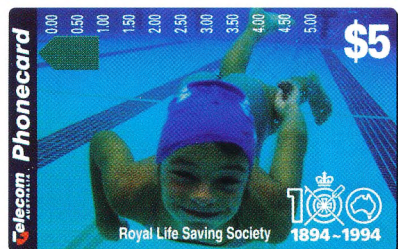


N943123a Christmas 1994 \$10



N943134a Christmas 1994 \$20

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS



N942222

Underwater

\$5



N942212

Surf Rescue

\$5

AUSTRALIAN LIFE SAVING OFFICIAL ISSUE



N942233A

Life Saving History

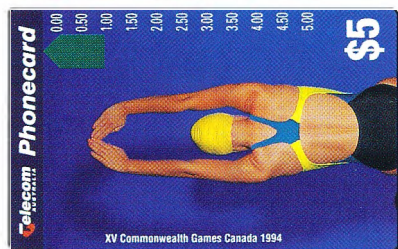
\$10



N942244A

Boat Rescue

\$20



N941412

Diving

\$5

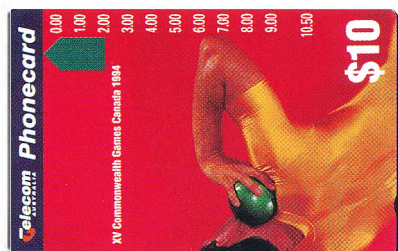


N941422

Cycling

\$5

1994 COMMONWEALTH GAMES ISSUE



N941433

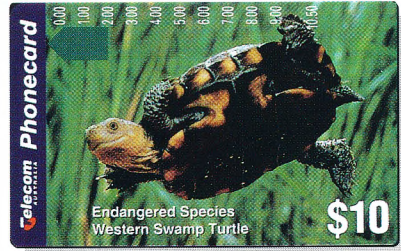
Shotput

\$10

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS



N940112 Bilby \$5



N940123A Western Swamp Turtle \$10

ENDANGERED SPECIES ISSUE



N940134A Gouldian Finch \$20



N940812 Lamington Nat. Park, Qld \$5

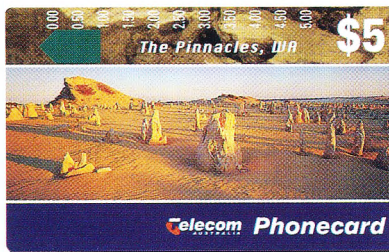


N940822 Bollards Lagoon S.A. \$5



N940832 Mt. Ben Lomond, Tas \$5

AUSTRALIAN LANDSCAPE ISSUE



N940842 Pinnacles \$5



N940852 E. Alligator River, N.T. \$5

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS

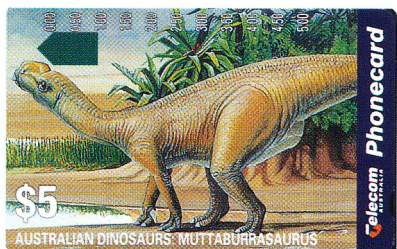


N940863A Mount Hotham, Vic \$10



N940874A Crescent Head, N.S.W. \$20

AUSTRALIAN LANDSCAPE ISSUE CONTINUED



N931312 Dinosaur Muttaborra \$5

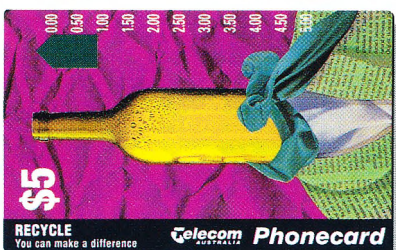


N931323A Dinosaur Austrosaurus \$10

DINOSAUR ISSUE



N931334A Dinosaur Minmi \$20

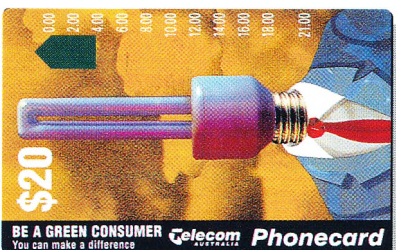


N931012 Recycle \$5

ENVIRONMENT ISSUE



N931023A Plant a Tree \$10

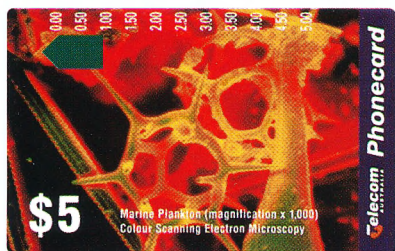


N931034A Be a Green Consumer \$20

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS

Phonecard

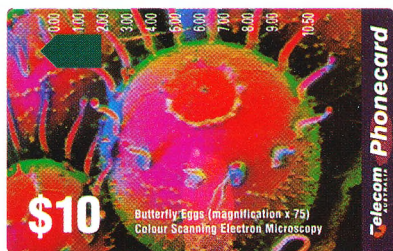
PAGE 19



N930912

Marine Plankton

\$5

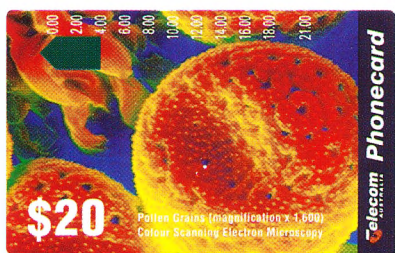


N930923A

Butterfly Eggs

\$10

MICROSCOPIC ISSUE



N930934A

Pollen Grains

\$20



G930712

Opera House

\$5

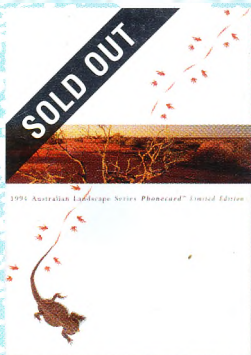
LIMITED AND SPECIAL EDITION PACKS



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

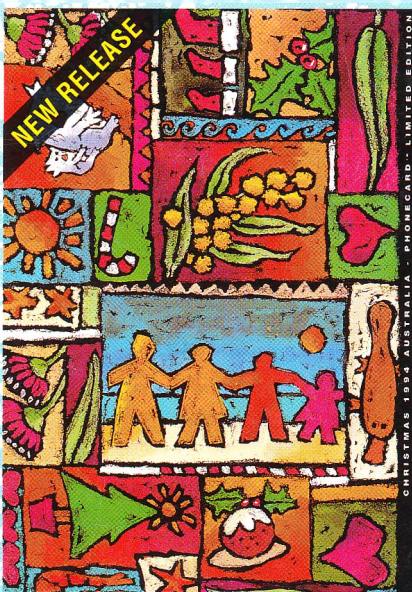


Surf Life Saving Issue \$53.50
2x\$5 1x\$10 1x\$20



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

*Restrictions of three Limited Edition folders per collector, subject to availability of stocks.



Christmas 1994 \$45.50
1x\$5 1x\$10 1x\$20
Quantity Produced 9,500

Produced by ENERGISE