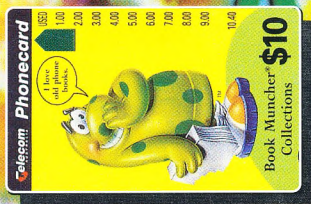


AUSTRALIAN PHONECARD BULLETIN

COLLECT 4



Austra

26th Jan

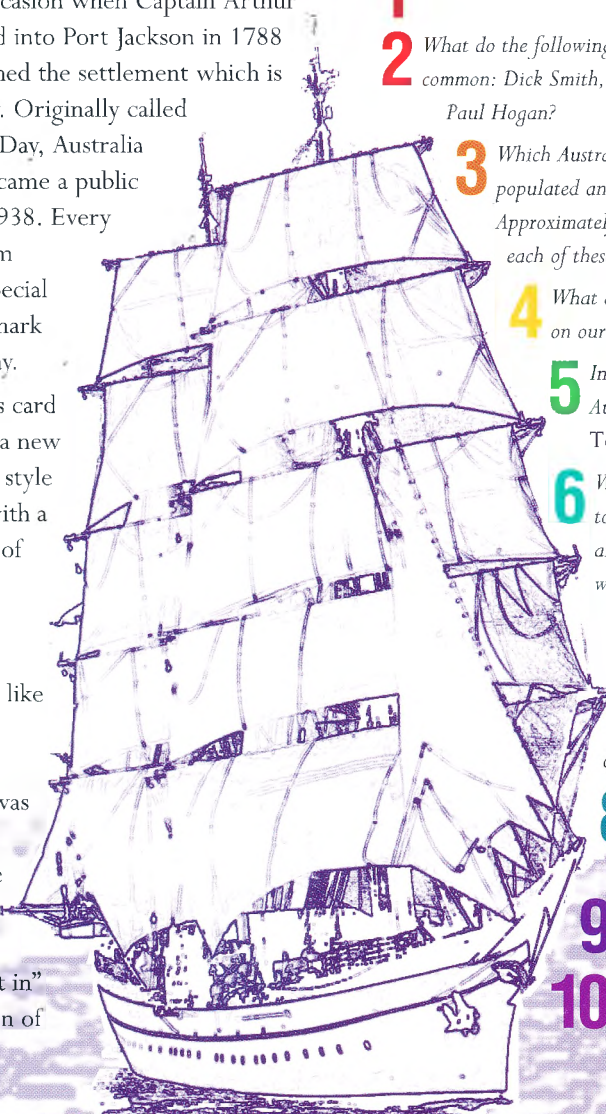
GOOL KIDS CLUB

Locked Bag 5350,
Parramatta, NSW,
2150.

AUSTRALIA DAY 1995

Australia Day is celebrated on 26 January to mark the occasion when Captain Arthur Phillip sailed into Port Jackson in 1788 and established the settlement which is now Sydney. Originally called Foundation Day, Australia Day first became a public holiday in 1938. Every year Telecom releases a special \$5 card to mark Australia Day.

This year's card features a new and unusual style of design, with a photograph of the faces of three young Australians which looks like it has been coloured in. This effect was achieved by scanning the photograph and then "colouring it in" on the screen of a computer.



COMPETITION - 02 DAY QUIZ

Telecom has twenty Australia Day cards to give away to the first ten entries pulled out of the barrel with the correct answers to the following quiz.

- 1** Name Australia's floral emblem.
- 2** What do the following famous Australians have in common: Dick Smith, Dame Joan Sutherland and Paul Hogan?
- 3** Which Australian state is the most populated and which is the least? Approximately how many people live in each of these two states?
- 4** What are the two native animals on our national coat of arms?
- 5** Including 1995, how many Australia Day cards has Telecom released?
- 6** Who was the first Australian to circumnavigate (sail right around) Australia and what was the name of his ship?
- 7** In what year was the Northern Territory **Phonecard** series released and how many cards were in the series?
- 8** In what year did Australia become a federation?
- 9** Who was the first Prime Minister of Australia?
- 10** Who first crossed the Blue Mountains in NSW and in what year?

DESIGN A FLAG

If Australia ever becomes a Republic, it is likely that the flag we currently have will change. Can you think of a flag design that reflects our country as we head towards the 21st century? A design that shows our cultural mix, our heritage and history, and the vastness of the country we live in. The five most innovative, interesting designs will win the Australia Day 1994 Limited Edition folder.

COMPETITION WINNERS

Thank you to all the Cool Kids who entered the competitions in the last issue of the Bulletin. We were swamped with entries for all of the competitions and special congratulations go to the following collectors who were the winners of the competitions:

BIRTHDAY DESIGN COMPETITION

John Islip, Vic
Emma Poynton, Vic
Damian Duvey, NSW
Vicki Clausen, Qld
Hamish Sears, SA
Janine Benham, Qld
Amanda Meyerink, WA
Stephen Paterdis, Qld
Melanie Discombe, Vic
C. Discombe, Vic

These ten collectors each receive the popular birthday "cookie card" – congratulations. There were some amazing designs sent in – it's a shame we couldn't release a whole

series of cards for Phonecard's birthday. Perhaps when we're ten.

WEIRD NAMES WOW

There are some weird names for Phonecard out there, but we agreed that the following ones are the strangest for sure:

telefonska kartica from Croatia, sent in by Boris Vanjicki, Qld
pukelukortti from Finland, sent in by Danielle Tate, NSW and Emma Duffield, WA
drekkiio from Iceland, sent in by Luke Terry, Tas
thaekapta from Greece, sent in by Charmaine Ling, WA, Amanda Meyerink, WA and Heath Cleary, Vic.

Congratulations guys – you all win the three cards in the Christmas series.

CHRISTMAS STORY COMPETITION

Richard Kruk, Vic,
James Garamszegi, Vic,
Tarny Discombe, Vic,
Chrissie McClatchie, NSW

Each of the above collectors wins the three cards in the

Christmas series as well as the specially designed Christmas greetings card to go with them. There were some great stories sent in about how you've spent Christmas with different people or in different places.

EDITORIAL

Welcome to a new year and a new year of **Phonecard** releases. This year promises to be one of the most exciting yet, with not only fantastic new **Phonecard** designs, but new telephone card products and a joint venture between **Phonecard** and Note Printing Australia.

The Telecom **Phonecard** Design Award is due to be released later in the year. For those collectors new to the hobby, the Design Award is a national, bi-annual competition for full-time tertiary graphic design students sponsored by Telecom Australia and run in conjunction with the Australian Graphic Design Association. The Award aims to find three theme related images designed by an Australian student to feature on a **Phonecard** series to be released nationally and internationally. The success and popularity of **Phonecard** ensures the Award is a valuable opportunity for Australia's young designers to experience the design industry first hand, whilst gaining a unique showcase for their work. To commemorate the United Nations International Year for Tolerance, the theme for the 1995 Telecom **Phonecard** Design Award is Living Together in Australia. Entrants are asked to produce a set of three designs representing the following themes:

- Learning Together
- Playing Together
- Working Together

Those who have been collecting for a while will remember the winning entries of the last Design Award, run in 1993 - the Environmental series. These cards, designed by student Simone Tetof, went on to win two awards for Telecom Australia in the CardEx 94 Awards held in Amsterdam last September. We are pleased to be able to report that Simone, who completed her design degree at the end of last year, has recently started work with FHA Design, one of the largest and most prestigious Graphic Design companies in Australia, and the one responsible for Telecom's new logo, launched in April last year. Simone says that the Environmental cards and folder are still the highlight of her portfolio!

In the last issue of the *Bulletin*, it was stated that there were delays with the Australian Lifesaving Limited Edition folder due to the cards being damaged during the encoding procedure. This is, in fact, incorrect. The cards were not deemed of a sufficiently high quality after they had been printed, and were destroyed before they had even reached the encoding process.

The restriction of two cards per collector for the CardEx 94 will be lifted on February 27. From this date, orders for this card will be unrestricted, while supplies last.

NEW RELEASES

This month sees the release of the annual Australia Day card, a bright and unusual card featuring the faces of three young Australians. The card, created by Sydney company Eye for Design, is a combination of photographic and illustrative images. It is the first time this style has been featured on an Australian **Phonecard**. The cards will be released nationally in January and the Limited Edition folder is available for sale through this issue of the *Bulletin* for \$10.50.

ADVERTISING CARDS

Two new Bookmuncher designs on \$10 and \$20 cards are being produced. The \$10 card is available through this issue of the *Bulletin* and the \$20 card will be available in the March edition. This character, promoting the recycling service for Yellow Pages offered through BP service stations, has already proved extremely popular with Collectors. The two new designs which were released through the shops from January, will complete the series.

CUSTOM CARDS

The Melbourne **Phonecard** Club is releasing a \$2 card featuring the Melbourne Zoo. There were 10,000 cards produced. For further information, please call the Club's secretary, Ken Hosking on (03) 412 2461.

Roam Pacific is releasing a series commemorating the 50th Anniversary of the end of WWII. There are five different designs in the series - four \$2 cards and one \$5. 10,000 of each design will be packaged and sold as Custom cards, and 100,000 of the \$5 card will go into general distribution as an Advertising card. Roam Pacific is also releasing a series of four cards featuring Sporting heroes and a series of three cards marking the Middle East Peace talks. For further information, please call (02) 221 8896.

Australian **Phonecard** Collectables are releasing 10,000 \$5 cards featuring Luna Park. For further information, please call (02) 484 0665.

P.A.C.S. is releasing a \$5 card on behalf of the Australian Conservation Foundation and two \$5 cards for the RSPCA. P.A.C.S. is also releasing two \$5 cards featuring characters from the popular television programmes the Simpsons and the Flintstones. For further information, please call (02) 900 5350.

Australian Phoneart Services has released two \$5 cards commemorating 20 years since Cyclone Tracey. For further information, please call (089) 800 281.

P.J. Seiders has released a \$5 card for the Kidney Foundation. For further information, please call (041) 867 3202.

St Andrews Cathedral School is releasing 10,000 \$5 cards for fundraising purposes. For further information, please call (02) 391 1703.

UPCOMING RELEASES

The "Invisible Heritage" series, containing a \$5, \$10 and \$20 card, will be available through the March issue of the *Bulletin*. Standing Order customers may receive their Limited Editions (\$45.50) before the *Bulletin* has been sent out, so please ensure your account has sufficient funds to cover this issue. This bright, stunning and unusual series features unique paintings of Australian insects in their natural environment by Australian artist, Sue Maddern. The individual cards will be available through the shops in February and March.

NEW CARD CODE

Telecom **Phonecard** is currently released under three distinct categories:

Custom Cards - private issue cards carrying the **C** code.

Advertising Cards - cards which carry the **A** code, at least 50% of which are released through the general distribution outlets.

Official Issue Cards - there are four distinct card codes under which Official Issue cards could be released.

- N** National Issue cards, which are released nationally through the general distribution outlets.
- L** Limited Edition cards, which carry the same designs as the National cards but which are only released packaged in Limited Edition folders. These cards are only produced in limited numbers and are only available for sale through Telecom's mail order service.
- T** Australian Territory cards are issued through Australia's external territories, such as Christmas and Cocos Islands.

I International cards, which are issued when the Telstra telephone card payphone system is installed overseas. Countries include Vietnam and Cambodia.

A need for a new category has been identified and the **S Code** has now been introduced. This category can be identified by the **S Code** on the reverse of the card and has been created for Special Issue cards.

S Special Issue cards. Cards will be issued in this category once or twice a year for special or one-off events that do not fit appropriately into any of the existing categories. Unlike Custom cards, Special Issue cards will be available for sale to collectors through the mail order service.

JOINT PROMOTION PROJECT

Telecom Australia is embarking on an exciting new **Phonecard** project - a joint promotion between Telecom and Note Printing Australia to commemorate the centenary of Banjo Patterson's *Waltzing Matilda*. This story forms an important part of Australia's national heritage, and its creator, Patterson, features on the \$10 polymer note already in circulation.

The project is the first official joint promotion for Telecom **Phonecard** and will consist of a specially packaged \$10 **Phonecard** and \$10 note. There will be two different varieties of the folder, which will be unlike any folder Telecom has previously produced - 1,000 **Premium Portfolios**, with the lowest 1,000 serial numbers printed on both the banknote and the **Phonecard** in red, and 4,000 **Deluxe Portfolios**, with the next 4,000 serial numbers appearing in blue.

The **Phonecard** incorporated in this folder will be produced especially for the project and will incorporate segments of the *Waltzing Matilda* theme within its design. Each folder will be hand numbered and the serial numbers on the **Phonecard** and banknote will correspond.

The **Premium Portfolio** will be restricted to one per collector and the **Deluxe Portfolio** will be limited to two per collector. They will be available for sale in March and will be allocated by a ballot system only. Ballots will be distributed in the March mailout of the *Bulletin*.

The packaged cards in both the Premium and Deluxe Portfolios will carry the **S Code**. In addition, there will be 100,000 Advertising cards produced, which will feature the

Waltzing Matilda design and will be released unpackaged through the shops. These cards will be available for sale at their face value in the March issue of the *Bulletin*.

EXCITING NEW CARD PRODUCT

Telecom has introduced a prepaid international calling card known as the 'Phone Australia Card'. It can be used to make calls from overseas back home to Australia, allowing travellers to avoid surcharges such as operator or hotel costs. Available mainly through retail outlets found in international terminals and travel agents, the card comes in denominations of \$10, \$20 and \$50.

The card is used when travelling overseas and will be a bonus to the value conscious traveller. The prepaid element will enable travellers to carefully budget for their holiday expenses while allowing efficient and economical contact with home. It is activated by use of a PIN number, which will be purchased with the card in a sealed security envelope, allowing customers to easily see that the card is unused.

Initially 20,000 of each denomination has been produced, and the cards will feature different designs. The security envelopes will be numbered sequentially in the following order:

\$10	10 00001 to 10 20000
\$20	20 00001 to 20 20000
\$50	50 00001 to 50 20000

For collectors who are interested in this new card product, the Phone Australia Card is available for sale through this issue of the *Bulletin*. Please use your "Individual Cards" Order Form to order the Phone Australia Card, with the relevant code appearing under the card in the catalogue.

WIN

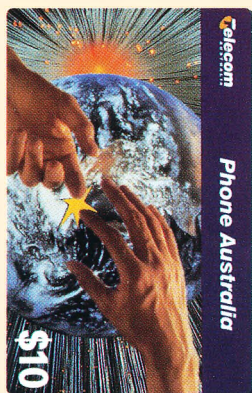
To celebrate the launch of this new product, Telecom is giving away five sets of the three cards, each with the matching first five serial numbers in the run. To enter, please fill in the following, and send with your name and address to Phone Australia Card Competition, Locked Bag 5350, Parramatta, NSW 2150. Entries must be received before 24 February.

P _ _ n _ _ ust _ _ l _ a C _ _ d

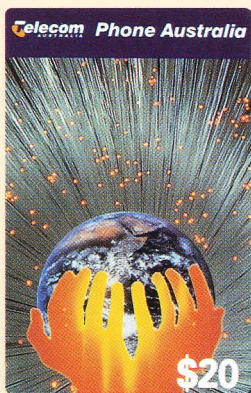
SERIAL NUMBER INFORMATION

(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).

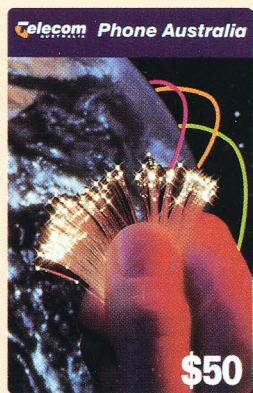
Description and Code	Serial Batch	Quantity
\$10 Apollo 15 - C944533A	631	10,000
\$20 Apollo 15 - C944544A	632	5,000
\$50 Apollo 15 - C944555A	633	3,500
\$10 Christmas - N943123A	634 - 637	380,000
\$20 Christmas - N943134A	638	80,000
\$5 5th Birthday - A944712	639	50,000
\$5 Aust. Newsagents Fed. - A944012	640 - 642	300,000
\$2 Emu Export - C945211	643	10,000
\$2 Coke Santa - C945311	644	10,000
\$2 Coke Bear - C945321	645	10,000
\$2 Nicotinel - C945611	646	10,000
\$2 Sun protection - C945911	647	10,000
\$2 Railway - C944811	648	10,000
\$2 Dial-a-box - C944911	649	10,000
\$2 Phonecard Distribution - C945411	650	10,000
\$2 Globe - C945511	651	10,000
\$2 Phonecard Monthly - C945711	652	10,000
\$5 Merchant of Venice - C946112	653	10,000
\$5 Romeo and Juliet - C946121	654	10,000
\$10 Richard III - C946123A	655	10,000
\$20 Opera House - C94601A	656	10,000
\$20 Heineken - C946212	657	10,000
\$5 Sydney Opera House - C946222	658	10,000
\$5 Brad Faxon - C946232	659	10,000
\$5 Michael Lynagh - C945111	660	10,000
\$10 Limited Life Saving - L942233A	661	8,500
\$20 Limited Life Saving - L942244A	662	8,500
\$5 Limited Life Saving (Surf) - L942212	663	8,500
\$5 Limited Life Saving (Underwater) - L942222	664	8,500
\$10 Hamlet - C944522	665	10,000
\$5 Apollo 15 - C944522	666	10,000
\$2 Apollo 15 - C944511	667	10,000



PA94110 \$10 Phone Australia \$10

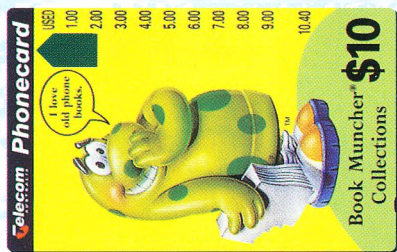


PA94120 \$20 Phone Australia \$20

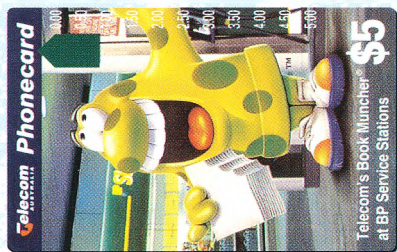


PA94150 \$50 Phone Australia \$50

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING CARDS



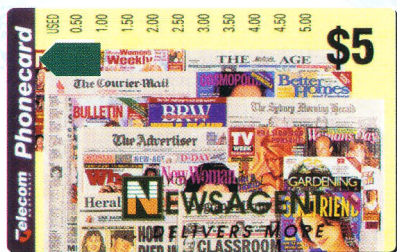
A947213A Bookmuncher \$10



A941912 Bookmuncher \$5



A944712 Birthday \$5



A944012 Aust. Newsagents Federation \$5

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING

PAGE 11



A941812

Toyota Corolla

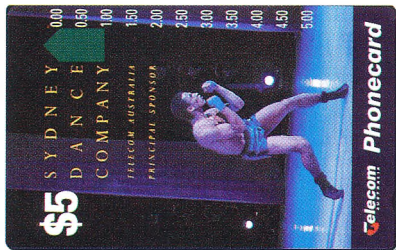
\$5



A943012

CardEx

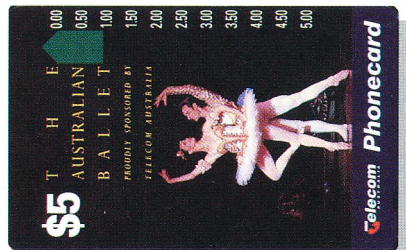
\$5



A940512

Sydney Dance Co.

\$5

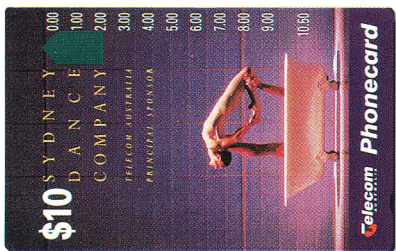


A940522

Australian Ballet

\$5

AUSTRALIAN DANCE ISSUE



A940533A

Sydney Dance Co.

\$10



A940544A

Australian Ballet

\$20

YEAR OF THE DOG - ADVERTISING CARD ISSUE



A940212 Dog with Vase

\$5



A940222 Dog with Trumpet

\$5



A940232 Dog with Ribbon

\$5



A940242 Dog on Ball

\$5

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS



N944612

Australia Day '95

\$5

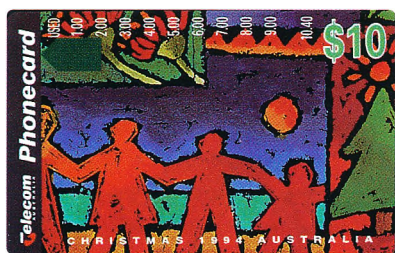


N943112

Christmas 1994

\$5

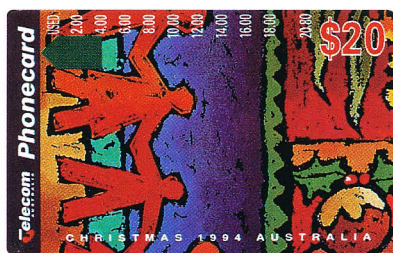
CHRISTMAS 1994 OFFICIAL ISSUE



N943123a

Christmas 1994

\$10



N943134a

Christmas 1994

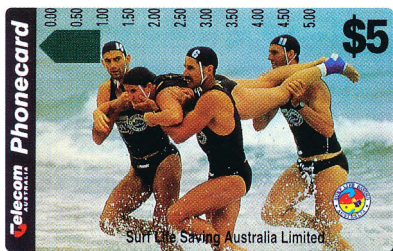
\$20



N942222

Underwater

\$5



N942212

Surf Rescue

\$5

AUSTRALIAN LIFE SAVING OFFICIAL ISSUE



N942233A

Life Saving History

\$10



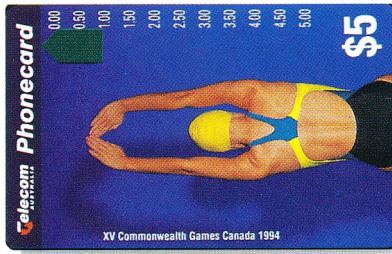
N942244A

Boat Rescue

\$20

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS

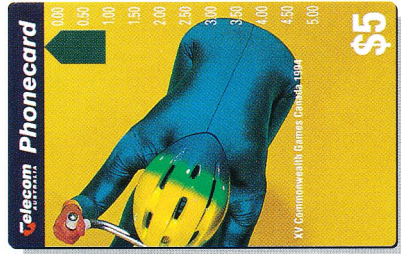
PAGE 13



N941412

Diving

\$5

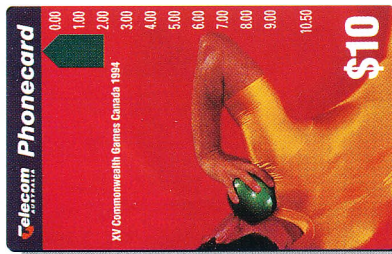


N941422

Cycling

\$5

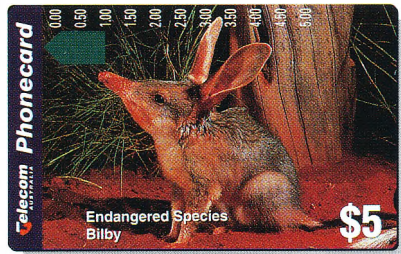
1994 COMMONWEALTH GAMES ISSUE



N941433

Shotput

\$10

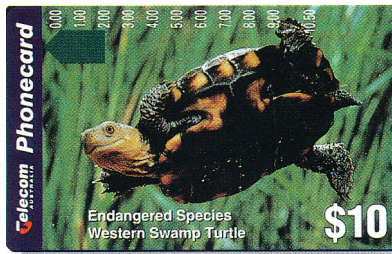


N940112

Bilby

\$5

ENDANGERED SPECIES ISSUE



N940123A

Western Swamp Turtle

\$10



N940134A

Gouldian Finch

\$20

AUSTRALIAN LANDSCAPE ISSUE



N940812

Lamington Nat. Park, Qld

\$5



N940822

Bollards Lagoon S.A.

\$5

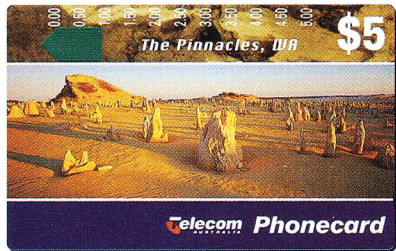
INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS



N940832

Mt. Ben Lomond, Tas

\$5



N940842

Pinnacles

\$5

AUSTRALIAN LANDSCAPE ISSUE CONTINUED



N940852

E. Alligator River, N.T.

\$5



N940863A

Mount Hotham, Vic

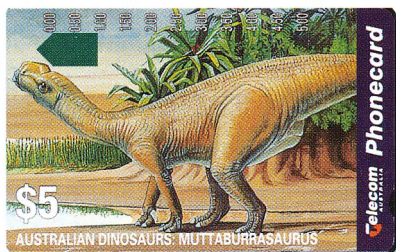
\$10



N940874A

Crescent Head, N.S.W.

\$20

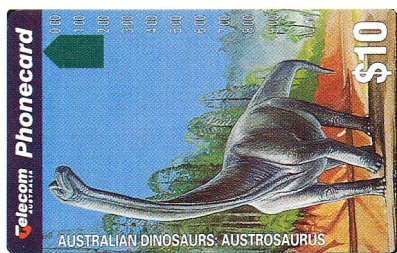


N931312

Dinosaur Muttburra

\$5

DINOSAUR ISSUE



N931323A

Dinosaur Austrosaurus

\$10



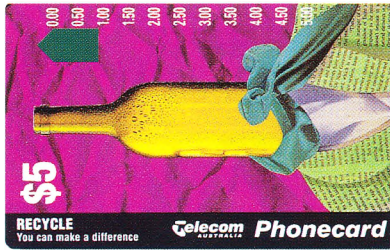
N931334A

Dinosaur Minmi

\$20

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS

PAGE 15



N931012

Recycle

\$5

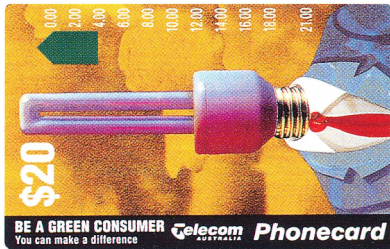


N931023A

Plant a Tree

\$10

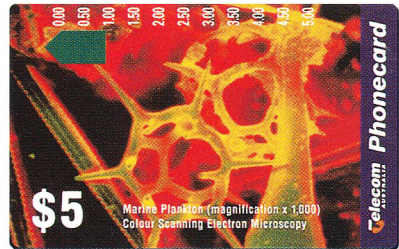
ENVIRONMENT ISSUE



N931034A

Be a Green Consumer

\$20



N930912

Marine Plankton

\$5

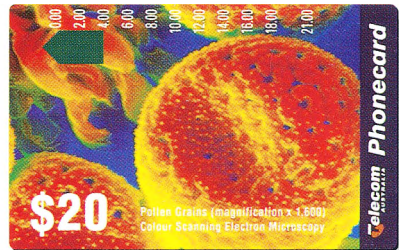
MICROSCOPIC ISSUE



N930923A

Butterfly Eggs

\$10



N930934A

Pollen Grains

\$20



G930712

Opera House

\$5

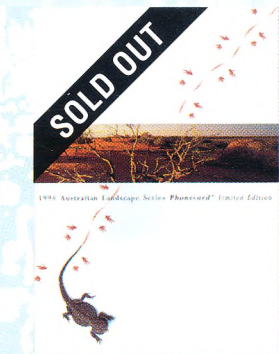
LIMITED AND SPECIAL EDITION PACKS



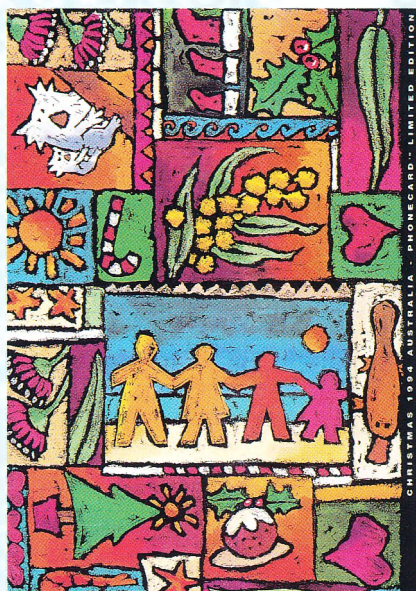
Commonwealth Games 1994 \$28.50
2x\$5 1x\$10
*Quantity produced 8,000



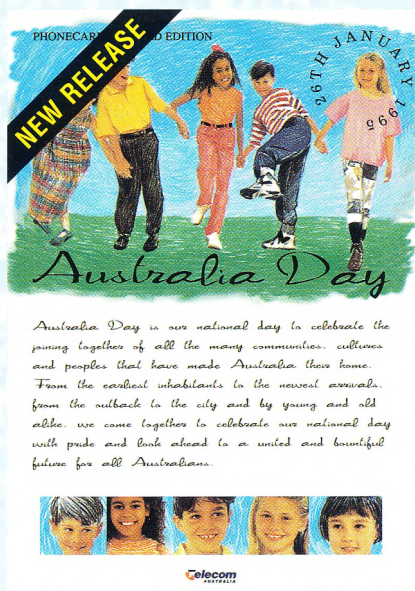
Surf Life Saving Issue \$53.50
2x\$5 1x\$10 1x\$20



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



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



Australia Day 1995 \$10.50
1x\$5
Quantity Produced 9,500

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

Produced by ENERGISE

TELECOM PHONECARD COLLECTOR SERVICES
Locked Bag 5350, Parramatta NSW 2150.
TM Trade Mark for Telstra Corporation Ltd.
A.C.N. No. 051 775 556

Telecom
AUSTRALIA