

# DeSign aWaRd

# COOL CIUS

Locked Bag 5350, Parramatta, NSW, 2150. n the United Nations Year for Tolerance, what does Living Together in Australia mean to you? This was the theme for Telstras 1995 Phonecard Design Award and graphic design students were asked to portray this theme in a series of Phonecard designs. Like Paul Smiths designs, now on the \$5, \$10 and \$20 Phonecards, try and draw a \$5 Phonecard illustrating your interpretation of Living

Together in Australia. Write your name, address and age on the back of your entry and make sure it reaches us before Friday, September 15, 1995. The five most colourful and descriptive drawings will win one of five Design Award Phonecard sets containing \$5, \$10 and \$20 cards.

# Phonecard Mascot

How are your designs for the Phonecard Mascot coming along? Remember that we need a Mascot that can be identified with Phonecard collecting - it can be an animal, cartoon or a human figure. All work has to be your own and it must reach us by Friday, 10 November, 1995. So hop to it, as you only have a few months of creative thinking left. We have already received heaps of fantastic ideas for our Mascot but that doesn't mean you guys can slack off. Who knows, the winning idea may still be in a Junior Collector's head!

### HOMECOMING

Congratulations to all the Junior Collectors who found our Homecoming Competition no challenge at all. The first five correct entries out of the barrel were: Amanda Beck, Qld; Nick Leperov, NSW; John Harmsen, WA; Megan Harmsen, WA and Timothy Webb, Vic. The \$5, \$10 and \$20 Homecoming cards are on their way to you.

L 1939 2 Honour, Valour and Courage

**lomecoming Competition are:** 

The correct answers to our

2 Honour, Valour and Cou 3 1940 4 Ben Chiefly 5 Poland 6 Allies (UK. USA. NZ etc) Women's Land Army.
George Cross, Victoria Star
2 September, 1945 – Japan
signed surrender agreement

domestic front. A few correct responses would be: Red Cross

**Australia's war effort on the** 

Many organisations helped

COMPETITION



very community has its local heroes who are always doing things to better the lives of others around them. Often their work is unrewarding and goes unnoticed. However, they continue to help other individuals less well off than themselves. Telstra's Local Legends have been recognised - through a nationwide competition - and are featured in a series of cards available in this Bulletin. To win one of three Local Legends sets consisting of eight \$5 cards, complete the crossword and unscramble the shaded letters. Write the winning words on the back of an

nvelope with your name, address	and	age an	d send	l it in bej	fore 1	Frida	y, Sep	otem	ber i	15, 1	995.	ν
ACROSS ACROSS ACROSS		2.				3.			4.		5.	6.
5 Local Legend Carolyn Murrell			8.						9.	10.		
is from here 7 First name of Tasmanian Local Legend		11.			12.				13.			
cards to begin the game  11 Australian Saving	4.			15.				16.				
12 Chinese Year of the 16 Standing Order Arrangement	17.	18.					20.	19.				21.
(Abbrev)  17 Edition  19 Help another		22.		23.		24.	27.			28.	25.	
22 365 days 25 Californian city	32.	30.			33.							31.
Bulletin  29 Qld Local Legend works in the Blue Home  32 Number of Local Legends  33 Australian Phonecard	<ul> <li>Japanese Tourist card features the Centre</li> <li>Telecom's new name</li> <li>Advertising card released this Bulletin line</li> </ul>						19 Short term for Australia 21 NSW Local Legend raise money for charity throug rallies 23 Past tense of run					
1 Advertising series Give Someone a	10 Editor (Abbrev)  13 Victorian Local Legend, James  14 UN International Year for					24 Post Office (Abbrev) 25 Limited Edition (Abbrev) 27 Kids Club 28 Jenny is the ACT						
<ul> <li>Natural energy mineral</li> <li>Natural disaster featured in the Emergency Management series</li> </ul>	 15 Opposite of he 18 Month before June					Local Legend 30 An old cloth 31 United Nations (Abbrev)						

#### EDITORIAL

Since the *Bulletin* has been in it's new format (as opposed to the previous A4 format of International **Phonecard** News), it has been released on a bi-monthly basis, starting in January every year. However, collectors have commented that the *Bulletin* is being released in the wrong month, as often cards are available for sale through the shops before collectors are able to buy them through the *Bulletin*. This was especially inconvenient for collectors with a Standing Order Arrangement (SOA). In order to make new releases available to collectors as soon as possible, the release dates for the *Bulletin* have been changed. Starting with this August issue, the *Bulletin* will now be released in the following months:

· February, April, June, August, October, December

Wherever possible, individual cards will be made available for sale even if the Limited Edition folders will not be available until the following issue. This means that collectors will be given the opportunity to access all new cards, either through Telstra or through dealers, before they are released for sale to the public through the shops.

In this issue of the *Bulletin*, there are a large number of Official Issue cards for sale - the eight cards in the Local Legends series, three cards in the Design Award series plus the three cards in the Emergency Management series. In addition, there are two Limited Edition folders available for sale. This situation is highly unusual and has only occurred because the release of the *Bulletin* has skipped a month. During 1996, **Phonecard** issues will be released in schedule with the mail-out of the *Bulletin*, and will be more suitable for collectors wishing to purchase new issues of cards.

On July 1 Telecom Australia officially became Telstra. We began changing our corporate identity in 1993, when the previous round Telecom logo and the blue OTC symbol was replaced with the new Telecom "T" symbol. At the same time, the company's legal name was also changed to Telstra for our international operations, however continued to trade as Telecom Australia domestically. The company is now known as Telstra both internationally and within Australia.

The first Official Issue series to be released carrying the new corporate logo is the Design Award. From the Design Award issue, every **Phonecard** released, including Official Issues, Advertising cards and Custom cards, will carry the new Telstra logo.

#### NEW RELEASES

#### OFFICIAL ISSUES

This month sees the release of a unique new series - Telstra's Local Legends. The people featured on this series of cards are the State and Territory winners of the Local Legends competition, which was run nationally last year. The aim of the competition was to find

and recognise those individuals whose presence in their community enriches the lives of local people. They are people who, 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, have enriched 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.

The Local Legends series, containing eight \$5 cards, is available in a Limited Edition folder in this issue of the *Bulletin*. The folder tells the stories of each of these "Local Heroes" and costs \$55. There will be 6,000 produced.

The 1995 Telstra Design Award **Phonecard** series is also for sale in this issue of the *Bulletin*. The Award is a national, bi-annual competition for full-time tertiary graphic design students, and is sponsored by Telstra and run in conjunction with AGDA (Australian Graphic Design Association).

The theme for the 1995 Telstra **Phonecard** Design Award is 'Living Together in Australia' to commemorate the United Nations International Year for Tolerance. Entrants were asked to produce a set of cards representing the following themes:

- Learning Together (§5)
- Playing Together (\$10)
- Working Together (\$20)

The winning designs were produced by 21 year old Swinburne University of Technology student, Paul Smith. His stunning and intricate pencil and ink illustrations reflect the spirit of Australia in the UN International Year for Tolerance and are featured on the three Official Issue **Phonecards**. The cards were officially launched at a ceremony at the Museum of Contemporary Art in Sydney, where Paul was presented with his prize by Australian of the Year, Arthur Boyd.

The competition to find a design by a student to be featured on a **Phonecard** series was first run in 1991. The Award is a valuable opportunity for Australia's young designers to experience the design industry first hand, whilst gaining a unique show case for their work.

The Limited Edition folder, also designed by Paul, is available for sale in this issue of the *Bulletin* for \$46.50. There will be 6,500 produced.

Also available in this issue of the *Bulletin* are the three individual cards only in the Emergency Management series. The Limited Edition folder will be available for \$46.50 in the next issue of the *Bulletin*. The individual cards have been made available specially for collectors in the earlier issue, so collectors are able to access the designs before they are released through the shops.

The United Nations has nominated the 1990's as the International Decade for Natural Disaster Reduction (IDNDR). This decade is a time when everyone should strive to reduce the enormous loss of life and property damage resulting from natural disaster.

Australia is no stranger to natural disasters - droughts, floods, earthquakes and cyclones have all claimed lives in recent history. The Australian IDNDR Co-Ordination Committee is aiming for significant improvement in Australian counter-disaster preparation, and this series of cards will raise awareness of these goals.

#### ADVERTISING CARDS

This month sees the release of four new advertising cards for Telstra sponsorships. There is a \$10 and \$20 card for the Australian swimming team, the Telstra Dolphins, a \$10 card for Landcare and a \$20 card for Lifeline. All four cards are available for sale in this issue of the *Bulletin*.

Two new **Phonecard**s have been produced specifically for the Japanese tourist market. There is a \$10 Advertising card that will be available at tourist outlets, such as airports and specific retail outlets targeting the Japanese tourist market.

The second version is a Custom card with the Australian value of \$20 and the denomination appearing in Japanese Yen. This card only operates Australian payphones and will be sold in Japan as part of a tourist package to people visiting Australia. It will not be available for sale in Australia. It is the first time a card that operates Australian payphones will appear with a foreign denomination and is a Payphone Services initiative. The \$10 Advertising card is available in this issue of the *Bulletin*.

Sydney's old Payphone Centre in King Street has moved to stylish, modern new premises and to celebrate the opening of the new centre, and promote the centre's new location, two cartoon style advertising cards have been released. There is a \$5 and \$10 card, which will primarily be distributed in the Sydney CBD and metropolitan area. The design featured on the cards is identical, although there is a different background colour on the two denominations.

The new Payphone Centre, at 130 Pitt Street, houses 48 payphones, including a Payphone Teletypewriter (TTY) for customers with significant hearing or speech impairment, and a specially lowered payphone for people in wheelchairs.

#### CUSTOM CARDS

Custom card information will no longer be carried in the *Bulletin*. The 0055 Hotline will be regularly updated with this information.

In issue No. 5 of the *Bulletin*, the phone number for enquires regarding the St Andrews Cathedral School **Phonecard** was incorrectly given as (02) 391 4583. The correct number is (02) 391 1703. Apologies for any inconvenience this may have caused.

#### UPCOMING RELEASES

In the October issue of the *Bulletin*, there will be two Limited Edition folders released for sale - The Emergency Management folder, for \$46.50 and the Christmas 1995 folder, also for \$46.50. Both of these folders will contain three cards - \$5, \$10 and \$20. For the first time, the Christmas cards will carry photographic images, which were specially commissioned for this series of cards by Sydney photographer Michael Scott Lees.

#### PHONECARD HONOURS ORIGINAL COLLECTORS

As we all know, **Phonecard** collecting has been Australia's favourite hi-tech family hobby since **Phonecard** was officially launched in 1990. Since then, Australians in their thousands have discovered the thrill and reward the hobby offers and presently more than 30,000 Australians collect **Phonecard**.

But have you ever wondered who were the very first people to see the potential in **Phonecard** collecting before it became big news? Who were the very first of the 30,000 to actually register their names as **Phonecard** collectors? And if they are still interested after all these years?

Not surprisingly, the first collectors to register with the PCS are still mad keen collectors, and recently their loyalty, interest and support for the hobby were rewarded. On June 22, the PCS honoured four of the first people to register as collectors with a celebratory lunch in Parramatta and presented them with a personalised set of framed **Phonecards**.

Ron Warne, David Daw, Jim Lewin and Frank Muscolino all said they enjoyed the chance to put faces to names they had known over the phone for more than five years and meet the PCS team.

#### MEMBERSHIP CARD COMPETITION

#### DESIGN A PHONECARD - THE CHALLENGE

A reminder to all the budding **Phonecard** designers about the competition currently running to design a membership **Phonecard**. This is your once in a life time chance to have your design appear on an exclusive card produced only for collectors.

The winning design will be used on an exclusive \$1.50 **Phonecard** which will be given only to collectors who have purchased through the PCS before the close of the competition on November 10, 1995. There will be one card issued free to each collector who has a record of purchase through the PCS from January 1 to

November 10, 1995. The cards will not be available through any other outlet. Each card will be exclusive to the collector to whom it is issued because it will carry that collector's personal Customer Number.

We are looking for a design that depicts **Phonecard** collecting in Australia in the nineties. As a collector, you know what you like to see on a **Phonecard**.

This competition is open to all collectors who are registered on our mailing list and will close on November 10, 1995. The prize is a complete mint set of Special and Limited Edition folders that have been released by Telstra since **Phonecard** was first trialed in Geelong in December 1989. The prize includes every single Official Issue card that has been released in a Special or Limited Edition folder. This is a one-off opportunity to obtain every collectors folder released by Telstra, courtesy of Telstra! This competition is being run in conjunction with the junior competition in the "Cool Kids Club" to design a **Phonecard** Collectors' mascot.

Send your entries to:

**Phonecard** Collectors Membership Design Competition Locked Bag 5350 Parramatta NSW 2150

All work must be original and entries must be received before November 10, 1995. The design must include the mandatory elements of a Telstra **Phonecard** - the green arrow, the card denomination (\$1.50), the scale down the side of the card and the Telstra **Phonecard** logo. Design guideline forms showing the logo, scale arrow and denomination positioning can be obtained from PCS by ringing 02-204 0248. The winner will be announced in the January issue of the *Bulletin*. Entries are restricted to one per collector registered on our mailing list. The competition is open until November 10, 1995. Updates regarding this competition will be featured in future issues of the *Bulletin*.

#### STANDING ORDER LOTTERY

A recent decision has been made to reduce the number of cards and folders being held in the Telstra **Phonecard** archives. In line with other major archiving practices, it has been decided to reduce the number being held to 50 individual cards and 7 Limited Edition folders.

The PCS now has an amount of historic and early issue cards which we intend using as rewards for loyal collectors. As a way of thanking Standing Order customers for their patronage, the PCS has decided that every time Standing Orders are processed, a Standing Order Lottery will be drawn. Every two months, one Standing Order customer's name will be chosen at random to receive an individual set (unpackaged) of

the early issue cards. The winner will not be able to choose which issue they would prefer as this selection will be random.

This lottery will operate for the next 12 months.

#### LIMITED EDITION FOLDER NUMBERING

As announced in the June issue of the *Bulletin*, the Limited Edition folders are now individually numbered. It has been the intention of the PCS for some time now to try and match the serial numbers of the three separate cards within the pack. The only time that matching the serial numbers within the folder has been previously trialed was in 1990 with the South Australian set. At this time, it was found to be so labour intensive that the price of the packaging would almost double due to labour costs.

Matching the serial numbers with the numbered Limited Edition folder was trialed recently with the Homecoming issue, where the majority of the 8,500 folders had all three card numbers matching the pack number. There are only approximately two dozen folders that did not have matching folder and serial numbers.

At this stage, the process is still extremely labour intensive. Without a large rise in the packaging cost of the Limited Edition folders, it is presently not viable to match the card and folder serial numbers. However, a new process is currently being researched and the PCS expects to be able to offer a complete matching packaged product without a substantial cost increase within the next 6 - 12 months.

Standing Order customers will continue to receive the same numbered folder as they received in the Homecoming issue.

#### CHRISTMAS ISLAND CARDS

Previously, **Phonecards** produced for Christmas Island were encoded specifically for the Christmas Island payphone system and carried the "I" code. They were unable to be used in Australian payphones, and Australian cards were unable to be used in payphones on the Island. At the end of May, the payphone system on Christmas Island was converted so that it is now the same as the Australian system. Christmas Island will now receive Australian National Official Issue and Advertising cards.

#### BLAST FROM THE PAST

#### ADVERTISING CARDS

Many collectors incorrectly assume that the first Advertising series of **Phonecards** released were those released in August 1993 for K-Mart and Castlemaine XXXX. In fact, the first **Phonecard** series to carry the Advertising code was what has commonly

become known as the "Cartoon Series", which were released nationally a year earlier in August 1992.

The series consisted of four cards:

Answering Machine - \$5

Hit a Snag - \$5

Turn Up the Volume - \$10

Don't Hang Around - \$20

The illustrations promoted the potential of **Phonecard** as an advertising medium by highlighting features of payphones and the convenience of **Phonecard**, and formed part of a wider advertising campaign.

The original illustrations were produced by artist Sue Hitchcock and the **Phonecard** design was by Rod Byrnes, RAW Graphic design.

Serial number information is as follows:

Description and Code	Serial Batch	Quantity
\$5 Answering Machine - A9210101-2	196 - 197	200,000
	198 - 198.59	60,000
	206 - 207	200,000
	214 - 215	200,000
	216	100,000
\$5 Hit a Snag - A920102-2	198.6	40,000
	199 199.69	70,000
	208	100,000
	209 - 209.198	19, 800
\$10 Turn Up the Volume - A9210103-3	199.7	30,000
	200	100,000
	201 201.59	60,000
	209.198 - 209.998	80,000
	210 - 210.59	60,000
	217.198 - 218	80,000
	218 - 218.49	50,000
\$20 Don't Hang Around - A920104-4	201.6	40,000
	202.89	90,000
	213.5	50,000
	221 222	200,000

#### SERIAL NUMBER INFORMATION

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

Des	scription and Code	Serial Batch	Quantity
s 5	Z Jones - N951612	865	50,000
\$5	J Butt - N951622	866	50, 000
\$5	M Corcoran - N951632	867	50,000
\$5	M Macey - N951642	868	50,000
\$5	F Frank - N951662	869	50,000
\$5	C James - N951652	870	100,000
s 5	P Cascun Hannah - N951672	871	100,000
85	C Murrell - N951682	872	50,000
\$10	Taubmans - A951013a	873 - 874	200,000
\$10	Hello Yellow - A952613a	875	100,000
\$10	Book Muncher - A947213a	876 - 878	300,000
\$2	Cambodia - I952311	879	30,000
\$5	Cambodia - I952322	880	30,000
\$10	Cambodia - I952322	881	10,000
\$5	HMAS Albatross - C952112	882	10,000
\$5	Year of the Pig - C952212	883	10,000
\$10	Emergency - Bushfire - N952723a	891 - 892	200,000
\$20	Emergency - Cyclone - N952734a	893 - 894	145,000
\$5	Emergency - Flood - L 952712	895	6,500
\$10	Emergency - Bushfire - L952723a	896	6,500
\$20	Emergency - Cyclone - L952734a	897	6,500
\$10	Red Centre - A953113a	908	100,000
\$20	Red Centre - C953113a	909	10,000
\$5	Payphone Centre - A953012	910 - 912	210,000
\$10	Payphone Centre - A953022a	913	50,000
\$5	Darwin Symphony Orchestra - C952912	914	10,000
\$5	Prison - C951722	915	40,000

THESE CARDS ARE NOT AVAILABLE FOR SALE THROUGH TELSTRA.

#### CORRECTIONS

Whilst every effort is made to provide correct information regarding serial number codes and production quantities, occasionally situations beyond our control mean that incorrect information is published in the *Bulletin*. In the May issue, the following information should have appeared:

# INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING CARDS



A952613a

Hello Yellow

\$10



A947423a

Landcare

\$10



A947413a

Swimming

\$10



A947434a

Diving

\$20



A953012

Payphone Centre

\$5



A953022a

Payphone Centre

\$10



A953113a

**Red Centre** 

\$10



A947444a

Lifeline

# INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING CARDS

PAGE 13





A950942

Crazy for You

\$5

A950933a

Miss You

\$10

GIVE SOMEONE A BUZZ ISSUE



A950914a

Contract

\$20



A952512

Austel

\$5



A951013a

A947414A

Taubmans

\$10



A948213A

Waltzing Matilda

\$10

#### **BOOKMUNCHER ISSUE**



Bookmuncher

\$20



A947213A Bookmuncher

\$10

Collections

# INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE ADVERTISING CARDS

#### BOOKMUNCHER ISSUE Continued



A941912

Bookmuncher

\$5



A944712

Birthday

\$5



A944012

Aust. Newsagents Federation \$5



A943012

CardEx

\$5



A940512

Sydney Dance Co.

\$5

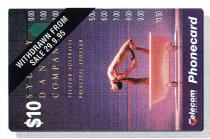


A940522

Australian Ballet

\$5

#### AUSTRALIAN DANCE ISSUE



A940533A

Sydney Dance Co.

\$10



A940544A

Australian Ballet

# INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS

PAGE 15



N951612

Local Legends TAS

\$5



N951622

Local Legends ACT

\$5



N951632

Local Legends SA

\$5



N951642

Local Legends QLD

\$5



N951652

Local Legends VIC

\$5



N951662

Local Legends WA



N951672

Local Legends NSW

\$5



N951682

Local Legends NT

# INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS



N953212

Learning Together

\$5

N953223a

Playing Together

Celstra Phonecard

\$10

DESIGN AWARD OFFICIAL ISSUE



N953234a

Working Together

\$20



N952712

Floods

\$5

EMERGENCY MANAGEMENT OFFICIAL ISSUE

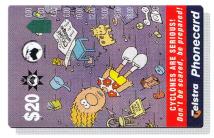


N952723a

N951512

Bushfires

\$10



N952734a

1.00 2.00 3.00 4.00

Cyclones

\$20

#### HOMECOMING OFFICIAL ISSUE



Valour

50
Honour

Folseom Phonecard

\$5 N951523a

Honour

### INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS

PAGE 17

HOMECOMING OFFICIAL ISSUE Continued



N951534a

Courage

\$20



N945812

Richmond Birdwing Butterfly

\$5

INVISIBLE HERITAGE OFFICIAL ISSUE



N945823A

Blue Tiger Butterfly

\$10



N945834A

Bushfly

\$20



N944612

Australia Day '95

\$5



N943112

Sun & Holly

\$5

CHRISTMAS 1994 OFFICIAL ISSUE



N943123a

Xmas Tree & Blossom

\$10

N943134a

Pudding & Gum Leaves

# 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



1994 COMMONWEALTH GAMES ISSUE



N941433a

Shotput

\$10

A947444a

Koala

# INDIVIDUAL CARDS CURRENTLY AVAILABLE FOR SALE OFFICIAL ISSUE CARDS

PAGE 19





N940822

Bollards Lagoon S.A.

\$5

N940812

Lamington Nat. Park, Qld

ė c

#### AUSTRALIAN LANDSCAPE ISSUE



N940832

Mt. Ben Lomond, Tas

\$5



N940842

Pinnacles

\$5



N940852

E. Alligator River, N.T.

\$5



N940863a

Mount Hotham, Vic

\$10



N940874A

Crescent Head, N.S.W.



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



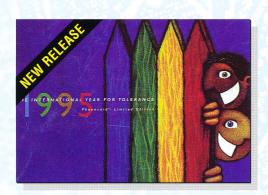
Australia Day 1995 \$10.50 1x\$5 Quantity Produced 9,500



Invisible Heritage \$45.50 1 x \$5 1 x \$10 1 x \$20 Quantity produced 8,000



Homecoming \$45.50 1x\$5 1x\$10 1x\$20 Quantity Produced 8,500



Design Award 1 x \$5 1 x \$10 1 x \$20 Quantity Produced 6,500

\$46.50



Local Legends 8 x \$5 Quantity Produced 6.000

\$55.00

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

#### TELSTRA PHONECARD COLLECTOR SERVICES

Locked Bag 5350, Parramatta NSW 2150. TM Trade Mark for Telstra Corporation Ltd. A.C.N. No. 051 775 556 Phone (02) 204 0255, 0055 29469

