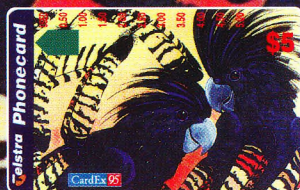




AUSTRALIAN PHONECARD BULLETIN

COLLECT 8

October 1995



COOL KIDS CLUB

Locked Bag 5350,
Parramatta, NSW, 2150.

EMERGENCY MANAGEMENT

Australia experiences bushfires, floods and other natural disasters that have an enormous effect on our lives. To help raise awareness of reducing loss of property and lives when these disasters occur, Telstra has released a series of three Phonecards carrying Emergency Management messages about natural disasters. To win one of five sets of the cards, all you have to do is draw a picture to illustrate the Emergency Management motto - "Don't be scared, be prepared". Put your name, address and age on your entry and send it in before Friday, 17 November 1995. The five most innovative and colourful designs will win the three Phonecards in the series.

DeSign aWaRd

We received hundreds of bright and colourful entries for our Cool Kids Club Design Award competition. We may all live in Australia, but everybody had a different interpretation of what Living Together in Australia meant to them. Special congratulations go to Raina Lonczar, NSW; Craig Whitwell, NSW; Anita Lukaszky, NSW; John Islip, VIC and Danika Head, WA for their stunning Phonecard illustrations. The Design Award Phonecard series containing \$5, \$10 and \$20 cards are on their way to you.

Local Legends

Our Local Legends crossword proved so popular with our Junior Collectors that entries were spilling out of the barrel. Wow! Although there were some tough questions, many of you unscrambled the shaded letters and came up with the correct winning words - Oz Heroes. Congratulations to Jamie Cross, Qld; Matthew Walker, NSW and Vanessa Elliott, VIC who were the first three entries pulled out of the barrel. Congratulations guys for your amazing knowledge of Phonecard!

GUYS, TIME IS RUNNING OUT. You

Phonecard Mascot

ONLY HAVE UNTIL FRIDAY, 10 NOVEMBER 1995 TO SEND IN YOUR ENTRY FOR THE PHONECARD MASCOT COMPETITION. THE MASCOT - EITHER ANIMAL, CARTOON OR HUMAN FIGURE - MUST BE EASILY IDENTIFIABLE WITH PHONECARD COLLECTING IN AUSTRALIA. THE ENTRIES ARE POURING IN, SO FOR YOUR CHANCE TO WIN ONE OF EVERY SPECIAL AND LIMITED EDITION FOLDER EVER RELEASED BY TELSTRA, DON'T FORGET THE CLOSING DATE AND GET THOSE IMAGINATIONS WORKING!

CARDEX 95 SINGAPORE 95

Phonecard

PAGE 3

Telstra's attendance at CardEx 95 and the Phonecards Exhibition Singapore 95 have been commemorated with two colourful \$5 Advertising cards featuring Australian bird life - the Red Tailed Black Cockatoo and the Sulphur Crested Cockatoo. For your chance to win these unique Phonecards, unscramble the answers to the questions and arrange the letters in the boxes to form the winning words. The first five correct entries pulled from the barrel will win the CardEx 95 and Singapore 95 Phonecards. Put your name, address, age and answer on the back of an envelope and send it to us before Friday, 17 November 1995. Good luck!

- 1 EHTEOLENP
- 2 COHERPDAN
- 3 NLEEEOGG
- 4 NTMI
- 5 LEISRA
- 6 IFTG DCRA
- 7 SHOAPPENY
- 8 LAEOEPANR
- 9 IGV DIN
- 10 EUTSAL
- 11 XERCAD
- 12 WLLEE00LLYH
- 13 FITG
- 14 JEBGINI
- 15 TN RISUA
- 16 GMENEMTANA
- 17 TAURAA LIS
- 18 OTCCAOKO
- 19 COALL GNDEESL
- 20 CAHSMATTRI

Method of communication

Collector Service

Phonecard was trialed in this area

Condition of unused Phonecards

Number on back of Phonecard

New Phonecard product

Where you use Phonecards

Qantas Phonecard series features this mode of transport

Advertising card for sponsorship

Advertising card featuring telephone number changes

Phonecard Fair event held in The Netherlands

Advertising card featuring ripped Yellow Pages

New card category

City of Chinese Opera

Company which Australian Phonecard system was based on

Limited Edition released in October – Emergency

Home of the Red Tailed Black and Sulphur Crested Cockatoos

Generic term for bird featured on CardEx and Singapore cards

Limited Edition containing eight \$5 cards

Venue of CardEx 95 in The Netherlands

We would like to thank Paul Dabrowa for his suggestion on this puzzle. Your prize is on its way to you.

AUSTRALIAN PHONECARD FAIR - SYDNEY

A major International Phonecard Fair will be held in Sydney on 4 and 5 November. Staff from the **Phonecard** Collector Service will be present on both days selling all available cards and Limited Edition folders, and are looking forward to meeting collectors and answering any questions. The Fair will be held at the Holiday Inn Menzies, 14 Carrington Street above Wynyard Station.

CARDEX AWARDS - COCKIE WINS

One of Australia's favourite **Phonecards** has won an international telephone card design Award. The much loved 5th Birthday Cockie card won the prestigious "Overall Best Card" category at the CardEx 95 Design Awards. The Award was announced in Maastricht, the Netherlands, at CardEx 95, a major international telephone card convention.

This year the competition attracted hundreds of entries from every major card issuing country in the world.

The CardEx Awards aims to highlight and publicly recognise the best achievements in international card design. The Best Overall Card Award, won by Telstra, is granted to the company which has issued the most attractive, beautiful or striking of those entered.

The Cockie card, available in this issue of the *Bulletin*, will shortly be withdrawn from sale.

WALTZING MATILDA PORTFOLIO

The Waltzing Matilda Portfolio produced earlier this year to celebrate the centenary of "Banjo" Peterson's famous ballad, Waltzing Matilda was a sell out.

The Portfolios contained the new \$10 polymer note and a specially produced \$10 **Phonecard** with matching serial numbers. There were 5,000 produced in all - 1,000 Premium Portfolios and 4,000 Deluxe Portfolios.

A printing error occurred when the Portfolios were being numbered. The Premium Portfolios were numbered from 0001 of 1000 to 1000 of 1000. Instead of starting at 0001 of 4000 for the Deluxe Portfolios, the numbers ran-on after after the Premium Portfolios. Hence there are 1000 Deluxe Portfolios produced that are numbered from 4001 of 4000 to 5000 of 4000.

Telstra, Note Printing Australia and Sprintpak (the company responsible for producing the Portfolios) would like to stress that there were NO MORE than 1000 Premium Portfolios and NO MORE than 4000 Deluxe Portfolios produced in total. Telstra and Note Printing Australia each received 500 Premium and 2,000 Deluxe Portfolios. Telstra's allocation was distributed via a ballot system, which was well over-subscribed for both issues.

The recently conducted PCS survey showed overwhelmingly that this joint project was popular with collectors, and the PCS will consider upcoming opportunities to produce this sort of product in the future.

NEW RELEASES

OFFICIAL ISSUES

In this issue of the *Bulletin*, one new Official Issue (individual cards) is available for sale, and two Limited Edition folders.

The individual cards in the Emergency Management series were made available to collectors in the last issue of the *Bulletin*, and this issue sees the release of the Limited Edition folder for this series. The folder contains the \$5, \$10 and \$20 cards and is available for sale at \$46.50. There will be 6,000 folders produced. This Phonecard series aims to increase awareness about the enormous loss of life and property damage resulting from natural disasters.

The Christmas 1995 issue will be released through the shops during November and December and is available for sale in this issue of the *Bulletin*. The series contains a \$5, \$10 and \$20 card and the Limited Edition folder costs \$46.50. There will be 6,000 folders produced. It is the first Christmas issue to feature photographs, and the images depict Australia's unique festive season and Christmas spirit.

ADVERTISING CARDS

A series of eight Advertising cards is being released to commemorate the 75th Anniversary of Qantas. The cards feature various aircraft from the Avro 504 right through to the striking images of the Wunala Dreaming jumbo. The series includes five \$5 cards, two \$10 cards and one \$20 card and is available for sale in this issue of the *Bulletin*. The cards will be released through the shops in November.

Also available in this issue of the *Bulletin* are three new \$5 Advertising cards for AUSTEL promoting the new eight digit telephone numbers in certain areas. There were 107,000 cards released throughout NSW from the beginning of September to promote the new numbers in Sydney and 50,000 released in Brisbane throughout October and November to promote the new numbers there. Also in October and November, 250,000 will be released nationally promoting the new Melbourne numbers.

To commemorate Telstra's attendance at international telephone card Fairs, two \$5 Advertising cards were produced. Both cards carry the work of internationally acclaimed Australian artist Di Skelly Heron. The card produced for Phonecards Exhibition Singapore 95 features the Sulphur Crested Cockatoo and the Red Tailed Black Cockatoo features on the card produced for CardEx 95 in Maastricht.

There were 40,000 of each design produced - 10,000 packaged cards were available at the Fairs, 20,000 will be released through the shops in October and 10,000 are available for sale through this issue of *Bulletin*.

Telstra is proud to be the principal sponsor of the China Beijing Opera Troupe, which is appearing at the Sydney Opera House on 23 October and at the Victorian Arts Centre in Melbourne on 27 October. To commemorate the only two Australian performances Telstra has released a series of four **Phonecards**: two \$5 cards, one \$10 and one \$20 card. The cards will be released through the shops in Sydney and Melbourne only, in October and are available for sale in this issue of the *Bulletin*.

UPCOMING ISSUES

In December, the annual Australia Day card will be released. The \$5 card will be sold in the shops throughout December and January, and will be available to collectors in the December issue of the *Bulletin*.

The next issue released after the Australia Day issue will be a series of three cards - \$5, \$10, \$20 - featuring various modes of transport: ferries/river cats, buses and trains. The series will be released through the shops at the end of January. The individual cards in this series will be available nationally in January for collectors in the December issue of the *Bulletin*.

PHONE NUMBER

For any order or payment enquiries, please ring the **Phonecard** Collector Service on (02) 204 0255. For information regarding the current availability of cards or any information about Custom cards, ring the **Phonecard** Hotline on 0055 29462 within Australia or 612 055 21142 from overseas.

CORRECTIONS

In issue No 5 of the *Bulletin*, it was stated that batch no. 748 contained a \$5 Custom card. This batch was originally a composite made up of Custom card designs and the \$5 and \$10 Book Muncher.

The custom cards were withdrawn from production at a late stage, so batch 748 contains 10,500 each of the \$5 and \$10 Book Muncher cards.

NEW CARD PRODUCT

For Christmas 1995, Telstra has launched an original gift idea - specially designed greetings cards with matching **Phonecards**.

The specially commissioned images featured on the cards were taken by Sydney photographer Michael Scott Lees and reflect Australia's own unique Christmas spirit. There are three different

Phonecard designs and denominations which are included in the specially packaged gift card. These designs are exclusive to the gift card/**Phonecard** pack and do not appear on the Official Issue Christmas **Phonecards** which will be released through the shops.

The \$5 **Phonecard** and matching gift card features Santa in the Bush, the \$10 **Phonecard** and matching gift card features the all Australian kelpie and the \$20 **Phonecard** and matching gift card features tea and Christmas cake at a bush table.

The **Phonecard** carries the new "G" code (see next story) and will not be available through Telstra. They are available from mid-late October through selected retail outlets. For your nearest stockist, ring 1800 024 252.

The Christmas 1995 issue is the first in what will be regular releases of the **Phonecard** gift pack - the ideal gift for family and friends around the country. Watch out for more **Phonecard** gift ideas on Valentine's Day, Mother's Day, birthdays - any occasion you want to show you care. See page 15 for illustration.

NEW CARD CODES

Phonecard has experienced the highest penetration of any telecommunications product after the home phone. It is anticipated that some time early in 1996 Telstra will sell its 50 millionth **Phonecard**. With this sort of phenomenal growth, two new card codes have been developed as **Phonecard** usage continues to expand. The new codes are:

G GIFT CARDS

This category encompasses cards that are produced for inclusion within a gift card, and are not available for sale individually. They will be produced by Telstra and will be available for sale through selected retail outlets. They will not be available for sale through Telstra.

P PROMOTIONAL

Promotional cards may be produced by companies to:

- promote their company's products and services
- give away to their customers and clients
- sell through their own outlets as advertising
- commemorate special events
- act as a fundraiser for charities

The **Phonecard** Collector Service reserves the right to on-print up to an additional 10,000 cards of any design in the promotional category for sale to collectors. This will only occur if the PCS perceives there will be a demand for a certain design.

The Promotional category is the only category in which \$2 cards will be produced. The words “complimentary card” will be printed on the **Phonecard** and these cards cannot be sold by the commissioning company. These cards will not be available for sale through Telstra.

These two codes have been added to the already existing codes.

N NATIONAL

National Issue (or Official Issue) cards are those cards which carry images selected by Telstra's **Phonecard** Design Committee and are produced for ongoing use in payphones.

Official Issue cards are generally commemorative, such as Australia Day, Christmas and the Olympics, decorative, such as the Australian Landscape issues, or thematic, such as Dinosaurs and Endangered Species.

National, or Official Issue, cards are released Australia wide through Telstra's official Phonecard retail network - newsagents, supermarkets, service stations etc.

L LIMITED EDITION

Limited Edition cards carry the same image on the front of the card as National or Official Issue cards. The back of the card has been changed to distinguish it from the regular National issues. One of the barcodes on back of the card has been removed, and instead it carries a description of the card series.

These cards are only available packaged in Limited Edition folders and are produced in limited quantities, between 5,000 - 10,000.

A ADVERTISING

Advertising cards carry images designed to promote or advertise companies and their products or services. Telstra sponsorships are also promoted through Advertising cards.

At least 50 per cent of Advertising cards must be released through Telstra's national official **Phonecard** agent network. The remaining 50 per cent may be taken by the advertiser, if they so desire, for their own promotional purposes.

I INTERNATIONAL

International cards are produced by Telstra but are not encoded for use in Australian payphones. Whilst they carry Telstra branding, they are encoded with the currency denomination of the country in which Telstra has installed the payphone system, either on a temporary or permanent basis. Countries for which international cards have been produced include Cambodia, Vietnam, and Kazakhstan.

S SPECIAL

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.

C CUSTOM

These are essentially private issue advertising cards for specific promotional purposes. They can be produced in much smaller print runs than general Advertising cards and are not available for sale through Telstra.

The Custom card category has had new restrictions placed upon it which will serve to control the number of cards being issued and their impact upon the collectors market. There will be a restriction of 24 designs issued per year under this category.

T TERRITORY

With Christmas Island now receiving National, Official Issue Australia cards, there will no longer be cards issued in the Territory category.

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.)

Description and Code	Serial Batch	Quantity
\$5 Emergency Flood - N952712	884 - 890	560,000
\$5 Book Muncher - A941912	898 - 904	700,000
\$10 Red Centre - A953113a	908	100,000
\$10 Red Centre (Yen) - 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
\$5 Learning Together - N953212	916 - 920	500,000
\$10 Playing Together - N953223a	921 - 923	300,000
\$20 Working Together - N953234a	924 - 925	140,000
\$5 Learning Together - L953212	926	6,500
\$10 Playing Together - L953223a	927	6,500
\$20 Working Together - L953234a	928	6,500

\$2	Baileys - C953211	929	60,000
\$5	Book Muncher - A941912	930	100,000
\$2	Learn and Live - C953411	931	10,000
\$5	Batman - C953612	932	10,000
\$5	Austel Sydney - A953922	934 - 935	107,000
\$5	Austel Melbourne - A953912	936 - 938	255,000
\$20	Book Muncher - A947414a	939 - 940	200,000
\$50	Koala - G952015a	941	50,000
\$5	Learning Together - N953212	942 - 943	200,000
\$5	Emergency Flood - N952712	944 - 945	140,000
\$5	Prison - C951722	946	50,000
\$10	Playing Together - N953223a	947	50,000
\$10	Prison - C951713a	948	20,000
\$5	Mother/ Calf - I953712	949	5,000
\$10	Breaching Whale - I953723a	950	5,000
\$5	Captain Munchies - C953812	951	10,000
\$5	Christmas Sign Post - C954112	952	50,000
\$5	Singapore Cockatoo - A954012	953	40,000
45	Christmas Blue Heeler - G954123a	954	50,000
\$20	Christmas Cake - G954134a	955	30,000
\$5	Christmas Candle - N954412	956 - 962	70,000
\$10	Christmas Beach - N954423a	963 - 966	380,000
\$5	Christmas Candle - L954412	969	6,000
\$10	Christmas Beach - L954423a	970	6,000
\$20	Christmas Hatrack - L954434a	971	6,000
\$5	CardEx Cockatoo - A954512	972	40,000
\$2	Taubmans - C954211	973	16,000
\$2	Matilda Bay Red Dog - C954311	974	10,000
\$2	Cambodia - I952311	975	30,000
\$5	Cambodia - I952322	976	30,000
\$10	Cambodia - I952333a	977	10,000

 THESE CARDS ARE NOT AVAILABLE FOR SALE THROUGH TELSTRA.

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING CARDS

Phonecard

PAGE 11



A954622

De Havilland

\$5



A954642

Wunala Dreaming

\$5



A954612

Boeing 707

\$5



A954632

Avro 504K

\$5



A954653a

Boeing 747

\$5



A954663a

Constellation

\$10



A954682

Boeing 747 Longreach

\$10



A954674a

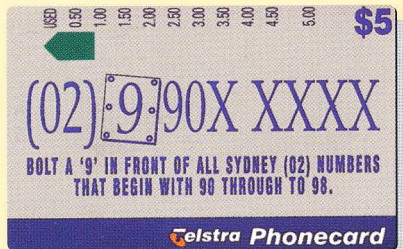
Empire Flying Boat

\$20

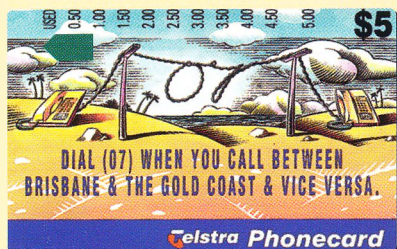
INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING CARDS



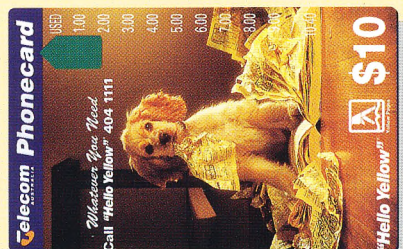
A953912 Austel Melbourne \$5



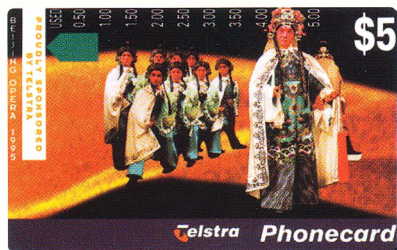
A953922 Austel Sydney \$5



A953932 Austel Brisbane \$5



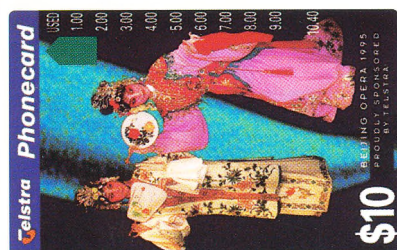
A952613a Hello Yellow \$10



A951922 Beijing Opera \$5



A951912 Beijing Opera \$5



A951933a Beijing Opera \$10



A951933a Beijing Opera \$20

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING CARDS

Phonecard

PAGE 13



A954512

CardEx 1995

\$5



A954012

Singapore 1995

\$5



A947423a

Landcare

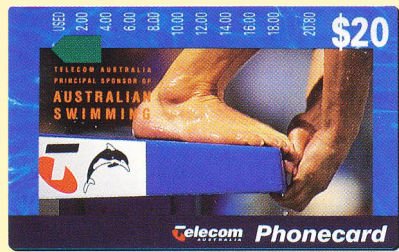
\$10



A947413a

Swimming

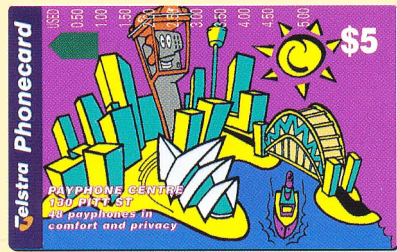
\$10



A947434a

Diving

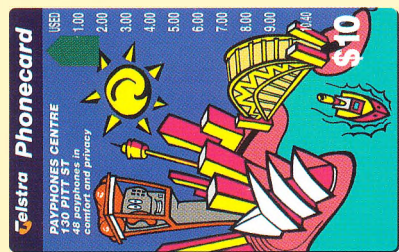
\$20



A953012

Payphone Centre

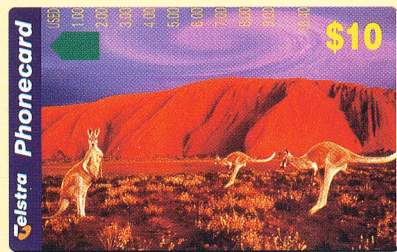
\$5



A953022a

Payphone Centre

\$10

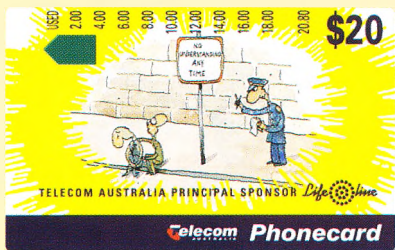


A953113a

Red Centre

\$10

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING CARDS



A947444a Lifeline \$20



A950942 Crazy for You \$5

GIVE SOMEONE A BUZZ ISSUE



A950933a Miss You \$10



A950914a Contract \$20



A951013a Taubmans \$10

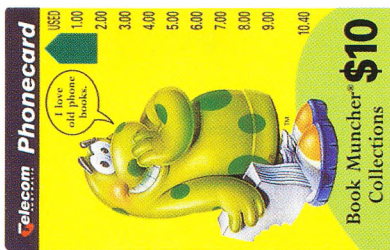


A948213A Waltzing Matilda \$10

BOOK MUNCHER ISSUE



A947414A Book Muncher \$20



A947213A Book Muncher \$10

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
ADVERTISING CARDS

PAGE 15



A944712

Birthday

\$5



A944012

Aust. Newsagents Federation \$5



A943012

CardEx

\$5

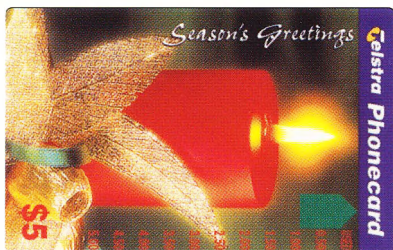


Above: The range of **Phonecard** Gift Packs available this Christmas.

These cards are not available through Telstra's PCS.

See December issue of the Bulletin for further information or ring 1800 024 252 in November for your nearest stockist.

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS



N954412 Christmas 95 \$5

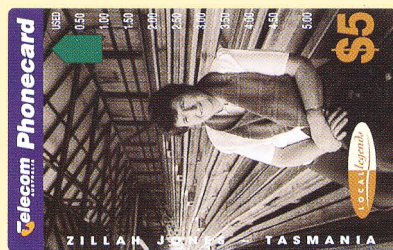
CHRISTMAS 1995 OFFICIAL ISSUE



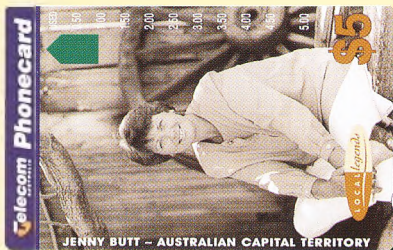
N954434a Christmas 95 \$20



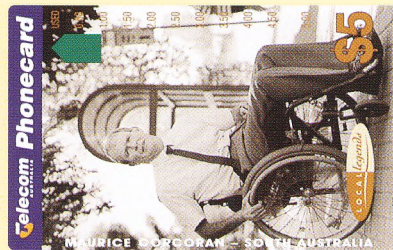
N954423a Christmas 95 \$10



N951612 Local Legends TAS \$5



N951622 Local Legends ACT \$5



N951632 Local Legends SA \$5



N951642 Local Legends QLD \$5

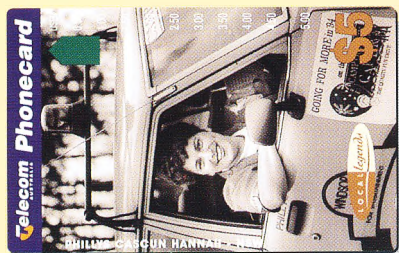


N951652 Local Legends VIC \$5

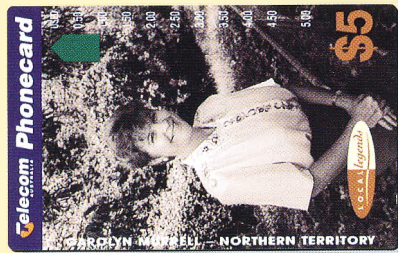
INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS

Phonecard

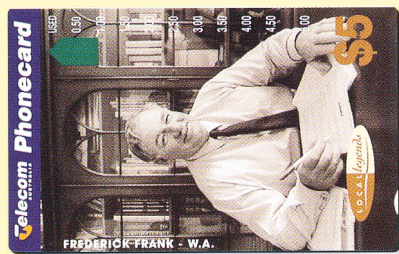
PAGE 17



N951672 Local Legends NSW \$5



N951682 Local Legends NT \$5



N951662 Local Legends WA \$5



N953212 Learning Together \$5

DESIGN AWARD OFFICIAL ISSUE

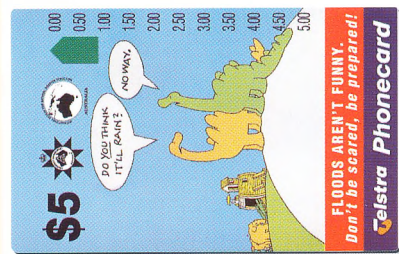


N953223a Playing Together \$10

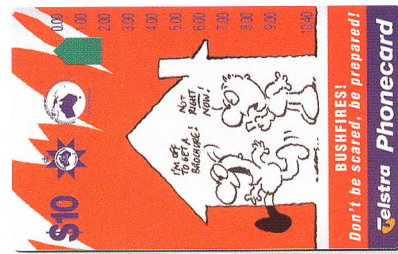


N953234a Working Together \$20

EMERGENCY MANAGEMENT OFFICIAL ISSUE

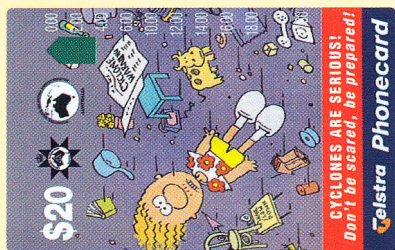


N952712 Floods \$5



N952723a Bushfires \$10

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS



N952734a Cyclones \$20



N951512 Valour \$5

HOMEcoming OFFICIAL ISSUE



N951523a Honour \$10



N951534a Courage \$20

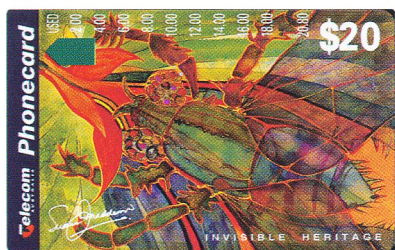


N945812 Richmond Birdwing Butterfly \$5

INVISIBLE HERITAGE OFFICIAL ISSUE



N945823A Blue Tiger Butterfly \$10



N945834A Bushfly \$20



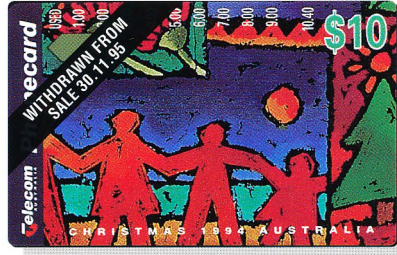
N944612 Australia Day '95 \$5

INDIVIDUAL CARDS
CURRENTLY AVAILABLE FOR SALE
OFFICIAL ISSUE CARDS

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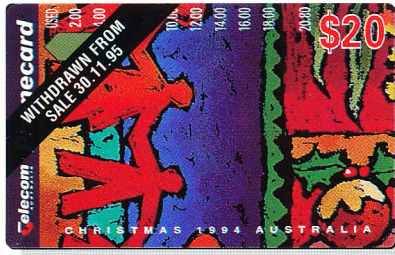


N943112 Sun & Holly \$5

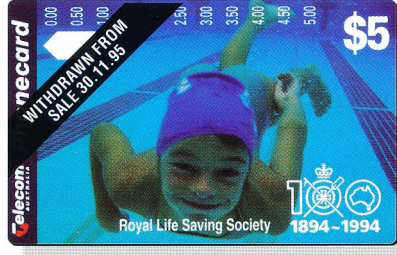


N943123a Xmas Tree & Blossom \$10

CHRISTMAS 1994 OFFICIAL ISSUE



N943134a Pudding & Gum Leaves \$20



N942222 Underwater \$5

AUSTRALIAN LIFE SAVING OFFICIAL ISSUE



N942212 Surf Rescue \$5



N942233A Life Saving History \$10



N942244A Boat Rescue \$20

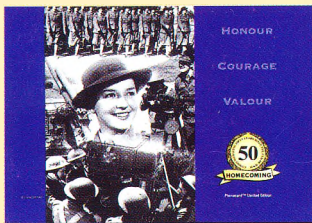


G952015a Koala \$50

LIMITED EDITION FOLDERS



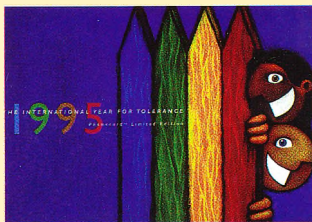
Invisible Heritage \$45.50
1 x \$5 1 x \$10 1 x \$20
Quantity produced 8,000



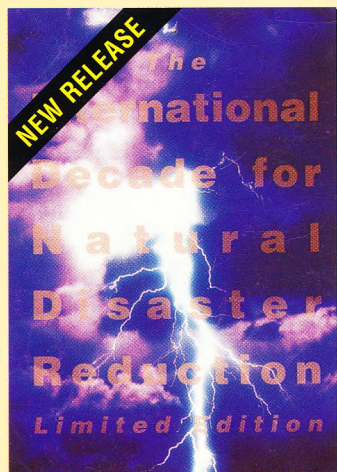
Homecoming \$45.50
1 x \$5 1 x \$10 1 x \$20
Quantity Produced 8,500



Local Legends \$55.00
8 x \$5
Quantity Produced 6,000



Design Award \$46.50
1 x \$5 1 x \$10 1 x \$20
Quantity Produced 6,500



Emergency Management \$46.50
1 x \$5 1 x \$10 1 x \$20
Quantity Produced 6,500



Christmas 95 \$46.50
1 x \$5 1 x \$10 1 x \$20
Quantity Produced 6,500

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

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