



## NEWSLETTER



### About this Newsletter.....

We at PACS believe, and now know from your response, that you want to be kept informed of what new phonecards we are involved in. The decision by Telstra to no longer detail up-coming Custom Cards, unless by accessing their 0055 number, has meant that, for people who wanted to know more about PACS phonecards, we would have to do it.

The PACS Newsletter will be produced periodically as new advertising products are locked in. *We will not be issuing Telstra phonecards exclusively.* As new technologies enter the market, PACS will be involved with other card related products. For example, PACS have been appointed to produce the first series of Visa Cash advertising and collector products.

For being part of our network, you will have an opportunity to enter this new and exciting market - *more on this later...*

The *format* of this newsletter will change to show more colour copies of phonecards, Visa Cash cards and other reputable remote access cards - as they enter the market.

### Phonecard Advertising & Collector Services

PACS was formed in October 1993 with the objective of meeting the demand from advertisers, organisers of events, promotional companies and charities who wished to use Telstra phonecards as the medium to convey their message. To date we have launched 18 issues, being:

- |                           |                                |
|---------------------------|--------------------------------|
| ◆ Tamworth                | ◆ Swissh/Players               |
| ◆ Year of the Dog         | ◆ Ettamogah Pub                |
| ◆ Sydney Opera House      | ◆ Museum of Contemporary Art   |
| ◆ ASDA WA Inverted Swan   | ◆ Spies Hecker                 |
| ◆ Stamp News: White Tiger | ◆ Lloyd Rees Opera House       |
| ◆ Taubmans                | ◆ Aust Conservation Foundation |
| ◆ The Flintstones         | ◆ The Simpsons                 |
| ◆ RSPCA                   | ◆ HMAS Albatross               |
| ◆ BBC/Taubmans            | ◆ Qantas                       |

PHONECARD ADVERTISING & COLLECTOR SERVICES

A DIVISION OF CALLRACE PTY. LTD

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We realised from a very early stage that the use of phonecards for advertising and promotional purpose was the primary objective of the Company. The Collectors' market was an important awareness generator, but was too volatile.

The number of organisations who entered the market specifically targeting Collectors and who have now left the market is testimony to this.

At PACS we have had a policy that a minimum of 50% of the phonecards issued must go into the "non-Collectors" market and, except for the Australian Conservation Foundation (which is detailed later), we believe we have achieved this.

## Export

Early in 1994, we struck an agreement with Strategic Media Ltd, the company which markets and promotes all Telecom New Zealand Collector and AdCards.

As such, PACS has exported 1500 units of all phonecards produced to date to Strategic Media. These phonecards are then assembled into the distinctive New Zealand packaging and called Australian AdCard series. So far three AdCard series have been produced. The latest, Australian AdCard Volume III contains:

◆	Flintstones	1x\$5
◆	Simpsons	1x\$5
◆	RSPCA	2x\$5
◆	Australian Conservation Foundation	2x\$5

Only 700 were produced.

For further information on these series, please contact Rob Andrews of Strategic Media on 0011 64 9 307 2190 or Fax 0011 64 9 366 1570.



## Taubmans \$2

A total of 15,000 \$2 phonecards were produced by Telstra, to our design, for the latest Taubmans BBC promotion. The card's design is in line with the previous promotion and features the Solpah brand from the Women's Weekly advertisement in the 1940's. The phonecard will be given away at BBC Stores with every 4 litre can of paint purchased.

In line with Telstra policy for \$2.00 phonecards, our Company *does not* have any of these cards for sale.

The promotion commenced on 1 October 1995.



**Australian Conservation Foundation**  
**(\$5 Red-tailed Black Cockatoo & \$5 The World)**

A total of 1500 loose sets were released in an agreement between the Australian Conservation Foundation and PACS. The breakdown of these sets is approximately:

- ◆ 700 sets Australian AdCard Vol III
- ◆ 300 sets P.J. Sieders Distribution
- ◆ 500 sets PACS Dealers and Direct

At this stage, there will be no further releases of the ACF phonecards. The initial intention of these phonecards was to package them into Limited Edition, for sale by the ACF, to raise funds for the foundation.

The proliferation of packaged Custom Cards has had the effect of downgrading the number that could have been sold and, as a result, the Limited Edition has been suspended.



**Qantas**

PACS secured a series of general advertising phonecards depicting Qantas aircraft that have been used in the last eight decades. These phonecards have been produced to celebrate the 75th Anniversary of Qantas which falls on 28 November 1995.

For your information, the Qantas phonecards have the following characteristics:

Design	Denomination	Print Run	Batch No.	PACS Code
Wunala Dreaming	\$5	90 000	982	PACS 31
Avro 504K	\$5	90 000	981	PACS 25
DH86	\$5	90 000	980	PACS 26
Boeing 707 V Jet	\$5	90 000	979	PACS 29
Boeing 747 238B	\$5	90 000	985	PACS 30
Boeing 747 438B	\$10	120 000	983,984	PACS 32
Constellation L749	\$10	120 000	986,987	PACS 28
Sunderland Flying Boat	\$20	80 000	988	PACS 27

The phonecards will be sold from Telstra retailers from 7 November 1994.

In addition, Qantas & PACS are producing a Limited Edition pack which will contain the eight designs, in matching numbers, of the first 3000 printed. The back of these cards are different, in that they have the PACS Code of each phonecard printed on the Autocall box. For your information, we enclose a Qantas Frequent Flyer Newsletter.

This pack is being offered to all Qantas Club, Frequent Flyer members and Qantas Staff.

The pack, which is being designed around a photo album theme, will contain the history of Qantas and narrative on each decade depicted by each aircraft.

Qantas are selling these for \$149.00 plus \$5.00 postage and handling - \$10.00 postage & handling for International orders. PACS are processing the orders, so if you wish to reserve a copy please give us a call on (02) 9923 1422 or fax (02) 9923 2200.



## Visa Cash

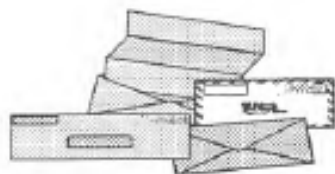
By now you may have read about new technology card products entering the market. Australia is seen by organisations such as Visa and Mastercard as a very good test market in which to trial new products.

Australia's ready adoption of new payment systems, evident in the recent explosion of EFTPOS and the highly developed infrastructure of the banks here, make it an ideal environment in which to trial new payment systems.

Visa Cash contains a thumbnail-sized micro-processor or chip card. The advantage of chipcards over magnetic stripe cards is that they can carry several pages of information on the "chip" compared with only a few lines for magnetic stripe cards.

The Visa Cash card will be initially a stored value card intended for small-value transactions. The "money" is on the card and is not drawn out of an account.

To date these stored value cards have been pre-trialed at the Visa media conference on 24 March 1995 at the New South Wales Art Gallery, Sydney. They have since been trialed by the ANZ Bank for use in their in-house cafeteria in Melbourne. The NAB have also issued \$5 & \$20 for use in their cafeterias in their Melbourne Head office. CUSCAL (Credit Union Services Corporation of Australia Ltd) began their trial at Cafe on Drutt in Sydney. \$5 cards were given to staff and guests and \$20 cards were sold in the Cafe. Westpac and CBA cards will be issued in the near future.



## Free Museum of Contemporary Art \$2 Phonecard

In line with our advertisement in the Australasian Phonecard Monthly we have received an enormous response from Collectors to join our mailing list and receive our offer of a *free* \$2 MCA card. To all those people who responded we thank you and, through our Newsletters, which will be published periodically, we will keep you informed of future PACS issues and matters related to Phonecards.

