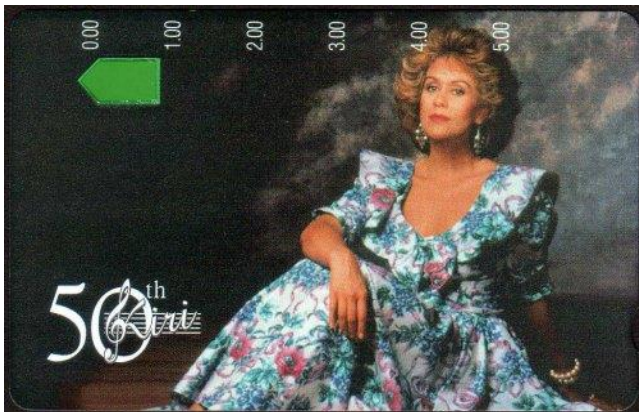
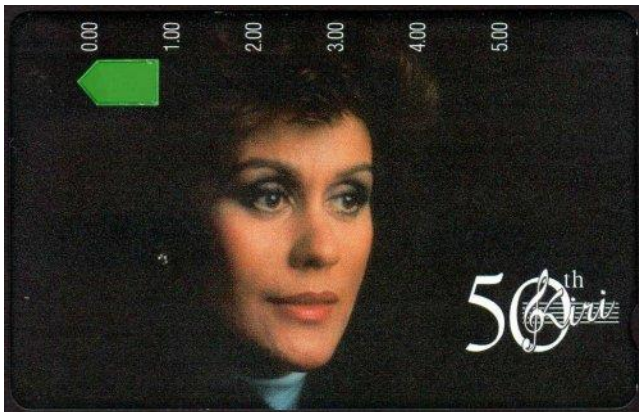
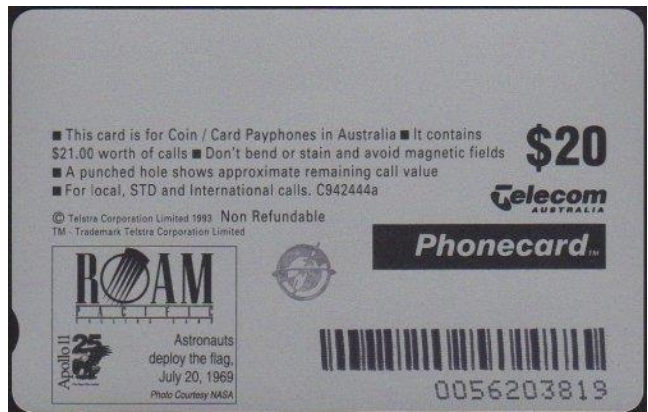
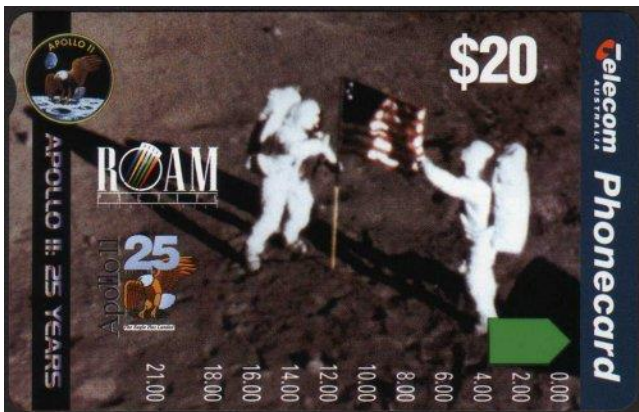
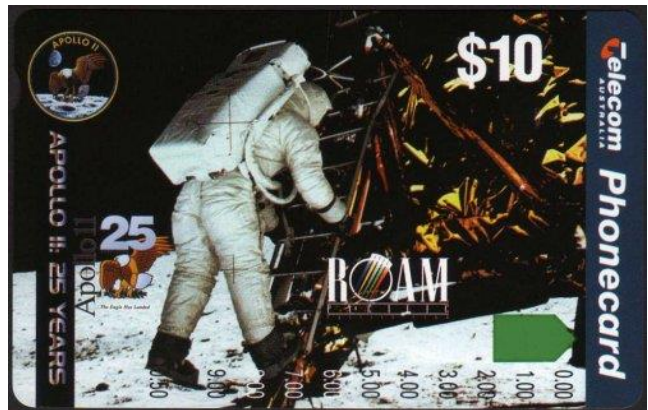


PHONECARD COLLECTOR NEWSLETTER

No. 6 April 2026

Contents:

- The Apollo 11 Phonecard Prefix Listing Update
- The Australian Dame Kiri Te Kanawa 50th Birthday Phonecards Prefix Listing
- Phonecard Club News
- Worldwide Phonecard Collectors Club (WPC) Advertisement



PHONECARD COLLECTOR NEWSLETTER

No. 6 April 2026

Please email all correspondence to the Editor at phonecardcollectornewsletter@gmail.com

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- Readers of this Newsletter are encouraged to please email a copy of this Newsletter to any other phonecard collectors that they may know.
- Earlier issues of this Newsletter may be seen at sergent.com.au/phonecards/aust/pcn.html.

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Editorial

This Newsletter releases details of the research and findings contained in the Editor's Phonecard Investigative Reports as follows;

- PIR 018 Rev A - Telecom Apollo 11 Phonecard Investigation,
- PIR 024 Rev A - Telecom Magnetic Phonecard Prefix 375 Investigation, Dame Kiri Te Kanawa OP,
- PIR 034 Rev A - Telecom Magnetic Phonecard Prefix 373 Investigation, Dame Kiri Te Kanawa OP, and
- PIR 078 Rev - Telecom Magnetic Phonecard Prefix 391 Investigation, Dame Kiri Te Kanawa OP

The Apollo 11 Phonecard Report accumulated information and images related to the Apollo 11 Phonecards and Packs and used this to determine the Quantities and Serial Number Ranges of these Phonecards as well as identifying the highest Serial Numbered over-run phonecards that have been sighted so far. This Report also includes Prefix Listing details for the Prefix 561 \$10 and 562 \$20 Apollo 11 Conference Overprint Phonecards which had not previously been included in any known Prefix Listing or Phonecard articles.

Similarly, the Dame Kiri Te Kanawa Phonecard Reports accumulated information and images for the purpose of determining a Prefix Listing for these Phonecards which included the Quantities and Serial Number Ranges of them. The process followed in this Report led to the discovery of the first Prefix 391 Overprinted Dame Kiri Phonecard to be found, the details of which were first released in the Melbourne Phonecard Newsletter Edition No. 366, May 2023. Previous to the release of these details there was no known Prefix Listing that provided the correct Quantities of these Phonecards produced, and their Serial Number Ranges.

Previously, in order to communicate the findings of these Reports to the Phonecard collecting community, the Editor has provided Prefix Listings and Phonecard images as necessary to the Sergent Website which can be found at <https://www.sergent.com.au/phonecards/aust/menu-2nd.html>.

The Apollo 11 Phonocard Prefix Listing Update

1. Background

Prior to 4th September 2018, the existence of the Conference Overprinted \$10 and \$20 Apollo 11 Phonecards were not known to be identified in any Prefix List, or in any phonocard articles, and hence most collectors knew nothing about them. The sequence of emails below shows how the existence of these overprinted Apollo 11 Phonecards subsequently became known to collectors, due to their details being include into the Sergeant Prefix Listing, and their images and Pack details being included into the Apollo 11 Phonocard and 3rd Australian Space Development Conference Pack Sections respectively at the following Sergeant webpages:

- Prefix Nos. 561 & 562 Apollo 11 Phonecards at sergent.com.au/phonecards/aust/prefix06.html,
- \$10 Apollo 11 Phonocard [sergent.com.au/phonecards/aust/apollo11.html#\\$10.00_Descending_Ladder](http://sergent.com.au/phonecards/aust/apollo11.html#$10.00_Descending_Ladder),
- \$20 Apollo 11 Phonocard at [sergent.com.au/phonecards/aust/apollo11.html#\\$20.00_Flag_On_The_Moon](http://sergent.com.au/phonecards/aust/apollo11.html#$20.00_Flag_On_The_Moon), and
- Apollo 11 Conference Pack at <https://www.sergent.com.au/phonecards/aust/pack-apollo11-conf.html>.

Note: The emails below have had paragraphs that are not relevant to the Apollo 11 Phonecards removed.



2 attachments (1,008 KB) Save all to OneDrive Download all

From: Michael Prior

Sent: Tuesday, September 4, 2018 4:46:02 PM

To: kevin harris

Subject: Re: Caveat empur

Hi Kevin

The front and rear images of the Phonocard in this email

Also ... when I was photographing some of more spare mint cards to gradually put on eBay I noticed that one had a small stamp or overprint on its rear. I have attached the front are rear images for your reference. Do you have any idea what the stamp is for? I never noticed this before!!

Best Regards

Michael

kevin harris
To: You

Reply Reply all Forward

Tue 4/09/2018 4:58 PM

Hi Michael,

You sure keep coming up with things. I have just checked my loose sets and albums of the two Apollos and no cards have that strange stamp. I'm not sure where you would go to find your answer.

Cheers

Kevin

From: "Michael Prior"

To: "bsergent@iinet.net.au" <bsergent@iinet.net.au>

Sent: 5/09/2018 1:12:05 PM

Subject: Overprint on rear of \$10 Apollo 11 phonocard.

Hi Bruce

I found this card in my spares cards on Sunday. I know nothing about it and didn't even realise that it had this stamp/overprint on its rear. I sent a copy of it to Kevin but he also knows nothing about it. Do you know anything about this card with stamp/overprint?

Best Regards

Michael

From: Bruce Sergent <bsergent@iinet.net.au>

Sent: Sunday, 9 September 2018 8:35 AM

To: Michael Prior

Subject: Re: Overprint on rear of \$10 Apollo 11 phonocard.

Hi Michael,

Sorry for the delay, I have been away again.

That is a very interesting overprint. I have had a look at all of my cards and have nothing the same. It is hard to make out exactly what it is, but it appears to be space related. I certainly have not seen one of those and am unsure as to what it would have been for.

Regards

Bruce

From: "Michael Prior"
To: "Bruce Sergent" <bsergent@iinet.net.au>
Sent: Sun, 9 Sep 2018 01:40:23 +0000
Subject: Re: Overprint on rear of \$10 Apollo 11 phonocard.

Hi Bruce

In relation to the Apollo card ... I have also checked my other cards and don't have any other cards with an overprint on them. I recall that in the late 90's I acquired a quantity of surplus Apollo cards cheap, but I sold them off to a local shop and they were just sold off for phone calls. I suspect that this card was one from the bulk lot I had. But I do not recall ever seeing this overprint on the back of any card. So it seems that it is a bit of a mystery now?

Best Regards

Michael

From: Michael Prior
Sent: Friday, September 14, 2018 3:38:05 PM
To: kevin harris
Subject: Re: Paid

Hi Kevin

Also I am looking at mapping out the Telecom Apollo 11 Set of cards. There are a few things that are not quite clear at present. Please find attached my draft of the Report. You will notice that for the \$10 and \$20 dollar cards I have examples of cards with their serial nos. over 200 to almost 400 above the published quantity of 10,000. Also on Bruce's website it states that 2,000 Packs of Apollo 11 cards were produced but the cards in my collection were taken from a pack and their card no. is 2773 which would seem to indicate 3000 packs? Also I have a photo of the back of a \$50 card with card no. 3050 which would seem to indicate more than 3000 of these cards were produced which differs from the 3000 that is currently the accepted quantity.

I am also trying to see if I can box-in the \$10 Card serial no. with the overprint on its reverse by finding other cards with closer serial nos. than I have at present. Could you please tell me the serial nos. of any Apollo 11 Cards that you have? Also could you please tell me if you still have the images of the Apollo 11 cards that you sold for me on eBay?

Thanks again

Best Regards
Michael

 kevin harris
To: You

[Reply](#) [Reply all](#) [Forward](#) [Print](#) [More](#)

Fri 14/09/2018 5:36 PM


Hi Michael,

Just checked my File Manager and sad to say I have no longer got the images of the Apollo cards I sold. I keep all images until I get Feedback, at which time it's safe to delete them, and in your case(s) Feedback was given. I have to do this or I would have many thousands of meaningless images in my 'Sell on eBay' file.

Off to the footy now

Cheers

Kevin

 kevin harris
To: You

[Reply](#) [Reply all](#) [Forward](#) [Print](#) [More](#)

Sat 15/09/2018 1:48 PM

Hi Michael,

As promised the numbers for my other Apollo 11 cards are: \$2 09881 \$5 02891 \$10 03352 \$20 00687

Cheers

Kevin

A month passes before the reason for this Overprint on these Apollo 11 Phonecards was finally understood.

From: Michael Prior
Sent: Wednesday, October 17, 2018 9:41:38 AM
To: kevin harris
Subject: Apollo 11 Report

Hi Kevin

The truncated pack is actually the "3rd Australian Space Development Conference" pack. It was produced for the conference which had Telecom Australia as a major sponsor and was attended by amongst other some government Ministers, NASA, Telecom Australia and Optus representatives etc. The pack shown is numbered **580** (with a stick on number) and it contains ONLY the \$10 and \$20 Apollo 11 cards which have serial nos. 561 03580 and 562 03580. both of which have the overprint logo on their reverses side. On the front of the pack it clearly states "ROAM Telecom Australia Phonecards, with the Official Log of the 3rd Australian Space Development Conference", and on the rear of the pack it states "25th Anniversary Phonecards, with the Official Log of the 3rd Australian Space Development Conference". The logo overprinted on the reverse of the phonecards is the official logo of the 3rd Australian Space Development Conference

Now ... how many of these packs were produced? I think it was you who sent me a used \$10 Apollo Card with the serial no. 562 03352 (the image of this card is in the serial no. mapping section of the report) ... BUT it does not have the overprint logo on it??? So either there was not a pack serial no. 352 or it contained cards that were not overprinted...


Remember also that we discovered that there were more than 10,000 of each of the \$10 and \$20 cards produced (but no evidence that there were more than 10,500), but we did not find any evidence that there were more than 10,000 of the \$2 and \$5 cards. Were there 500 more of the \$10 and \$20 cards produced than the \$2 and \$5 cards because the need for the additional \$10 and \$20 cards for the Conference Packs was known before the production of the Apollo 11 cards?

Furthermore we discovered that there were actually 3,500 \$50 cards and not just 3,000 as previously published.

Hence I am concluding at this point in time that most probably the first pack was actually pack serial no. 501, and that only 500 packs were produced. Additionally this would then also permit the \$50 cards with card nos. 3,000 to 3,499 to be match up by card nos. with \$2, \$5, \$10 and \$20 cards to produce complete sets with matching card nos.

In my opinion, the bottom line is that these \$10 and \$20 Apollo 11 overprinted cards appear to be genuinely produced specifically for the conference and are therefore genuine "different" cards to the commoner \$10 and \$20 Apollo 11 cards.

Best Regards
Michael

 kevin harris
To: You

[Reply](#) [Reply all](#) [Forward](#) [Print](#) [More](#)

Wed 17/10/2018 3:33 PM

Hi Michael,

Now I've got it. I wasn't sure what to look at in the first email and without the explanatory notes. I certainly agree that you have found two new cards (and I'm amazed that no one ever saw this before). Fantastic work on your part.

Cheers

Kevin

From: Michael Prior
Sent: Wednesday, October 17, 2018 6:00:08 PM
To: kevin harris
Subject: Re: Apollo 11 Report

Hi Kevin

Here we are over 20 years after Telstra stopped the magnetic cards ... and still we are finding new cards that have not be highlighted before to collectors ... and if dealers knew they would be telling everyone how rare they are to maximise their dollar take. So what other cards are out there still waiting to be discovered?

Fortunately I had a lot of luck with this one!! Firstly I only noticed the \$10 card with overprint about a month ago when I was preparing photos of my spare Apollo 11 cards to put up for sale on eBay - and it was one of them. That led me to ask you and Bruce if you knew anything about that card, similar to what I did with the Norfolk Island with and without SCC cards. And then to speculate on a prime suspect ... that abridged pack that I thought I had seen in the distant past on eBay.

And then yesterday I was at my brothers place and I decided to look in the boxes I had in which I kept my Telstra phonecard packs ... I haven't looked at them for about 20 years now .. and when I was going through them there was one of these packs ... I do not recall ever having one .. so I don't know who or where it came from .. Anyway my immediate thought was to check the back of the cards, which I would never have done previously because their faces (which are visible when looking at the pack) look just like the common \$10 and \$20 cards. But you can't see the backs of these cards with them in the packs ... you must remove the cards to see them!! So I removed the cards and found what I had been looking for ... the cards with matching cards nos. and with the 3rd conference logo overprint on their rears. Fantastic work ... or just dumb luck? It is a bit embarrassing that I have lots of packs but don't even know what I have!! Maybe we should encourage Bruce to start work on completing his pack listings, and we can then assist by advising him of any gaps or variations we become aware of in his listing. In the process of doing this we would all be able to find out what packs we are missing!!

Best Regards
Michael

2. Introduction

In this article extracts and images have been taken from the Editor's Apollo 11 Phonocard Investigation Report PIR018 Rev – specifically only in relation to the Apollo 11 Phonecards for the purpose of identifying the different Telstra Magnetic Apollo 11 Phonecards produced with Prefix Nos. 558, 559, 560, 561 and 562, and showing how the Quantities, and Serial No. ranges of these different cards were obtained.

Additionally, details of the Apollo 11 3rd Australian Space Development Conference Pack, which contained the Overprinted Apollo 11 Phonecards, have also been included.

Before the relevant details in this Investigation Report were released to the Sergent Website, in early to mid-2019, the Serial No. Ranges and Quantities produced of Apollo 11 Phonecards were believed to be as stated in Glen Bellamy's 1997 Prefix Guide, and these are as shown in the Table below.

Prefix	Value	Serial No. Range	Quantity	Notes
558	\$50.00	558 00000 to 558 02999	3,000	ROAM PACIFIC
559	\$2.00	559 00000 to 559 09999	10,000	ROAM PACIFIC
560	\$5.00	560 00000 to 560 09999	10,000	ROAM PACIFIC
561	\$10.00	561 00000 to 561 09999	10,000	ROAM PACIFIC
562	\$20.00	562 00000 to 562 09999	10,000	ROAM PACIFIC

The Original Prefix Listing of the Apollo 11 Phonecards on the Sergent Website in May 2018, as can be seen at <http://web.archive.org/web/20180504092310/http://www.sergent.com.au/phonecards/aust/prefix06.html>, was as shown below:


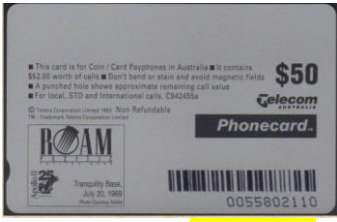

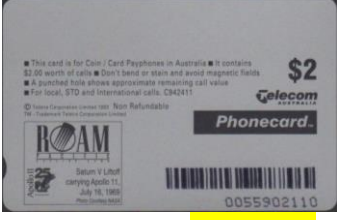


Prefix	Value	Description	Code No	Quantity	Prefix Range
558	\$50.00	Apollo 11 - Tranquillity Base	C942455a	3,000	55800000-55802999
559	\$2.00	Apollo 11 - Saturn V Liftoff	C942411	10,000	55900000-55909999
560	\$5.00	Apollo 11 - Eagle In Orbit	C942422	10,000	56000000-56009999
561	\$10.00	Apollo 11 - Descending Ladder	C942433a	10,000	56100000-56109999
562	\$20.00	Apollo 11 - Flag On The Moon	C942444a	10,000	55900000-55909999

An Updated Prefix Listing was subsequently placed on the Sergent Website in November 2020, as can be seen at web.archive.org/web/20201130141659/http://www.sergent.com.au/phonecards/aust/prefix06.html, and it was as shown below. This Update occurred as a result of the findings of an early version of the Investigation Report as mentioned in the email correspondence under the Background heading on page 3 above.

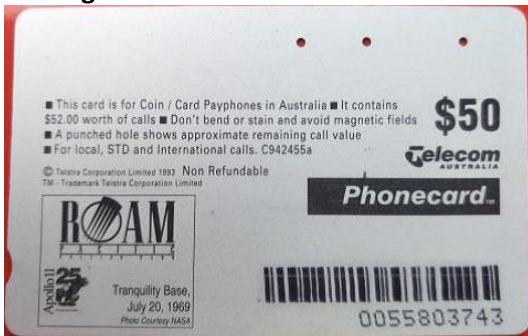
Prefix	Value	Description	Code No	Quantity	Prefix Range
558	\$50.00	Apollo 11 - Tranquillity Base	C942455a	3,000	55800000-55802999
559	\$2.00	Apollo 11 - Saturn V Liftoff	C942411	10,000	55900000-55909999
560	\$5.00	Apollo 11 - Eagle In Orbit	C942422	10,000	56000000-56009999
561	\$10.00	Apollo 11 - Descending Ladder	C942433a	10,000	56100000-56109999
561	\$10.00	Apollo 11 - Descending Ladder - Conference Overprint	C942433a	1,000	56103501-56104000 56104501-56105000
562	\$20.00	Apollo 11 - Flag On The Moon	C942444a	10,000	56200000-56209999
562	\$20.00	Apollo 11 - Flag On The Moon - Conference Overprint	C942444a	1,000	56203501-56204000 56204501-56205000

However, after more research and data was accumulated into the Apollo 11 Phonocard Investigation Report PIR018, it became apparent that an incremental adjustment to the above Prefix Listing was again necessary in relation to the Quantities, and Serial No. Ranges of the Prefix 561 and 562 Apollo 11 Conference Overprint Phonecards, as well as the highest Serial Numbers of each of the Apollo 11 Phonecards sighted with a Card Numbers higher than those shown in the Table above (i.e. for the \$50 Apollo 11 Phonocard with highest Card No. above 02999, and for the \$2, \$5, \$10, and \$20 Apollo 11 Phonecards with highest Card Nos above 09999).

3. Apollo 11 Phonecard Prefix Listing Latest Update Details

Prefix No.	Front Face of Card Quantity Produced	Reverse Face of Card Prefix Range	Notes
558	 3,000	 558 00000 to 558 02999	Apollo 11 Tranquility Base Highest Sighted S/No. 558 03743 See image below
559	 10,000	 559 00000 to 559 09999	Apollo 11 Saturn V Liftoff Highest Sighted S/No. 559 10204 See image below
560	 10,000	 560 00000 to 560 09999	Apollo 11 Eagle In Orbit

The Highest Overrun Serial Number Prefix 558 \$50 Apollo 11 Phonecard so far sighted is shown below.



The Highest Overrun Serial Number Prefix 559 \$2 Apollo 11 Phonecard so far sighted is shown below.



Results of Mapping of Sighted Prefix 561 \$10 Apollo 11 and Prefix 562 \$20 Apollo 11 Cards

The Prefix 561 and 562 Apollo 11 Phonecards closest to the four (4) Transition Points between those that are Conference Logo overprinted and those that are not, are shown in the Table below.

Conference Logo Overprinted Phonecards			Conference Logo Overprinted Phonecards				
							
561 00000 to 561 03467	561 03548 to 561 03970		561 04352 to 561 04433		561 04529 to 561 04742		561 04851
							
562 00000 to 562 03445	562 03548 to 562 03970		562 04066 to 562 04442		562 04529 to 562 04755		562 05071

NOTE: As these Overprinted Phonecards were all originally in the 3rd International Space Conference Packs then all the \$10 and \$20 Phonecards have matched Card Numbers. Hence from the table above the Card Number Ranges of these Phonecards are known to be as follows:

Max(03467,03445) = 03467	Min(03548,03548) = 03548 to Max(03970,03970) = 03970	Min(04352,04066) = 04066 to Max(04433,04442) = 04442	Min(04529,04529) = 04529 to Max(04742,04755) = 04755	Min(04851,05071) = 04851
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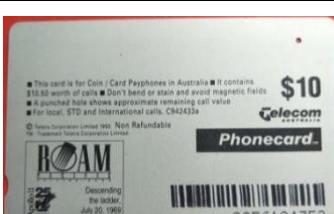

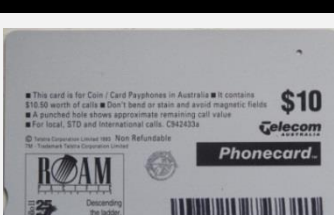
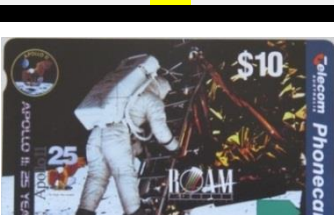

Therefore the Probable Transition Prefix 561 & 562 Phonecard Card Numbers are believed to be as follows:

Transition occurs between (03467 and 03548) hence 03499	Transition occurs between (03467 and 03548) hence 03500	Transition occurs between (03970 and 04066) hence 03999	Transition occurs between (03970 and 04066) hence 04000	Transition occurs between (04442 and 4529) hence 04499	Transition occurs between (04442 and 4529) hence 04500	Transition occurs between (04755 and 04851) hence 04799	Transition occurs between (04755 and 04851) hence 04800
--	--	--	--	---	---	--	--

Hence the resultant probable Quantities and Prefix Number Ranges of the Prefix 561 and 562 Conference Overprinted Apollo 11 Phonecards are as shown in the table below:

Prefix	Value	Description	Code No.	Quantity	Prefix Range
561	\$10.00	Apollo 11 - Descending Ladder – Conference Overprint	C942433a	500	561 03500 - 561 03999
				300	561 04500 - 561 04799
562	\$20.00	Apollo 11 - Flag On The Moon – Conference Overprint	C942444a	500	562 03500 - 562 03999
				300	562 04500 - 562 04799






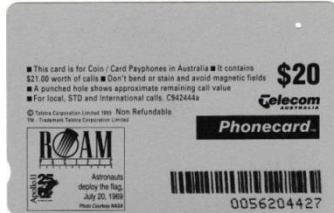




The resultant probable Quantities and Prefix Number Ranges for the Prefix 561 \$10 Apollo 11 Phonecards are now believed to be as shown in the table below:

Prefix No.	Front Face of Card Quantity Produced	Reverse Face of Card Prefix Range	Notes
561	 3,500	 561 00000 to 561 03499	Apollo 11 Descending Ladder
	 500	 561 03500 to 561 03999	Apollo 11 Descending Ladder Conference Overprint
	 500	 561 04000 to 561 04499	Apollo 11 Descending Ladder
	 300	 561 04500 to 561 04799	Apollo 11 Descending Ladder Conference Overprint
	 5,200	 561 04800 to 561 09999	Apollo 11 Descending Ladder Highest Sighted S/No. 561 10377 See image below

The Highest Overrun Serial Number Prefix 558 \$10 Apollo 11 Phonecard so far sighted is shown below.



The resultant probable Quantities and Prefix Number Ranges for the Prefix 562 \$20 Apollo 11 Phonecards are now believed to be as shown in the table below:

Prefix No.	Front Face of Card Quantity Produced	Reverse Face of Card Prefix Range	Notes
562	 3,500	 562 00000 to 562 03499	Apollo 11 Flag On The Moon
	 500	 562 03500 to 562 03999	Apollo 11 Flag On The Moon Conference Overprint
	 500	 562 04000 to 562 04499	Apollo 11 Flag On The Moon
	 300	 562 04500 to 562 04799	Apollo 11 Flag On The Moon Conference Overprint
	 5,200	 562 04800 to 562 09999	Apollo 11 Flag On The Moon Highest Sighted S/No. 561 10530 See image below

The Highest Overrun Serial Number Prefix 558 \$20 Apollo 11 Phonecard so far sighted is shown below.



4. Conclusion

The evidence presented in this Report;

- i. Confirms the Quantities and Serial No. Ranges of the Apollo 11 Phonocards with Prefix Nos. 558, 559, and 560 as presented in The Glenn Bellamy 2000 Telstra Magnetic Phonocard Prefix Listing to be nominally correct, as shown below;

Prefix	Value	Description	Code No.	Quantity	Prefix Range
558	\$50.00	Apollo 11 - Tranquillity Base	C942455a	3,000	558 00000 - 558 02999
559	\$2.00	Apollo 11 - Saturn V Liftoff	C942411	10,000	559 00000 - 559 09999
560	\$5.00	Apollo 11 - Eagle In Orbit	C942422	10,000	560 00000 - 560 09999

- ii. Defines the Prefix Listing details of the Apollo 11 Phonocards with Prefix Nos. 561 to 562 to be as shown below;

Prefix	Value	Description	Code No.	Quantity	Prefix Range
561	\$10.00	Apollo 11 - Descending Ladder	C942433a	3,500	561 00000 - 561 03499
				500	561 04000 - 561 04499
				5,200	561 04800 - 561 09999
		Apollo 11 - Descending Ladder – Conference Overprint	C942433a	500	561 03500 - 561 03999
				300	561 04500 - 561 04799
562	\$20.00	Apollo 11 - Flag On The Moon	C942444a	3,500	562 00000 - 562 03499
				500	562 04000 - 562 04499
				5,200	562 04800 - 561 09999
		Apollo 11 - Flag On The Moon – Conference Overprint	C942444a	500	562 03500 - 562 03999
					300

- iii. Identifies the highest Serial Numbers of the Apollo 11 print over-run Phonocards, so far sighted, for the Prefix 558, 559, 561 and 562 Phonocards as being:

- 558 03743,
- 559 10204,
- 561 10377, and
- 562 10530.

5. Request for Assistance

It would be greatly appreciated if any reader of this Newsletter, who has one, or more Prefix 561 \$10 Apollo 11, and / or a Prefix 562 \$20 Apollo 11 Phonocards with Card Nos. **within** any of the following four (4) Card No. Ranges of;

- 03468 to 03547,
- 03971 to 04065,
- 04443 to 04528, and
- 04756 to 04850

could please provide an image, or images of the backs of those Phonocards to the Editor at the email address shown at the top of page 2 of this Newsletter. Such action would improve the accuracy of the Prefix Listing, and could potentially result in another incremental change of the Serial Number Ranges of the Overprinted Prefix 561 and 562 Apollo 11 Phonocards.

It would also be greatly appreciated, if any reader of this Newsletter who has one or more Apollo 11 Phonocard with a Serial Number higher than the highest Serial Numbers sighted above, could please provide an image, or images, of the backs of them to the Editor at the email address shown at the top of page 2 of this Newsletter. Such action would result in a change in the highest Serial Numbers sighted for those Phonocards as shown on the Sergeant Website at webpage <https://www.sergeant.com.au/phonocards/aust/prefix06.html>.

6. The Apollo 11 3rd Australian Space Development Conference Pack



Front of Closed Pack



Back of Closed Pack No. 580

0580



\$10
Descending
the ladder,
July 20, 1969
Photo Courtesy NASA

\$20
Astronauts
deploy the flag,
July 20, 1969
Photo Courtesy NASA

25TH ANNIVERSARY PHONECARDS
with the Official Logo of the 3rd Australian Space Development Conference



3RD AUSTRALIAN SPACE DEVELOPMENT CONFERENCE
8 - 10 SEPTEMBER 1994, SYDNEY, AUSTRALIA



Telecom Australia Phonocards, with the Official Logo of the 3rd Australian Space Development Conference



Front and Back of Open Pack

3RD AUSTRALIAN
SPACE
DEVELOPMENT
CONFERENCE
PROUDLY
SPONSORED BY

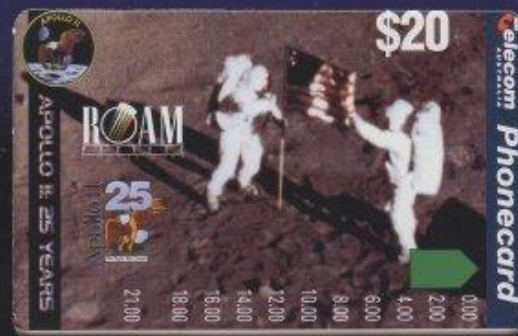


"That's one small step for [a] man, one giant leap for Mankind."

APOLLO 11: 25 YEARS



\$10: Descending the ladder,
July 20, 1969



\$20: Deploying the flag,
July 20, 1969

ROAM in conjunction with Telecom Australia and the National Space Society of Australia, are proud to present the Limited Edition Australian Phonocard Commemoration Set, celebrating the 25th Anniversary of Apollo 11, and Mans' historic first steps on the Moon.

Inside Faces of Open Pack



The Australian Dame Kiri Te Kanawa 50th Birthday Phonecards Prefix Listing

1. Background

The Sergeant Website was the only original source of a Prefix Listing that included the Dame Kiri Overprinted Phonecards and in October 2020 the Prefix Listing was as shown below. This listing can also be seen at <http://web.archive.org/web/20201031181508/https://www.sergeant.com.au/phonecards/aust/prefix04.html> but there, the Prefix 374 and 375 Dinosaur – Muttaborrasaurus Phonecards separate the Prefix 373 & 375 Dame Kiri Phonecards.

Prefix	Value	Description	Code No	Quantity	Prefix Range
373	\$5.00	Dame Kiri Te Kanawa 50th Birthday 1	None	3,500	373..... Unknown
373	\$5.00	Dame Kiri Te Kanawa 50th Birthday 2	None	3,500	373..... Unknown
375	\$5.00	Dame Kiri Te Kanawa 50th Birthday 1	None	3,500	373..... Unknown
375	\$5.00	Dame Kiri Te Kanawa 50th Birthday 2	None	3,500	375..... Unknown

Also, the webpage showing the Dame Kiri Overprinted Phonecards in November 2020 can be seen at [http://web.archive.org/web/20201124004847/https://www.sergeant.com.au/phonecards/aust/kiri.html#\\$5.00_Kiris_50th_Birthday_Celebration_1](http://web.archive.org/web/20201124004847/https://www.sergeant.com.au/phonecards/aust/kiri.html#$5.00_Kiris_50th_Birthday_Celebration_1), and a copy of this webpage is shown below.

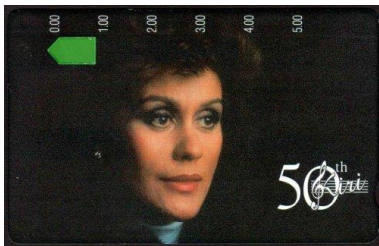
 <p>50th BIRTHDAY</p> <p>Phonocard</p>	<p>\$5.00 Kiri's 50th Birthday Celebration 1</p> <p>Issued: May 1994</p> <p>Code Number: Issued:</p> <p>None 3,500</p> <p>This card started out as a 373 prefix Dinosaur - Muttaborrasaurus issue. The front was completely overprinted with a new design. The back has all references to Telstra removed, along with the Code Number, and the line Special Collectors Card Only line put on top of the For Local, STD etc.</p> <p>This card is also available on the 375 prefix.</p> <p>The first print run had an error on the reverse. The back has "Phonocard". The grey word on a black background is a Telstra Trademark. It should have also been removed. All the cards were recalled and reprinted. This original one survived.</p> <p>Issued reverse.</p> <p>1,500 of these cards were issued in a special pack produced by Event Masters, see Kiri Te Kanawa pack</p>
 <p>50th BIRTHDAY</p> <p>Phonocard</p>	<p>\$5.00 Kiri's 50th Birthday Celebration 2</p> <p>Issued: May 1994</p> <p>Code Number: Issued:</p> <p>None 3,500</p> <p>This card started out as a 375 prefix Dinosaur - Muttaborrasaurus issue. The front was completely overprinted with a new design. The back has all references to Telstra removed, along with the Code Number, and the line Special Collectors Card Only line put on top of the For Local, STD etc.</p> <p>This card is also available on the 373 prefix.</p> <p>The first print run had an error on the reverse. The back has "Phonocard". The grey word on a black background is a Telstra Trademark. It should have also been removed. All the cards were recalled and reprinted. This original one survived.</p> <p>Issued reverse.</p> <p>1,500 of these cards were issued in a special pack produced by Event Masters, see Kiri Te Kanawa pack</p>

Other sources of information on these Dame Kiri Overprint Phonecards can be found in Extract 1 on page 33, Extract 2 on page 37, and Extract 3 on Page 39 of this Newsletter.

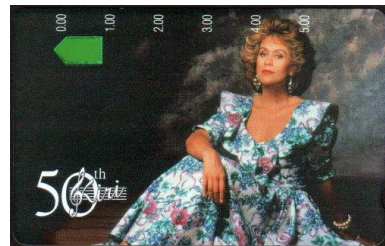
Furthermore, the Editor produced an article on the Dame Kiri Phonecards in the Melbourne Phonecard Newsletter Edition No. 366, May 2023. In this article the following table was included:

Modified Original Overprint Dame Kiri Te Kanawa Phonecards			
Prefix No.		Sighted Quantity Dame Kiri Portrait	Sighted Quantity Dame Kiri Sitting
373	Loose	1	4
	In Packs	0	1 (Pack No. 1349)
375	Loose	16	14
	In Packs	4 (Pack Nos. 495, 1343, 1349 & 1355)	3 (Pack Nos. 495, 1343 & 1355)
Totals		21	22
Original Overprint Dame Kiri Te Kanawa Phonecards			
Prefix No.		Sighted Quantity Dame Kiri Portrait	Sighted Quantity Dame Kiri Sitting
373	Loose	0	1
	In Packs	0	0
375	Loose	2	1
	In Packs	0	0
Totals		2	2

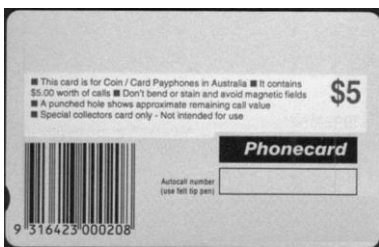
In the Table above the definitions of the Dame Kiri Phonecards were as shown below:



Dame Kiri Portrait



Dame Kiri Sitting



Original Overprint



Modified Original Overprint

The table above also indicates that, at the time the article was written, there was a total of seven (7) Prefix 373, and forty (40) Prefix 375 Dame Kiri Phonecards sighted.

This article did not provide any information on the Quantities of these phonecards produced, or the Serial No. Ranges of the Dame Kiri Phonecards produced, but it did reveal that a Dame Kiri Phonecard had been found overprinted on a Prefix 391 \$5 Year of the Dog Phonecard as shown below. Previously, it was believed that all the Dame Kiri Phonecards had only been overprinted on the Prefix 373 and 375 \$5 Dinosaur – Muttaburrasaurus Phonecards



2. Introduction

This article presents the results from the research conducted in the Editor's Reports PIR 024 Rev - Telecom Magnetic Phonecard Prefix 375 Investigation, Dame Kiri Te Kanawa OP, and PIR 034 Rev - Telecom Magnetic Phonecard Prefix 373 Investigation, Dame Kiri Te Kanawa OP, which produced the estimated Prefix No. Ranges and Quantities of these phonecards produced.

3. Results of Mapping of Sighted Prefix 373 and 375 Dame Kiri Overprint Phonecards

The Prefix 375 Dame Kiri Overprint Phonecards have only been sighted in three (3) sub-prefix ranges as shown below. In each of these sub-prefix ranges the back and front of the highest and lowest sighted serial numbered phonecards are shown in the Tables below.

Prefix 375 Sub-prefix 80 Range (i.e. Serial No. Range of 375 80000 to 375 80999)

<p>Lowest Sighted Serial Number Card in Sub- prefix 80 is 375 80009</p>	<p>Highest Sighted Serial Number Card in Sub- prefix 80 is 375 80988</p>		

Prefix 375 Sub-prefix 82 Range (i.e. Serial No. Range of 375 82000 to 375 82999)

<p>Lowest Sighted Serial Number Card in Sub- prefix 82 is 375 82010</p>	<p>Highest Sighted Serial Number Card in Sub- prefix 82 is 375 82988</p>		

Prefix 375 Sub-prefix 85 Range (i.e. Serial No. Range of 375 85000 to 375 85999)



Lowest Sighted Serial Number Card in Sub- prefix 85 is **375 85068**

Highest Sighted Serial Number Card in Sub- prefix 85 is **375 85620**

The Prefix 373 Dame Kiri Overprint Phonecards have only been sighted in one (1) Sub-prefix range as shown below. In this Sub-prefix range the back and front of the highest and lowest sighted serial numbered phonecards are shown in the Table below.

Prefix 373 Sub-prefix 70 Range (i.e. Serial No. Range of 373 70000 to 373 70999)



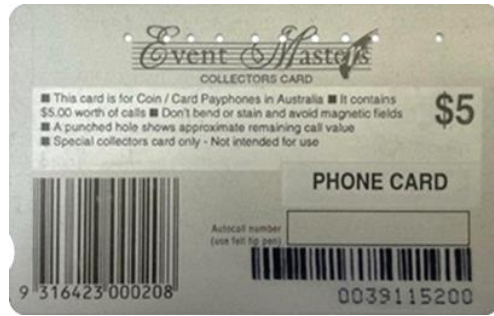
Lowest Sighted Serial Number Card in a Sub- prefix 70 **373 70619**

Highest Sighted Serial Number Card in a Sub- prefix 70 is **373 70917**

Hence the resultant probable Quantities and Prefix Number Ranges of the Prefix 373 and 372 Australian Dame Kiri Overprinted Phonecards are shown in the table below, and these can also be seen at <https://www.sergeant.com.au/phonecards/aust/prefix04.html> by scrolling down to the respective Prefix Numbers.



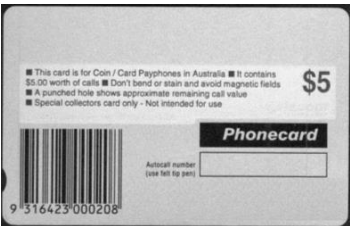
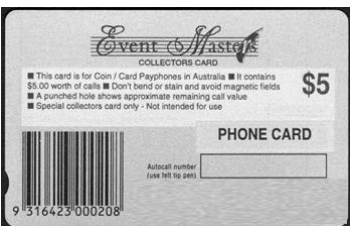
Prefix	Value	Description	Code No	Quantity	Prefix Range	Date	Comment
373	\$5.00	Dame Kiri Te Kanawa 50th Birthday	None	350	373 70600 - 373 70949	May 1994	Randomly mixed Portrait & Sitting Overprints
375	\$5.00	Dame Kiri Te Kanawa 50th Birthday	None	1,000	375 80000 - 375 80999	May 1994	Randomly mixed Portrait & Sitting Overprints
				1,000	375 82000 - 375 82999		
				650	375 85000 - 375 85649		

So far, there have only been two (2) Prefix 391 Dame Kiri Overprint Phonecards sighted, and their serial numbers only differ by 11. Images of the fronts and backs of both of these cards are shown below.



In addition, the following Summaries were generated to show the quantities of each type of the Dame Kiri Phonecards that have been sighted so far and included in the Reports cited in the Introduction on page 16 of this Newsletter.

Summary of Mapping Results of Prefix 373 Dame Kiri Phonecards



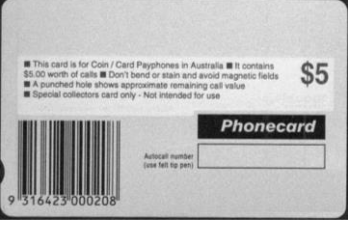
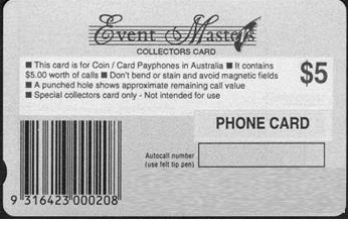
Description	 Quantity Dame Kiri Portrait	 Quantity Dame Kiri Sitting	Totals
 Original Overprint	0	2	2
 Modified Overprint	1	7	8
Totals	1	9	10

10 Dame Kiri Cards in Total

Serial No. Range of Dame Kiri Cards Sighted;

- 373 70619 to 373 70917 (Probably 350 cards based on 373 70600 to 373 70949)

Summary of Mapping Prefix 375 Results of Dame Kiri Phonecards

Description	 Quantity Dame Kiri Portrait	 Quantity Dame Kiri Sitting	Totals
 Original Overprint	9	9	18
 Modified Overprint	34	28	62
Totals	43	37	80

27 Dame Kiri Cards in Range of 373 80000 to 373 80999
 30 Dame Kiri Cards in Range of 373 82000 to 373 82999
 23 Dame Kiri Cards in Range of 373 85000 to 375 85649
 80 Dame Kiri Cards in Total

Serial No. Ranges of Dame Kiri Cards Sighted:

- 375 80009 to 375 80988 (Probably 1,000 cards based on 375 80000 to 375 80999), and
- 375 82010 to 375 82988 (Probably 1,000 cards based on 375 82000 to 375 82999), and
- 375 85068 to 375 85620 (Probably 650 cards based on 375 85000 to 375 85649).

4. Problem Resolution

Originally, there was a problem with the stated Quantity of the Dame Kiri Phonecards produced. The Sergeant website, in November 2020, stated that there were 3,500 Dame Kiri Sitting, and 3,500 Dame Kiri Portrait Phonecards produced (Refer to the webpage showing the Dame Kiri Overprinted Phonecards on page 14), whereas the Investigation Report details presented in this Newsletter states that there were only 1,500 of each of the Dame Kiri Sitting and the Dame Kiri Portrait phonecards produced with Prefixes 373 and 375 Phonecards (Refer to Prefix Listing at the bottom of page 17).

To investigate this problem a Probability Analysis was performed using excel to calculate the Probability of there being 7,000 Dame Kiri Overprints, based upon there being 90 Dame Kiri Overprint Phonecards sighted in ONLY the following 4 Serial Number Ranges which indicates that nominally only 3,000 Dame Kiri Cards were produced in total in these Serial Number Ranges as shown below:

- **373 70600 - 373 70949** = 350 Phonecards
 - **375 80000 - 375 80999** = 1,000 Phonecards
 - **375 82000 - 375 82999** = 1,000 Phonecards
 - **375 85000 - 375 85649** = 650 Phonecards
- } Total of only 3,000 Phonecards

The Probability of randomly finding “n” Dame Kiri Phonecards only within the defined range of 3,000 stated above, if there were Dame Kiri Phonecards outside of these ranges, is expressed by the equation

$P_n = P(1)*P(2) *.....*P(n-1)*P(n)$, where P(1) is the Probability of randomly finding the 1st Dame Kiri Phonocard within the defined serial number range, P(2) is the Probability of randomly finding the 2nd Dame Kiri Phonocard within the defined serial number range et cetera, right up to P(n) which is the Probability of randomly finding the nth Dame Kiri Phonocard within one of the defined serial number ranges.

NOTE: If there were 7000 Dame Kiri Phonecards then $P(k) = (3000-k+1)/(7000-k+1)$, where k ranges from 1 to n in increments of 1. Hence for the 1st pack, $P(k=1) = 3000/7000 = 0.428571429$. This means that with the first random Dame Kiri card found (i.e. k=1) there was a 42.8571429% chance of picking a card from **within** the above 3,000 Specified Serial No. Ranges defined on page 19 above, which also equals the chance of **NOT** picking a card from **outside** of the 3,000 Specified Serial No. Ranges.

The Table below shows the Probability for randomly consecutively sighting from 1 to 90 different Prefix 373 and 375 Dame Kiri Overprints without sighting any Prefix 373 and/or 375 Dame Kiri Overprints with a Serial Number outside the Serial Number Ranges specified on Page 19 above.

The Probability P_n for a Range of Cards being X, if the Identified S/No. Range of Cards is Y, is given by;					
X = 7000		Y = 3000			
The Number of Prefix 373 & 375 Dame Kiri Cards sighted, so far, is 90, so the resultant probability is given at row k=90 in the table below.					
	k	P(k)	P_{n-k}	$1/P_{n-k}$	
	1	0.428571429	0.428571429	2.33333333E+00	
	2	0.428489784	0.183638479	5.44548183E+00	
	3	0.428408117	0.078672215	1.27109679E+01	
	4	0.428326426	0.033697389	2.96758901E+01	
	5	0.428244711	0.014430728	6.92965711E+01	
	6	0.428162974	0.006178704	1.61846249E+02	
	7	0.428081212	0.002644987	3.78073702E+02	
	8	0.427999428	0.001132053	8.83350951E+02	
	9	0.42791762	0.000484425	2.06430142E+03	
	10	0.427835789	0.000207255	4.82498537E+03	
	11	0.427753934	8.86539E-05	1.12798153E+04	
	12	0.427672056	3.79148E-05	2.63749177E+04	
	13	0.427590155	1.6212E-05	6.16827058E+04	
	14	0.42750823	6.93076E-06	1.44284254E+05	
	15	0.427426281	2.96239E-06	3.37565236E+05	
	16	0.427344309	1.26596E-06	7.89913962E+05	
	17	0.427262314	5.40897E-07	1.84877986E+06	
	18	0.427180295	2.31061E-07	4.32786784E+06	
	19	0.427098253	9.86856E-08	1.01331902E+07	
	20	0.427016187	4.21404E-08	2.37302251E+07	
	21	0.426934097	1.79912E-08	5.55828762E+07	
	22	0.426851985	7.67956E-09	1.30215808E+08	
	23	0.426769848	3.2774E-09	3.05119514E+08	
	24	0.426687688	1.39843E-09	7.15088628E+08	
	25	0.426605505	5.96577E-10	1.67622926E+09	
	26	0.426523297	2.54454E-10	3.92998288E+09	
	27	0.426441067	1.0851E-10	9.21577021E+09	
	28	0.426358813	4.6264E-11	2.16150574E+10	
	29	0.426276535	1.97213E-11	5.07066555E+10	
	30	0.426194233	8.40509E-12	1.18975461E+11	
	31	0.426111908	3.58151E-12	2.79211773E+11	
	32	0.426029559	1.52583E-12	6.55381221E+11	
	33	0.425947187	6.49923E-13	1.53864432E+12	
	34	0.425864791	2.76779E-13	3.61298787E+12	
	35	0.425782372	1.17848E-13	8.48552713E+12	

	36	0.425699928	5.01678E-14	1.99331185E+13	
	37	0.425617461	2.13523E-14	4.68334135E+13	
	38	0.425534971	9.08614E-15	1.10057731E+14	
	39	0.425452456	3.86572E-15	2.58683972E+14	
	40	0.425369918	1.64436E-15	6.08138848E+14	
	41	0.425287356	6.99326E-16	1.42994810E+15	
	42	0.425204771	2.97357E-16	3.36296345E+15	
	43	0.425122162	1.26413E-16	7.91058137E+15	
	44	0.425039529	5.37305E-17	1.86114016E+16	
	45	0.424956872	2.28331E-17	4.37959776E+16	
	46	0.424874191	9.70121E-18	1.03079873E+17	
	47	0.424791487	4.12099E-18	2.42659931E+17	
	48	0.424708759	1.75022E-18	5.71356078E+17	
	49	0.424626007	7.4319E-19	1.34555130E+18	
	50	0.424543231	3.15516E-19	3.16940939E+18	
	51	0.424460432	1.33924E-19	7.46691366E+18	
	52	0.424377608	5.68344E-20	1.75949756E+19	
	53	0.424294761	2.41145E-20	4.14687552E+19	
	54	0.42421189	1.02297E-20	9.77548159E+19	
	55	0.424128995	4.3387E-21	2.30483690E+20	
	56	0.424046076	1.83981E-21	5.43534543E+20	
	57	0.423963134	7.80011E-22	1.28203256E+21	
	58	0.423880167	3.30631E-22	3.02451651E+21	
	59	0.423797177	1.40121E-22	7.13670754E+21	
	60	0.423714162	5.93711E-23	1.68432122E+22	
	61	0.423631124	2.51514E-23	3.97591471E+22	
	62	0.423548062	1.06528E-23	9.38716305E+22	
	63	0.423464975	4.51111E-24	2.21675076E+23	
	64	0.423381865	1.90992E-24	5.23581886E+23	
	65	0.423298731	8.08467E-25	1.23690871E+24	
	66	0.423215573	3.42156E-25	2.92264459E+24	
	67	0.423132391	1.44777E-25	6.90716347E+24	
	68	0.423049185	6.12479E-26	1.63270932E+25	
	69	0.422965955	2.59058E-26	3.86014359E+25	
	70	0.422882701	1.09551E-26	9.12816623E+25	
	71	0.422799423	4.63181E-27	2.15898266E+26	
	72	0.422716121	1.95794E-27	5.10740555E+26	
	73	0.422632794	8.2749E-28	1.20847355E+27	
	74	0.422549444	3.49656E-28	2.85995774E+27	
	75	0.42246607	1.47718E-28	6.76967440E+27	
	76	0.422382671	6.23934E-29	1.60273488E+28	
	77	0.422299249	2.63487E-29	3.79525866E+28	
	78	0.422215802	1.11248E-29	8.98890718E+28	
	79	0.422132332	4.69615E-30	2.12940505E+29	
	80	0.422048837	1.982E-30	5.04539963E+29	
	81	0.421965318	8.36337E-31	1.19569060E+30	
	82	0.421881775	3.52835E-31	2.83418405E+30	
	83	0.421798208	1.48825E-31	6.71928899E+30	
	84	0.421714616	6.27618E-32	1.59332609E+31	
	85	0.421631001	2.64623E-32	3.77895858E+31	
	86	0.421547361	1.11551E-32	8.96449351E+31	
	87	0.421463697	4.70148E-33	2.12699067E+32	
	88	0.421380009	1.98111E-33	5.04767817E+32	

	89	0.421296296	8.34634E-34	1.19813020E+33	
	90	0.42121256	3.51558E-34	2.84447881E+33	

Note: $P_{n=90}$ is 3.51558×10^{-34} , or 1 chance in $2.84447881 \times 10^{33}$, which basically means **no chance at all**

Below is a Table showing the Probability associated with there being between $X=3050$ ($P_{n=90}$ is 2.20917944E-01) and $X=7000$ ($P_{n=90}$ is 3.51558252E-34) Dame Kiri Phonocards produced for $Y = 3,000$ and $k=90$.

Probability of X Table for k = 90 with Y = 3,000		
X	P	1/P
3050	2.20917944E-01	4.52656756E+00
3100	5.00361137E-02	1.99855649E+01
3200	2.75717767E-03	3.62689721E+02
3300	1.66313785E-04	6.01273071E+03
3400	1.09218511E-05	9.15595709E+04
3500	7.76963377E-07	1.28706195E+06
3600	5.96016892E-08	1.67780480E+07
3800	4.32626268E-10	2.31146390E+09
4000	4.05503556E-12	2.46606962E+11
4500	9.02112573E-17	1.10850910E+16
5000	6.27972304E-21	1.59242692E+20
6000	4.10211549E-28	2.43776657E+27
7000	3.51558252E-34	2.84447881E+33

So, where did the quantity of 3,500 of each of the two (2) Australian Dame Kiri Overprint Phonocards come from? Maybe some mix up occurred, and the quantity of the New Zealand Dame Kiri Phonocards was used. The Quantity of the Australian Dame Kiri Packs is shown on these Packs as 1,500, whereas the Quantity of the New Zealand Dame Kiri Packs is shown as 3,500 (see pack images below), and there were 2 Dame Kiri Phonocards in each of these packs. Anyway this is now irrelevant because on the Sergeant Website it is now showing a total of 3,000 of the Prefix 373 and 375 phonocards were produced as can be seen at webpage <https://www.sergeant.com.au/phonocards/aust/prefix04.html> with the same Phonocard Serial Number Ranges and Quantities as shown on page 19 of this Newsletter.

1500 Australia Dame Kiri Packs = 3000 Phonocards

3500 New Zealand Dame Kiri Packs = 7000 Phonocards



of 1500



of 3500

Now, where do the two (2) sighted Prefix 391 Dame Kiri Overprint Phonocards fit into this Probability Analysis? Looking at the table above, there is a 22.0917944% chance, or a 1 in 4.52656756 chance, of there being 50, and a 5.00361137% or a 1 in 19.9855649 chance of there being 100 Dame Kiri Phonocards outside of the Prefix 373 and 375 defined Serial Number Ranges of the Dame Kiri Phonocards produced. Maybe, as an afterthought, an allowance of an additional 50 to 100 phonocards was considered adequate to allow for some phonocards being damaged during the overprinting process to ensure that at least 3,000 of the overprinted phonocards were suitable for inclusion in the Packs. It could therefore be speculated that perhaps the \$5 Prefix 391 Year of the Dog Phonocards were part of an additional 50 to 100 phonocards included to allow for the possibility of some phonocards being damaged during the overprint process.

5. Conclusion

The evidence presented in this Report;

- i. Defines the Prefix Listing details of the Australian Dame Kiri Te Kanawa Phonocards with Prefix Nos. 373 and 375 to be as shown below;

Prefix	Value	Description	Code No.	Quantity	Prefix Range
373	\$5.00	Dame Kiri Te Kanawa 50th Birthday	None	350	373 70600 - 373 70949
				1,000	375 80000 - 375 80999
375	\$5.00	Dame Kiri Te Kanawa 50th Birthday	None	1,000	375 82000 - 375 82999
				650	375 85000 - 375 85649

NOTE: The Dame Kiri Sitting and Dame Kiri Portrait Fronts and the Original and Modified Backs of these Phonocards were randomly mixed within these Prefix Number Ranges.

- ii. Identifies only two Prefix 391 Australian Dame Kiri Te Kanawa Phonocards so far. As there is a 5% chance of there being 100 Dame Kiri Phonocards outside of the Prefix 373 and 375 Serial Number ranges specified above, a Prefix Listing for the Prefix 391 Phonocards has been assumed as shown below, pending sighting of more of these cards.

Prefix	Value	Description	Code No.	Quantity	Prefix Range
391	\$5.00	Dame Kiri Te Kanawa 50th Birthday	None	100	391 15150 - 391 15249

6. Request for Assistance

It would be greatly appreciated if any reader of this Newsletter, who has one, or more Dame Kiri Phonocards with Serial Numbers **outside** of all of the following five (5) Serial Number Ranges of;

- 373 70619 to 373 70917,
- 375 80009 to 375 80988,
- 375 82010 to 375 82988,
- 375 85068 to 375 85620, and
- 391 15189 to 391 15200

could please provide an image, or images of the backs of those Phonocards to the Editor at the email address shown at the top of page 2 of this Newsletter. Such action would improve the accuracy of the Prefix Listing, and could potentially result in a change to the Serial Number Ranges of the Dame Kiri Phonocards.

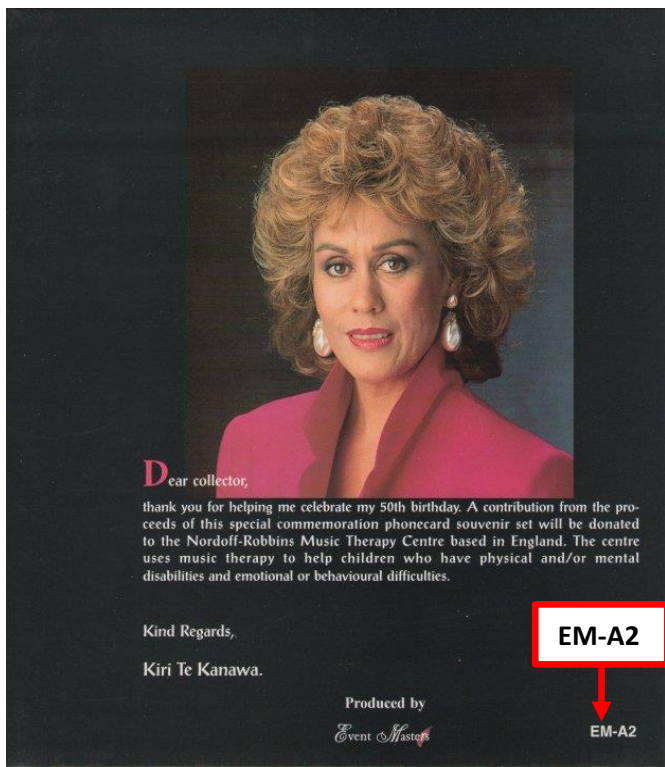
7. The Australian Dame Kiri Te Kanawa 50th Birthday Pack

This Pack was produced by Event Masters to celebrate the 50th birthday of New Zealand born opera singer Dame Kiri Te Kanawa, and became available to Australian Phonocard Collectors in April 1993 through the Sydney Stamp Centre for \$99.00 each. There were 1,500 of these Australian Packs produced and there was no relationship between the Serial Numbers of the Phonocards in these Packs and the Pack Number. The Phonocards found in these Packs are generally the Modified Overprint Phonocards, however there are some of these Packs which have been sighted which contain the Original Overprint Phonocards.

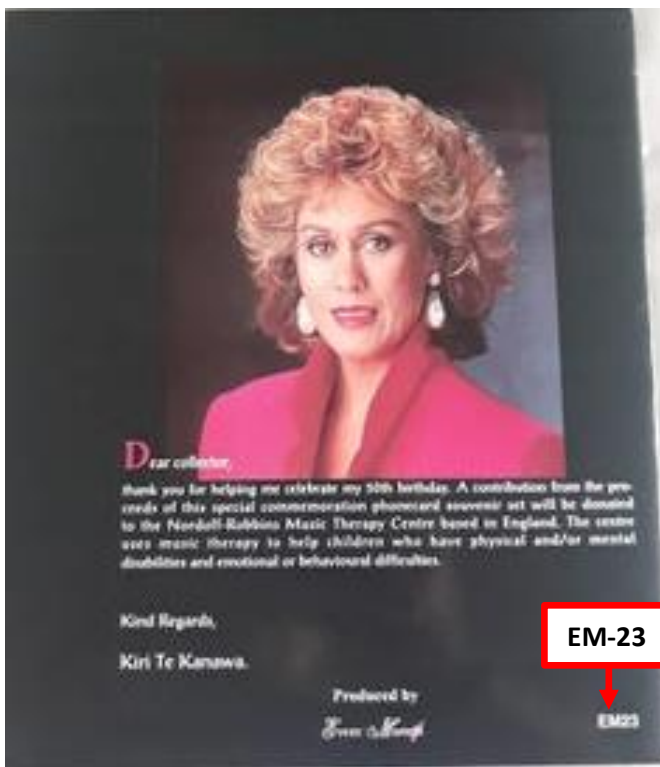
Note: In Extract 2 on page 36 of this Newsletter it can be seen that Event Masters can be reached by writing to Event Masters, P.O. Box 638 Lane Cove, N.S.W. 2066, while on page 37 of this Newsletter this can be seen to have also been the contact address for the Sydney Stamp Centre.

Warning: The New Zealand Dame Kiri Packs are identical to the Australian Packs except for the quantity of Packs produced, and their Designation. The Australian Packs have “of 1500” after the “Set Number” of the Pack, and a “Pack Designation” of EM-A2, whereas the New Zealand Packs have “of 3500”, and “EM23” as shown on page 22 above, and also below. Furthermore, the Australian Packs contain overprinted Telecom Australia Phonecards, each of which may have Prefixes 373, 375 or 391, while the New Zealand Packs contain overprinted Telecom New Zealand Phonecards.

Dame Kiri Australia Pack



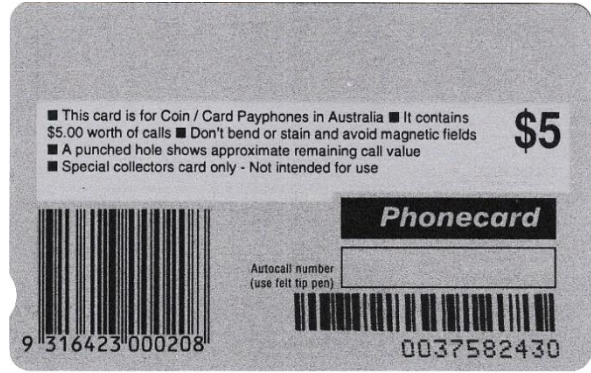
Dame Kiri New Zealand Pack



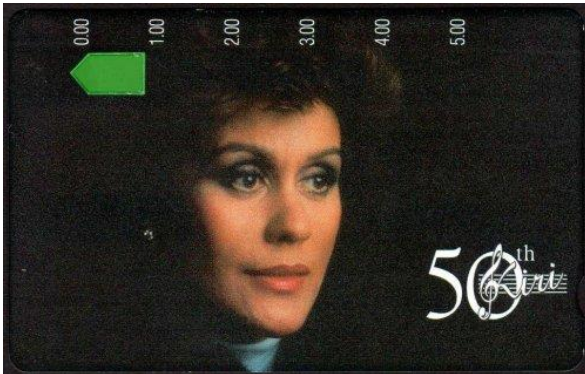
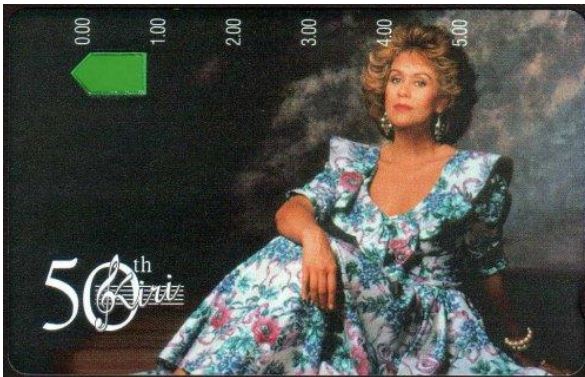
The Varieties (i.e. Prefix No., Portrait/Sitting and Original/Modified) of the Dame Kiri Phonecards so far found in Dame Kiri Packs

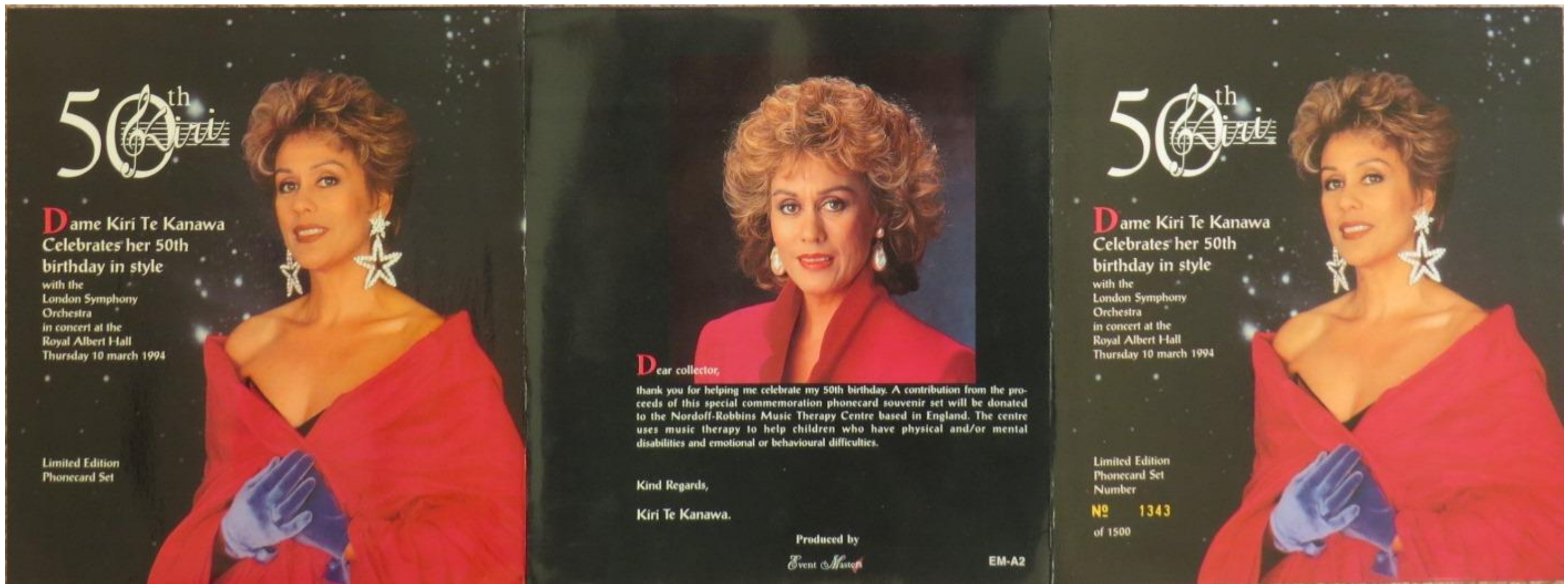
Four (4) Original Overprint Phonecards found in Dame Kiri Packs - Three (3) Sitting and One (1) Portrait





Three (3) Modified Overprint Phonocards found in Dame Kiri Packs - Two (2) Sitting and One (1) Portrait





Outside Faces of Unfolded Pack



Inside Faces of Unfolded Pack



Front Face of Folded Pack



Dear collector,

thank you for helping me celebrate my 50th birthday. A contribution from the proceeds of this special commemoration phonecard souvenir set will be donated to the Nordoff-Robbins Music Therapy Centre based in England. The centre uses music therapy to help children who have physical and/or mental disabilities and emotional or behavioural difficulties.

Kind Regards,

Kiri Te Kanawa.

Produced by

Event Masters

EM-A2

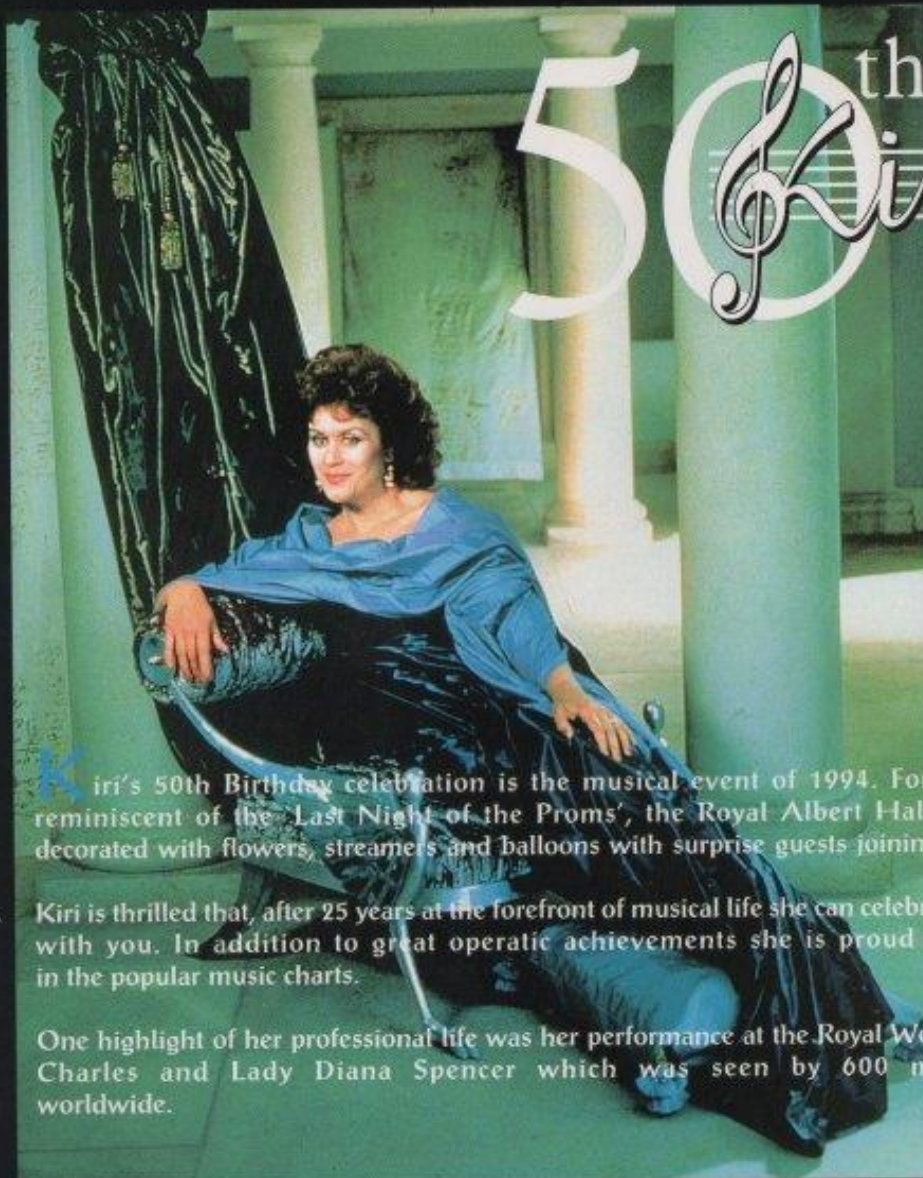


50th
Kiri

Dame Kiri Te Kanawa
Celebrates her 50th
birthday in style

with the
London Symphony
Orchestra
in concert at the
Royal Albert Hall
Thursday 10 march 1994

Limited Edition
Phonecard Set

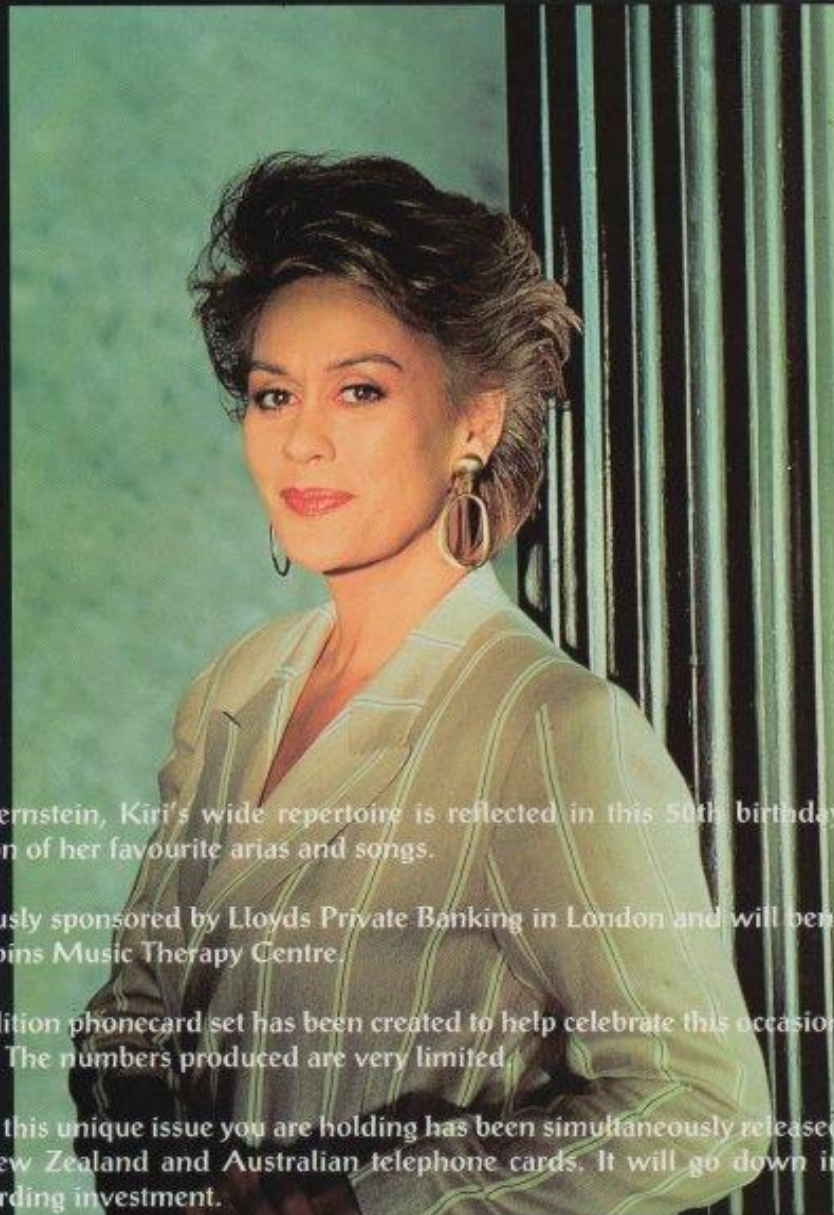


Kiri's 50th Birthday celebration is the musical event of 1994. For this occasion reminiscent of the 'Last Night of the Proms', the Royal Albert Hall is splendidly decorated with flowers, streamers and balloons with surprise guests joining Kiri on stage.

Kiri is thrilled that, after 25 years at the forefront of musical life she can celebrate her birthday with you. In addition to great operatic achievements she is proud of her success in the popular music charts.

One highlight of her professional life was her performance at the Royal Wedding of Prince Charles and Lady Diana Spencer which was seen by 600 million people worldwide.





From Boheme to Bernstein, Kiri's wide repertoire is reflected in this 50th birthday concert with a selection of her favourite arias and songs.

The concert is generously sponsored by Lloyds Private Banking in London and will benefit The Nordoff-Robbins Music Therapy Centre.

This special limited edition phonecard set has been created to help celebrate this occasion with Kiri Te Kanawa. The numbers produced are very limited.

For the first time ever, this unique issue you are holding has been simultaneously released internationally on New Zealand and Australian telephone cards. It will go down in history and be a rewarding investment.

VOLUME 2 NO. 4 APRIL 1994

\$3.00 AUST
\$5.00 NZ inc GST

THE AUSTRALASIAN PHONECARD MONTHLY

CONTENTS INCLUDE

News Update
A World View
South African Issues
What is a Phonecard
Club & Society News
What Do I Collect Now
International Phonecard Fair
Letters to the Editor



INTRODUCING - *The GRAPEVINE* by Insider

"OVERPRINTS"

**OFFICIAL and PRIVATE - MINT and USED
LEGAL or ILLEGAL - GOOD or BAD**

At present, the emerging issue of overprinted phonecards is fast becoming a contentious item for Telecom Australia, for phonecard dealers and for collectors. Many collectors would not in fact be aware of the background and history and in fact, the actual definition of overprints. This article is an attempt to focus on these points and to give an indication to readers as to the implications of what is "looming over the horizon". The New Zealand & Australian scenes are featured - Editor.

Would you believe that this card



was once this card?



Or that this is the back of Telecom's \$5.00 Dinosaur Phonecard?



The latter case is believable but the former is not at all discernable unless one is aware of the background to this card.

The Dame Kiri Te Kanawa card depicted above is one of two Telecom Australia Phonecards, prefix number 375 (\$5 Dinosaur), which have been privately overprinted and attractively packaged for sale as a Limited Edition Phonecard Set. There are 1,500 sets advertised as being available.



When Did Overprinting Start?

February the 14th 1992, saw the issue of Telecom New Zealand's first phonecard set for that year.



It was a set of four cards issued to mark the installation of cardphones at New Zealand's Antarctic Headquarters, Scott Base. A total of 5,000 of the \$20 cards were produced, whilst 6,000 of the \$50 cards were produced.

Prior to this issue, NZ Telecom's cards were produced by GPT in the United Kingdom. With this issue however, the cards were printed in New Zealand by Security Plastics in Christchurch. The \$20 cards were printed on blanks whilst the \$50 were printed on top of surplus stocks of the \$50 Satellite Card.

This was the first occasion in New Zealand that an existing issue had officially been overprinted with a new design. Whilst the "finish" to the cards is of a good quality, there have been reports that the overprinted cards are easily chipped around the edges. New Zealand Telecom's first advertising or promotional card, the Fernleaf Butter Card, was produced similar to the Antarctic series, ie., by overprinting on 1,000 surplus stock of the \$50 Commonwealth Games phonecard.



Of the first 1,000 privately overprinted used cards produced, a number were distributed free to the first 650 people attending the First National Phonecard Fair in Christchurch in April 1992. The balance of 350 were distributed with the Christchurch Newsletter, "Linstudy". These cards did not alter the original Telecom design but overprinted the words "First National New Zealand Phonecard Fair and Exhibition Christchurch", on the \$5 Landscape card. As indicated in last month's issue of this magazine, this overprint established a practice which is still continuing. In the March issue of the magazine also, is contained an article on Telecom's official Adcard promoting this years Christchurch International Phonecard Expo in April.

The first private issue of a mint overprinted card in New Zealand, appears to have been the Hertz card, of which approximately 450 were produced.



A further number of Hertz cards (4) were followed by Nissan, Auckland Taxis, Split Enz, etc., etc., cards.

The large number of private issues that have been produced, gradually improved in design and quality to such an extent, that many consider them to be of a superior nature to the official issues.

To date, New Zealand Telecom have insisted that if their mint cards were to be privately overprinted, then (a) all of the Telecom details had to be obliterated (both back & front), (b) that the card had to be sold in a bag, indicating it was not to be used in a Telecom payphone (flaking cards could cause damage) and (c) producers had to indicate that the card was a private overprint/issue.

Unconfirmed reports now indicate that Telecom New Zealand, concerned at the extent of private overprints, is considering challenging this practice. More information on this possibility will be provided as it becomes available.

Whilst a number of different cards have been overprinted in New Zealand, both mint and (particularly) used, individual numbers printed are not high, being as low as 50 with a high of 1,500 and an average of approx. 400 (higher number in later issues). A catalogue produced in New Zealand (featured in the March issue) lists all New Zealand overprints as well as other country cards overprinted in New Zealand. This includes 500 overprinted used Telecom Australia, \$2 Generic, phonecards, which were overprinted with details of the results of the Australian Cricket Team's Tour of New Zealand in 1993 (Tests and One Day Games).

RAILWAY SERIES No. 1



This is card number one in a series of mint railway cards. This private overprinted card will operate any Telecom telephone. Five-hundred cards have been reserved for mail order collectors. Collectors requiring to be placed on a new issue service should tick the New Issue Box.

- Single Cards \$40.00
- Numbered Collectors Pack \$45.00
- New Issues
- Postage and Packing \$2.50

ORDER FORM Visa / MasterCard / Bankcard accepted

Card No. [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] Expires: /

Name: (First) (Surname)

Address:

Phone: Bus (| Home (|

TEL CARD
AUSTRALIA

G P O BOX 4657 SYDNEY NSW 2001 AUSTRALIA

Telecom Australia has not as yet completely overprinted (with a different design) any of its official issues as has Telecom NZ, nor is there any indication that this will happen. Telecom did however, overprint 600, \$2.00 Generic, phonecards for WAPEX 93. These cards were given out to children as they entered the Show. These cards now command a high price from dealers, with some (20 which were signed by Emma Rogers - Phonocard Collector Service) having an asking price of \$500.

Unofficial overprints in Australia (wording printed on Telecom's phonecards) have to date been few in number and there has in fact been little interest exhibited by collectors in them.

Early overprints included cards produced for STAMPEX 91 (both the \$2 and \$5 Generic cards which were overprinted in black and in red),



whilst in another example, the MLC overprinted the \$5 Generic with the words "Compliments of MLC".

In March this year, the first completely redesigned, mint, privately overprinted, Telecom Australia phonecards appeared. A total of **500** cards were released for the **Hong Kong 94 Stamp Exhibition** and these quickly sold out to patrons. The cards are overprinted on Telecom's **\$5 Environment** cards.



The card is currently selling in the vicinity of **\$250**, reflecting the same steady increase in cost that has been evident with similar NZ Advertising cards.

Closely following the **Hong Kong** overprint has been the **Dame Kiri** overprint which is featured at the start of this article. A total of 3,000 of Telecom Australia's Dinosaur cards were overprinted (1500 x 2 cards) for the "Australian Edition" of the set, whilst a similar set of cards (2,500 sets) have been produced in New Zealand on their Telecom's cards. The Australian set is currently selling in the vicinity of \$100.

What does all this mean? Telecom Australia has shown concern at the emerging practice. Telecom is the owner of the trade mark "Phonocard" and as such

Page 12 — Phonocard Monthly

has indicated to dealers whom may be handling overprints, that it is "misleading and deceptive conduct" to offer for sale cards which have been overprinted without their permission but still feature the word "Phonocard". The response of those producing the Dame Kiri cards has been to withdraw them, to overprint the offending trade mark and reintroduce them into the market. Will this mean that the Trade Practices Act and the NSW Fair Trading Act are no longer interpreted as being breached by overprinting?

If a breach of the above or any other relevant Acts cannot be seen and proven to be taking place, the "door is open" to a possible proliferation of mint overprints appearing on the scene. The quantity produced will be determined by collector response.

A number of dealers and collectors have indicated that the introduction of overprints will adversely affect the rapidly growing collection of "official" material. They feel that this new avenue of collector-tempting material will benefit only those producing the overprints and that the available dollar will only "stretch so far". I personally don't think the current market will be affected, due to two main reasons; the cost of purchasing an overprint will limit the number of people buying, whilst not being an "official card" will also influence their attraction to collectors. Conversely, the limited small printings may well attract collectors of limited editions and thematic collectors. We will have to wait and see.

One point of note, is that depending on the number of cards produced and from which print run, the actual number of mint, Telecom cards is reduced for a particular prefix. Not a major issue if 3000 cards are overprinted from a 100,000 print/prefix, but what if 3,000 of an available, Limited Edition of say, 10,000 cards are overprinted? The value of the remaining 7,000 cards will obviously be increased considerably. Readers comments on this latest development are welcomed - Editor.

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\$20 1st Issue	100	75	50
\$10 Fish Cove	45	30	25
\$20 Red Crab	30	30	25
Reprints			
\$10 Fish Cove	20	15	10
\$20 Red Crab	40	35	30

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**EVENT MASTERS
PRIVATE
OVERPRINTS**

An enormous amount of controversy has been caused recently by Event Masters first Limited Edition Phonocard Collectors Pack released in the Australian Market.

The Kiri Te Kanawa 50th Birthday set is arguably the most attractive Collectors Pack produced in Australia to date. Being the first ever Collectors Pack, whether private Collectors Packs continue or not, with only 1500 sets produced, it will be a sought after item in years to come.

FREE CATALOGUE

Event Masters have produced a catalogue of all their Australian and New Zealand issues to date, which will be mailed free of charge on request. You can also be placed on their preferred phonocard collectors list to receive advanced notification of any future issues by writing to:- Event Masters, PO Box 638, Lane Cove, NSW 2066.

**FIJI RUGBY CARD
SEREVI: THE WORLD'S GREATEST**

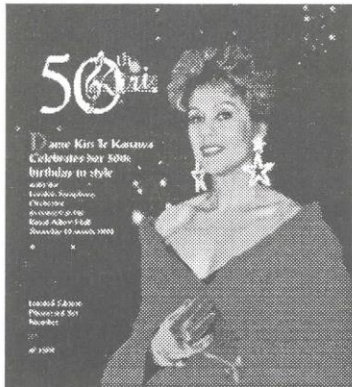


Waisele Serevi is to Seven-a-Side Rugby what Cassius Clay was to boxing or what Maradona is to soccer. This 24 year old from Lonaiviti, Fiji, has been outstanding wherever he plays, whether for Mitsubishi in Japan, or for the local sides Nasinu or Nabua. He was twice honoured as "Player of the Tournament", in 1990 and 1991, at the internationally recognised Hong Kong Seven-a-Side Rugby competition, in which Fiji took top honours. In 1994, Serevi led the Nadi based Cavalier team to win the Uruguay 7's championship over the All Blacks and Argentina. Acclaimed by the sports media around the world, Serevi has been unanimously endorsed as "one of the greatest sevens rugby players the world has ever seen".

This Card is available from the Sydney Stamp Centre. See Page One.

**NEW
RELEASE**

LIMITED EDITION



Event Masters

Dame Kiri Te Kanawa

NEW ZEALAND AND AUSTRALIAN PHONECARD RELEASE

To commemorate the 50th birthday of New Zealand born Opera diva Dame Kiri Te Kanawa, event masters have released telephone card collectors packs for both New Zealand and Australia.

In acknowledgement of the many Australian collectors who do not have easy access to this issue we have reserved a number of packs for our Australian clients.

Early ordering is essential as the New Zealand edition is already at the sellout stage.

New Zealand edition (limited 3500 collectors packs) *\$80.00

Australian Private overprint edition (limited 1500 collectors packs) \$99.00

Certified Postage and Packing _____ \$3.00

Total: _____

* Prices are in Australian dollars

IT'S EASY TO ORDER NOW!

Simply fill in the details below and return or write to: Sydney Stamp Centre, P O Box 638, Lane Cove, 2066, NSW, Australia.

Telephone: *Bus:* (02) 231 4583; *after hours:* (02) 428 1259, *Fax:* (02) 418 6862

I am interested in Event Masters new issue service.

Yes, I would like a copy of your newsletter.

I collect the following countries: _____

I collect the following topics: _____

Name (given): _____

Enclosed is cheque money order

Surname: _____

Please charge my credit card:

Address: _____

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MASTERCARD

VISA

Postcode _____

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Phone (Bus) () _____ (Home) () _____

Customer Number _____

Expiry Date _____ Signature _____

(Your customer number is above your name on the address label)
PLEASE REMEMBER ALL ORDERS ARE COVERED BY OUR MONEY BACK GUARANTEE.



The two Dame Kiri Te Kanawa cards issued for the New Zealand market



The two Dame Kiri Te Kanawa cards issued for the Australian market

Dame Kiri Te Kanawa Celebrates her 50th birthday in style with joint New Zealand and Australian phonecard issue

TO commemorate the 50th birthday of New Zealand-born opera diva, Dame Kiri Te Kanawa, limited edition numbered phonecard collector sets were released simultaneously in both New Zealand and Australia. The issue coincided with a performance of Dame Kiri with the London Symphony Orchestra at the Royal Albert Hall, London, on March 10. Dame Kiri's 50th birthday has been celebrated on both sides of the Tasman. For the March 10 concert, reminiscent of the 'Last Night of the Proms', the Royal Albert Hall was splendidly decorated with flowers, streamers and balloons, with surprise guests joining Dame Kiri on the stage. Dame Kiri is thrilled that, after 25 years at the forefront of musical life, her birthday is being celebrated with a special series of overprinted phonecards in both New Zealand and Australia. In addition to her great operatic achievements, she is proud of her success on the popular music charts. A highlight of her career was her performance at the Royal Wedding of Prince Charles and the Lady Diana Spencer, which was seen by more than 600 million television viewers worldwide. From Boheme to Bernstein, Dame Kiri's wide repertoire was reflected in the 50th birthday concert with a selection of her favourite arias and songs. The concert was generously supported by Lloyds Private Banking in London and benefitted the Nordoff-Robbins Music Therapy Centre. The special limited edition phonecard set was created by Event Masters to help celebrate the occasion with Dame Kiri Te Kanawa. The numbers produced are very limited (3500 packs of the New Zealand version and 1500 packs of the Australian version). The packs are lavishly illustrated in colour, with pictorial highlights of Dame Kiri's career and descriptive text. An official distributor for Event Masters, Max Stern & Co have available a small quota of cards for sale, *while stocks last*.

Prices and Availability

New Zealand edition (limited to 3500) A\$80.00
 Australian edition (limited to 1500) A\$99.00

Terms: Cash with order, postage and handling extra: A\$2.50 (local); A\$5 (overseas). For Certified Mail (in Australia), if required, add A\$2.50; for Security Mail, add \$10. All prices in Australian currency. American Express, Bankcard, MasterCard, Visa welcome!

MAX STERN & CO

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PHONECARD CLUB NEWS

AUSTRALIAN PHONECARD & COLLECTORS CLUB

(AUSTRALIA'S FIRST PHONECARD CLUB)

The APCC Club is located in Adelaide, South Australia, and has Members located in other States of Australia

Meetings are held the 2nd Tuesday of each month except for January, at a time and venue provided to Members of the Club

SERVICES PROVIDED TO MEMBERS AT MEETINGS

"Matters of Interest" are presented and discussed.

A Raffle at each meeting with the proceeds used to host our Christmas get together with partners.

Contact the APCC President on (08) 82970388

THE MELBOURNE PHONECARD COLLECTORS CLUB INC

Established in 1992 and still going strong.

PO Box 166, Beaufort, Victoria, 3373 Australia

The Melbourne Phoncard Club's Website is at

<http://www.melbournephoncardclub.org.au>.

The club holds five meetings per year at the SPAN Community Centre
64 Clyde Street, Thornbury, Victoria.

The next meeting is set for 12:00 Noon Saturday 2nd May 2026 and Visitors are welcome to attend.

The Club has many interstate and overseas members.

Please email postmaster@melbournephoncardclub.org.au for membership and other enquiries.

SERVICES PROVIDED TO MEMBERS

12 Newsletters per year.

6 postal bid auctions per year with a minimum of 180 lots each.

To see a recent listing of a postal bid auction go to melbournephoncardclub.org.au and click on the recently completed auction link.

Material submitted by members is auctioned at our meetings as well as the opportunity to discuss aspects of collecting with other participants.

Why Become WPC Member?

In 2024, becoming a member of the Worldwide Phonocard Collectors Club was a leap of faith and allowed us to lay the foundations of the association.

In 2025, this was partially compensated with the first Membership Card and very small promotions.

2026 is finally the year in which those who believe and have believed in the project—that a nonprofit can truly make a significant contribution to collecting—will enjoy concrete financial benefits that exceed the symbolic membership fee (obviously, one piece per member):

1) Membership Card 2026

2) **50% discount** and presale until April 15, 2026, of the ****SURPRISE**** that will be distributed at the PIM.

3) **Exclusive sale of the COMMEMORATIVE FOLDER** containing ****SURPRISE**** in a print run of 111 pieces for €60 until April 15. Any remaining stock will be distributed at the PIM at €90 per folder.

4) **Discounts offered by PIM exhibitors** to members, such as the 10% discount offered by Giuseppe and Claudio at the Disney and Coca-Cola stand.

*Sales related to points 2 and 3 are regulated as a form of self-financing for the non-profit association.

** The commemorative folder referred to in point 3 will be made available to members in chronological order of membership, until the maximum number is reached.

**BECOME A MEMBER OF THE
ASSOCIATION**