

PHONECARD Magazine

Volume Three
February/March 1997
ISSN 1174-0132

\$6⁵⁰



SPECIAL FEATURE

ON

ART ON PHONECARDS

PLUS

- Telecom on the Internet
- Prepaid Call Cards
- Phonecards from Jersey
- Thematics - Chocolate
- Latest Card Releases



Melbourne Phonocard Centre

Shop at: 24 Centre Place (Off Flinders Lane)
Melbourne, Vic 3000, Australia
All Mail to: PO Box 66, Flinders Lane PO,
Melbourne, Vic 3009, Australia
Tel: (03) 9650 7871 Int +61 3 9650 7871
Fax: (03) 9650 7644 Int +61 3 9650 7644

Australian & world telephonecards, stored value cards, accessories & banknotes. Mint, used, prefix, thematics.
Want lists catered for. Quality assured. Price list available. Foundation APDA member

*** All March/April orders mentioning this ad will include
FREE mint \$2 phonocard from the New South Wales forests & wildlife series
(our choice of design)....and while stocks last - \$0.00 Coke prizecard**

Don't miss out on the Avalon Air Show Phonocard Folder

Telstra limited issue comprising
1 x \$5 "P" card + 1 x \$2 Phoneaway card
Only 1000 produced and only sold at the
Airshow.
Small number in stock - don't delay!
Our price - \$45

Japanese Thematics Huge range now in stock following Japan trip

We stock the widest range of quality Japanese
thematic cards within Australia - popular &
unusual themes. Please contact us with details of
your interest/s & we'll send you photocopies of a
selection from our stock.

Want lists welcome.

EG Disney from \$7, Formula 1 from \$8 etc, etc.
Cats/Dogs from \$2

Japan Top Themes-Used (10 different each theme) Great Starter Sets!

Planes.....	\$30
Ships.....	\$25
Scenes.....	\$25
Japanese styles.....	\$25
Cars.....	\$25
Cats OR Dogs.....	\$20
Animals.....	\$20
Disney.....	\$80
Ships/Boats.....	\$20

Australian Issues

Nearly all issues in stock. Complete list available.

Australia Day 96 Folder.....	Mint	\$12
Fuji \$2 Phonocard.....	ea	\$8
Wattyl \$2 Phonocard.....		\$15
Nsw Parks Folder Of 15 cards-\$30 Face Value.....		\$45
Vic Stamp Traders "Globe" Issue 1 Or 2.....	ea	\$8
Thirlmere 1 & 2 Train 1st & 2nd Issues.....	ea	\$12
Phantom Of The Opera Packs Now.....	Loose, Just	\$18
Coca-Cola Phonocard History - 10 Card Sets.....	\$95 ea	
Coca-Cola Rockwell Pair.....		\$49
Man Made Wonders Portfolio Edition.....		\$75
Ford Tennis set \$5. \$10.....		\$20
Hog's Breath Cafe.....		\$8
Cardex '96 "A" pair (ochre).....		\$15
Independence Day (Aust/NZ issue).....	set	\$30
Batman Forever.....		\$10
Flintstones Simpsons.....	ea	\$9
Nicotinel 2.....	mint \$28 used	\$20

Postage/Payment

Quality Of Stock Is Guaranteed & All Items Are
Sent Via Registered Post

Postage within Australia: Please add \$4 to all orders
under \$100, \$7 to all catalogue/album orders.

Orders over \$100 are post-free

Overseas - Please add \$10 registration fee to order

Payment by Bankcard/Mastercard/Visa/Amex
Cheque/Bankdraft in Australian \$

Albums/Accessories

New World Coca-Cola Catalogue - First Worldwide
Listing, Including pix & values (English Text)..... \$39
Japanese Thematics Catalogue (1st Ed) **Special..** \$45
Uk Telephone Card Catalogue (Includes 2 Binders
And 3 Updates- Complete!)..... \$109
Telstra Australian Catalogue..... \$10
Glenn Bellamy Australian Catalogue.....\$6
Ultrapro Phonocard Album+ 20 pages **Special** \$27.50
Ultrapro Pages.....ea0.65
100 top quality sleeves..... \$2.50

World Issues

Many world issues in stock (mint & used).

Bt Disney 101 Dalmations Folder (Spotted!).....	Mint	\$95
Bt "Goldeneye" James Bond Folder-Last One!.....		\$95
Singapore Disney (Sports) '96 Folder.....		\$50
Iceland Coca-Cola Card <u>New</u> Issue Bottles.....		\$40
Japan: 100th Anniversary Coca-Cola Folder (Usually \$750) Special.....		\$680
Papua New Guinea: Musical Instruments Set 4.....		\$45
Papua New Guinea: Singapore Fair Folder.....		\$15
Papua New Guinea: Pepsi Cola set 4.....		\$20
Papua New Guinea: Orchids set 4.....		\$20
New Zealand: Disney Hunchback Of Notre Dame.....		\$8
New Zealand: Sorcerer's Apprentice set 4.....		\$38

Buying...

Perth Coins Year of OX.....		\$14
Sheepskin Warehouse.....		\$12
Husky.....		\$8
Rentlo II.....		\$60
White Tiger.....		\$4
All used Australian picture cards-any qty!!.....	\$0.20 ea	
All mint cards taken at face in trade for purchases from our stock.		

Stored Value Cards-mint

We stock Australian/World issues - list avail
Set 5 Movie Theme Parks from QLD (used)..... \$38
ANZ \$20 Cafeteria Trial card 11/95..... \$75
ANZ \$20 Cafeteria Trial card 2/96..... \$65
Danmark Olympic Folder..... \$95
USA First Union \$5 Inaugural Series..... \$40
USA First Union \$5 Employee Commemorative..... \$40
USA Nations Bank \$5 Media Card Super Special \$45

Standing Orders. Contact us for all
your standing order requirements. We
offer a competitive service that can be
tailor made to your particular needs.

We will be attending
ANDA

Collectables Show

Sydney Exhibition Centre
Darling Harbour, March 21-23, 1997
You can find us at stall 33!

Early Australian Issues

Geelong	Mint	1-hole	Multi
\$1.50 Cartoon.....	\$30	\$30	\$30
\$3 Cartoon.....	\$8	\$6	\$5
\$6 Cartoon.....	\$10	\$10	\$10
\$1.50 Surf.....	\$15	\$15	\$15
\$3 Surf.....	\$10	\$10	\$8
\$6 Surf.....	\$40	\$40	\$40
South Australia	Mint	1-hole	Multi
\$2 Vineyard.....	\$10	\$9	\$3
\$2 Murray.....	\$15	\$15	\$15
\$5 Racing Car.....	\$20	\$15	\$5
\$5 Flinders.....	\$16	\$15	\$8
\$10 Seals.....	\$40	\$25	\$20
\$20 Adelaide.....	\$70	\$25	\$8
Queensland	Mint	1-hole	Multi
\$5 Gold Coast.....	\$12	\$12	\$10
\$5 Reef.....	\$12	\$12	\$7
\$10 Brisbane.....	\$75	\$65	\$35
Victoria	Mint	1-hole	Multi
\$5 Melbourne.....	\$10	\$7	\$3
\$5 Murray.....	\$10	\$7	\$3
\$10 Grampians.....	\$25	\$13	\$5
Western Australia	Mint	1-hole	Multi
\$2 Perth.....	\$8	\$8	\$8
\$5 Karri Forrest.....	\$9	\$9	\$9
\$10 Bungles.....	\$22	\$20	\$18
ACT	Mint	1-hole	Multi
\$2 Canberra.....	\$10	\$9	\$6
\$2 View.....	\$15	\$15	\$7
\$5 Questacon.....	\$12	\$10	\$10
\$5 Memorial.....	\$22	\$20	\$15
\$10 Tower.....	\$45	\$40	\$10
NT	Mint	1-hole	Multi
\$5 Crocodile.....	\$15	\$14	\$10
\$5 Uluru.....	\$20	\$19	\$15
NSW	Mint	1-hole	Multi
\$2 Echidna.....	\$8	\$3	\$2
\$2 Orang u Tan.....	\$8	\$3	\$2
\$5 Platypus.....	\$20	\$18	\$15
\$5 Giraffe.....	\$25	\$18	\$15
\$10 Cheetah.....	\$80	\$10	\$7
\$20 Zoo.....	\$35	\$30	\$20
Tasmania	Mint	1-hole	Multi
\$2 Cradle Mtn.....	\$15	\$15	\$13
\$5 Hobart.....	\$10	\$10	\$6

Australia's leading phonocard dealer & auctioneer

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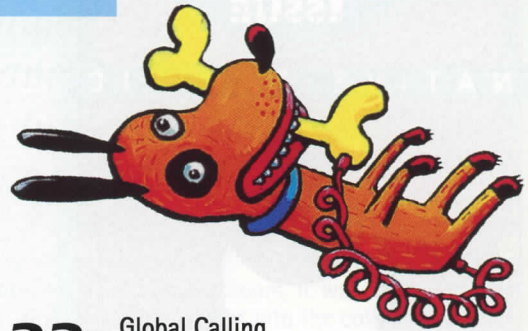
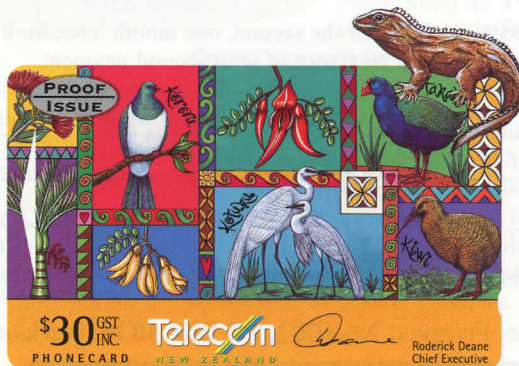
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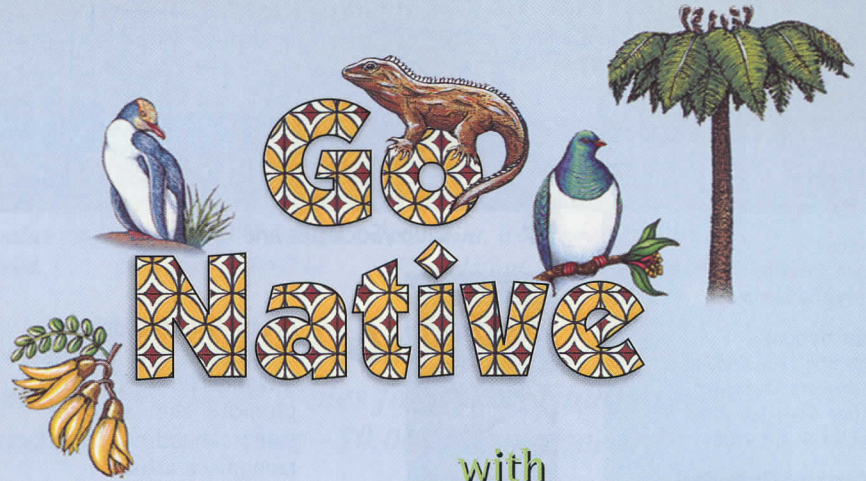
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**PROOF
ISSUE**

NATIVE PACIFIC



with
Telecom PhoneCards



Fresh from the Pacific comes the second release in a refreshing new Telecom PhoneCard™ series – the Native Pacific Proof Issue Collector Pack.

The first release in this exclusive new series sold out within days. So you'll need to be quick to catch this stunning new addition to the series.

Celebrating the natural beauty of the Pacific Region, the Native Pacific Proof Issue comes in a superb gold embossed folder containing four specially produced PhoneCards and an exclusive \$30 montage PhoneCard signed by Telecom Chief Executive, Dr Roderick Deane. Adding to the appeal is a sample of a printers proof sheet.



Naturally, availability is strictly limited. For just \$695 you could secure one of only 150 packs in existence.

So, complete the coupon below without delay or call 0800 508 805 to order NOW!

YES! Please send me my Native Pacific Proof Issue Collector Series Pack (only one per person)

This offer is subject to availability.

- Payment option 1: Full payment of \$695 incl. GST
- Payment option 2: Two payments. The first for \$350 incl GST and the second, one month later, for \$345 incl. GST. The Proof Collector Series will be dispatched upon receipt and clearance of your second payment.

Name: _____ Address: _____

Credit Card Type: _____ Expires: _____

Credit Card No: Signature: _____

Please tick here if you wish to receive more information about PhoneCard collecting.

Send to: Telecom PhoneCard Collector Service, Freepost No.4083, PO Box 3838, Auckland.

MAG

Telecom PhoneCard™ Collector Service

Telecom
NEW ZEALAND

This editorial is being written on Qantas flight QF 6, flying from Singapore to Sydney, following my attendance at the Singapore Collectables Fair (SCF) and the Singapore International Coin Show (SICS) which were held from 28 February to 2 March '97.

It was fascinating to note the impact of the two major regional events (one which recently occurred and the other yet to take place) shown on the collectables being offered at the two shows.

I am referring to of course the death of Deng Xiaoping on February 18 and the imminent handover of Hong Kong to China on 1 July 1997.

The date for the handover of Hong Kong has been known for some time, and as such the production of commemorative material for this event long since planned. In attending the two shows it was hard not to feel that considerable material had also been produced prior to the death of Deng on the basis that such an occurrence was also imminent and it was 'good business' to be prepared.

Memorabilia featuring the late Chinese paramount leader were selling like 'hot cakes'. These included numerous phonecards, issued both in multiple card sets and individually, portraying Deng at various stages in his career and life, as well as books and magazines on the Chinese leader, watches and commemorative gold and silver coins.

All these items were quite keenly sought after by collectors and by all accounts prices have surged since Deng died at the age of 92.

It was reported in 'The Straits Times' that bookshops had advised of a 30 to 40 per cent increase in the sales of publications featuring the Chinese leader.

Memorabilia featuring the late Chinese paramount leader were selling like 'Hot Cakes'.

The handover of Hong Kong, of which there has been considerably more warning, featured greatly on phonecards, stamps, coins and watches.

Especially popular at the Collectables Fair (and at the official entry desk) were three stamp miniature sheets with face values of 1800 Roubles, 1800 Roubles

and £1.20 respectively, which were exclusive to the SICS '97 and which were issued by Batum, Abkhazia and Easdale Island.

You might well ask 'where the heck' Batum, Abkhazia and Easdale Island are - I certainly did!

It transpires that Batum is situated on the Black Sea and is an autonomous region in Georgia, Abkhazia is contained within the republic of Georgia and Easdale Island off the west coast of Scotland, is located near the island of Mull.

Two Swiss companies; Skyroot Timepieces AG and ETA SA Fabrigues D Ebauches, have generated two classical commemorative watches in the memory of the historical "Hong Kong's Return to China" in 1997.

A world-wide mintage of 50,000 pairs have been produced with Singapore's allocation being promoted as being 100 pairs. The price of S\$1,380 (approx A\$1,240 and NZ\$1,400) certainly did not deter collectors as the 'line-up' to obtain this item (both from the allocation and 'others on the way') was amazing. The line stretched from the dealer's table out of the room where the Fair was being held and well down the entry hall.

Also the Royal Canadian Mint had on display a HK\$1000 gold coin which they have been commissioned to manufacture by the Hong Kong Monetary Authority. This coin commemorates the establishment of Hong Kong as a "Special Administrative Region Of China" and will be launched on 1 July 1997.

As far as collectors are concerned, there are various categories into which they fall from specialist and discerning collectors to those who tend to follow 'trends' and collect 'fashionable' items. Speculators and investors tend largely to fall into this latter category.

With some 10,000 people passing through the doors, it was interesting to gain an insight into the collecting habits and mannerisms of a wide cross section of collectors. It was evident that all categories of collectors were in attendance at the two events.

There were those (serious collectors) who were interested only in quality items in a specific area, be it coins, banknotes or phonecards or the collectors following 'trends' or (impulse) buying for partners or children.

Whilst some may be critical of, and not consider as 'serious', the collectors who follow and purchase the 'latest trends', the collector, the speculator and

investor have a role to play in any area of collecting.

No hobby can exist with support only from the 'serious' and committed collector, it needs also the enthusiasm, impetus and promotion provided by the (often youthful) entrepreneur.

What is obviously needed in each case is a balance between the two. An over emphasis on the activities of the latter - and an insufficient number of the former could result in any area of collecting 'over-heating' too quickly with resultant rapid price increases and conversant price decreases.

It was evident in Singapore that there exists a strong and committed collector number on which each of the respective hobbies is based.

With relevance to phonecards, it would be obvious to all that what both Australia and New Zealand require is an increase in such a collector base which will initially provide an impetus to the hobby and ultimately, stability.

How do we build up this base?



Viddy Jermacans
Editor

You might well ask 'where the heck' Batum, Abkhazia and Easdale Island are - I certainly did!

Gold Coast/ Philatelic Society Inc.

Volume 2 of the ANZPM featured an article on the \$2 Generic Beach Scene Phonocard issued by the Gold Coast Philatelic Society (Phonocard Collector Group Inc.)

Unfortunately, an indication was given that this card was available for general sale. This is not so, the Beach Scene card is a complimentary card

not for sale but given away to members renewing their existing subscriptions or to new members joining the club.

The Phonocard Collector Group advises that it has recently opened its membership to international subscribers. The response has been most positive with fourteen new members from overseas joining in December 1996.

An overseas collector can either pay a joining fee and membership fee or they can make a payment of 10 unmarked used phonocards from their country.

This is fantastic for the club and its members who are finding the interchange with these international collectors most rewarding.

John Simpson, the Society's President, personally corresponds with some one hundred and twenty collectors worldwide!

The Society has also finalised the date for its annual Phonocard and Stamp Day which will be held this year on Sunday, 27 July, at the usual venue, being the Albert Waterways Hall, cnr. Hooker

Boulevard and Sunshine Boulevard, at Broadbeach.

Enquiries about the club can be made to the Gold Coast Philatelic Society Inc., PO Box 2138 Southport, Qld 4215.

The Gold Coast Philatelic Society Inc. meets every second Monday night of each month at the CWA hall Cnr Garden and Young Streets, Southport, Queensland.

Sydney's Big Collector Weekend

The weekend of 5 & 6 April 1997, once again provides phonocard collectors with the opportunity to attend Sydney's largest gathering of national and international phonocard dealers.

The Australian International Phonocard Fair will be held on Sunday, the 6th of April, at the All Seasons Premier Menzies Hotel, 14 Carrington Street, Sydney.

On the preceding day, Saturday, April the 5th, the same venue will host the Australian International Banknote Fair. As well as numismatic dealers, this event will feature many of the phonocard dealers who will also be in attendance at the Phonocard Fair the next day.

The Sydney International Phonocard Fair,

which has been held twice a year since its inception in March 1993, has proven to be the premium phone-card exhibition and fair held in that city each year.

Leading dealers from both Australia and New Zealand continue to attend the fair, as do the various leading card issuing authorities and trade magazines.

Undoubtedly, the weekend offers collectors the opportunity to view and to choose from the largest and most comprehensive and varied display of Australian and world phonocards on offer anywhere in Australia.

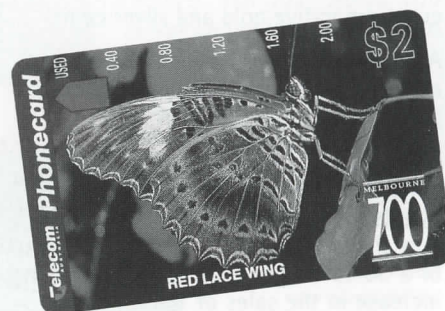
For further information on the weekend contact Mark Freehill from M.E.F. Brooks on (02) 9913 3036.

The Rosebud & District Phonocard Collectors Club inc.

The Rosebud & District Phonocard Collectors Club is holding a Phonocard, Stamp and Coin Fair on Saturday 17th May 1997, at Glen Eira College, Corner Booran & Neerim Roads, Caulfield. Melway 68 D.3. Dealer will be in attendance buying and selling phonocards, stamps and coins. The Fair will be open between 10am and 4pm, admittance is free, with ample free parking and refreshments will be available.

Melbourne Phonocard Club Inc

The Melbourne Phonocard Club Inc is the only Australian Club thus far to commission a private phonocard namely the \$2 Melbourne Zoo Red Lace Wing Butterfly Card. Current Club members also receive a monthly Newsletter and a complimentary overprinted \$2 beach scene phonocard with their membership.



The Melbourne Phonocard Club Inc. welcomes all new members. The club meets on the first Saturday of every month starting at 1pm at the Senior Citizens Centre, 18a Bent Street, Northcote. The next meeting dates are 5th April and 3rd May.

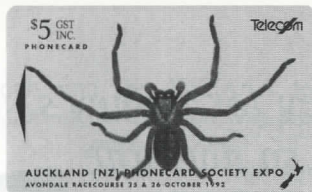
For membership details write to: The Melbourne Phonocard Club Inc, PO Box 177, Victoria 3070, Australia, or just come along!

Annual
Phonocard
and Stamp Day
SUNDAY, 27 JULY

Australian
International
Phonocard Fair
SUNDAY 6TH APRIL

Editor's Apology

It is true the first club formed in Australia to promote the hobby of phonocard collecting was the Australian Phonocard Collectors Club based in South Australia. However the first club promotional card produced was not the \$10 Kangaroo Island image but rather a reproduction of Telecom's \$5 Melbourne skyline design from the Victorian State series. This innovative project was initiated by the Melbourne PhoneCard Club and Australia's first Club promotional cards was released in July, 1993. The Kangaroo Island promocard was later released at the first phonocard fair conducted by the Australian Phonocard Collectors Club on 27 November, 1993.



Auckland PhoneCard Society

The Auckland (NZ) Phonocard Society was formed in 1992 and the enterprising among them quickly organised the first Phonocard Expo at the Avondale Racecourse on Labour Weekend 1992. Telecom was commissioned to produce New Zealand's first limited edition advertising card, the "Avondale Spider". 5000 of these cards were produced and sold in a folder for \$6 at the exhibition.

The event proved to be popular with new members joining up.

1993 saw the meeting venue change to the Senior Citizens Hall, 773 New North Road, Mt Albert, at 10.30am on the first Sunday of every month. Glen Wilson from Kiwi Phonocard International is the dealer in attendance. (see Glen's profile on page 28).

The Society sends out a regular newsletter to members and also has names and addresses of overseas collectors wishing to exchange cards. Interested collectors should attend a meeting or write to PO Box 11456, Ellerslie, Auckland 1131. The first year of membership is free to new youth members.

• GERHARD MEDER - AUCKLAND PHONECARD SOCIETY

Card Collect '97

On June 7th/8th, 1997, the 2nd International Phone Card Fair "Card Collect '97" will be held at the Expo-Centre in Athens, the 5-million metropolis of Greece. After our great success 1996, we expect a great variety of articles relating to phonecards to be presented by suppliers and telecommunications companies from Europe and all over the world.

For more information on "Card Collect '97" please contact Dietmar Starke, Just for Fun - Germany, Postfach 662108, 81218 Muenchen, Germany, Tel: 0049 89 8632689, Fax: 0049 89 8633135

Successful Collectors' Fair at Caulfield

Organised by the Rosebud and District Phonocard Collectors Club Inc., their first fair for 1997 proved to be a winner with both collectors and dealers alike.

Some 25 dealers were in attendance, as well as special tables for the Rosebud Collectors Club and the Melbourne Phonocard Club. Telstra were represented by Jim Berrington and Marina Giarentis of the Melbourne Payphones Services Division, who reported good sales of all the current mint issues and Limited Editions, especially the new World War II aeroplane set.

Unusual issues such as the Ford Tennis cards, and the Lauda Air PhoneAway card created a lot of interest.

Despite the hot day - the temperature reached 38 degrees Celcius - some 250 enthusiasts attended the fair. However, not all would have been phonocard collectors, as this fair was extended to include stamps and coins as well. Not a bad idea, as many phonocard collectors do collect stamps/coins, and it also introduces phonocard collecting to the more traditional areas of philately and numismatics.

Good quality mint and used cards, both from Australia and overseas, still maintain their popularity, BUT collectors are more discerning and expect value for money.

Collecting by Serial Number (Prefix Number) is waning, but the Custom Cards have resurged, especially priced near to their face value.

The next fair will be held on Saturday May 17th, 1997 at the same location - the Glen Eira College on the corner of Booran and Neerim Roads, Caulfield. (close to the Caulfield Racecourse, which is only 12 kilometres from Melbourne City).

The organiser is John Thomas of the Rosebud Club, Tel 61 (0)3 5986 2261, Fax 61 (0)3 5986 6943, PO Box 211 Rosebud, Victoria, Australia 3939.

Collectors' Fair
SATURDAY, 17 MAY

Christchurch Phonocard Club

Interest shown at a public meeting lead to the Christchurch Phonocard Club being formed in October 1994. Due to a rapid increase in membership the club was forced to move premises three months later, and are now based at the Woolston Working Mens Club.

The clubs monthly meetings are often attended by a guest speaker. Subjects have included local market for investing and collecting, how a payphone works, phonecards in Japan and phonocard manufacture.

As well as an exchange of cards and knowledge, there is also a mini thematic exhibition, raffle and fun auction. As well as having access to a library of various magazines, club members New Zealand wide also receive a monthly newsletter.

The Christchurch Phonocard Club have also participated at the annual CIPEX fair for the past three years.

The Club held its first phonocard fair in October 1995 to

promote phonocard collecting as a hobby. Generous support for the fair was received from Telstra, U.S. West Nynex and some New Zealand dealers.

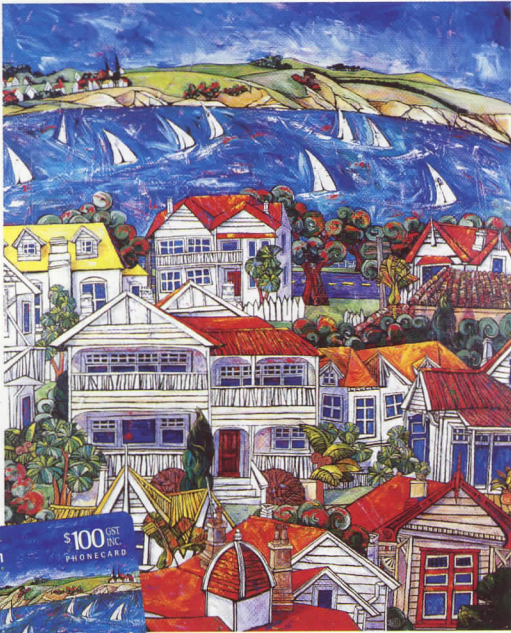
The Christchurch Phonocard club has been greatly supported by Telecom New Zealand, Bruce Phillips Phonecards and other New Zealand dealers by way of donations of prizes and time given. Without this support and the ongoing support of members and the committee the Phonocard club would not be as enthusiastic or enjoyable as it is.

Club meetings are held on the second Monday of each month at the Woolston Working Men's Club, Hargood Street Christchurch.

If anyone would like further details on the club or are interested in becoming members, please contact Robyn Ross-Smith Secretary, 10 Oban Place, Christchurch 6, Tel: (03) 389 2631.

“Art for art’s sake, money for money’s sake”. As the song goes, so does the popularity of art on PhoneCards. PhoneCards have proved a wonderful medium to promote the work of some of budding and recognised artists.

Art for Art’s Sake



Art on Phonecards has now proved a popular thematic adding a new dimension to many collections. In

fact, the hottest Phonecard in New Zealand Phonecard history was an Artcard. In the heat of the market, the first Artcard, produced in 1994 to commemorate the inaugural Telecom PhoneCard™ Auction, sold for several thousands of dollars.

Only 52 of this \$100 card were produced, making it the scarcest PhoneCard™ ever produced by Telecom New Zealand.

Since then two further Artcards have been produced, each numbered sequentially and in the same limited run. The images on all three Artcards were taken from artwork painted by New Zealand painters, with the original painting awarded by lottery draw to one of the successful purchasers of an Artcard. These images were 'Still Life and Tivaivai' by Pamela Wolfe (1994), 'Red Doors Blue Sea' by Souzie Speerstra (1995) and 'Hauraki Gulf Gannett' by Russell Jackson (1996).

Beautiful illustrations and vibrant colours together with a strong ethnic feel have resulted the most recent addition to the Telecom 'Art on Cards' family.

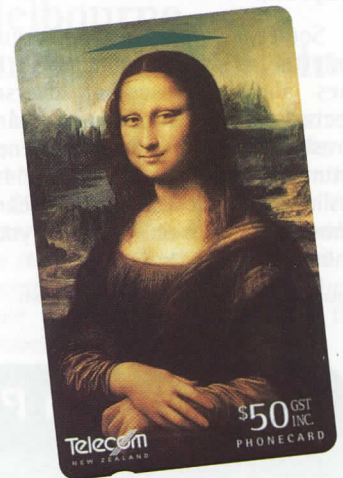
The striking Collector Pack is titled 'Native

Pacific'. The stunning PhoneCards display the detailed work of renowned New Zealand artist Rosanne Sullivan and feature a melting pot of distinctive indigenous birds, plants and animals with an overall Pacific Island flavour.

The artwork has also been used on the PhoneCards incorporated in the second limited edition Proof Issue Series released by Telecom in March of this year.

A six-issue series of classical art on Phonecards is being released by Wellington-based Phonecard dealers, Pacific Coin Company. Entitled the 'Art Collection Series' it salutes the works of some of the world's best known artists of all time, including Leonardo da Vinci's 'Mona Lisa', Renoir's 'Luncheon of the Boating Party' and Monet's 'Garden at Vetheuill'.

Further releases in this prestigious series include Michelangelo's renowned 'Creation of Adam' painting in the Sistine Chapel, Vincent van Gogh's celebrated 'Sunflowers' painting and Rembrandt's 'The Syndics of the Clothmakers Guild'. Only 1000 of each \$50 card issue will be released



by Pacific Coin Company with 350 of each released in the Gallery Edition and 650 in the Masters Premier Edition.

In contrast is children's art. This always has a freshness about its style, which is captured in the 'Healthy Schools' PhoneCard series. The art shown on this four-card series resulted from the Healthy Schools project initiated by the New Zealand School Trustee Association in 1993 to focus attention on the health and vitality of our schools.

The series features the four winning designs of a national art competition, illustrating the activities children believe are undertaken in a healthy school. These \$5 FundCards were sold through schools for \$7, with the \$2 donation split between the individual



schools and the NZSTA. A total of 150,000 of each design was produced, with 142,000 of each distributed through the schools (any unsold at the end of the fundraising campaign were either overprinted or destroyed). The remaining 8000 of each were inserted into AdCards Volume Six.

cards in the set of six which realistically portrayed aspects of water safety.

The 1992 Olympic Games set of six cards featured five designs by Rod Byrnes of RAW Graphic Design, to represent the dynamics of human movement. This set of cards remains one of the more popular of the 'early' Telecom sets even though in excess of 3 million cards were produced.

The first set of cards in Telecom Australia's Advertising card category were also designed by Rod Byrnes and again these were a popular card with collectors. With this set of cards, issued in 1993, it was the first time that Telecom had departed, quite dramatically, from their 'scenery' and 'animal' type Phonecards.

In mid 1993 we saw the issue of 200,000 of Telecom's Sydney 2000 (Olympic) Publicity card. This Phonocard with its simple but very striking and recognisable design remains as one of the more valued cards in a collection and will continue to remain so with the year 2000 Olympics just over the horizon.

Other art by New Zealand children on PhoneCards appears in the 1994 Otumoetai College FundCard. The illustration on this card was drawn by a former student, William Furneaux who went on to pursue an art career at the Elam School of Fine Arts. There were 14,500 of this card produced, over two printings.

Art on phonecards can be interpreted fairly liberally by the art thematic collector. The PhoneCards produced to commemorate Telecom's sponsorship of the 1994 Wellington Arts Festival, the 1993 Telecom Commitment to Service card with a child's style drawing of the sun, the 1993 Flowers series drawn by painter Sandie Fisk, the 1992 and 1996 Maori Legends series and 1991 Christmas series drawn by Auckland graphic artist, Ellen Giggenbach are just a few in a wide selection of PhoneCards boasting New Zealand art.

Many people collect Phonecards because of the creativity and skill applied to the artistic and graphic images that are portrayed on them, be they images painted by the masters or as sketched or drawn by more contemporary graphic artists.

In Australia the very first set of Phonecards issued in 1989 by Telecom Australia (as it was then known), the Geelong Field Trial set, featured three



The introduction of the custom cards saw the advent of some dynamic artistry on Phonecards which simply demanded 'collect me!' From the effervescent cartoon characters such as Disney's Mickey and Donald, the Simpsons and the Flintstones, to the impressive 'Ghost Who Walks' - The Phantom, collectors (both young and old) were introduced to the power and charisma of the images being portrayed on Phonecards.

Sadly these cards have tended to price themselves out of the market and are no longer produced.

The other two non-remote access phonocard issuing companies in Australia, PayTel Australia and Card Phone Australia, have tended to issue cards with more 'conventional' images such as trains, ferries, animals, birds and foot-ballers. Two very striking artistic designs, however, were issued respectively with PayTel's Tasmanian Devil card with original artwork by David Hopkins and Card Phone's Collection of Birdlife card.

Whilst none of the card issuing authorities in Australia have released any phonecards featuring the 'old masters'; Telstra went 'close' in October 1996 when it issued a joined pair of phonecards to commemorate its attendance at CardEx '96, using designs influenced by the style of the master Dutch artist Vincent Van Gogh.



In 1993 also, in recognition of the United Nations Year of the World's indigenous People, Telecom commissioned Aboriginal artist Malcolm Jagamara to create a series of three paintings which were reproduced on their Phonecards.

1994 saw the first of Telecom's Chinese 'Year of...' cards appear when a set of four Year of the Dog cards were produced. These were extremely popular, partly because of the 'small' (in relation to collector interest at the time) print run and also because they were attractive to the eye.



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Ph/Fax: 64 4 387 2115, Fax: 64 4 387 2969
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The Best of Both Worlds, Descent, All Good Things, Birthright each	\$35	-

WORLD COCA COLA	MINT	USED
JAPAN 0-127 100th Anniversary Disney	\$325	-
JAPAN 0-128 100th Anniversary Oldman	-	\$450
1994 \$20 Fiji Rugby 7 Coke advert	\$145	-
SWEDEN Telia Travel Coke, 5v	\$75	-
INDONESIA Coke Young Couple 5000 ptd	\$28	-

USA-NYNEX	MINT	USED
\$1 DNC Complimentary	\$1150	-
\$5 DNC Statue of Liberty	\$375	-

NEW ZEALAND VISA CASH CARDS PRE PILOT	MINT	USED
\$20 BNZ (800 ptd)	\$325	\$200
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SYDNEY'S BIG COLLECTOR WEEKEND

Saturday 5th April 1997

10am to 5pm

Australian International Banknote Fair '97

Sunday 6th April 1997

10am to 5pm

Australian International Phonecard Fair '97

Admission: Each day - Adults \$2

Children under twelve free

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Exhibition Room, Lower Ground Floor,
14 Carrington Street, Sydney

For further information: Phone: (02) 9913 3036

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(Garry Page)

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Ph: (09) 535 5720 Fax: (09) 535 5991

MINT CARDS

\$2	Gobbledoc	\$95.00
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\$2	Newsagency (slight mark)	\$70.00
\$2	Anatomy	\$95.00
\$2	Anatomy (slight mark)	\$70.00
\$2	Clexane	\$250.00
\$2	Clexane (slight mark)	\$180.00
\$2	NRMA	\$200.00
\$2	Bondi Beach (slight mark)	\$200.00
\$2	Taubmans	\$25.00
\$2	RSL	\$90.00
\$2	WATTYL in folder	\$22.00
\$2	Sydney University	\$250.00
\$2	Fuji Films	\$15.00
\$2	Macquarie University	\$250.00
\$4	Prudential	\$175.00
\$5	Sky Bolt (Avalon)	\$25.00
\$5	Commonwealth Bank	\$300.00
\$5	Elizabeth Arcade	\$25.00
\$5	Kids Card	\$30.00
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MINT CARDS

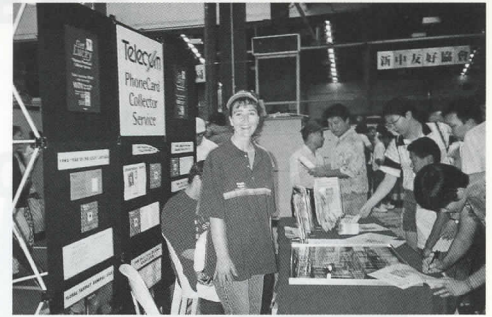
Geelong Set	\$40
South Australia Set	\$65
Queensland Set	\$38
Australian Capital Territory Set	\$65
Olympic '92 Set	\$65
\$5 Australia Day '92	\$10
\$1.50 Membership Card	\$25
\$2 Fish (ex Marine Series pack)	\$15
\$2 Watty!	\$15
\$2 Taubmans (3rd issue)	\$22
\$10 Independence Day Pair	\$25
\$0 Coke "Prizecard"	\$2
\$5 Elizabeth Arcade	\$50
\$2 Bondi Beach - Multi Hole only	\$15

We have a full selection of PayTel mint cards at below face value prices. We won't be beaten on price.

We also have Visa Cash cards including the very scarce \$5 National Australia Bank Cafeteria Test Card.

We welcome your enquiries.

The Chinese Lunar New Year is a major event on the Chinese calendar and on Saturday 8 February the annual Chinese Fair was held at the Turners and Growers Auction Rooms in Mt Wellington in Auckland, New Zealand.



1997 is the Year of the Ox and most of the 64 stalls at the fair used this theme to their best advantage - none more so than the Telecom PhoneCard Collector Service.

Bruce Buddicom and Cindy Duck from Telecom Payphones and Matt, Pauline and Paula from the Telecom PhoneCard Collector Service were present at the fair along with a large display of single cards, packs, magazines, catalogues, newsletters and flyers promoting phonecard collecting in both English and Mandarin.

The interest the stall generated was astonishing. From 10.00am to 5.00pm questions were answered about cards and collecting, packs and prizes and everything in between. Hundreds of single cards were sold - the most popular being the Reflections of China series, NZ cattle and sheep, the RSPCA AdCard, the Red Nose Day AdCards, the Japan Airlines AdCard, Valentines Day card and the Chinese Lunar New Year card.

Packs were also purchased - the most popular of these being the Amazing Aotearoa series and the Snow Leopard and Polar Bear pair with Ocean Odyssey also generating interest.

A major draw card of the stall was the competition. Every purchase that was made went into a draw to win one of two

"Year of the Ox" Telecom PhoneCard Collector Packs. As the Chinese lucky number is '8', the two packs up for grabs were serial number '88' and '888'. M Ong of Ellerslie and P Young of Whenuapai won these from a draw of over 2000 names!

The most pleasing aspect of the day was the fact that over 200 people requested to be entered onto the Collector Service database to receive more information about phonecard collecting and maybe start their own collection.

A fun day was had by all.



Singapore Collectables Fair

The Singapore Collectables Fair (SCF) was held on 28 February to 2 March, 1997, at the Raffles City Convention Centre in Singapore.

The event was held in conjunction with the Singapore International Coin Show (SICS), located on the same floor as the SCF but in a different room.

The Collectables Fair featured an extensive range of items, predominantly phonecards but also including MRT cards, stamps and timepieces from around the world.

All dealers in attendance had phonecards as either their only item of stock or as a major item, with Japanese, Chinese or American cards being prominent.

At the Collectables Fair, Australia was represented by Edlins of Canberra and International Numismatics, whilst John and Peter Eccles and Pacific Coin Company from New Zealand included

phonecards as part of their displays in the Coin Show area.

A number of phonecards were produced for the two events with 388 official SICS phonecard sets being issued by USACard for sale over the three days.

This was the third year of an official card set being authorised for the annual event and the mintage - the lowest yet - was quite attractive to collectors at S\$40 per set.

The sets come in an official issue folder and consisted of two US\$5 phonecards which showed some of the more desirable coins and banknotes featured in the Singapore Coin Auction held in conjunction with the Fair and Show.

Other sets were also produced for the Fair, some with interesting mintage figures obviously aimed at the local (predominantly Chinese) population, ie.

of 188 and 288 respectively. A year of the Ox theme card was evident in each set.

Collectors seemed to be buying material based on thematic interests, be it Coca-Cola and McDonald's (which featured quite strongly on the United States products) or the large variety of themes provided on Japanese cards, which overall, still appear to be the most popular and which collectors attending international fairs and shows seek.

The phonecards of China, particularly those featuring Deng Xiaoping, were also available in large numbers and were in very strong demand.

It was hard to gauge the total number of collectors in attendance at the Fair over the three days as common access was available at both the Fair and the show but I would assume that some 2 - 3,000 people passed through the room ensuring a busy time for dealers in attendance.



.... from Bruce Buddicom

National Manager Payphones, Telecom New Zealand

It has been a hectic couple of months here at Telecom Payphones with summer our busiest time of year for PhoneCard sales. It seems not even the barrage of tropical cyclones which hit New Zealand could dampen the spirits of holiday makers or sales of the fabulous summer series Ocean Odyssey.

In fact it is worth taking a few moments to comment on some of the trends in our retail sales which I am sure will be of interest to collectors.

As I mentioned in my last column, there has already been a shortage of some higher denomination used cards - and the trend is continuing. It appears customers are holding on to cards because they like the design, rather than throwing them away once finished. Retail customers are also seeking out sets of cards rather than making random purchases. While these trends may create some difficulties for collectors wanting to obtain certain used cards, in general I believe it is an encouraging sign, one which points to a greater awareness and appreciation of telephone card collecting in general - and that can only be good for collectors in the long term.

The emergence of new card types, such as the remote prepaid cards is also stimulating interest in collecting. Telecom New Zealand has just produced its first RPC card - a \$2 card for a liquor company promoting Baileys Original Irish Cream. A stunning series of images - this is just a taste of what is to come with both Telecom Payphones and Telstra actively pursuing strategies for RPC and smartcards.

When smartcard technology is introduced into New Zealand it will open up an exciting range of design possibilities and a host of new marketing opportunities. Going by overseas trends, a change to smartcards will almost certainly stimulate interest in collecting - this was the case in Britain where the introduction of new technology promoted a rush of new collectors and inspired current collectors to complete their existing card sets.

Raising the profile of PhoneCard collecting in New Zealand is important if we are to grow the collector market. With this in mind, Telecom Payphones will be embarking on a number of new activities aimed at stimulating interest in this fascinating pastime. In particular we will be targeting key events around the country where collecting will be promoted to the general public - a good example of this was the recent Chinese New Year celebrations in Auckland at which the Telecom PhoneCard Collector Service had a promotional stand. Our aim in getting involved with these sort of events is to increase the number of collectors, demand and value of our collector product.

Telecom Payphones' support of the Ready Teddy Go 2000 campaign is another example of the kind of projects we are getting involved in to increase awareness of collecting. A major fundraising exercise for the New Zealand equestrian team and their bid for the Sydney 2000 Olympic Games, the campaign is a high profile one for PhoneCards.

As a major component of the fundraising efforts, Telecom Payphones has produced 10,000 \$5 PhoneCards to be given away free with a minimum donation of \$20. 500 \$20 PhoneCards are available for a \$100 donation and 200 Ready Teddy Presentation Issues containing a printing sheet, the \$5 and \$20 cards in a presentation rimu box have also been produced. All proceeds go to the Charisma Trust.

Getting involved in a campaign such as this not only supports an extremely



worthwhile cause but is also great for the profile of PhoneCard collecting in general. To get your limited edition Ready Teddy Go product, call 0800 4 Teddy (that's 0800 483 339 for New Zealand callers only) or contact The New Zealand Equestrian Federation, PO Box 6146, Wellington, New Zealand, who are handling sales of Ready Teddy Go product on behalf of the Charisma Trust.

You can also look forward to more fantastic collector product from the Telecom PhoneCard Collector Service this year. Our second Gold Bullion set is due for release mid-year. As expected, interest in the second Portfolio Series has been extremely high and we are already well underway with plans for the next Proof Series. The advent of these new products has created much interest among collectors and we are now looking at the lifecycle of each product to ensure they retain their appeal and value.

A handwritten signature in blue ink, appearing to be 'B. Buddicom'.

Bruce Buddicom - NATIONAL MANAGER PAYPHONES, TELECOM NEW ZEALAND

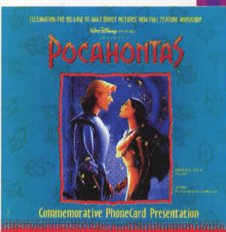
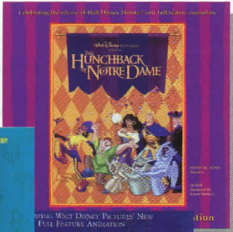
EVENT MASTERS Disney PHONECARD COLLECTION



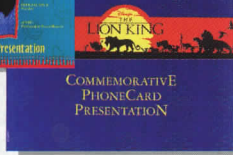
**THE BEST
RELEASES
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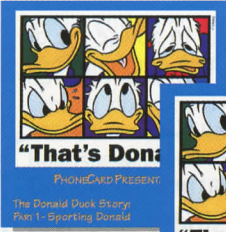
Hunchback of Notre Dame*
2000 sets released
Sept '96 at \$ 55
Current value \$ 150



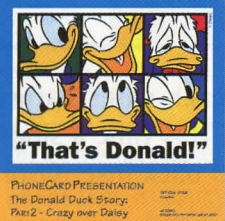
Pocahontas*
3000 sets released
Sept '95 at \$ 55
Current value \$ 125



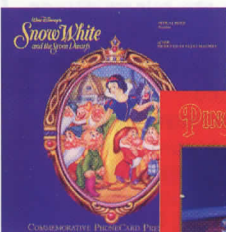
The Lion King*
4000 sets released Sept '94 at \$ 55
Current value \$ 150



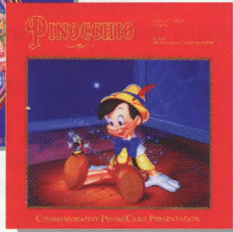
Donald Duck Story Part 1
2000 sets released
Dec '95 at \$ 140
Current value \$ 400



Donald Duck Story Part 2
2000 sets released Dec '96 at \$ 140
Current value \$ 200



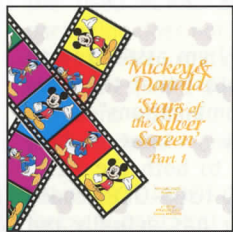
Snow White & the 7 Dwarfs
3000 sets released
Dec '94 at \$ 85
Current value \$ 155



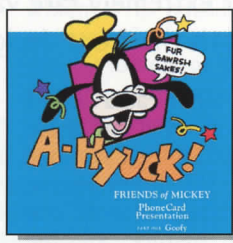
Pinocchio
3000 sets released April '95 at \$ 80
Current value \$ 160



Mickey & Donald Stars of the Silver Screen Part 1
2 cards \$ 32



Mickey & Donald Stars of the Silver Screen Part 1
1000 sets released Feb'97 at \$ 120



Friends of Mickey Part 1 Goofy
2000 sets released April '96 at \$ 195
Current value \$ 400



Lion King
1 card \$ 55



Hunchback of Notre Dame
1 card \$ 8

February 1997

Mickey & Donald Stars of the Silver Screen Part 1, only 1000 sets released

April 1997

Friends of Mickey Part 2, Pluto is featured in a newly designed folder

July 1997

Mickey Mouse Story Part 4, for the fourth year!

September 1997

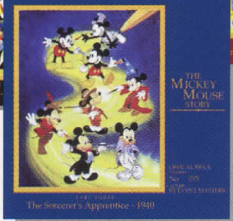
Disney's movie Hercules is featured in a newly designed folder

December 1997

Donald Duck Story Part 3, a great piece of entertainment



Mickey Mouse Story Part 2
1500 sets released
July '95 at \$ 160
Current value \$ 450

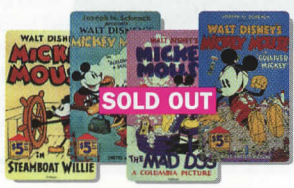


Mickey Mouse Story Part 3
2000 sets released July '96 at \$ 160
Current value \$ 400

Mickey Mouse Story Part 1
1000 sets released
July '94 at \$ 160
Current value \$ 800



Goofy of the Friends of Mickey Series
5 individual cards \$ 40



Mickey Mouse Story Part 1
4 individual cards \$ 450



Mickey Mouse Story Part 3
4 individual cards \$ 32



Donald Part 2
3 cards \$ 24

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Australia



A collector from Prahan, Victoria, wrote to me about the collection of the original \$2.00 Generic Telecom (now Telstra) Phonecards. I must admit that I had not previously studied a unique method of collecting these cards, namely, by the formation of holes which are punched in the Telecom/Telstra Phonecards to indicate the remaining value of the card.

Many collectors collect one-hole, multi-hole or maximum-hole Phonecards. Not many, however, have put together a collection of 64 \$2 Generic card corresponding to ALL the possible hole combinations, depending on the pattern of card usage.

A study of Telstra's Phonecards shows that the holes punched will only be created in certain positions, depending on the face value of the card. For example, a "maximum-hole" \$2 Generic card will have 6 holes in addition to the "zero remaining value" hole.



Such a card would be created were one to use single unit cost calls (ie local), previously costing 30 cents each at a public phone. If however a call costing greater than a single unit is made then

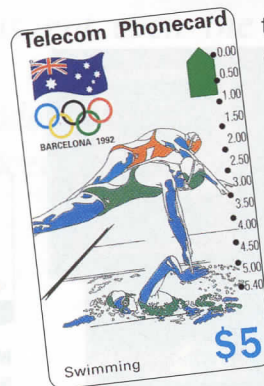
one or more hole punch positions would be skipped.



Should a single call costing \$2 be made then a "one-hole" used card is created.



As indicated above, I am assured (with the back-up of photos) that the total number of "hole combinations" is 64. Interestingly, the same hole combinations apply to both the \$2.10 (GC-GC5) and \$2.00 (GC6-GC8) coded cards. The collector has actually put



together full-hole combinations of both!

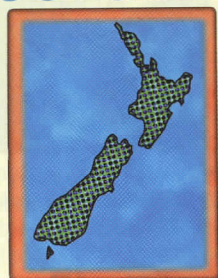
The other face value cards of \$5, \$10, \$20 and \$50, have a maximum of 11 hole punches, even on a \$50 card.

As such, I am assured, a full

collection of hole combinations would involve accumulating 1024 Phonecards. This would certainly represent a major challenge! Of course, the hole punch combination changed once the base cost unit of a call went to 40 cents.

I will wait for someone to advise me of the total number of hole combinations available now!

New Zealand



The release of the Walt Disney Hunchback cards earlier this year provided another extremely rare variety. This time a single card was found to have both the front design and back inscription inverted.

There are only four other cards known where the design is inverted and these are - 1991 Antarctic \$50 Ice Cave (one known), 1994 \$5 NZ International Festival of the Arts (two known), and the 1995 Railway History \$5 The Washington (one known).

These four cards all have only the front design inverted. The reverse of the card is quite normal.

The Hunchback card is therefore unique in every respect because it is the only

known card to have both the front design and reverse inscription inverted.

The explanation as to how such varieties occurs is really quite straight forward. Each of these cards are overprints on either blanks supplied by GPT or, in the case of the Antarctic card, unsold older designs. Overprinted cards are individually printed and inverted designs occur when the blank card is fed into the printing machine up-side-down.

What is surprising is that there are not more examples of inverted cards. Perhaps there are, and they lie undiscovered in your collection!

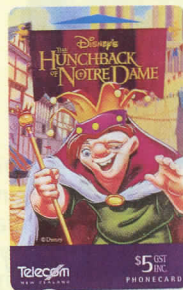
Readers may write to me with news of any new discoveries, or questions, at the following address;-

A M Kilpatrick, PO Box 588, Dunedin, New Zealand, Phone/Fax: (03) 454 5501.

• A M KILPATRICK



Inverted design: Note that the notch is at the top of the card.



Normal Hunchback card. Note that the notch is at the bottom of the card.



Reverse of the inverted design Hunchback card. Note that the "Hunchback" and "Collector Service" inscriptions are inverted also.

Unidial Australia Pty Ltd entered the Australian telecommunications market with a remote-access stored value phonecard product in 1995, and has since then continued to expand its range of phonecard products and services.

The company has a strong point-of-sale presence throughout Australia for its general use phonecards with sales through newsagents, convenience stores, supermarkets and other high-traffic outlets, on \$10, \$20, \$25, \$50 and \$100 denominations.

Unidial is keenly aware of the potential for phonecards as a platform for advertisers and has already undertaken various projects in this regard, the best known being the Hotel de Love advertising card produced and distributed in conjunction with Village Roadshow to promote the release of this Australian film in late 1996.

With each sale of this \$10 card, limited single passes to the movie were given away and needless to say, this card sold out very quickly. The second phonecard in this series of Village Roadshow films, "The Evening Star", a \$20 phonecard will be available through retail outlets when you receive this issue of the magazine.

The Unidial phonecard is capable of making discounted long-distance and international calls from 98% of all telephones (including tone and decadic) through a 1-800 freecall service, as well as calls back to Australia from 20 overseas countries. Local calls are offered as a convenience only, and are timed at 50c per 3 minutes.

The cards operate by way of a PIN printed on the card, and are not inserted into telephones, thereby allowing recipients to use the card and retain it as a collectable in its original condition.

Key consumers of Unidial phonecards include tourists, overseas students, travellers and those making substantial long distance and overseas phonecalls, who value the benefits of using phonecards and like obtain-

ing discounted long distance calls without the need to set up accounts or pay bills.

Collectors already have the opportunity to add Unidial phonecards to their collections by purchasing these at any one of the many retail outlets, using them (from home, office or elsewhere) to obtain discounted calls, and collecting the used cards. Because the unique packaging does not require a scratch-off over the PIN, used cards are identical to mint ones, and allow you to form an excellent collection without spending any additional money.

As interest from collectors has already been substantial and most retailers stock individual Unidial phonecards for a limited time only, Unidial has authorised Collect Moneycards to establish a collector service through which it is possible to purchase all general issue phonecards against specific orders or by participating in a standing order service.



All general issue phonecards will be available at face value from Collect Money-cards and also from selected phonecard dealers. Advertising and other limited edition issues will be made available where possible, as will a very limited supply of some of the earlier issues that are already sold out.

The following table lists all Unidial general issue phonecards to date and gives print quantities, expiry dates and current status. Unidial releases new card images as old ones sell out, rather than having multiple different cards on sale at once, which means the opportunity to purchase any one card is limited. For example \$10 cards with print runs of 10,000 - 15,000 sell out quickly and are then replaced with a new design. Unidial may reissue certain "stock" images on future cards, but in all cases these will carry different expiry dates and thus be clearly identifiable as re-prints.

All issues listed as current are available now through Collector Moneycards and all collectors taking out a standing order will automatically be sent copies of the cards marked "in production" upon their release. Cards marked "off issue" refers to the fact that Unidial is no longer supplying these cards, although certain retailers may still have an odd copy in stock. Standing order customers will receive priority when it comes to allocating phonecards that are out of stock or otherwise available in only limited quantities.

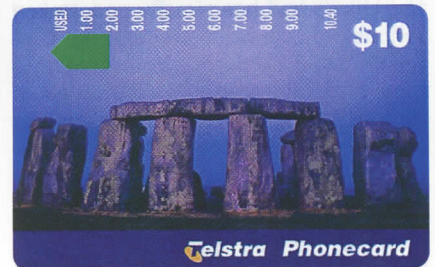
<u>Value</u>	<u>Design</u>	<u>Quantity</u>	<u>Expiry</u>	<u>Status</u>
\$10	Spaceman	10,000	06/98	off issue
\$10	Clown Fish	10,000	12/98	off issue
\$10	Basketball	10,000	12/98	off issue
\$10	Baby	10,000	12/98	off issue
\$10	Hotel de Love	3,000	12/98	off issue
\$10	Rubber Ducks	15,000	12/98	off issue
\$10	Tennis	15,000	12/98	current
\$10	Coffee	15,000	12/98	in proof
\$20	Aborigines	10,000	06/98	off issue
\$20	Penguin	10,000	12/98	current
\$20	Evening Star	5,000	12/98	current
\$20	Soccer	15,000	12/98	in proof
\$20	Tube Coral	15,000	12/98	in proof
\$20	Blue Sea Turtle	15,000	12/98	in proof
\$25	Cat (with phone)	10,000	12 mths	off prod
\$25	Cat (vertical form)	10,000	12 mths	off prod
\$25	Abacus	15,000	12/98	in prod
\$25	Iguana	15,000	12/98	in prod
\$50	Bird (with phone)	10,000	12 mths	current
\$50	Bird (vertical form)	10,000	12 mths	in prod
\$50	Mercedes	15,000	12/98	in prod
\$100	Dog (with phone)	10,000	12 mths	current
\$100	Dog (vertical form)	10,000	12 mths	current



... from Grant Burtenshaw

Telstra Payphones National Manager

The New Year is here and Telstra is celebrating 1997 with the release of several magnificent Phonecard series.



In support of the Chinese Year of the Ox and the festivities, Telstra has produced five \$5 Phonecards featuring beautiful illustrations of the Ox and valuable proverbs.

This series features the winning designs from Gregory Sue, New South Wales, as part of a national Phonecard design competition held in Asian communities, aimed at highlighting the spirit of the Chinese New Year.

The number five is considered to be lucky in the Chinese community, hence five cards were produced sporting the grandeur of this admirable animal.

To continue the celebrations, Telstra has also released an \$88 Telstra PhoneAway card featuring the design from the runner-up in the national Phonecard design competition.

The number 8 is also considered to be extremely lucky in the Asian community, so to pass this good luck on to our collectors, we produced a beautifully packaged folder, containing the complete set of \$5 Phonecards and the \$88 PhoneAway card, exclusive to our Collector service.



Why not start the new year off with a dose of good luck?

With the engagement of Kookaburra marketing Services to our Collector Service, collectors can look forward to

the introduction of many new products for the collector market.

Released in March is a unique Phonecard Special Series Folder, featuring some of the world's most spectacular Man Made Wonders. This new product includes five \$10 Phonecards honouring some of man's most superb structures, such as the Great Wall of China and America's Mount Rushmore. Also included in the folder is a special booklet containing a short history on each of the Wonders featured.

The folder and the cards are exclusive to collectors and marks the beginning of many new and exciting products for all enthusiasts.

Another collectable that promises to take off in Australia, is the Telstra PhoneAway card.

Telstra PhoneAway is Telstra's latest pre-paid calling card offering customers the convenience of calling overseas and nationally from almost any phone in Australia, and back to Australia from over 35 countries.

Already we have seen the release of the Landscape and Seascape series, however with more businesses using PhoneAway for advertising, such as the

recent Lauda Air, we can expect to see many new and exciting designs.

Telstra is soon to release the PhoneAway Carnival series which features some of the most exciting parades and celebrations from around the world. Watch out for this one!

If you're a fan of trains and engines, then you'll like our next Official Telstra Phonecard Series which will be released in April, commemorating some of the finest Steam Locomotives in Australia's history.

This four card series will be available in a classic Limited Edition Folder and includes some of the greatest machines that helped to shape our country, such as the famous Puffing Billy.

In the coming months, with the introduction of Smartcard just around the corner, Telstra is looking to produce a valuable collectors' item to herald the transition from magnetic card technology to computerised chip technology. This is definitely one to watch out for, so keep reading for updates.

Until then, happy collecting!

Grant Burtenshaw - TELSTRA PAYPHONES NATIONAL MANAGER



From Smartel - the Prepaid Call Card

A RECENT ADDITION INTO THE MARKET PLACE

A prepaid Callcard is a phone card with many benefits over the traditional phone card.

The Prepaid Callcard can be used from any touch tone phone in New Zealand – a home phone, a mobile phone, hotel phone, card phone, office phone....almost any phone, anywhere!!! You'll never have to worry about the card becoming obsolete, as additional value can be conveniently added with your Visa, MasterCard, Diners or American Express.

You never actually insert the card into a phone box, you simply use any touch tone phone to dial an 0800 number and then enter a card number, both of which are printed on the reverse of the card.

The Prepaid Callcard is also being used as an interactive promotional tool. The company graphics are prominently displayed on the face of the card and each card program has a specific audio message which is heard when the card is used. This message can extend to questionnaires, a competition, or a menu of information. It can even be interactive. The possibilities are endless.

Here are a few examples of New Zealand Companies who have been quick to embrace the new technology.

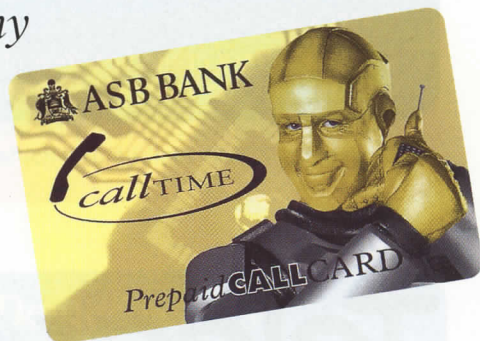
All new ASB Bank Credit Card applicants during March this year received a free 20 minute Prepaid ASB Bank Calltime card with a chance to win one of 10 cards loaded with 1,000 minutes of national Calltime.

Included with the standard features of the Prepaid Callcard, these cards also have direct dial to the ASB BANK Fastphone service, the ability to make international calls as well as obtain information about the latest ASB BANK promotions.

Gilli Fashions Prepaid Callcard - \$10 VIP card giveaway, encouraging loyalty to

the store by rewarding the customer with call time allocated by the amount of each transaction.

The AIT Prepaid Callcard was given away to every student to allow easier access to make phone calls from any touch tone phone. It has an extensive menu of information and features a voice mail option. This voice mail system allows friends and family to leave messages 24 hours a day, an ideal tool for any student on the go!



5 different All Black Prepaid Callcards were produced as a collector series. An interactive phone game "The Great All Black Challenge" can be played, using audio rugby highlights with each excerpt followed by a multi-choice quiz.

A new and exciting marketing tool.



10 9 8 7 6 5 4 3 2 1

Telecom
NEW ZEALAND

BLAST OFF!

<http://www.telecom-phonecards.co.nz>

The Telecom New Zealand PhoneCard™ Web Site has arrived!

See our article on page 25 for the opportunity to win one of five Internet PhoneCards.

So why are you waiting?

Visit the Telecom New Zealand PhoneCard™ web site now!

Latest Card Releases

Year of the Ox

Telecom New Zealand's first single card release for 1997 is the fifth pack in the very popular 'Year of' series. This year the Chinese celebrate the 'Year of the Ox'. The 'Year of the Ox' PhoneCard, produced in association with A. Brodie Ltd follows a similar design style to that which appeared on the 1993 'Year of the Cock', 1994 'Year of the Dog', 1995 'Year of the Pig' and 1996 'Year of the Rat' PhoneCards.

Since the release of the first 'Year of...' Collector Pack five years ago, each new

issue has been hotly awaited and attracted attention from around the globe.

With their artistically elegant designs and limited production runs, the 'Year of...' \$50 cards remain extremely popular and appreciate well. The Year of the Ox is expected to perform similarly. This is compounded by the fact that only 1750 packs are being produced this year, compared to last year's 2000 for Year of the Rat.



Brodie
'Year of the Ox' folder



FROM
Telecom
NEW ZEALAND



Native Pacific General Issue

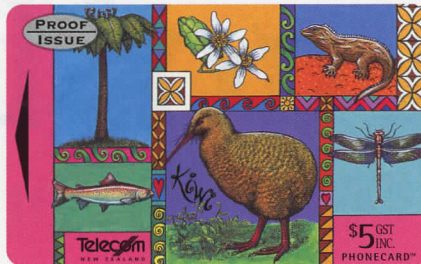
Stunning illustrations and strong, vibrant colours together with an ethnic New Zealand feel have resulted in a striking new series from Telecom New Zealand. The Native Pacific General Issue Collector Pack looks great and is due for release later this month.

New Zealand's diverse flora and fauna are celebrated in the Native Pacific General Issue. Native birds, plants, fish and animals are presented together in beautiful, real-life montage images drawn by accomplished New Zealand artist, Rosanne Sullivan.

The attractive collection of five PhoneCards includes the 'Yellow-eyed Penguin' collector PhoneCard. However the only way to secure the full set is by buying the Native Pacific General Issue Collector Pack.

Only 1500 packs are being produced for New Zealand collectors and 250 for international collectors. Contact the Telecom PhoneCard Collector Service on 0800 508 805 now to ensure you don't miss out.





Native Pacific Proof Issue

Due at the end of March is the second release in the highly successful Proof Issue series by Telecom New Zealand. The first release, the Floral Fantasy Proof Issue, sold out within weeks.

Produced for discerning collectors the Native Pacific Proof Issue contains five superbly illustrated PhoneCards presented in a high quality gold-embossed folder.

Latest Card Releases

'Host Responsibility' is the name of a campaign by the Alcohol Advisory Council (ALAC) aimed at increasing awareness about the effect of alcohol. Now ALAC has extended its campaign to increase awareness of how alcohol can effect sports performance. This has seen ALAC become lead sponsor of the Sports Awards of New Zealand, formerly known as the Halberg Trust Sport Awards, which were staged in Christchurch late February.

To heighten awareness ALAC has produced 5000 PhoneCards. Of these, 1000 were given away to every guest who attended the Sports Awards and the remaining 4000 will be distributed to winter sports code participants. ALAC has identified a strong social element associated with winter sports codes and as such will be communicating strongly with this audience. The cards will be presented in a simple folder, which also outlines ALAC's campaign.



Dealer Issues

Disney PhoneCard specialist, Event Masters, launches a new release in its expanding Disney character collection.

Remember these quirky nutters? Bugs Bunny, Wile E Coyote, Tweety Bird, Sylvester, Porky Pig, Granny, Daffy Duck and Road Runner.

The 'Loonatic' PhoneCard Series, featuring Warner Bros. characters, has been in discussion with Hollywood for over two years and finally hits the market late March/ early April.

This first release in the quirky 'Loonatic' issue contains four fabulous PhoneCards in unique packaging, which feature well-known characters from the wonderful Looney Tunes family.

As with the recent 'Stars of the Silver Screen' release last month, which featured Mickey Mouse and Donald Duck, only 1000 numbered presentation sets will be produced. An additional 500 of each card will also be available loosely. Such is the huge interest in Event Master's Disney releases, that around 600 of this 'Loonatic' presentation issue have already been pre-allocated to international collectors.

A further release in the 'Loonatic' series is expected later in the year. Those keen to secure a set should go onto Event Master's VIP Standing Order list, or wait for them to hit the secondary market.

This superior offering presents the four General Issue Native Pacific PhoneCards, along with a special \$30 montage PhoneCard. The Native Pacific Proof Issue also contains a sample of a printer's proof sheet.

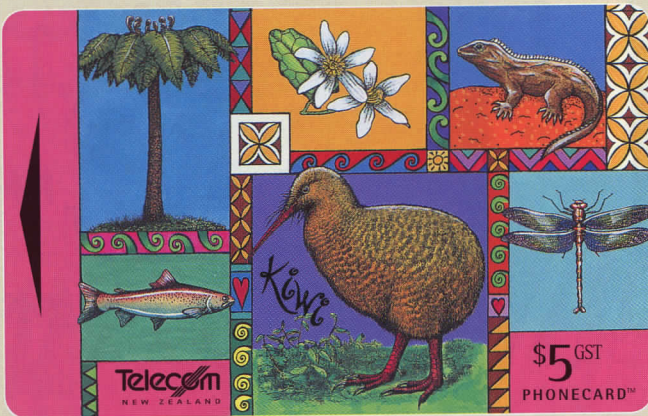
All five PhoneCards have the Proof Issue logo printed on the front and have sequential matching numbers printed on their reverse, along with the words 'Collector Proof Issue 1997'.

Only 150 of this investment issue will be produced.





Add a piece your colle



Kōwhiri and Clematis



Takahē and Paua



Kotuku and Pohutukawa



Kererū and Kaka Beak

of Paradise to ction.

Colourful, exotic, drawn from our rich natural heritage. What more could you ask of our brand new series of "Native Pacific" PhoneCards.

A vibrant addition to every collection, they feature original illustrations by New Zealand artist Rosanne Sullivan. Each depicts a unique combination of Pacific Island flora and fauna in glorious colour.

The "Native Pacific" Collector Pack will be released late March at a cost of NZ\$95, plus postage and packaging. Only 1500 packs will be produced for the New Zealand market and 250 for the international market - so be in quick. This pack consists of 4 general release cards, plus a \$5 short-run card which is unique to the pack.

If you're a subscriber you'll automatically receive a Ballot Pack. If you're not already a PhoneCard collector, now is a great time to start.

Just complete and send the order form or call us free on 0800 508 805 (in New Zealand) or +64 9 307 2190 (from overseas) and we'll send you a FREE PhoneCard Collector Information Pack.



Yellow-Eyed Penguin and John Dory
Collector Card

PLEASE SEND ME A PIECE OF PARADISE

- I would like to ballot for the "Native Pacific" PhoneCard range.
 I would like a Telecom PhoneCard Service Information Pack.

Title Mr Mrs Miss Ms Dr Sir

First Name _____ Last Name _____

Address _____

Street

Suburb

City

Postcode

Phone (Business) _____ (Home) _____

Please send to: Telecom PhoneCard Collector Service, PO Box 3838, Auckland. NEW ZEALAND

Latest Card Releases

Australian National - a salute to the Trans Australian Railway

PayTel Australia's last release of phonecards for 1996 featured four historical travel posters from the archives of Australian National; three reproduced on phonecards and the fourth on the optional PayTel Limited Edition Collectors Pack.

The Trans Australian Railway spans arguably some of the most arid country in the world, a distance of 1690 km from its eastern railhead at Port Augusta in South Australia to its western point at Kalgoorlie in Western Australia.

The posters reproduced on the three cards most aptly depict both the arid and isolated landscape covered as

well as the romantic image of travel by train as it was portrayed in the late 1920's.

A total of 5,000 of each of the \$5, \$10 and \$20 phonecards has been produced with 1500 packaged in PayTel's Limited Edition Collectors Pack.



FROM



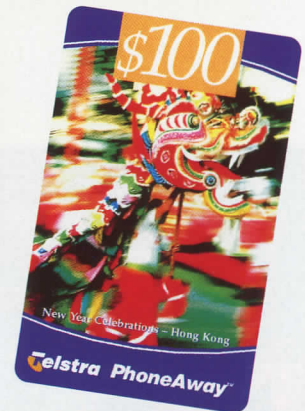
Frontline

Well, they've done it again! Frontline has released another exciting card series, available through Frontline canteens on Australian Army and Airforce Bases and the Telstra Collector Service.

Get a taste of the action with this four card series featuring \$5, 2 x \$10 Phonecards and a \$20 PhoneAway card showing the Australia Defence Force capabilities.



10,000 x \$5 Phonecards have been produced with 2,500 now available to collectors. 15,000 of the \$10 Army Phonecard have been produced with 2,000 available to collectors, and 10,000 of the \$10 Airforce Phonecard have been produced with 2,000 now available to collectors.



Only 6,300 of the \$20 PhoneAway cards have been produced, with 1,000 of these available now through the Telstra Collector Service.

Only 6,300 of the \$20 PhoneAway cards have been produced, with 1,000 of these available now through the Telstra Collector Service.

Carnivale PhoneAway

Everyone is going to love this spectacular four card PhoneAway series (\$10, \$20, \$50, \$100) featuring some of the world's most extravagant celebrations.



Take a peek at the colour and brilliance of New Year celebrations in Hong Kong; the popular Mask Festival in Venice; the fun of the Oktoberfest in Munich; and Australia's own Regatta - Henley on the Todd River, Northern Territory.

Unlike any other, this card series is a wonderful celebration of some of the world's diverse cultures and festivities.

The cards will be distributed through retailers nationally, however 700 x \$10 and \$20; 500 x \$50 and 300 x \$100 cards are available now through the Collector Service.



Chinese Year of the Ox

February 1997 ushered in the Chinese Year of the Ox and to continue a practice which commenced in 1994 with their Year of the Pig set of Phonecards, Telstra has produced a further five cards in their latest 'Year of' series.

Designed by Gregory Sue from NSW, the cards are the winning design in a national competition held through the Asian community, aimed at highlighting the significant themes of the Chinese Year.

53,000 of each of the five cards have been printed and they have been available through resellers and the Telstra Collector Service since February.

Year of the Ox Portfolio

Telstra has produced 500 of a Special Limited Series folder, each of which contain the five Year of the Ox Phonecards as well as an \$88 PhoneAway card.

The \$88 PhoneAway card features the design of the runner-up in the national Phonecard design competition, Tom Huynh.

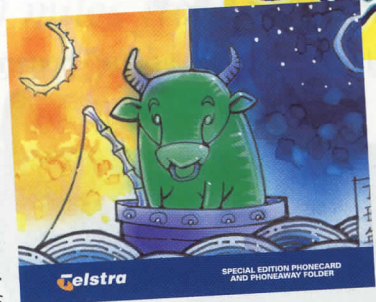
As only 500 folders are available, Telstra has decided to allocate these by Ballot which took place on 28 February.

4,500 individual cards were released by Telstra for sale through retail outlets, specifically targeting Asian audiences.

Avalon Air Show

The last issue of this magazine featured the World War II Classic Fighters set of 4 cards. Telstra produced 2000 Limited Edition Folders which are available for sale through the Collector Service. These folders were also available at the Avalon Air Show in Victoria in mid February.

At this same show Telstra also released a Commemorative Edition folder containing a \$5 Telstra Phonecard and a \$2 Telstra PhoneAway card depicting the 'old' and the 'new' of aviation.



Lauda Air PhoneAway

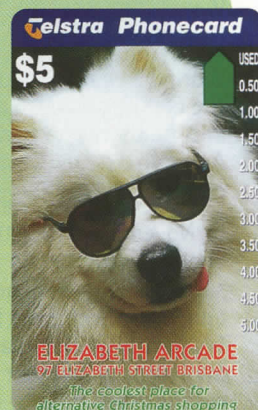
With the issue of a \$20 Lauda Air Telstra PhoneAway card we see the first Advertising card with this functional type of phonecard.

Whilst only Business Class passengers flying with Lauda Air will receive this complimentary card, 1000 are available through Telstra's Collector Service at face value.

Elizabeth Street Arcade Promotion

2000 of a \$5 Telstra Promotional Phonecard were released just prior to Christmas '97 by Music Memorabilia on behalf of Brisbane's Elizabeth Street Arcade retailers.

The cards, with an excellent image to support the inscription which states 'Elizabeth Arcade' - "The coolest place for alternative Christmas shopping", were released at face value through Brisbane's Queen Street Mall resellers as a promotion for the Elizabeth Arcade.

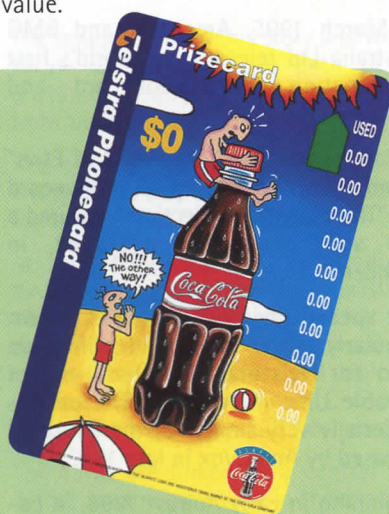


Coca-Cola Promotion

In a joint promotion with Coca-Cola, Telstra released a total of 500,000 of a Phonecard called a 'Prizecard'.

Any customer purchasing a \$10, \$20 or \$50 Phonecard from a reseller between 13 January and 21 February, 1997, received a 'free' Prizecard which gave them a chance to win a variety of prizes - 2000 of the cards being 'winning cards' - which included a Hyundai Coupe SX car, sunboards etc.

The cards look and feel like ordinary Phonecards (with a prefix number) but with a nil value. When the card



is inserted in a payphone, as with a normal phonecard, it automatically dialled the prize hotline and let the customer know what prize they may have won and how to claim it.

Man Made Wonders Series

Released in early March, we find Telstra's 'Man Made Wonders' Portfolio Collector series of five Phonecards in a folder.

Contained in a presentation folder are five \$10 Phonecards which feature some of man's most amazing creations along with a booklet which contains a short history on each of these wonders.

From the Great Wall of China to Stonehenge in England, from Mt Rushmore in America to the Pyramids of Egypt and the Statues of Easter Island: all are featured on these five cards.

Only 1,750 of each Phonecard were produced and packaged with "Portfolio Edition" specially printed on the reverse. These portfolios are available only through Telstra's Collector Service. Individual cards are not available.



He has been spotted in restaurants, bars, shopping centres and supermarkets - just about everywhere and in every country, but always remaining elusive.

“Are you Lonesome Tonight?” - Call Me!

In late 1993, Elvis sightings were at last confirmed as “he” began to feature on the phonecards of the American company, AmeriVox.

World Telecom Group Inc., the company behind AmeriVox was formed in July 1991, and is a fully integrated telephone company, operating its own digital central office switches, operators and independent sales force. It has its corporate headquarters in Mountain View, just south of San Francisco, California.

World Telecom Group is responsible for the conceptual design and development and holds the exclusive rights for the AmeriVox system, which it introduced on March 27, 1992.

In November 1993, the World Telecom Group announced that it had successfully reached a licensing agreement with Elvis Presley Enterprises Inc. to utilise the image and likeness of Elvis Presley on their AmeriVox prepaid calling cards.

Initially, in 1993, AmeriVox produced four 15 minute, \$10 phonecards, which featured images of Elvis early in his career. The best known of these cards features a reproduction of Elvis Presley's armed services security ID.

On 6 January 1994, from Gracelands, Tennessee, AmeriVox successfully launched its “The World of Elvis” limited edition phonecard and record series.

The phonecard series features 20 different cards, packaged in five sets of four cards. In conjunction with the original twenty cards, in April 1994, AmeriVox released a further four cards, which included a .9999 fine gold phonecard.

AmeriVox officially brought this collection to Australia in late April, 1994, when David M. Eastis, Executive Vice President of AmeriVox, and Special Consultant Dr Gary S. Felton, officiated at the first international launch of these cards, at the Perth Plaza, Penrith, west of Sydney.

In May 1994, AmeriVox issued a pair of international Elvis Presley “King of



Hearts” phonecards. This pair of cards was a standard corporate issue of 2000 of each. The back of the card shows the original telephone number for international calls which was later updated.

AmeriVox also released a domestic version of the Elvis Presley “King of Hearts” cards on February 1995 (just in time for St Valentine's Day and to coincide with Elvis's 60th birthday).

The domestic version has the same images as the international but shows USA below the denomination of \$21. A different reverse gives domestic US telephone numbers for use of the card.

In March 1995, AmeriVox and BMG Australia Ltd released the world's first combination Elvis phonecard and compact disc.

Following on from “The World of Elvis” combination phonecard and LP record set “The Essential Collection” featured a CD and phonecard packaged in numbered folders.

The special Elvis phonecard is known popularly as the ‘security identification card’ for Elvis and contains 1 unit of useable time in America. The card is pictorially very similar to the \$10 card released by AmeriVox in late 1993.

Beginning in early August 1996, in cooperation with ERIKA Records Inc. and The Creative Radio Network, AmeriVox released “Windows of the Soul”, a new set of two phonecards.

These two cards were obtainable in either compact disc or picture disc.

The compact CD phonecard features a previously unpublished black and white photograph of Elvis at a 1956 Memphis Polio Drive charity event.

The picture disc option provides a different Elvis phonecard showing a close-up of Elvis' face extracted from the publicity photograph for the 1956 movie 'Love me Tender'.

The American version of each package offers a phonecard with 5 minutes of time and the international version of each offers a phonecard with 1 unit of time.

In September 1996, the World Telecom Group Inc., announced that the agreement for worldwide exclusive rights for Elvis Presley's image on phonecards which the company had held since 24 September 1993, had been renewed.

To commemorate this occasion, AmeriVox produced a limited edition of only 777 of a special Elvis Presley Jumbo phonecard (112mm x 175mm).

The portrait, which originally featured as one of the cards in Set V of “The World of Elvis” was further reproduced by AmeriVox on a CanaVox prepaid phonecard (2500).

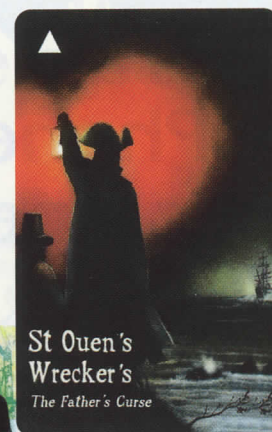
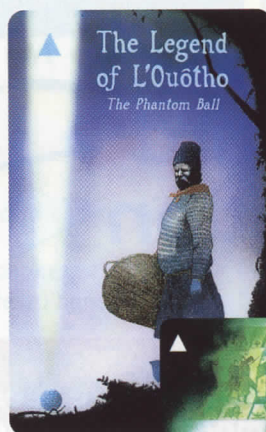
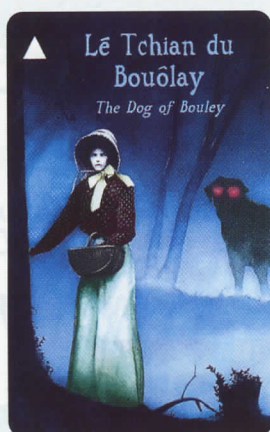
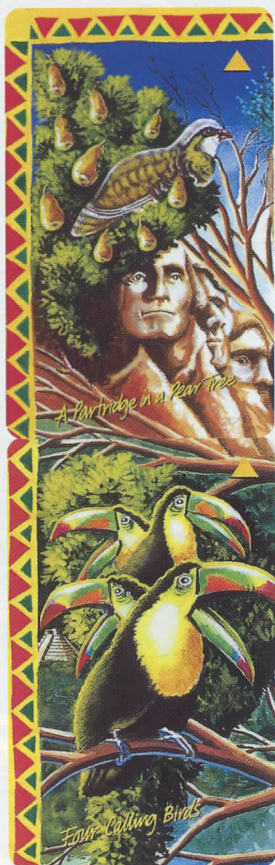
CanaVox cards, which were first issued in 1996, marked the company's entry into the Canadian arena with a total multi-level marketing program and a Canadian switch.

The CanaVox phonecards may be used in both the United States and Canada and also to call any other country in the world.

As AmeriVox continues to expand its services as a telecommunications company, the Elvis sightings will further increase and to use the words of the immortal song 'if you're lonesome tonight', use an AmeriVox phonecard to make a call!

Jersey Telecoms

Jersey, the largest of the Channel Islands, being 45 miles square, is situated in the bay of Mont St Michel, and is 14 miles from Normandy in the East, 30 miles from Brittany in the South and 90 miles from England in the North.



Jersey Telecoms is the complete telecommunications network for the island and is wholly owned by the States of Jersey. Jersey Telecoms has been producing Magnetic Strip phonecards since 1988, in £2 and £5 values. Since the introduction of cardphones, the company has released only about 150 phonecards of different design, certainly making it easy and inexpensive to collect a full set.

All of Jersey Telecoms' phonecards are based on local themes and where possible, are commissioned by Jersey artists and photographers.

Continuing this policy, the set of four cards entitled "Jersey Legends", released in late 1996, depict four of the most well known local legends. They are designed and illustrated by local artist, Mark Brown, who has used pen and ink as well as airbrush to create the mysterious atmosphere in this set.

A long time ago, before people could read and write, they told stories to entertain each other. The stories became traditions which were passed on to the future generation as part of their heritage. A few shrewd folk used these tales to their advantage, as with the "Phantom Ball" which was said to appear when danger was near and would warn the people away from the danger that lay ahead.

The smugglers used this story and would throw a ball into the path of an oncoming stranger to keep them away from their evil activities.

The other three cards in the set are entitled 'The Dog of Bouley', 'The Fathers Curse' and 'The Dragon Slayer'.

An interesting concept was introduced by Jersey Telecoms with their Christmas 1996 set of phonecards in that the design is a montage that consists of twelve interlocking cards each depicting a scene from the traditional Christmas song 'The Twelve Days of Christmas'.

The cards are linked by a central tree whose foliage grows out in the shape of a world map and the branches radiate outwards touching all parts of the world. This tree of global communication symbolises the ever growing network of telephone technology which links the world, its people and its cultures.

The really interesting aspect of this set is that only four cards were released in November 1996 with the second set of four cards being circulated in time for Christmas 1997 and the final four will be out in November 1998! By this time the whole picture of the series will be revealed.

The smallest print run of the cards produced by Jersey Telecoms is 5000 but on average, the company prints 20,000 of each design, usually with a face value of £2 but sometimes £5. All of Jersey Telecoms' cards are available to collect as single cards in sets, to put in the Jersey Telecoms Phonecard Album, and as limited edition collector packs.

Readers wishing to obtain further information on Jersey Telecoms' phonecards or the Phonecard Collectors Club, can do so buy mail, phone or fax to:

Jersey Telecoms
PO Box 53
Telephone House,
Mindon Place, St. Helier, Jersey, JE4
8PB
Tel: +44 1534 882 588,
Fax: +44 1534 882 252

Making Our Mark - PhoneCard™



So why has the symbol TM started springing up after the word PhoneCard™? - that is the question being asked by a number of observant New Zealand PhoneCard collectors.

Telecom Payphones New Zealand is currently applying to register both PhoneCard and AdCard as trademarked brands.

The ™ symbol indicates the product is currently under application to the New Zealand Trade Marks Registry. If approved, an ® will follow the brand name indicating it is a fully registered product.

The trademark symbol applies only to singular references eg: PhoneCard not PhoneCards and as a general rule will only be

used on the first mention.

Telecom Payphones Product Manager Martin Cairncross says the move to register the PhoneCard and AdCard is an important step - one which recognises the value of the Telecom brand.

"The general perception from the New Zealand public is that prepaid telephone cards in New Zealand are Telecom New Zealand PhoneCards. Therefore, with the advent of other telephone cards on the market it is vital we identify our products and brands by registering them as a trademark."

Phonecard Competition

This issue of the magazine sees the introduction of a competition segment which will give readers the opportunity to test their knowledge about the phonecards of Australia and New Zealand as well as those of other countries internationally.

This issue we commence with an international flavour with the reproduction of a number of cards which may, or may not be, hard to identify. You tell me!

Name of the country that issued each of these phonecards?

Often the 'hard to identify' phonecards from around the world are usually quite nondescript and bland in facial appearance. The following collection however, includes cards which, whilst in some cases devoid of identifying features, can be quite attractive to view. Be careful, I have included one Australian phonecard amongst them. In this case, which card issuing company released this phonecard?

Readers are invited to submit their written answers to:

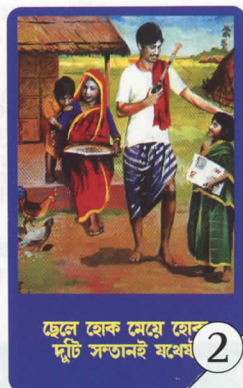
The Editor, Australia New Zealand Phonecard Magazine PO Box 1309, Tamworth, NSW 2340 Australia

If more than one correct entry is received the winner will be drawn by ballot. Otherwise, the nearest correct entry will win.

And the prize? The winner will receive one of Telstra's World War II Classic Fighter Limited Edition folders.



1



2



3

What Card is That?



8



7



6



5



4



BLAST OFF!

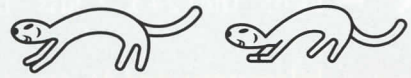
<http://www.telecom-phonecards.co.nz>



The Telecom New Zealand PhoneCard™ web site has arrived!

Type in <http://www.telecom-phonecards.co.nz> to:

- Discover everything you need to know about PhoneCards.
- Learn the history of the Payphone.
- Look at our gallery of the latest PhoneCard releases.
- View our online shop where you can purchase all the latest PhoneCard releases.
- Find out where New Zealand's Accredited PhoneCard Dealers are hiding and what cards they specialise in.
- Search for any New Zealand PhoneCard ever produced and find out all the information you'll ever need to know about it.
- Read bulletins from all over the world and swap your used cards with someone in the same neighbourhood, city or country!!!



So why are you waiting? Visit the Telecom New Zealand PhoneCard™ web site now!!!



Telecom New Zealand have produced an exclusive Internet PhoneCard to celebrate the launch of their PhoneCard web site.

Only 500 of these cards have been produced and the Australia New Zealand Phonecard Magazine has 5 to give away.

To enter simply answer the following questions found on the Telecom New Zealand PhoneCard web site:

1. What famous inventor is mentioned on the Payphones page?

2. Which New Zealand canine advertising celebrity features in the PhoneCard gallery?

Write the correct answers with your name, address and telephone number on the back of an envelope.

Send the envelope to:
The Telecom NZ Internet Competition
PO Box 2590, Auckland, NEW ZEALAND.

Or e-mail the correct answers with your name, address and telephone number to: collector@terabyte.co.nz

Competition closes 5 May 1997 at 5pm

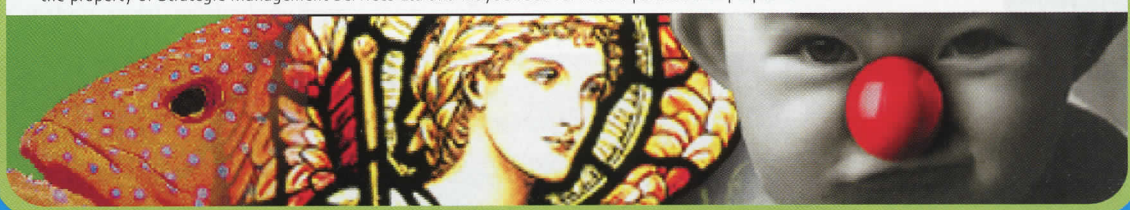
CONDITIONS OF ENTRY 1. Instructions on how to enter form part of these conditions of entry 2. An unlimited number of entries per person is accepted provided each entry form is sent separately 3. The prizes are as stated 4. The competition is open to all readers of the Australia/New Zealand PhoneCard Magazine except the employees of Strategic Management Services Ltd and their immediate families and agencies 5. The judges decision is final and no correspondence shall be entered into 6. Prizes are not redeemable or transferable for cash 7. Entries remain the property of Strategic Management Services Ltd and maybe used for future promotional purposes.



20,000 issued.
Available through Telecom retail outlets and Telecom Accredited PhoneCard Dealers.



500 issued.
Available through Telecom Accredited PhoneCard Dealers.



Get on board, before the whistle blows!



All aboard! Telstra's Australian Steam Legends are now leaving town.

This outstanding Collector's Edition Phonocard folder celebrates the golden age of steam and the mighty locomotives that hold such a special place in our history and in our hearts. Each limited edition



Telstra Phonocard

features one of the awesome locomotives that once rail networks: the 204 tonne 3801 Locomotive; the A10 Class Locomotive, Australia's oldest operating steam



loco; the 1243 Class Locomotive that covered more than 2 million kilometres; and Victoria's charming Puffing Billy.

Don't miss your chance to share the magic of a fascinating era. The Australian Steam Legends Phonocard series is only available for a limited time. Simply complete the coupon below or make tracks to your local Telstra Phonocard dealer today.



The Telstra Steam Legends Limited Edition Folder is only A\$55 plus A\$5 postage and handling.

Remember, the unique \$2 A10 Class Locomotive is only available in the Folder, so don't delay, with only 1500 released this is a very limited offer. Send off the order form below today!

To order this beautiful Limited Edition or to receive your regular copy of the Australian Phonocard Bulletin **FREE**, fill in the coupon and send to:

**Telstra Phonocard Collector Service
Locked Bag 6815, Sydney NSW 1100.**

Please send _____ Steam Legends Limited Edition Folder.

I wish to pay by Cheque Credit card type: _____

Cardholder's name: _____

Card #: _____ Exp Date: _____

Signature: _____

Yes, please send me my free bi-monthly copy of the Australian Phonocard Bulletin.

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Facsimile: _____

Pattspart105

From New Zealand

Fine, used cards continue to be popular, with examples from well-liked series quickly snapped up.

Good quality, used cards from the recent Ocean Odyssey series are just one example, but a couple of earlier series that continue to be sought-after are the 1991 Lighthouses and 1991 Animals series.

Many overseas collectors missed these two early series when first released, but they and experienced local collectors are now realising the importance of these series to a full New Zealand Phonecard collection.

Both series carry strong pictorial images, which are also popular with thematic collectors throughout the world.

The five-card Lighthouse series was released on July 22, 1991 and an interesting error occurred with the \$5 Cape Palliser and \$20 Cape Point cards.

Inadvertently the descriptive information on the reverse of these two cards was transposed. The error was corrected by an overprinting process, whereby the incorrect description was

covered by a rectangular black box and the correct wording reprinted in silver on top of the black base. In 10 known examples part or all of the rectangular black overprint has been off-set onto the front of the cards.

The four-card Animals series, which was released on October 7, 1991, also includes interesting flaws and varieties.

Look out for the spelling mistake on the \$10 Chimpanzee cards. On its reverse the word 'Troglodyte' is spelt 'Troglodyle', and a number of constant, but minor flaws have been discovered on all the cards in this issue. The most significant shows on the \$5 Zebra card, which appears as a black dot on the rump of the animal and is known as the 'Bullet hole flaw'. Less than 2500 of the



100,000 Zebra cards produced exhibit this flaw.

As with many of Telecom's PhoneCard issues, the \$10 and \$20 cards were produced in lower numbers. This means these fine, used cards from both these series are particularly revered. The \$20 Meercat card from the Animals series is probably the most popular, due to its frequent appearance in Telecom television commercials and its debut as a readily identifiable icon on Telecom's Xtra Internet web site. One collector is known to have 20 sets of the Animals series and is just sitting on them waiting for the impending price increase.

Look out for good examples of these cards - they should prove valuable additions to your collection.



From Australia

This month's 'Most Wanted' Phonecard depicts a summer scene from Sydney's famous Bondi Beach.

All of the print run of 10,000 of this \$2 card were freely given away by Telstra, on Christmas Day, amongst the revellers at Bondi Beach, as a promotion for Telstra's Phonecard and PhoneAway products.

As well as being available for use to make a phone call, the card also offered \$2 off the purchase price of a \$10 Telstra Phonecard or PhoneAway card on presentation of the used \$2 card to any Phonecard retailer in Bondi.

For those that may not be aware, the Christmas/New Year period is when a vast number of international visitors to Australia (we are talking tens of thousands), particularly from England, congregate upon the Sydney suburb of Bondi and

its beach - generally to 'have a good time'.

The 10,000 cards were distributed in a day with no 'warning' or announcement by Telstra that this was going to happen and as such, collectors were 'taken by surprise' and were not aware of the hand-out until two days later.

Whilst 10,000 cards in a particular print run is quite large and usually more than adequate to cater for collector demand, the fact that the majority of cards went into the hands of non-collectors and were used and/or disposed of, means that they are actually in quite short supply, thus creating a high demand, particularly mint cards.

As such, mint cards command high prices when available.

Dealer Profile

Kiwi Phonocard International

By GLEN WILSON

Kiwi Phonocard International started out with two keen lads who saw a promising future in the collectability of Phonecards. This was fuelled by reading a copy of Dr. S. R. Hiscocks first world Phonocard catalogue.

Greg Harris and I, being natural hunters and collectors, had built up a large stock of used cards of all the early Telecom issue cards, including Trial issue cards.

At this time Phonecards in New Zealand were only being touted as collectables by a few stamp dealers and the market was not yet established to any great degree.

When the International Stamp Exhibition was held in Auckland in 1990 we did very well selling cards to the many overseas stamp dealers who attended and this made us more aware of trends overseas.

We began attending collectable fairs on weekends and started to build up a client base. By late 1991 we realised our interest in Phonecards had begun to take up more and more of our time. We commenced trading with overseas collectors and dealers and answering letters became a full time job.

Interest within New Zealand was also growing and we decided to assist with the formation of a Phonocard club.

A few collectors had already had one small gathering in the city and we invited them to come to the Oratia Football Club in Glen Eden for regular two-weekly meetings. These proved very popular and new collectors were attracted every meeting. We attempted to attend a few stamp fairs but soon realised this was a 'closed shop'. I think we were a bit too radical for the established dealers.

The only major show we did attend was the Christchurch Expo in August 1992.

At this Expo we released the first catalogue of New Zealand Phonecards printed in full colour. This gave us more recognition in the Phonocard world.

We then decided to organise our own show and with the help of the club members, Telecom and Shades Stamp Shop the largest gathering of dealers, collectors and Telecoms ever seen in New Zealand were present for a two day Expo held at the Avondale Race Course for the 1992 PhoneCard Expo.

The Expo was a great success and helped put our name on the map, so to speak.

Our relationship with Telecom New Zealand was growing and in October 1993 we were asked to assist Telecom in its first overseas Expo in Cologne, Germany.

The Cologne Expo was out of this world. Thousands of collectors poured through the gates and we were on the go for 11 hours a day. If we thought we were in for a holiday we were mistaken. Collectors from all over Europe were at fever pitch. We even heard reports of small altercations breaking out in the queue before opening on the first day.

We had seen nothing like it and it gave us a good grounding for the Phonocard hysteria that was not long in coming to New Zealand. While in Cologne we met some excellent contacts and great friends that have been a real help to us today.

A trend that we picked up on in Germany was that Test Trial and the rarer cards were in great demand. We decided to try and obtain as many of these kinds of cards as possible from any country. We spent thousands of dollars on hundreds of the rarer cards and today this constitutes a big part of our turnover.

The market in New Zealand was gathering momentum and by the time Telecom held the 1994 auction the "Phonocard fever" had hold of collectors, investors and dealers alike. A Phonocard group I was involved with bid \$110,000 on one lot alone. At the time we were disappointed to have missed out.

Melbourne Phonocard Centre

Don and Barbara Hill from the Melbourne Phonocard Centre are unique as phonocard dealers in that they have built up their full-time business from scratch without any background or involvement in philately or numismatics.

When they first started collecting phonecards with the advent of the Geelong Trial set, both were fully employed in careers unassociated with collecting, Don as a mathematics teacher and Barbara as an executive secretary with a pharmaceutical company. Commencing as 'part-time' dealers in late 1992 a decision soon had to be made as business picked up, as did the public interest in phonocard collecting.

Firstly Barbara, in late 1993, and eventually Don, in late 1994, took the step of leaving their respective employment to undertake activities as full-time phonocard dealers.

After operating initially from home another decision was then soon made to establish Australia's first, and still only, retail outlet dealing solely in phonecards.

Their shop, the Melbourne Phonocard Centre, is located at 24 Centre Place, off Finders Lane, in the heart of the city.

Arguably, the largest stockists of quality Japanese thematic cards in Australia, Don and Barbara also specialise in stocking Australian phonecards as well

as world wide Coca-Cola cards and Visa Cash cards.

In addition to operating their retail shop, both Don and Barbara are regular attendees at both local and interstate fairs and exhibitions.

Don, who travels world wide to supplement their stock of phonecards, is also a regular participant at international phonocard fairs.

And of the future? Don's confident in the phonocard market remaining strong, he says "this January has been our busiest for two years, a sure sign that the hobby is again picking up!"



Over the next 18 months we assisted Telecom with several other overseas Expos in Europe, Asia and the States. During this time we made many more good contacts both with collectors, dealers and Telecoms. After this period the New Zealand market seemed to slow down somewhat and the big investors started selling out. It was our misfortune that we had just produced our first dealer card when the market changed.

Originally sold out, we arrived back from the Cardex held in Amsterdam to find many orders cancelled and financially we were on very shaky ground. We managed to cover our costs, just, and as the hysteria faded our client base and turnover shrunk. At this stage we were doing most of our business by mail order and as the market slowed so did our business.

We decided to take the bull by the horns and in November 1994, with a third partner, opened the "Kiwi Phonocard Shop" in the high profile Queens Arcade in Queen Street, Auckland. Overheads were higher, but we attracted more casual customers with tourists and local collectors keeping us busy. We kept the mail order side going and for a while three of us were kept relatively occupied.

The market though had not yet reached its lowest point with many investors still trying to off load unwanted accumulations of cards, both packs and to a lesser extent, singles.

After an initial busy period it became clear that the shop could not sustain three employees. Greg, sadly, after five years in the business decided to look elsewhere for a steady income and not long after in June 1996 our other partner, Khai Lay, also found employment with a computer company.

I now run as a one man band and although it is still tough I feel the market over the last six months has become stronger. I am finding more genuine collectors who give investment a little thought, but are happy to collect cards because they want to.

Thematic collecting is getting very popular (I collect English soccer) with a myriad of themes ranging from sunglasses to lizards to surfboards.

Foreign cards also are proving very popular with many people trying to obtain one card from each country, as well as those that choose a particular country or countries.

Used New Zealand cards in good condition are also in big demand for both trading and private collections. The popularity of New Zealand cards overseas is enormous with many tourists complimenting us on the great designs and variety that Telecom NZ produces. Test, trial and those rare cards continue to sell well and this still accounts for a large part of my turnover.

On reflection, over the last several years phonocards have given me the opportunity to visit some great places, introduced me to some great people and given me some very pleasant memories and for that I am thankful.

On the down side I have also met several con-men and fly-by-nighters who have done the hobby considerable damage. Where there is a chance of big profits these people will always gather. Now the chances of big pay days have decreased most undesirables have flown leaving the true collectors to get on with enjoying one of the world's biggest collectable phenomenons.

If you ever find yourself in Auckland drop in for a chat and, if you're lucky, a cup of coffee.

Happy Collecting, Glen Wilson.

Australian Market Update

As indicated last month, the demand exhibited by collectors for Australian phonocards continues to firm both for used and mint issues. Results from a recent major auction showed that 90% of the phonocard lots offered were sold, a considerable improvement on previous auction results.

The demand for Telstra's Promotional and Advertising cards remains strong with prices being quite volatile as cards first appear and are keenly sought by collectors.

Cards being issued with a 2000 - 5000 print run, and which are being distributed by companies and institutions as promotional material, are in the main being used, kept or 'thrown away' by individuals unaware of their value to collectors.

As such, only limited numbers actually find their way into the hands of dealers and collectors, particularly in a mint condition.

Telstra seems to have established the market for its Collector Packs (1,500 - 2,500 range) and because an excessive surplus of each issue no longer exists, demand for this product also remains firm.

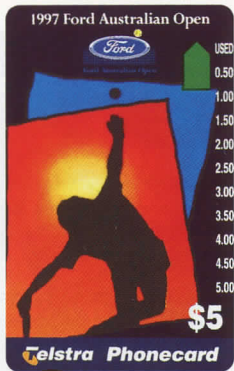
Whilst a 'true' collector may be interested in phonocards for their aesthetic value, no one likes to see what they collect depreciate in monetary value.

The recent and forthcoming release by Telstra of Phonocards with strong thematic interest, planes and trains respectively, has further raised collector interest, including that of 'new' collectors.

It is interesting to note that PayTel Australia has predominantly utilised 'train' images on their phonocards for many years, finding them to be extremely popular, particularly internationally.

Again I have provided a prefix listing for Phonocards issued by Telstra which should be read in conjunction with the listing in the last issue.

CARD	CODE	PREFIX	PRINT RUN
\$50 Koala	N	1284	40,000
\$10 Independence Day	C	1287	8,000
\$5 Getting the message	A	1290	5,000
\$5 Australia Day '97	N	1293-1301	890,000
\$5 Australia Day '97	L	1302	2,500
\$2 Cambodia	I	1304	50,000
\$5 Elizabeth Arcade	P	1305	2,000
\$2 Generic Beach Scene	P	1306	10,000
\$5 Year of the Ox	P	1307	53,000
\$5 Year of the Ox	P	1308	53,000
\$5 Year of the Ox	P	1309	53,000
\$10 Christmas '96	N	1312	5,800
\$5 Festival of Perth	A	1317-18	103,000
\$5 Sydney to Hobart	A	1319-23	453,000
\$10 Sydney to Hobart	A	1324-25	183,000
\$20 Sydney to Hobart	A	1326	85,000
\$10 Inter. Day of Disabled	A	1327	52,000
\$5 Year of the Ox	P	1328	53,000
\$5 Year of the Ox	P	1329	53,000
\$0 Coke Card Promo.	P	1330-34	500,000
\$0.80 Cannes	P	1335	7,000
\$5 Teletok Canoe	I	1336	5,000
\$20 Teletok Islet	I	1337	5,000
\$5 Fun Cards - Dog	P	1338-46	900,000
\$10 Fun Cards - Man	P	1347-51	445,000
\$20 Fun Cards - Fish	P	1352-53	165,000
\$2 Undisclosed	P	1354	2,500
\$5 Tennis - Melb. Park	P	1355	4,000
\$10 Tennis - Melb. Park	P	1356	4,000
\$20 Tennis - Melb. Park	P	1357	3,000
\$5 Tennis Player	P	1358	5,000
\$10 Tennis Player	P	1359	4,000
\$5 Undisclosed	A	1360	2,000
\$5 Undisclosed	P	1389	4,000
\$5 Undisclosed	A	1390	2,000
\$2 Undisclosed	P	1392	5,000
\$5 Avalon Air Show	P	1417	-



Ford Australian Open

Appropriately, this issue's 'What's Hot' features designs which were released for two sets of Phonecards to promote the 1997 Ford Australian Tennis Open.

I say appropriate as on many days of the event, the actual temperature on Centre Court was in the high 40's with many players feeling the effects of heat stress.

The first set of cards issued (\$5, \$10, \$20) features Melbourne Park, the site of the Open. 4000, 4000 and 3000 cards respectively were issued.

The second set (\$5, \$10) features the image of a tennis player, 5000 and 4000 cards respectively were issued.

As these Phonecards were issued only in Melbourne and as many were acquired by non-collecting 'tennis buffs', they are in quite strong demand, particularly by collectors and dealers in states of Australia other than Victoria.

Cannes International Advertising Festival

This card has been released to promote the Cannes International Advertising Festival, not the Cannes Film Festival.

Although two print runs of this card have been undertaken - 5,000 and 7,000 - it still remains very elusive.

It is also an interesting card in that it has absolutely no monetary denomination displayed on its face - even the 'no-value' Coca-Cola "Prizecard" has \$0 displayed on it.



F1 Champions

This phonocard was issued some 12 months ago in Sydney by One.Tel on behalf of Champion, the latter a company which is a major sponsor of Formula 1 racing.

The card, depicting Michael Schumacher the 1995 World Grand Prix Champion, was the first in a series featuring Formula 1 racing champions and only 5000 cards were issued.

Again the majority of these cards were acquired and used by non-phonocard collectors and as a consequence, the demand for this card (particularly by thematic collectors) is on the increase.

One.Tel does not actively promote their phonecards to collectors and as such it takes some time for the identity of their cards to become known and when so, often only limited numbers remain for collectors.

A Phonocard Collector's Modern Day Fairy Tale

The city was busy and Thomas was on his way home from work on the bus, reading his daily newspaper. A gatherer by nature, he led a sensible life and minded his own moderately successful business.

As he neared his apartment he was approached by a beautiful witch who cast a spell on him, making him forget who he was and forcing him to surrender his will to her wicked designs.



Once she had him in her power, she led him to a restaurant and ordered him to take a drink of Coca-Cola laced with a magic powder she had hidden in one of her rings. Thomas had no choice but to obey and when the evening was over she sent him away.



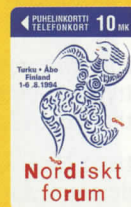
The next morning Thomas woke to find that he had turned into a frog. His eyes were bleary and his head ached. He couldn't remember what had happened to him so he hopped out of the house and down the road to look for some sort of salvation.

As he made his way to the nearest pond he saw a public telephone booth. Lying around on the ground inside the booth, were some used



phonocards. His collecting instincts took over and he picked up the cards and took them home to look at them and then put them away.

As he looked over his new haul his Fairy Godmother appeared and berated him for getting himself turned into a frog. However, she was cheerful by nature and told Thomas that she knew of a spell which could turn him back into a human being - an offer which Thomas gratefully accepted.



Once human again, his Fairy Godmother gave him a tip about a special collector's phonocard to be issued with a butterfly on it. Thomas quickly made arrangements to obtain one of these cards and added it to his small but growing collection.

As the years went by, Thomas began building a world collection of phonocards. He got endless pleasure from studying the wide variety of art and designs on the cards - until one day a door in his mind opened. He finally understood that his collection had afforded him a glimpse of a larger universe than the everyday realities around him.

Thomas sat for a while, contemplated the earth, then closed his book and dreamed.



GERHARD MEDER - AUCKLAND PHONECARD SOCIETY

Chocolate - Its fatal attraction

*Dark, rich, luxurious chocolate.
The decadent, forbidden delight, which
seductively melts in your mouth.*

*We know we shouldn't, but its fatal attraction
makes it simply irresistible.*

An attractive, but non-calorific way to enjoy chocolate is through the thematic collecting of chocolate on Phonecards.

Many countries around the world have issued Phonecards featuring chocolate delights.

Nestle Kit Kat bars are a particularly popular theme, with several countries putting the logo onto Phonecards. In 1995 Nestle celebrated the 25th anniversary of Kit Kat production, with Phonecards being one of many avenues used to promote this milestone of non-stop production.

France Telecom issued the card shown in October 1995 with two different chips. A total of 1.9million Phonecards was produced, 1.1million with a S15 chip and 800,000 with a S17 chip incorporated. The card shown has a S15 chip.

In December of the same year the Greek Teleco also issued its own Kit Kat card, with 300,000 produced. Telecom Eireann of Ireland released a Kit Kat CallCard in 1996, which was linked to a special on-pack promotion.



Probably the most attractive Kit Kat card released to date is the 'Have a cool Break!' Kit Kat card released by Telecom New Zealand on behalf of Nestle New Zealand late last year.

The strong and original imaging was taken from a Kit Kat advertising campaign run over-seas and was targeted mainly at retail outlets that sell confectionery. They're cool, they're right. The wording on the back of the card says "It's summer. It's hot. Turn the music up. Put the roof down. Have a cool break. Have a Kit Kat. Cool from the fridge". A total of 5500 cards were produced.



The chocolate loving French have also produced three other delectable Phonecards featuring

this edible delight. October 1990 saw 1.5million of the Milka Lila Pause card produced. May 1995 saw 1.5million of this Cote d'Or card released and in September 1995 1.5 million Toblerone cards were produced, were both linked with special promotional offers.

Cadbury's Time Out chocolate bar has also featured on Phonecards as shown in this card released through Telecom Eireann.

If you're looking to broaden your decadent, but safe chocolate collection you could also look

to include Phonecards featuring such delights as chocolate ice-cream. Again the French have, with this mouth-watering Magnum card, which was released in December 1994 with a production of 1.5million.

We hope you savour and delight in our chocolate collection.



Visa Cash Card

The first few months of 1997 have proven to be a very interesting time for collectors following the development of Visa Cash and other stored value card systems.

Already the first series of general-issue Australian cards (the so-called Gold Coast Generics) have been superseded by a new issue, and available stock of these "common" cards is now limited to those held by collectors and dealers. For those only just starting out or still considering whether to get involved, the time to strike is definitely now, as all the early Australian issues will become harder to obtain.

At the same time as the Visa Cash trial on the Gold Coast is moving into a new phase, there is also exciting news from Telstra that it will be changing its Phonecard product from magnetic strip cards to a chip based platform. Telstra is already publicising a relationship with Coca-Cola to allow Phonecards to be used to make purchases from Coca-Cola vending machines, thereby producing another multipurpose stored value card. Whether this project will involve Visa Cash or be compatible with it, is still the subject of speculation, but it is certain that this development will do much to increase the interest in stored value cards in Australia and elsewhere.

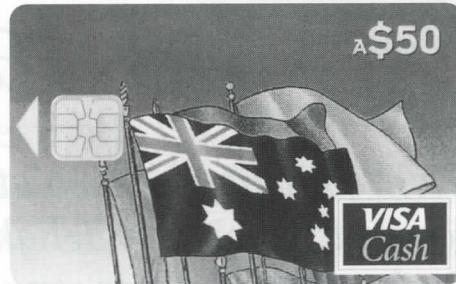
To promote the alliance between Telstra and Coca-Cola, they have together released 500,000 "prize" cards. These feature a coke image, and can be inserted into a payphone to show whether a prize is won (one in 250 wins a prize). The cards have "\$0" value for phonecalls, and unsuccessful users can send their card in to Coke to participate in a second prize draw. One "prize" card is given away with a purchase of a \$10 phonecard

through Telstra's usual outlets. The competition closes on the 21st of February, 1997. Is this the forerunner to a Coca-Cola stored value card?

In January came the announcement that the ANZ and National Australia Banks will launch a Mondex card pilot test later this year. Mondex cards were developed in the UK, and Mastercard has purchased a mighty stake in the ownership rights. Trials in the UK have shown that the Mondex technology is very advanced, to the point where funds can be transferred from card to card amongst individuals without a merchant terminal. The pilot tests will begin amongst staff through cafeterias and merchants in the immediate vicinity of the banks' head offices.

Australia

December 1996 saw the expiry of the Gold Coast Generic Visa Cash cards, and these were appropriately withdrawn from sale, and replaced by a new generic issue. Reloadable cards continue to be issued to customers through Gold Coast branches. Theme Parks continue to be a hive of activity for the testing of Visa Cash, with reprint cards now also reported from Wet'n'Wild and Sea World, and a new issue of cards bearing the National Australia Bank branding on issue at Dreamworld. While all these new developments are occurring, old issues are also slowly coming to light and some of these are proving to be extremely hard to come by.



Reloadable Cards

All banks except the National Australia Bank now have reloadable cards on issue to their account holders, although it must be noted that the Commonwealth Bank version is in fact an ATM card with an embedded chip linked to accounts through a PIN as usual and with all personal details printed thereon. The ANZ has two face-different reloadable cards on issue (one showing a surfer and the other a boy with parrots), although it is only issuing one card per customer. A further variety here is that the "Boy with Parrots" card has been sighted with both 12/97 and 01/98 expiry dates, whereas the "Surfer" has only been seen with the 01/98 expiry.

Both the Commonwealth Bank and the National Australia Bank have also released in-house reloadable cards for testing by their staff in head offices. These issues seem to be very hard to obtain, not only because quantities are around 200 of each but also because they have been issued one per staff member and additional copies are not available for purchase.

Theme Park Issues

The National Australia Bank has issued two cards for the Dreamworld theme park, with denominations of \$50 and \$100. Issue quantities are not known. The Wet'n'Wild reprint card has the expiry date 03/97, and also shows the



small textural amendments described for the Movie World cards. The Sea World reprint is unusual, not only because it carries a 08.98 expiry, but because the printing code has been changed from "06026" to "00026". It is unclear whether there is also an 03.97 expiry reprint of this card.

New Generic Issue

The new generic cards show a design of flags that has been previously used on some US text issues, except that the front-most flag is now the Australian flag. The cards are available in \$20 and \$50 denominations, and to date we have only seen cards branded on the reverse by the Commonwealth Bank. These will probably be joined by cards branded for other banks, and may well be reprinted if demand requires. Initial printing quantities were 8,000 of the \$20 card and 2,500 of the \$50 card.

Pilot Test and Promotional Issues

We now have copies of a Commonwealth Bank pilot test \$20 card for illustration. As suggested this card appears to be an overprint on the NAB \$20 pilot test card with expiry 06.96. The Commonwealth Bank, which was not previously known to have issued pilots, has branded the cards "CBA Byte Card", a term not found on any other issues or promotional materials. Quantities produced are said to be 1200 of the \$20 card with



another 200 of a \$5 card that was given away to staff (not signed), which is similar to that for other cards used in the in-house cafeteria trials. It is unusual that none of these have come to light previously.

United States

The news here relates to an older series of issues released by Nations Bank during the 1996 Olympics for use by sponsors as gifts during this event. These are disposable cards with a similar design on the front, and with the reverse of each card emblazoned with the logo of each individual sponsor. To date we know of cards issued for Avon, Bell South, Coca Cola, Delta Airlines, Kodak, Motorola and Ranstad. The cards that are now being made available are "left-overs", that is those returned to the bank by sponsors, and so they are naturally available only in strictly limited numbers. Total issue quantities are not yet available, although they are expected to be between 500 and 2,500 of each sponsor's card.

Canada

The Vancouver and Montreal Visa Cash pilot tests were described in the last



issue. These are continuing, the interesting news concerning the VanCity \$5 Pilot Centre Edition card is that it has been found to exist as both a first print (expiry 12/96, 2,000 issued) and a reprint (expiry 06/97, 1,500 issued). To confuse matters further, both printings actually carry the same expiry date written on the card, with the reprint's chip having to be read to find out that it in fact expires six months later. Thankfully the chips are different as are the printing codes, both of which aid identification enormously. All this indicates that the reprint was produced in haste to meet unexpected demand. It is interesting then that the reprint's print code is "00031" ie. similar to the Australian Sea World reprint and unlike any other print codes which all begin with the digits "050", the full significance of these print codes elude us for the present.

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AUSTRALIA

Editor's Apology

Our information in the last issue about overprints on the Credit Unions pilot test \$5 card contained an error - whilst the card definitely exists with both an AICUM (Australian Institute of Credit Union Managers) and CUSCAL overprint, the reference to the IT Conference issue was mistaken.

There was indeed an issue for the IT Conference, but this is not a Credit Union overprint, but rather a commemorative folder containing a \$20 generic card (with print code 05025, suggesting the folder was produced and distributed by Westpac). This folder is stated to have an issue of only 200 pieces. Another promotional folder has also come to light, enclosing the same print-code 05025 \$20 generic card, this time for the Indy Car Grand Prix on the Gold Coast, with only 300 stated to have been produced. Both folders are a standard shape (similar to the small packs released by the Visa Cash Collector Services for the individual Theme Park cards), and contain the cards in cardboard holders specifically produced for each event.

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Gold Coast Trial (mint)

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Catalogue Review

"Coke is it!"

The newly released Sirius, Coca-Cola Phone Card Catalogue (1st Edition) is a must for all collectors of Coke phonecards.

This catalogue, consisting of more than 250 pages, contains the full colour images of over 1,000 Coca-Cola telephone and other prepaid cards from around the world. The cards of over 31 countries are featured, ranging from 9 pages devoted to Australian Coke cards, up to 90 pages for the various companies in the USA. In between A and U, the New Zealand section contains half a page whilst Japan is allocated 49 pages.

The catalogue was issued in November, 1996, and as such is quite up to date both in relation to the different Coke cards available - "Genuine" cards, Licensed cards/Merchandising Products, Sponsor/Event cards, Coke related cards - and the "Bad Joke" cards.

This last category makes for fascinating reading as certain "phonecards" from Japan, Russia/Belorussia, Switzerland and Zambia were clearly identified as "fakes". The amount of research that the author undertook to confirm the non-validity of a number of cards was evident and impressive.

The author, Ilonka Giessen, born in Weisbaden, Germany, confesses to a "long lasting passion" for researching, collecting and writing about Coke cards, a passion that "changed her life for good".

The amount of information published in this catalogue is a true reflection of the level of dedication devoted to the task of producing such a comprehensive recording of the phonecards of the world's most popular thematic subject.



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ANZ Reloadable card "Boy with Parrots" exp 01/98 "mint"	\$45
Commonwealth Bank new generics set (\$20 and \$50) used	\$15
Canada - VanCity \$5 Pilot Centre expiry 12.96 (2,000) mint	\$75
VanCity \$5 Pilot Centre expiry 06.97 (1,500) mint	\$125
VanCity \$20 Pilot Centre used	\$15
VanCity \$20 AIDS Conference used	\$15
USA - NationsBank Reloadable first issue (1,600) mint	\$65
NationsBank Sponsorship card "Coca Cola" \$25 mint	\$85
(limit of one per customer, subject to stock)	

New Arrivals - Phonecards:

Coke - St. Lucia Sun Drinking Coke (1st card) used	\$12
Coke - Peru Coke phonecard on phonecard used	\$15
Coke - Poland Coke signs on restaurant used	\$6
Coke - USA DataTel promo set (6) mint in folders	\$70
Coke - USA 1996 Collector Club issue (2,000) mint	\$45
Star Trek - UK 30th Anniversary logo mint	\$15
Star Trek - UK 30th Anniv. with spaceships mint	\$25
Star Trek - "The Man Trap" episode set (4) mint	\$65

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Disney - Donald Duck and Scrooge, mint	\$12
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Disney - Scrooge counting money, mint	\$12

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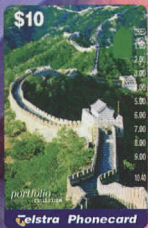
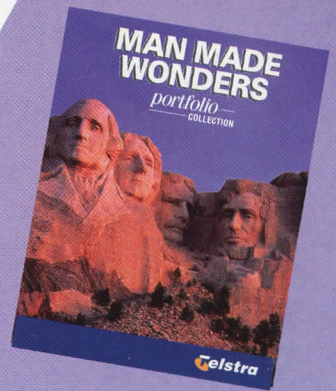
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