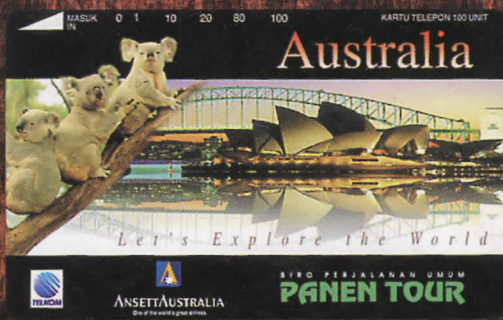
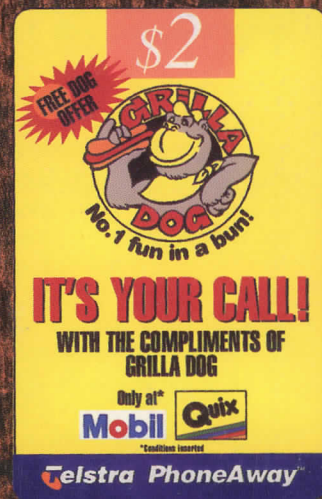
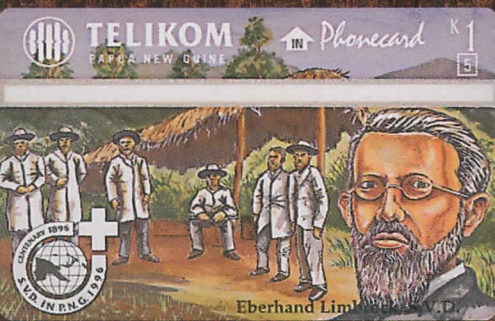


# The Australasian Phonecard Monthly

LATEST RELEASES



Melbourne's  
ANDA Show Card  
18-20 July



WIN  
The Prudential Phonecard



*Australian & world cards mint, used, packs, prefix, thematic, banknotes. Price list available*  
 Postage: Australia-wide \$4 orders under \$100 (excluding album/catalogue orders - \$7) International: \$10 registration  
 Cheque/Mastercard/Bankcard/Visa/Amex/Bankdraft in Australian\$

## STOCKTAKE SPECIALS THIS MONTH ONLY

We have purchased a large quantity of \$2 phonecards from the National Parks and Wildlife set of 15 cards and must sell them quickly. In our business turnover is everything. We are unable to hold these cards because we need the revenue from these sales to purchase next month's phonecard stock. To avoid tying up our money in these cards we are offering the following investment specials.

Please note that your local phonecard reseller purchases cards from Telstra at only 4% discount. You could even sell these cards to your local phonecard reseller and make a profit!

We have packaged a complete set of 15 cards in folders at the following prices.

Each folder normally retails for \$45 and contains \$30 value of phonecards.

\*\*\*\*\*  
**5 Folders** Normally \$225 retail ..... **NOW ONLY \$138**

This is 8% discount to face value ..... **SAVE \$87**  
 \*\*\*\*\*

**10 folders** Normally \$450 retail ..... **NOW ONLY \$270**

This is 10% discount to face value ..... **SAVE \$180!**  
 \*\*\*\*\*

**20 Folders** Normally \$900 retail ..... **NOW ONLY \$528**

This is 12% discount to face value ..... **SAVE \$382!!**  
 \*\*\*\*\*

**30 Folders** Normally \$1350 retail ..... **NOW ONLY \$765**

This is 15% discount to face value ..... **SAVE \$585!!!**  
 \*\*\*\*\*

**Order details:**

Name .....

Address .....

State: ..... Postcode: .....

Tel no: (bh) ..... (ah) ..... Fax: .....

Payment by:  Cheque  Bankcard  Mastercard  Visa      **Number of Folders required** .....

Please debit my card no:

□□□□ □□□□ □□□□ □□□□ exp □□/□□

Signature..... Date: .....

# The Australasian Phonocard Monthly

July 1997 - Issue Number 37

**Managing Editor**

Viddy Jermacans

**Phone/Fax**

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## Editorial

Comments contained in letters, faxes and phone calls received from subscribers and readers since the APM recommenced with the June '97 issue have been most complimentary and supportive and I thank you for them.

I thank you also for your patience as I work my way through subscriber listings for both the original APM and the ANZPM to clarify the balance of credit owed to subscribers to either or both magazines. It is a fairly complex task and extremely time consuming.

Readers will note that this, the second issue, remains "light on" in the number of pages contained. As I indicated in my last editorial the size of each issue will be dependant on subscription and advertising support, which needs to cover the cost of magazine production and distribution.

As I "get organised", with clarification of the subscription list/s a priority, I will also be undertaking a promotional drive amongst the many new card producers on the scene, those both producing remote access phonocards as well as those producing and developing multi purpose cards. Hopefully, this will result in both an update in information as well as in advertising revenue, as the time whereby Telstra and PayTel (as card producers) and the "local" dealers are able to "support" this magazine to the extent required, are long gone.

I am toying with the idea (as suggested to me by quite a few collectors) of slightly diversifying the magazine by **including a small segment on postcards**. I emphasise the word "small" and the magazine will not become a general collectables publication. What are your thoughts on an article/s on this specific area being included each month? **I'd welcome some feedback.**

Readers will note that this issue sees the return of Jim Shearing's regular article on the Papua New Guinea scene, an area of collecting which I remain convinced (together with Jim) is somewhat of a 'sleeping giant' as far as potential goes.

We also welcome to the magazine "Opera House", someone who many long standing collectors may remember from the days of Brian Moore's magazine, The Phonocard Collector. Opera House will provide an opinion on issues within the hobby, some of which you may agree with, others maybe not.

Don't forget, Letters to the Editor, for publication or otherwise, are always welcome. **Viddy Jermacans**

# paramount phonocards



## AUSTRALIAN 10 PAGE PRICELIST NOW AVAILABLE - FREE

PROMOTIONAL CARDS - NRMA, CHINESE OX, SYDNEY & MACQUARIE UNI'S, NEWCASTLE, PANASONIC, PHONEBOX WITH SAMPLE CHIPCARD, PRUDENTIAL, VANA NEWSFAIR, TELSTRA STAFF CARDS & MORE  
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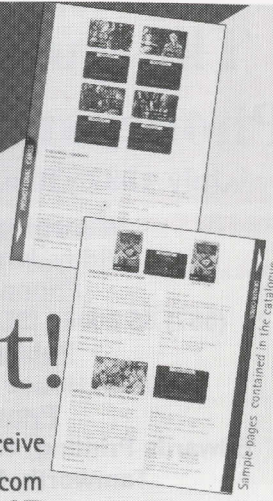
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1995-1997  
Telecom  
PhoneCard  
Catalogue



**SPECIAL OFFER!**  
**Get Smart!**



Simple pages contained in the catalogue



This comprehensive guide to all Telecom PhoneCards released in New Zealand is a must for all collectors.

It includes:

- General Issue Cards
- AdCards
- FundCards
- EventCards
- Promotional Cards
- Dealer Issue Cards
- Premium Cards
- Collector Packs



Encapsulating all Telecom PhoneCards released in New Zealand from 1 July 1995 to 31 March 1997, the new look Telecom PhoneCard Catalogue contains 130 pages of essential information about each card and collector pack including issue dates, production and distribution details, and interesting background information.

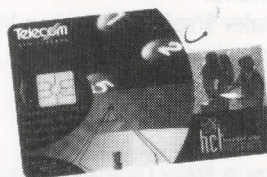
Each section of the catalogue has been redesigned to make this essential information even easier to find.

Also included is a collector checklist giving you a definitive guide to keep your PhoneCard collection completely current!



For only \$19.95 you will receive this fantastic new look Telecom PhoneCard Catalogue **AND** the 1995 Telecom New Zealand Trial CashCard produced to commemorate the Communications '95 Conference and Exhibition... absolutely **FREE!**

This card has never before been released to collectors.



**PLUS** Purchase a second catalogue for a friend at only \$15.95 to receive the 1995 Bank of New Zealand CashCard which was also produced for the same event.

**Get Smart!**



**DON'T DELAY**  
this exclusive offer is only available to catalogue buyers

**ORDER NOW!**

**PHONECARD CATALOGUE  
ORDER FORM**

**YES!** I would like to purchase the latest Telecom New Zealand PhoneCard Catalogue.

Please send me one PhoneCard Catalogue priced at NZ\$19.95 (inc. GST) plus NZ\$4 p&g along with my free 1995 Telecom New Zealand Trial CashCard.

Please send me \_\_\_\_\_ additional catalogues priced at only \$15.95 (inc. GST) each, along with a free 1995 Bank of New Zealand CashCard for every additional PhoneCard Catalogue ordered.

I have enclosed payment of NZ\$ \_\_\_\_\_

Please debit my credit card detailed below

If you have included credit card details, we will automatically debit the price as stated above, and despatch your PhoneCard Catalogue(s). Those who wish to pay by cheque must include full payment with placement of order. All cheques and bank drafts must be made out to: Telecom PhoneCard Collector Service.

Don't delay, send your order form to the Telecom PhoneCard Collector Service today!

Credit card number:

Visa/Mastercard/Bankcard (circle) Expiry date: /

Signature: \_\_\_\_\_

Name (Mr/Mrs/Miss/MS) \_\_\_\_\_

Address \_\_\_\_\_

Phone (Home) ( ) \_\_\_\_\_

(Bus) ( ) \_\_\_\_\_

Telecom PhoneCard Collector Service is not responsible for order forms not received.

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Member of the AUSTRALIAN PHONECARD DEALERS ASSOCIATION



## STOCKTAKE CLEARANCE OF MINT PHONECARDS AND COLLECTOR PACKS

Item No.	Description	Mint	Used	Item No.	Description	Mint	Used
1.	AFL set of 4 cards	\$15	\$14	47.	\$2 Polar Bear (Coke 1)	\$ 5	\$ 4
2.	AFL set of 4 Packs	\$20	-	48.	\$2 Santa (Coke 2)	\$ 5	\$ 4
3.	\$2 Rentlo Type 1	\$40	\$25	49.	\$5 Santa (Coke 7)	\$ 9	\$ 8
4.	\$2 Rentlo Type 2	\$50	\$35	50.	\$5 Polar Bears (Coke 8)	\$ 9	\$ 8
5.	\$2 Phonecard Collector	\$ 5	\$ 4	51.	\$2 Donald Duck (Ayers Rock)	\$ 5	\$ 4
6.	\$2 Phonecard Monthly	\$ 5	\$ 4	52.	\$2 Mickey (Surf Board)	\$ 5	\$ 4
7.	\$2 VST (Black)	\$ 4	\$ 3	53.	\$5 Mickey & Minnie on Piano	\$ 9	\$ 7
8.	\$2 VST (White)	\$ 5	\$ 4	54.	\$5 Darwin Orchestra	\$ 9	\$ 7
9.	\$5 Telecom 'Thank You'	\$45	\$35	55.	World War II set of 5 cards	\$120	-
10.	\$2 Stamp News (Tiger)	\$ 9	\$ 8	56.	World War II Collector Pack	\$125	-
11.	\$4 Department of Social Security	\$ 4	\$ 1	57.	Luna Park	\$ 9	\$ 8
12.	\$2 Taubmans Type 1	\$ 9	\$ 8	58.	Luna Park Collector Pack	\$15	-
13.	\$5 Rally set of 3 cards	\$29	\$25	59.	\$2 Michael Lynagh	\$19	-
14.	\$5 ASDA Swan	\$ 5	\$ 4	60.	\$20 Michael Doohan	\$200	-
15.	ASDA Collector Pack	\$ 9	-	61.	\$20 Michael Doohan Collector Pack	\$220	-
16.	Apollo 11 set of 5 (\$2, \$5, \$10, \$20, \$50)	\$98	\$85	62.	Reflections of China set of 5 cards	\$40	\$35
17.	Apollo 11 Collector Pack	\$110	-	63.	\$10 Black Opal	\$15	\$ 9
18.	Apollo 11 Specimen Pack	\$50	-	64.	\$2 Fingal Post Office	\$ 9	\$ 8
19.	\$2 Apollo 15	\$ 5	\$ 4	65.	\$5 Bottle (Coke)	\$ 9	\$ 8
20.	\$5 Sydney Opera House set of 3 cards	\$25	\$19	66.	\$5 Sun (Coke)	\$ 9	\$ 8
21.	Sydney Opera House Pack (3 cards)	\$30	-	67.	1996 Coke issue of 20 x \$2 cards	\$225	-
22.	\$5 Tamworth set of 2 cards	\$15	\$12	68.	As above but in 2 Collector Packs	\$240	-
23.	Tamworth Pack (2 cards)	\$25	-	69.	\$2 Thirlmere Railway 1	\$15	-
24.	Tamworth Pack (Autographed)	\$35	-	70.	\$2 Thirlmere Railway 2	\$15	-
25.	Ken Done set of 3 cards	\$14	\$12	71.	\$2 Dial-a-box	\$15	-
26.	\$2 Baileys Irish Cream	\$ 9	\$ 7	72.	\$2 P & J Seiders	\$ 7	\$ 6
27.	\$5 Ettamogah Pub	\$ 9	\$ 7	73.	\$20 Lloyd Rees	\$40	-
28.	Ettamogah Pub Collector Pack	\$10	-	74.	Lloyd Rees in Collector Pack	\$45	-
29.	\$2 Museum of Contemporary Art	\$ 4	\$ 3	75.	\$2 National Parks & Wildlife Service (10)	\$45	\$30
30.	\$2 Summertime Type 1 & 2 (2 cards)	\$ 8	\$ 6	76.	As above but 3 different	\$10	\$ 9
31.	\$1.50 Telstra Membership card	\$25	\$25	77.	\$5 Phantom	\$25	\$22
32.	\$2 Zoo (2 types)	\$ 8	\$ 6	78.	Phantom Collector Pack	\$27	-
33.	\$2 Butterfly	\$ 5	\$ 4	79.	\$5 Courage Under Fire set of 2 cards	\$15	\$14
34.	\$5 Flintstones	\$ 7	\$ 6	80.	Courage Under Fire Collector Pack	\$17	-
35.	\$5 Simpsons	\$ 7	\$ 6	81.	<b>New</b> \$2 Telstra Dr Vladas Leonas	\$25	-
36.	\$5 Batman	\$ 7	\$ 6	82.	<b>New</b> \$2 Telstra Andrew M. Day	\$25	-
37.	\$5 AusCard '96	\$ 8	\$ 7	83.	\$2 Chinese New Year	\$200	-
38.	\$5 Kookaburra	\$ 7	\$ 6	84.	<b>Scarce</b> \$1.50 Bird Choir	\$19	\$18
39.	\$5 Perth Mint Gold Nugget	\$15	\$14	85.	<b>New ANDA Show \$5 card</b>	\$15	-
40.	\$5 Perth Mint Paladium	\$15	\$14		<b>OTHER ISSUES</b>		
41.	\$5 Perth Mint Luna Series	\$15	\$14	86.	PayTel TT Line set of 3 cards	\$45	-
42.	<b>New</b> \$5 Perth Mint Koala	\$15	\$14	87.	Spirit of Tasmania set of 3 cards	\$35	-
43.	\$5 Victorian Prisons	\$ 9	\$ 7	88.	Complete set of all PayTel issues from 1st TT		
44.	\$5 Cyclone Tracy set of 2 cards	\$15	\$14		Line set until Xmas '95 (face value \$471)	\$350	-
45.	Cyclone Tracy Collector Pack	\$25	-	89.	Phonecard Pages x 10	\$12	-
46.	\$2 Coke Dynamic Ribbon	\$ 9	\$ 8	90.	Phonecard Pockets x 100	\$ 2	-

**WANTED !!!!!**

WE WILL PAY CASH FOR ALL MINT & USED  
PHONECARDS OR WILL ACCEPT FOR AUCTION AT  
10% COMMISSION

**WE KNOW YOU WANT MORE!!!!**  
ALL ORDERS OVER \$100 RECEIVE  
A FREE SET OF 8 STATES NCCS COLLECTOR  
CARDS VALUE \$40.00

### NATIONAL COIN STAMP & PHONECARD SHOWS

FREE ADMISSION - FREE PRIZES, value \$500+

**GERALDTON** - Thursday 14 August, 10am to 5pm, Entertainment Centre, 32 Urch St.

**PERTH** - Sat/Sun 16 & 17 August, 10am to 5pm both days,

Exhib. Hall, Advanced Manufacturing Tech. Centre, 140 Royal St., East Perth

**KALGOORLIE** - Tuesday 19 August, 10am to 5pm, Mercure Inn, Lower Hannan St.

**DEALERS TABLES AVAILABLE - Phone: (06) 248 7859**

# WESTLAND PHONECARDS

PO Box 94, Kelmscott, Western Australia 6111

Phone (08) 9496 1413 Fax (08) 9496 1550 - ISD +61 8 9496 1413 & +61 8 9496 1550

## STOCKTAKE CLEARANCE OF MINT PHONECARDS

	Pack	Mint		Pack	Mint		Pack	Mint
Geelong set	\$49	\$45	South Australia	\$69	\$60	Victoria	\$42	\$30
Queensland	\$42	\$35	New South Wales	\$69	\$65	Western Australia	\$24	\$22
Red Cross	\$65	\$60	Australia Day '92	\$12	\$10	Special \$10 Generic	-	\$15

### The following cards are all \$5.00 each!!

\$2 Echidna, \$2 Orangutan, \$2 Perth, \$2 Canberra Mint, \$2 Canberra View, \$2 Cradle Mountain, \$2 Red Cross 'Blood', \$2 Red Cross 'Health & Safety', \$2 Olympic Games 'Hockey'

\$2 Fish ex Pack.....	\$18	\$2 Christmas ex Pack.....	\$20	\$2 Train ex Pack.....	\$30
\$2 Olympic Mascots.....	\$20	1 each from Packs (4).....	\$75		
\$2 Dial A Box.....	\$10	\$2 Telstra Business Card.....	\$45		
\$2 Eastlands News.....	\$45	\$5 Perth Mint No. 4 Koala....	\$15		
\$2 Fingal Post Office....	\$6	\$2 Qantas (1 only).....	\$260		

**Special Offer !!**  
Purchase cards to the value of \$50 & receive a FREE \$5 Newcastle card.

### NEW ZEALAND

Event Masters Snow White & the Seven Dwarfs - Retail \$150 - Our Price.....	\$75		
Lion King with CD - Retail \$160 - Our Price.....	\$60	'94 Black Music Legends (5 x \$20 cards).....	\$135
'94 \$5 A.G.M. in Pack.....	\$10	'94 ADCARD Volume 6 (24 x \$5 cards)....	\$150
		'94 Year of Family.....	\$55

**ONE AUSTRALIA PACK..... \$375**      **MICHAEL DOOHAN PACK..... \$195**  
**1318 FESTIVAL OF PERTH (rare)..... \$85**  
One only available of each

## BUYING!! We are keen buyers of all mint and used Telstra cards PAYTEL

We wont be beaten on price. We have in stock an excellent range of both mint and used PayTel cards .  
**Check these out!!** T.T. Line \$35 \$15      Spirit of Tasmania \$35 \$15      Hobart Tram \$35 \$20  
Sydney to Hobart Yacht Race \$40 \$20      Tree Frogs \$30 \$15



# The Coin, Note & Stamp Show

MELBOURNE EXHIBITION CENTRE (HALL No. 4)  
SOUTHBANK  
July 18-20, 1997

This coupon entitles up to two adults to half price admission, just \$5 each (Normally \$10 each).

Children under 15yrs, accompanied by an adult FREE.

Single adult season ticket \$10 (Normally \$20).

### Hours:

Friday 12 noon to 6pm

Saturday 10am to 6pm

Sunday 10am to 5pm

\*Permits Pending

**HALF PRICE  
ADMISSION**

# Win!

**A ONE OUNCE PERTH MINT GOLD NUGGET**  
- Three to be won (one each day) or one of many other great prizes.\*

To be in the draw, simply complete and present this coupon when purchasing ticket.

Name \_\_\_\_\_ Phone: ( \_\_\_\_ ) \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

I collect  Coins  Notes  Stamps  Medals  Phonocards  Militaria

Specialised interest (specify) \_\_\_\_\_

Entrants may receive FREE dealer newsletters and/or price lists.

## Dealer Profile

# Torsten Weller

Torsten Weller is a collector. His interest in Stamp and Postal History, an area that he continues to collect, provided him with a solid grounding to be able to commence a philatelic dealership in Melbourne in 1989.

In 1992 he was hired by Status to manage this company's retail stamp shop in Sydney. 1992 was of course about the time that the public's interest in phonecards began to gain momentum and the Sydney shop embraced this new area of collecting to such an extent that it soon become one of the country's major phonecard dealerships.

In 1995, Torsten moved back to Melbourne to commence his own retail and wholesale phonecard business. This business is of course, **Collect Moneycards**, a name which indicates a focus on both the established phonecard and the emerging stored value card.

Whilst the business specialises in dealing in thematic phonecards and Australian and world stored value cards, it also runs a collector service for the Melbourne company, Unidial Australia, under exclusive agreement.

Torsten is also the author of many articles in both national and international collector magazines. In the former case he is a prime contributor to both *The Australasian Phonecard Monthly* and *The Australasian Coin & Banknote Magazine*. Torsten also helps with the compilation of the *Visa Cash Catalogue* and distributes this publication in Australia.

I asked Torsten for his comment on the comparative collector interest between thematic phonecards and stored value cards. He indicated that the common denominator between the two was a strong world wide interest in the two areas of collecting with both traditional collectors and those new to the hobby. As a leader in the development of stored value card (chip or smart card) technology, Australian cards are sought after by overseas collectors because of scarcity and great images. Small issue quantities and high destruction rates for the Cafeteria Trial cards make these the "jewels" as far as collectors are concerned, particularly as new "discoveries" of card issues (sometimes many months after their release) add excitement to this particular area of collecting and reporting.



Torsten also found his involvement with Unidial Australia to be particularly satisfying. "This is a dynamic company focussed on providing a great service to phonecard consumers & collectors", he indicated. "As a distributor of their product we try to provide expertise in bringing their cards to the collector market, making cards reasonably freely available and catering to the need of collectors for information about print runs, the purpose of issue, etc". Torsten indicated that one of his prime objectives is to bring collecting back to basics; being enjoyable and affordable, with a few scarcer cards to add spice.

He felt that it was satisfying to work with an organisation who's prime objective was not to make collector product, and where every issue had to be justified as a viable consumer product.

I asked Torsten for his thoughts on the the future and his obvious starting point was the increasing competition between Telstra and remote-access phonecard producers. In his opinion the latter will increase in number with their main focus being on niche markets like corporate travel, advertising and collectors. "There will be many more phonecards to chose from but it will be harder to sort the wheat from the chaff", he said. "Stored value cards will continue to develop as banks have already poured a lot of money into their development as they see the potential for gaining both clients and the advertising dollar", he further added. He also predicted that Telstra's "smartcard" would begin to compete strongly with Visa Cash as Telstra continued to place an emphasis on its development. **Editor**

## PROSPECT STAMPS & COINS

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FAX: (02) 9622 6634

## AUSTRALIAN PHONECARDS

JULY 1997 LIST

### TELECOM & TELSTRA

#### CUSTOM CARDS

P & LJ Sieders.....	\$ 5.00
Phonecard Monthly.....	\$ 8.00
LLoyd Rees Opera House.....	\$28.00
Michael Lynagh.....	\$15.00
Ken Done set of 3 cards.....	\$20.00
BBC - Taubmans I.....	\$ 9.00
BBC - Taubmans II.....	\$20.00
National Parks set of 15 cards.	\$60.00
Melbourne Zoo.....	\$ 8.00
Flintstones & Simpsons.....	\$20.00
Conservation set of 2 cards.....	\$35.00
Luna Park.....	\$10.00
World War II set of 5 cards....	\$125.00
Phantom of the Opera.....	\$20.00
Kookaburra.....	\$ 8.00
St Andrews Cathedral.....	\$10.00
R.S.P.C.A. set of 2 cards.....	\$20.00
Cyclone Tracy set of 2 cards....	\$20.00
Kidney Kar Rally.....	\$10.00
H.M.A.S. Albatross.....	\$ 9.00
Year of the Pig.....	\$20.00
Darwin Symphony.....	\$20.00
Baileys Irish Cream.....	\$10.00
Batman Forever.....	\$10.00
Captain Munchies.....	\$12.00
Red Dog Beer.....	\$20.00

WE HAVE IN STOCK A FULL RANGE  
OF ALL TELECOM & TELSTRA  
COLLECTOR PACKS  
AUSTRALIAN & WORLD USED CARDS  
CUSTOM CARDS - MINT & USED

## KEN DONE TOURIST CARDS

Scarce Set of 3 Cards  
ISSUED ONLY TO  
TOURISTS AT

SYDNEY AIRPORT  
**\$20.00 per Set**  
WHOLESALE ENQUIRIES  
WELCOME

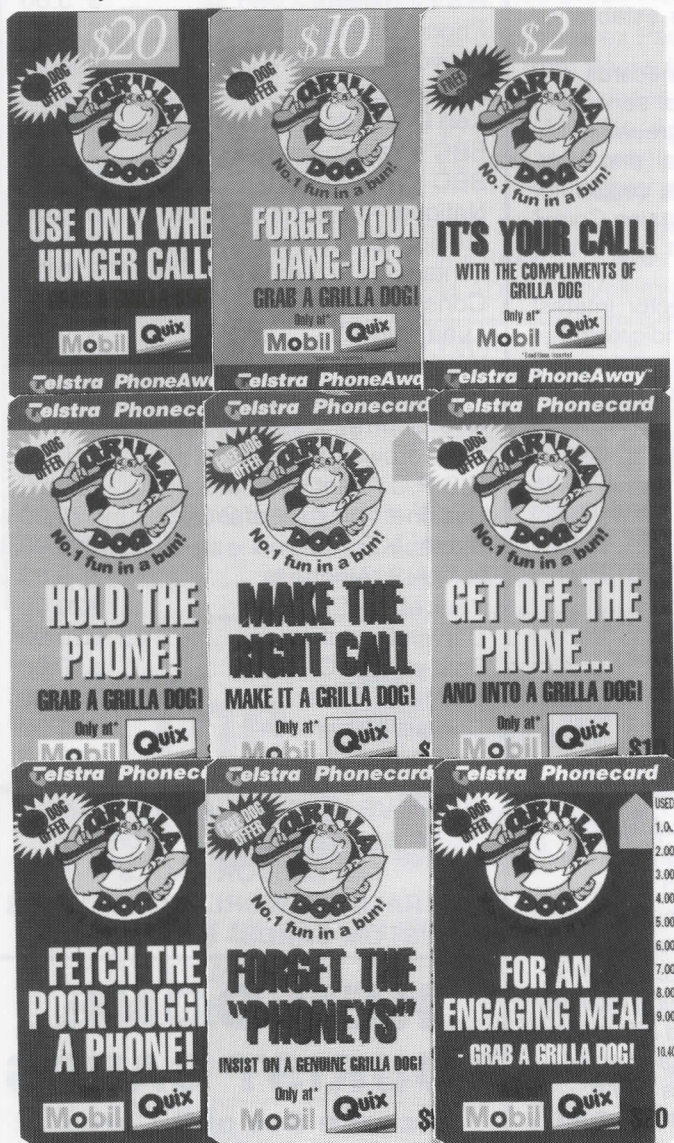
BANKCARD MASTERCARD VISA AMEX WELCOME  
MAIL ORDERS OVER \$60 POST FREE!!  
HOTLINE 9622 6634 - ORDERS ONLY PLEASE

# AUSTRALIAN NEWS UPDATE

## TELSTRA RELEASES

### Quix/Mobil "Grilla Dog"

This series is rather interesting in that it consists of a "combination" of 3 PhoneAway cards and 6 Phonecards which all have the "Grilla Dog" logo on them, with a different "statement" on each card referring to phones and Grilla Dogs. I have reproduced the series in its entirety of all nine cards as I can see it becoming a sought after set. Incidentally, I see this series as an excellent means whereby "new" collectors will be introduced to the hobby.



The print run for the above cards is as follows:-

PhoneAway:	\$2	1,500	(not for sale)
	\$10	30,000	
	\$20	10,000	
Phonecards:	\$5	15,000	each design
	\$10	10,000	each design
	\$20	5,000	each design

The card has a special offer which entitles the holder to a "free" Grilla Dog, on presentation of the Phonecard or PhoneAway card. There are no limited edition or collector cards for this series of cards.

### FOXTEL PhoneAway

This is a \$20 PhoneAway card being issued by FOXTEL and which has a print run of 33,000 cards. These cards will be distributed to the public in lots of 11,000. There are also no limited edition or collector cards for this design.



### Newcastle Bicentenary

In the June issue of APM we featured the \$2 Newcastle Bicentenary Phonecard released in that city on 10 May. Telstra has now produced a \$5 card of the same design for the Bicentenary events corporation, 5,000 of which have been distributed in the Newcastle CBD and 500 for collector purposes.



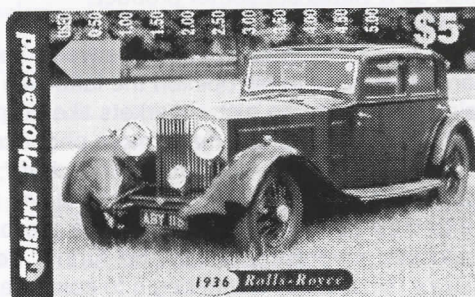
### Vintage Car Series

In the last issue of APM we advised that Telstra's next official release was to be the Alpine Series. This set has however been cancelled and replaced with a magnificent Vintage Car Series.

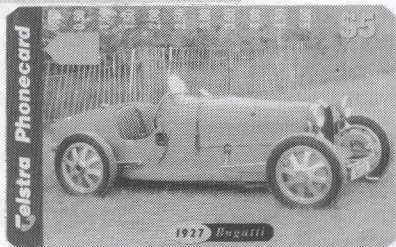
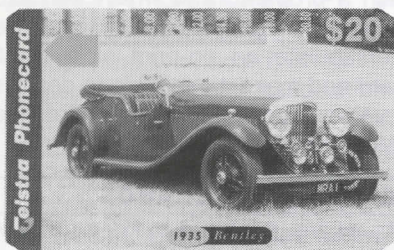
There are four cars in this set as follows:-

2 x \$5	30,000
1 x \$10	1,000,000
1 x \$20	400,000

The \$5 "1936 Rolls-Royce" will only be available in the limited edition pack of 1,500 sets and it will not go into national distribution.

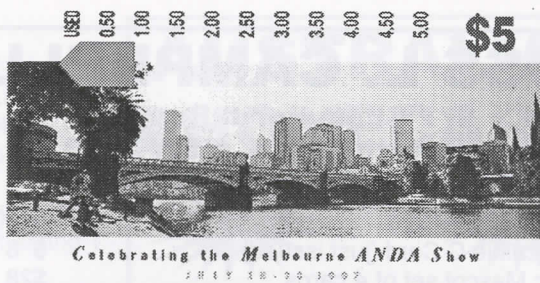






**ANDA Coin, Note & Stamp (& Phonocard) Show**

To commemorate its attendance at the above Show in Melbourne, from 18 to 20 July, Telstra has produced 1,500 of a \$5 Phonocard which will be on sale at the Show (see Show details elsewhere in this magazine). A certain (unknown at this stage) number will also be made available to dealers for sale to their customers.



**Interested in a Sweet Deal?**

As part of CSR's 'Life is Sweet' promotion, every packet of sugar sold between June and October will have an instant prize printed inside the pack (estimated at 10.8 million packs). Among the prize pool will be discount vouchers for Telstra Phonecards.

The promotion will be supported by point of sale material and a four week national TV and magazine campaign through July and August.

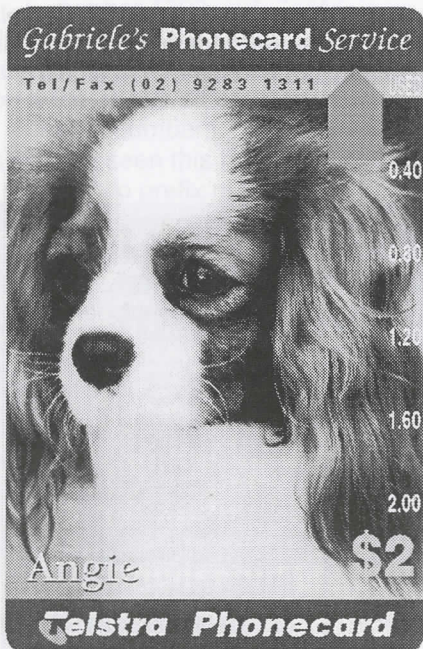
Anyone obtaining a discount voucher simply takes it to their nearest/favourite retailer to receive a \$2.50 discount on a \$10 Telstra Phonocard or a \$5 discount on a \$20 Telstra Phonocard.

Retailers will forward these vouchers on to Telstra to obtain a credit for the full amount. As a further incentive to retailers to promote the sale of cards directly via this promotion, Telstra is offering 25 prizes of \$1000 worth of Telstra Phonecards. Retailers will go into a draw for these cards on the basis of vouchers returned.

**Overall, this is a promotion which will place a much needed national focus on Phonocard usage (and, hopefully, Phonocard collecting).**

*Gabriele's Philatelic Service Pty. Ltd.*

Suite 616, 6th Floor, St James Trust Building, 160 Castlereagh Street, Sydney, NSW, 2000  
PO Box A2, Sydney South, NSW, 2000, Australia. Phone or Fax (02) 9283 1311



**WANT AN ANGIE  
PHONECARD?**

(THERE ARE ONLY 1,000 PRINTED!)

WE ARE GIVING THE CARD AWAY FREE WITH ANY RETAIL PHONECARD PURCHASES OF MORE THAN \$400 FROM OUR CURRENT CATALOGUE. DO YOU HAVE THE CATALOGUE? PHONE, FAX OR WRITE TODAY FOR OUR LATEST LIST WHICH IS FREE. PURCHASES CAN TOTAL \$400 OVER THE THREE MONTHS OF JUNE-JULY AND AUGUST (TO HELP YOUR BUDGETS) WE WILL RESERVE ONE FOR YOU AND SEND IT TO YOU BY REGISTERED MAIL WITH OUR COMPLIMENTS!

Please send me your latest catalogue:

Customer Name: .....

Address: .....

..... Postcode: .....

Phone No: (.....) .....

# ROSS L. CAMPBELL

**277 Chatsworth Road  
Chatsworth Island, NSW 2469  
Ph: (066) 46 4386 Fax: (066) 46 4641**

\$2 Newcastle P Card.....	\$100
\$5 Newcastle C Card (just issued).....	\$ 8
Olympic Mascot set of 4 cards.....	\$28
\$5 Strathfield Car Radio PhoneAway.....	\$10
\$2 Red Phonebox.....	\$150
\$4 Prudential.....	\$ 8
\$5 Perth Mint '97 issue.....	\$13
\$2 Smart card SAMPLE.....	\$80
Qantas Book with set 8 cards.....	\$90
\$2 Clexanne.....	\$180
\$5 War Memorial.....	\$16
\$2 T.A.C.....	\$42
\$5 Skyfire.....	\$ 7
\$2 Michael Lynagh.....	\$20
\$5 Sydney 2000 Games Bid.....	\$10
\$2 Generics, Butterfly, Buzz, Summertime, each	\$ 4
\$5 Swissh, Tamworth, Toyota, Ettamogga, each	\$ 7
\$50 Uluru - 1 hole used.....	\$25
\$50 Small Koala - 1 hole used.....	\$20
\$1.50 '92 Xmas, \$5 Perth Mint Year of Ox, ea.	\$20
\$2 Xmas '96 or \$2 Fish, each.....	\$14
\$2 Bangalow Billycart Derby on program...	\$25
\$2 Hong Kong '95 Fair.....	\$ 7
\$5 North Coast Academy of Sport.....	\$ 9
\$2 Eastlands Newsagency (Tas).....	\$30
\$2 Bangalow Billycart Derby mint - for exchange only WA, NT, Tas, complete sets mint.....	\$45

**Most items on page 9 of June APM available.**

**This is only a sample of my stock. I can supply most  
mint cards issued by Telstra, Visa, PayTel, etc.**

**Send me your want list or give me a call.**

**Post Free. Registered \$3 please.**

## HELP! HELP! HELP!

**WE NEED 200 \$5 CARDS USED UP URGENTLY  
FOR AN OVERSEAS ORDER.**

**WE CAN OFFER 50% DISCOUNT ON TELSTRA  
CALLS, eg, YOU USE UP OUR \$5 CARDS AND  
PAY ONLY \$2.50. PLEASE ENQUIRE**

### WESTLAND PHONECARDS

**PO Box 84, Kelmscott, WA 6111**

**Pf: (08) 9496 1413 Fax: (08) 9496 1550**

### Eastlands Newsagency

A new \$2 Advertising card has been "found" in Tasmania. It is being issued by Eastlands Newsagency as a promotional tool for them. Unfortunately, I am led to believe that to alleviate being "hassled" by collectors and dealers trying to get the card, Eastland's proprietor has "punched" a rather large, round hole in the cards that he has remaining. So, whilst they remain "mint" re their stored value, in condition they are not.

Like the Bangalow Billycart Derby Phonecard we have another classification to go with mint and used, ie. mint with hole and used with hole or holes.

One can hardly blame collectors and dealers in attempting to obtain this card (in quantity), but I can also sympathise with the card producer.

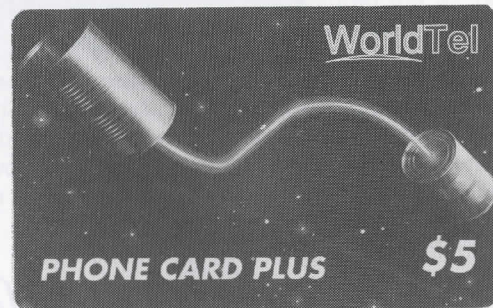
The only answer to such a problem (and which will also keep down the cost of such "hard to get" cards) would be for Telstra to negotiate/stipulate an on-print of a small number of each such card and make it available to dealers and collectors at face value, eg the Prudential card, the Newcastle \$5, the ANDA Show card.

### REMOTE ACCESS PHONECARDS

As readers are no doubt aware, it is hard to keep track of the number of companies now producing remote access phonecards in Australia. In the next month or two I hope to do a complete listing of such known companies and their cards and, space permitting, reproduce some of the more attractive ones available.

In the meantime, I have reproduced one that was sent to me by Terry Dell from Golden Beach, Qld. and another unusual one which was inserted in a recent edition of a Sydney newspaper, the Sun-Herald.

Featured firstly, is the front of a **WorldTel** phone card. Whilst the card has \$5 worth of call time on it, it also contains instructions (in the packaging) as to how it can be re-charged and used continuously. As such, the card is a disposable card but also a re-chargable card.



Secondly, as a promotion for its phonecards, **One.Tel** offered readers of the Sun-Herald the opportunity to purchase \$25 worth of call time with a payment of \$20. An insert was included in the Sun-Herald, which when taken to any Post Office and payment of \$20 made, was activated by the Post Office and call time to the value of \$25 became available. Being 210mm x 150mm, is the insert the largest phonecard produced in Australia?

## ACTIVATE THIS PHONE CARD!

**AND SAVE UP TO 50% ON OVERSEAS PHONE CALLS!**

**\$5 WORTH OF PHONE CALLS FREE**

**\$20 WORTH OF PHONE CALLS**

**EXCLUSIVE OFFER**

**FOR READERS OF THE SUN-HERALD**

**TO ACTIVATE THIS ONE.TEL PHONE CARD...**

Take this page to any Post Office and have it cheque, money order or cash ready. (Please make cheque payable to One.Tel Pty Ltd.)

\*91 114 908822/228081882 00

Account Payable \$30.00

## ANDA SHOW - Melbourne

Melbourne collectors are gearing up for their first ANDA Coin, Note and Stamp (and Phonecard) Show. The Show is organised by the Australian Numismatic Dealers Association and will be held in Hall 4 of the Melbourne Exhibition Centre, Southbank, from Friday 18 July to Sunday 20 July. See inside back cover and page 4 for further details.

Of the 61 issuing authorities and dealers attending the Show the number involved with phonecards are well represented, with the latest listing I received indicating that the following will be in attendance:-

Telstra	Tony Boyd
PayTel Australia	Prospect Stamps & Coins
Collect Moneycards	Melbourne Phonecard Centre
Unidial Australia	Edlins of Canberra
Dial A Phonecard	Rundle Coins
G&C Quality Coins & Stamps	

## FREEBIES!!!

The result of the draw for the three sets of Ken Done Phonecards as donated by **Peter & Cathy Craft from Prospect Stamps & Coins**, are as follows:-

G. Ludeke	Taree, NSW 2430
H. McCutcheon	Aldinga Beach, SA 5173
J. Kadir	Jakarta, Indonesia.

Congratulations to these three collectors and thanks to Peter & Cathy.

## A RARITY

Depicted below is an occurrence which I have not seen before.

Gabriele, from Gabriele's Phonecard Service sent me a copy of the reverse of a University of Sydney Union \$2 Phonecard, supposedly prefix number 1303.

It appears that the serial number has been printed on twice, ie two different serial numbers.

Has anyone seen this before? Tell me the two prefix numbers used and all correct answers will go into a draw for an Olympic Games Mascots Pack.

**\$2**

3 in Australia ■ It contains n and avoid magnetic fields value is used. Maximum of inal calls. P965511

**Telstra**

**Phonecard**



ball 0129002005

## WISHART PHONECARDS

PO Box 845, Mt Gravatt, Qld. 4122

Ph/Fax: (07) 3849 2682

### SPECIALS!!

Mint	\$2 Newcastle card (slight mark).....	\$90
Mint	\$5 Newcastle card.....	\$10
Mint	Bic Uni. card (1 only).....	\$225
Mint	Michael Lynagh (700 only in circulation, no I have not confused with the Michael Doohan).....	\$20
Used	Man Made Wonders (5).....	\$60
Mint	Perth Mint Koala.....	\$13

Postage & Insurance Extra

## LISMORE PHONECARDS

Win a Prudential Phonecard by Ballot

Send your name & address on an envelope to:

**LISMORE PHONECARDS**  
PO Box 6304,  
South Lismore, NSW 2480  
by 31 August '97

### SELLING!!

Sydney Uni. no's 3 & 4  
\$90.00 each  
Mobile 0412 212 795

## AUSTRALIAN PHONECARDS



Write today for our comprehensive Australian phonecard catalogue - only \$3 - Just Out!

### SPECIAL OFFERS

	Mint \$	1-Hole \$
\$ 5 Flinders Ranges	6.00	5.00
\$10 Seals	12.00	10.00
\$20 Taronga Zoo	24.00	20.00
\$10 Telecom Tower	12.00	10.00
\$ 5 Hobart	6.00	4.00
\$ 5 Geneva	18.00	15.00
\$ 5 Barcelona Willy	6.00	4.00
\$1.50 Bird Choir	23.00	23.00

### WHY NOT TRADE IN YOUR SURPLUS MINT CARDS AT FACE VALUE AGAINST ANY ORDER

P9640 \$5 Adelaide Show	6.00	4.00
C9645 \$2 & \$5 Maastricht	55.00	50.00
P9648 \$2 Taubmans	30.00	29.00
P9649 \$2 RSL-Oceanic	90.00	90.00
A9650 \$5 Hog's Breath	6.00	4.00
P9651 \$4 Prudential	6.00	5.00
P9654 \$2 Watty!	18.00	17.00
A9658 2 x \$5 Maastricht pr.	12.00	8.00
A9666 \$5 Perth Festival	6.00	4.00
P9665 \$5 Elizabeth Arcade	50.00	-

This card free with any order over \$100 (but no exchange deals)

S9666 5 x \$5 Ox cards from collector pack	125.00	-
" Ox special pack	188.00	-
A9670 \$5 Nth Coast Sport	15.00	12.50
A9673 \$5 Melbourne Park \$10 Melbourne Park	5.00	4.00
\$10 Melbourne Park	10.00	8.00
\$20 Melbourne Park	20.00	16.00
\$ 5 Tennis Player	8.00	7.00
\$10 Tennis Player	10.00	8.00
P9603 \$2 Chinese New Year	140.00	-
P9704 NHS Cleaning Service	25.00	-
P9706 \$5 Avalon Air Show	20.00	17.50
In folder with \$2 Phoneaway	35.00	-
C9707 Man Made Wonders Pack	74.95	-
P9708 \$ 5 HMAS Sydney	5.00	4.00
\$10 Airforce F III	10.00	8.00
\$10 Infantryman	10.00	8.00
P9710 \$ 5 Vic. Aust Day	15.00	14.00
P9713 \$ 5 Vana Newsfair	8.00	5.50

## A.W. BOYD

PO Box 1279,  
Milton, Qld. 4064  
Ph/Fax: (07) 3870 9916  
Bankcard - Mastercard - Visa - Amex  
Cheques or Money Order

# COIN - STAMP - PHONECARD SUPER FAIR PETERSHAM TOWN HALL

Crystal Street, Petersham (Near Station)

**SUNDAY, 31st. AUGUST 1997**

9.30am - 4.00pm

26 Dealers Buying & Selling



AUSTRALASIA

AUSTRALASIA

**COINS** - Australian & World, Royal Australian Mint Coins,  
Banknotes, Tokens, Medals & Medallions

**STAMPS** - Australian, World & British Commonwealth, Thematics,  
First Day Covers, Cinderellas, Postcards & Ephemera

**PHONECARDS** - Australian & World, Cards & Packs

**CATALOGUES & ACCESSORIES**



Adult Admission \$1

\$250.00 in Lucky Door Prizes !!!

Bargains galore !!! Don't miss out !!!



Organised by the Stamp & Coin Dealers Association of Australasia Inc.

Trade with Confidence with S.C.D.A.A. Inc. members.

## EDLINS OF CANBERRA

SHOP 12, GAREMA ARCADE, BUNDA STREET, CANBERRA, ACT 2600

(PO Box 7, Civic Square, Canberra, ACT 2608)

EMAIL: Edlins@tpgi.com.au Phone: (06) 248 7859 Fax: (06) 248 7553



AUSTRALASIA

**ORDER FORM BOTTOM RIGHT REFERS TO ADVERT PAGE 3**

**PHONECARD, STAMP & COIN AUCTION  
SATURDAY 6th SEPTEMBER 1997**

**OVER 1500 LOTS AT BARGAIN PRICES  
MANY AT NO RESERVE**

Write, Phone or Fax for Free Illustrated Catalogue

**To EDLINS of CANBERRA**

Please supply the following items:-

I enclose CHQ/MONEY ORDER for

No.'s .....

or Debit my credit card No. Expiry Date.....

**ALL MAJOR CREDIT CARDS ACCEPTED**

Please add \$5 for Registered Postage to all orders.

**Orders Over \$200 POST FREE!!!!**

NAME: .....

ADDRESS: .....

# PayTel Australia

## - an update

### Canberra Corridor

Featured below, readers will note PayTel's new Trains issue which features Parts 1 & 2 of the new **Canberra Corridor** Collector Pack and phonecards. Parts 3 & 4 of this series will be PayTel's next phonecard issue.

Expressions of interest are being prepared by a number of international and Australian consortia to provide a privately operated high-speed passenger rail service between Sydney and Canberra. The general aim is to reduce the present journey time of 4+ hours to a level comparable with the total time of a journey by air - ie to about 1+ hours. The "Canberra Corridor" is arguably the most important passenger rail service in Australia. This assertion is amply demonstrated by the international interest being shown in proposals to upgrade Sydney-Canberra rail services using world-class high speed rail technology.

### Crew Card

After three years of usage of the old Crew Card, PayTel's original supply is almost exhausted. A further 10,000 of the new card have been produced (see below) and they are available from PayTel at face value of \$10. The Crew Card is "different" to PayTel's standard \$10 cards in that it is not available for sale to the general public on board the Spirit of Tasmania, it being designed specifically for use by the ship's crew.

### News.... News....

PayTel will once again have a strong presence at **CardEx '97** which is this year being held in **Brussels**. The company will be producing a phonecard for issue at the event and this will be available from PayTel, after the show, at the same price it will be purchasable in Brussels. Again, the card will be something Australian, something unique and something affordable.

Graham Rooke recently attended a major event in Singapore, **Asia Telecom**, which was organised by the International Telecom Union (ITU) of Geneva, and held between the 9th and 13th of June.

Graham reports that the exhibition presented the telecommunication products and services of 480 exhibitors, representing 31 countries. It occupied over 18,000 square metres of floor space in all 6 exhibition halls of the WTC. The organisers estimated over 40,000 visitors would attend the exhibition during the 5 day event.

Every conceivable communications product and service was on display, representing manufacturers and service providers from every corner of the globe.

Three days spent at the exhibition were hardly enough to even see all the exhibition stands - let alone spend time in discussions with exhibitors!

PayTel's main aim was to investigate developments in public telecommunications - radio systems, payphones, payment methods - to ensure that PayTel's product development and forward business planning incorporate a detailed knowledge of world trends and that the company remains in the forefront of payphone system and service technologies.

# Collect Paytel

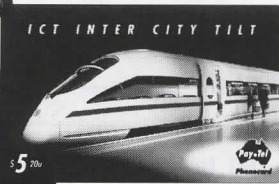
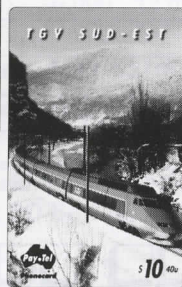
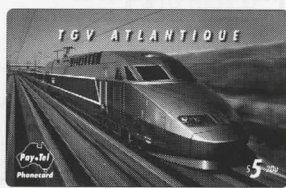


FREE INFORMATIVE COLOUR NEWSLETTER - SEND FOR YOUR COPY NOW!

## NEW TRAINS ISSUE! *Canberra Corridor Parts 1 & 2*



Part 1



Part 2



TO ORDER THESE UNIQUELY AUSTRALIAN PHONECARDS, OR FOR MORE INFORMATION, FILL OUT YOUR DETAILS AND POST OR FAX TO:

Please Return to:

**PayTel Australia Pty Ltd**

P.O. Box 456, BLACKBURN VIC.  
AUSTRALIA 3130

Fax: 61 3 9877 9499

Tel: 61 3 9877 0222

Name \_\_\_\_\_

Address \_\_\_\_\_

American Express  VISA  MasterCard  BankCard  Diners Club

Credit Card No. \_\_\_\_\_

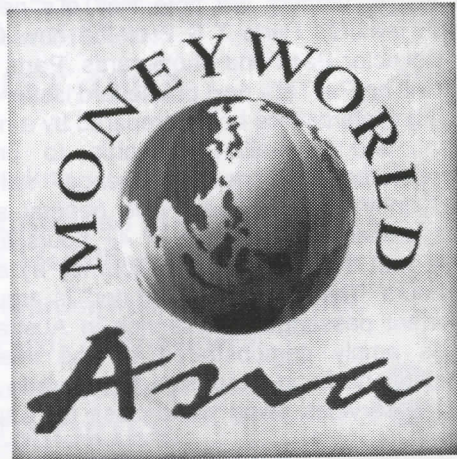
Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

Item	Qty.	Price	Total
Trains Collectors Packs (2)		\$40	
Trains Collectors Sets (2)		\$30	
New Crew Card		\$10	
Add Postage (Australia \$4.00, O.S. \$5.00)			
<b>TOTAL</b>			

# MONEYWORLD ASIA '97

29TH - 31ST AUGUST 1997 • SINGAPORE SUNTEC CENTRE

## Singapore



### Participate in the Collectibles Event of the Year!

Following the roaring success of MoneyWorld Hong Kong in May '97, MoneyWorld Asia will be back in Singapore for its seventh showing. MoneyWorld Asia Singapore promises to be the Collectibles Event of the year. In conjunction with the exhibition will be an Auction on **August 31st, 1997**.

With an extensive advertising and promotions budget of over S\$100,000, a visitorship of 30,000 is expected.

**Book your space NOW for your choice location!**



To: Ms Jasmine Teo - MoneyWorld Asia Pte Ltd

Fax No.: (65) 221 1005

Yes! I am interested in exhibiting in MoneyWorld Asia '97, Singapore

Rate per sqm: S\$500 (Please tick choice below)

6 sqm booth - S\$3,000

9 sqm booth - S\$4,500

15 sqm booth - S\$7,500

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Credit Card No.

□□□□ □□□□ □□□□ □□□□

Expiry Date

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Month Year

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Organised by:

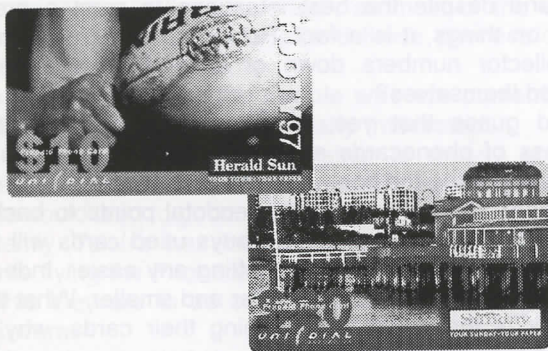


MoneyWorld Asia Pte Ltd 120 Cantonment Road #03.00 Maritime House Singapore 098760 Tel: (65) 221 1755 Fax: (65) 221 1005

# Unidial Australia Update

This month sees the release of Unidial's second series of advertising phonecards for the *Herald Sun* newspaper. Once again, these cards will only be released through Victorian newsagents, but can be purchased from Collect Moneycards and authorised dealers through-out Australia. The designs, quantities and denominations are as follows.

\$10 Cafe	10,000	\$10 Footy	10,000
\$20 St. Kilda Pier	5,000	\$25 TV Extra	3,000
\$50 New Home	1,500	\$100 Theatre	750



The third series of cards is scheduled for release in August/September, and will again feature six cards in the same denominations and issue quantities, but with new designs. These three six-card sets will then rotate monthly for up to twelve months, only one set being available at any one time through retail outlets, to give maximum exposure to the Herald Sun.

As with the first series, Unidial produced 1000 "Sample" cards for promotional use, specifically for in-store displays. By using inactive cards marked "Sample", Unidial guards against loss and also provides collectors with an economical way of adding the high-denomination cards to their collections, as the sample cards are available for \$6 each.



Apart from the Herald Sun sets, Unidial has also used "Sample" cards bearing the \$10 *Daisy* and the \$20 *Angels* images, and both these cards are now available through the Collector Service.

An expanding distribution base and ever-increasing use of Unidial cards by consumers means Unidial is continuing to issue many new cards. Under Unidial's policy of limiting to 15,000 cards maximum and distributing only one type of card per denomination at a time, cards sell out rapidly and designs turn over quickly ensuring that product remains "fresh". As sold-out cards remain available through the Collector Service for some time after they go off general sale collectors are assured of obtaining cards they require.

The Australasian Phonecard Magazine - July 1997

Other new issues in July included a \$25 card featuring a traditional *Thai Lion* design (see cover) and a \$100 card showing the inside of the *Louvre in Paris*. Both cards are distributed nation-wide.

## COLLECT MONEycARDS

Specialists in Phonecards & Stored Value Cards  
(Proprietor - Torsten Weller)

Phone: (03) 9521 3584 Fax: (03) 9521 2377

### Unidial Australia Phonecards

\$10 Clown Fish	10,000	12/98	mint \$10	
\$10 Basketball	10,000	12/98	mint \$10	
\$10 Baby	10,000	12/98	mint \$10	
\$10 Ducks	15,000	12/98	mint \$10	
\$10 Tennis	15,000	12/98	mint \$10	
\$10 Coffee	15,000	12/98	mint \$10	
\$10 Vase	15,000	12/98	mint \$10	
\$10 Jackie Chan	3,000	12/98	mint \$10	
\$10 Skier	15,000	06/99	mint \$10	
\$10 Daisy	15,000	12/98	mint \$10	sample \$6
\$20 Penguins	10,000	12/98	mint \$20	
\$20 Soccer	15,000	12/98	mint \$20	
\$20 Evening Star	5,000	12/98	mint \$20	
\$20 Angels	15,000	12/98	mint \$20	sample \$6
\$25 Thai Lion	15,000	06/99	mint \$25	
\$100 Louvre	10,000	06/99	mint \$100	

### Herald Sun Advertising Cards

\$10 HIT Guide	10,000	06/99	mint \$10	sample n/a
\$10 Cars Guide	10,000	06/99	mint \$10	sample n/a
\$20 Encore	5,000	06/99	mint \$20	sample \$6
\$25 Food	3,000	06/99	mint \$25	sample \$6
\$50 TV Guide	1,500	06/99	mint \$50	sample \$6
\$100 Money	750	06/99	mint \$100	sample \$6
\$10 Cafe	10,000	06/99	mint \$10	sample \$6
\$10 Footy '97	10,000	06/99	mint \$10	sample \$6
\$20 St Kilda Pier	5,000	06/99	mint \$20	sample \$6
\$25 TV Extra	3,000	06/99	mint \$25	sample \$6
\$50 New Home	1,500	06/99	mint \$50	sample \$6
\$100 Theatre	750	06/99	mint \$100	sample \$6

### Limited Distribution cards

\$5 Compliments	n/a	n/a	expired	\$6
\$10 Racing	3,000	12/96	expired	\$6
\$10 Xmas '96	1,000	06/97	unactivated	\$6
\$10 Kids A	15,000	06/98	mint \$10	
\$10 Kids B	5,000	06/98	mint \$10	
\$5 Aaron Kwok	1,000	12/98	mint \$10	
\$50 Bird (vert.)	10,000	12 mths	unactivated	\$6
\$100 Dog (vert.)	10,000	12 mths	unactivated	\$6

Postage extra - Aust. \$3 (reg'd). Overseas \$7 (insured)

**FREE 12 Page Pricelist on Request**

Includes special TRADE-IN OFFERS on mint/used cards

\* Join our mailing list by completing the coupon below:  
Return to: PO Box 14, St Kilda, Vic. 3182, Australia

Name: .....

Address: .....

.....Postcode: .....

I collect / would like further information about:-

( ) Australian Stored Value Cards

( ) World Stored Value Cards

( ) Australian Phonecards

( ) World Phonecards

( ) By Topic / Theme: .....

# A Perception of the Phonocard Scene

by Opera House

**As the little girl said in that famous movie Poltergeist, "They're back" or at least, "I'm back", after an enforced lay off. As the phonocard scene has lacked a credible voice, it is good to see the APM back as well, all it needs now is support from the readers and the trade. The market has been screaming out for a good magazine since this one left the scene last year. However, due to this break in continuity it is difficult to know exactly what to write about but I will just have to try and do my best.**

## **Buyer's Market**

One thing is for sure about the Australian phonocard scene and that is that it's a buyers market. Prices, as any collector who looks around will tell you, are basically as low as you can get. Indeed, the past four years has seen the phonocard market ride the roller-coaster from hell!

With all this occurring, what I am about to say may surprise some but I believe the market is in a relatively healthy state because of this. After all, much of what occurred during the boom was led by speculators without the slightest interest in phonecards - it was just something else to add to their investment portfolio. These were the same people who are now buying stamps from Hong Kong and so on.

Mind you, it is probably fair to say that even those of us who are the purest of collectors, would have done well to completely ignore the boom and not buy an extra pack or three of something. However, by and large, what we have left in the market today is a collector base and not a speculator base. This is something that can provide a stable platform from which the hobby can make the slow climb back again.

## **Telstra's Smartcards**

However, the immediate blip on the screen is the change over to chipcards, due about now. What is this going to mean to the market for the Anritsu style cards as we now know them?

Obviously, at some point there will be no more Anritsu cards which will present a nicely defined beginning and end to this system. Indeed, I have heard more than a few collectors say that at this point they may well cut off their collection and go back and try and fill the gaps with Phonecards that they missed.

If this happens we could see a mature market develop and expand as people seize on an area to collect that has a definite start and finish. The other argument is that as the hobby rolls along from one style to another, so does interest and in a few years time interest in the early style cards may well stay at a low level.

However, this argument does not sit well with me because if we can for a minute draw a parallel with, say, the coin or stamp market, it can be seen that in both cases these

areas have well defined collecting points - the most obvious one being the change over in 1966 to decimal from pre-decimal.

## **Interest to be Stimulated**

This has done anything but stop collecting in pre-decimal stamps and coins/banknotes, if anything, in some ways it has stimulated interest for the same reasons expressed above about the end of the Anritsu cards. The old "beginning and end" syndrome.

Many collectors who embark on a course of collecting like to know that from an expense and simple matter of "numbers" point of view, that they have a well defined start and finish. So, for those out there with collections - DO NOT PANIC!

Which is not to say that the market is currently without problems that must be addressed. Collector numbers are down and despite the best intentions to paint a pretty picture on things, it is a fact. However, having said that, are collector numbers down or have they simply re-arranged themselves?

I would guess that yes, numbers are down, but the awareness of phonecards as a collectable is higher now than it was during the boom. Sound crazy?

Well, there are some at least anecdotal points to back it up. One is that any dealer who buys used cards will tell you, is that buying them is not getting any easier. Indeed, bundles seem to be getting smaller and smaller. What this suggests is that users are keeping their cards, why? - because they collect them.

The other is, that as time drifts along people from other collectable areas are slowly learning about phonecards and starting to take them seriously as a hobby. One example is Coca-Cola phonecards. One shop in Sydney which recently established a display of Australian and Coca-Cola cards close to a window that has a large passing traffic of every-day travellers and commuters, was surprised to find that not one, not two, but at least a dozen people in the first week the display was there, came in and asked where these Coca-Cola phonecards were from.

When answered, Australia, they then replied that they didn't know that Australia had Coke cards, when did they come out and so on. In all these cases these people were collectors of Coke memorabilia. In some cases they were even members of the Coca-Cola collectors club.

Now, whilst "one swallow does not make a summer", what I am suggesting is that as time goes by many the message may well spread and the potential collector base expand. It is simply a matter of getting to these people.

## **Communication**

Sadly, this magazine, for example, is preaching to the converted. What we need to do is preach to the "pagans" as it were, or at least somehow get to the people who keep their used cards and see if they would like to have a bigger collection and maybe spend real money on them.

Another reason about optimism about the potential number of collectors, is an event like the promotion conducted by International Numismatics last year on X-Files phonecards. As some of you are aware these cards work on the PayTel system under the name Pacific Net. Whilst it is fair to say that it was the X-Files that motivated people, the response was often staggering, almost like the "good old days".

In most cases these collectors knew that phonecards were collectable but either did not collect them or had only a rudimentary collection before.



## Un-Tapped Market

The point I am trying to make is that there is still a potentially large market out there, greatly un-tapped - which is not to forget all the kids that were collecting phonecards as the latest craze a few years ago. My bet is that in a few years, more than a few of these people will come back to phonecards such as at a time when they get a job, etc. which could lead to something of a second wave. These sorts of parallels are again seen regularly in hobbies such as stamps and coins which have quite a deal more history to draw upon.

However, it is hard to get away from the fact that what is really needed is for Telstra to promote the hobby. Admittedly, Telstra must be congratulated for attending fairs and the like and must be encouraged to continue to do so. However, it gets back to the view expressed before, "it's preaching to the converted", as most of the couple hundred or so people who attend these phonecard fairs already know about it all.

**It is about getting to the people who are currently the slightly interested and potentially interested.**

To do this is simple. All it takes is money and not necessarily lots of it. Spent in the right way and in the right areas could lead to good results.

Recently Telstra has been sighted at more "general" events flying the Phonecard Collector Service banner and for this they are to be congratulated and encouraged to persevere.

On the other hand, it is not fair to expect Telstra alone to promote the hobby, Surely the Dealers Association should also stand up and help on this one, either in association with Telstra or through its members. At the end of the day, however, it is Telstra which has the money and the influence, so it is really them on whom we must rely.

Still, there are things that the dealers could do to try and encourage collectors although I realise that at present many dealers are more absorbed in "making ends meet", but as in any business, you must chase new customers. We should never lose sight of the fact that we are in there competing with the best of them for the collector's "leisure" dollar in a market that has many competitors.

Certainly, since **Kookaburra** moved into the market as distributors and promoters of the Telstra product, things have improved. The people at Kookaburra must be congratulated for their efforts at what is really a challenging time for the hobby.

### Will there be a Changeover?

As I write this article, some uncertainty still exists around the changeover to chip/smart cards. How soon will the Anritsu phones disappear? What will happen to my excess mint cards, are they redeemable for the comparable chip card, etc.?

This last question is one that Telstra must address correctly. Rumours and even comments more concrete suggest that there may be a train of thought within Telstra to "wash their hands" of the old style cards. This would of course be an absolute and complete public relations disaster and not only with Phonecard collectors.

Aside from shattering confidence in an already fragile collector market it is a "bad" move to sell someone a Phonecard (okay they bought it as a collectable) who, although they are collecting, know that if worse came to worse, they could always use the card.

Now, if you can no longer use the card due to a change in technology, then it would appear to be incumbent upon

The Australasian Phonecard Magazine - July 1997

## FREEBIE TIME AGAIN!

Michael Rennie of **Lismore Phonecards** has once again donated two Telstra Phonecards as a prize to readers of the APM. This time we are offering you a chance to obtain one of two of the **\$4 Prudential Promotional Phonecards.**



Simply, send your name and address on the back of an envelope to:

**The Aust. Phonecard Monthly  
PO Box 1309, Tamworth, NSW 2340**

The closing date for the receipt of entries which will be drawn as a ballot is 15 August. Results in the September issue of the APM.

**The winners of the two Watty! Phonecards featured in the June issue of APM were:  
Matthew Johns from Ludmilla, Darwin  
Cynthia Brooks from Mt Waverly, Victoria.**

Telstra, if for nothing else than good will, to allow people, even if only for a short space of time, to change their cards over to the chip cards if they wish.

It is hard to see what Telstra's problem may be in not indicating at an early stage what their policy in this regard will be. It is highly unlikely that there will be a massive move by collectors (in some cases hoarders) to change their complete stock over. Sure, some will seek an exchange of magnetic cards for the smart card but many more will hold onto their collections and stocks in the belief that as a (now) defunct card, the magnetic Phonecards will be sought after as new collectors enter the hobby.

Whatever their position is to be, however, Telstra has an obligation to make its stance known to both collectors as well as members of the public, eg. Mr/Mrs Smith who has \$23.60 left on a \$50 Phonecard. Will this credit balance be honoured by Telstra when its new payphones go into Mr/Mrs Smith's neighbourhood or will Telstra simply say "too bad, you should have used the card up"?

### What's in the Future

This now brings us to another interesting point. Who is going to keep their mint cards once the change over occurs? Obviously many will, but will they keep their multiples/duplicates? My guess is that they will not and it will be very interesting to see in (say) five years time as to how difficult it will be to buy this or that "old" magnetic type mint Phonecard.

My guess is that some latter day rarities are about to be created. That question, however, will be easier to answer once Telstra's position is known.

Talk to you soon. **Opera House**

# Papua New Guinea

## Ceremonies old & new!

An update on card releases by Jim Shearing

P.N.G. Telikom launched its 1997 programme with the very attractive **Traditional Ceremonies** set designed by Tony Sipa. The cards arrived in March, but on inspection, it was found that the 10 kina card depicting the **Upe Initiation** on Bougainville, was only marked for 10 units instead of 50 units.

The whole batch of 10,000 cards was returned to Landis & Gyr in Switzerland. The Telikom staff were glad they had found the mistake but nobody owned up to making it, so the printers were blamed!

This resulted in a shortage of cards and Telikom immediately took the unusual step of ordering further supplies of the K1 and K2 cards.

The corrected printing of the K10 card arrived at the beginning of July. Due to the continuing heavy local demand for all phonecards, the first printings of the K1 and K2 cards have just about sold out as has the **Pig Killing** K10 card. I have not yet been able to ascertain whether there is a different Serial number on the second supply.

I would suggest that all PNG collectors get this set immediately, particularly as it is such an attractive one and a popular theme with overseas collectors.

K1	Yam Harvest, Milne Bay	20,000	+ 60,000
K2	Skin Cutting Initiation, Sepik	10,000	+ 30,000
K10	Pig Killing, Simbu	10,000	
K10	Upe Initiation, Bougainville	10,000	

Another reason for the relative scarcity of all the recently issued cards is the fact that the usual pamphlets advertising new issues and sent out to collectors on the mailing list, have not been printed. This is because Telikom are planning to bring out a Newsletter instead and the first issue has been put on hold since March.

Both a restructuring of staff and an economical examination of funding has delayed the Newsletter, which at the latest count is likely to be a bi-annual issue, rather than a quarterly publication.

With collector sales still averaging only about 300 per issue, and with some cards a lot less, the annual income is not much when a complete collection is about K100! As I have frequently stated, P.N.G. cards are scarce. All it would need is an increase of about 50 new collectors to completely drain **world** dealer stocks. Believe me, I know!

The latest phonecards to hit the streets of P.N.G. are those in the **National Election** set of 4 cards. They had no sooner arrived than they were selling rapidly in the streets of Port Moresby during the recent elections. The set was proudly launched to the local press and was unusually featured on T.V. and in the papers.



K1	Campaign	40,000
K5	Tally Room	20,000
K10	Polling Booth	24,000
K20	Casting Vote	16,000

At the same time **Air Niugini** released its K5 **advertising** card and 12,000 were issued.



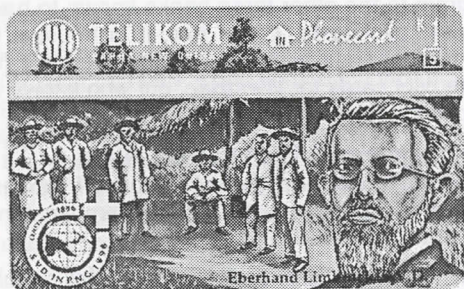
The Australasian Phonecard Magazine - July 1997



To be released in August, will be a set of 4 cards, again designed by Tony Sipa, celebrating **The Pacific Year of the Coral**.

Due out the following month will be a set featuring **Education**. One of the 4 cards, I am proud to say, will show three children from the Ela Beach International School in national costume. A lovely card, I promise you!

Of the issues that were released at the end of last year, two single cards should be brought to your attention. The first, of which 40,000 K1 cards were released, is the **Centenary of the Catholic Church in PNG**.



The second is the un-announced **Upe Hat** K10 card of which 10,000 were released.



Neither of these two cards was illustrated in the last pamphlet issued, **Musical Instruments**, and the **Upe Hat** card was sadly not given a mention anywhere. It was a quickly produced card to cover the existing shortages in K10 cards. Well, there are only about 200 of the church card left as I write and the Upe Hat card has gone!

Of the other cards released in 1996, the **Orchids** have now sold out, the **Pepsi Cola** set has about 30 left and the beautiful **Scenery** and **Instruments** sets are in the low hundreds, The local, non-collector, market seems to "eat" them up and they are still planning to install more Card-phones. I'm waiting for one to arrive at Ela Beach School.

Well, if you haven't yet started to collect the cards of the most conservative, sensible and affordable country in the world, I suggest that you start now, but be quick before other astute collectors grab the remaining cards available!

Send off to P.N.G. Telikom to receive the new Newsletter and don't delay your purchases. I nearly did this several times and I live in Port Moresby and visit Telikom regularly. PNG is the best sleeper country in the world!

**Jim Shearing, Port Moresby.**

**Telikom Payphone Business Unit  
PO Box 351, Waigani, Port Moresby, PNG  
Tel: (675) 300 5093, Fax: (675) 300 5060**

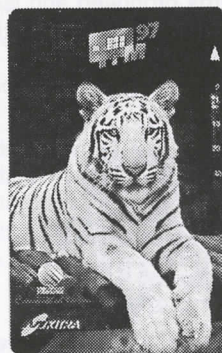
## Indonesian Update

Just as this issue was about to go to print, I received a timely package from Jusuf Kadir in Jarkarta, Indonesia, which contained some interesting material on the phonecard scene in that country. Enclosed also was the latest in Jusuf's phonecard catalogues, **The Collectors Guide to Indonesian Telephone Cards 1996**.

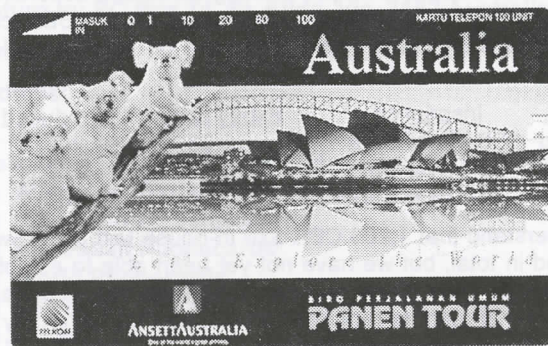
This Guide, now in its fourth year of publication, has rapidly established itself as an essential guide for one-country collectors of Indonesian phonecards. Printed last month, in full colour and containing 150 pages, the catalogue retails for US\$30 (which includes registered air mail postage world wide). Anyone interested in this publication should contact:

**Jusuf Kadir  
JL. Kelapa Sawit Blok E - 146  
Lembah Cinere Indah, Sawangan 16514  
Jakarta Selatan - Indonesia**

I also received three phonecards which Jusuf had printed for an International Phonecard Fair & Exhibition, **ITM '97**, held in Den Haag (Netherlands), in May this year. 1,000 of each of three magnetic cards (two shown) and one Indosat Precard (remote access) were printed.



Last, but not least, my package contained an Indonesian "Australian related" phonecard which was issued during **Indo Phonocard '96**, held in October last year in Jakarta. It is one of a set of three cards depicting well known places in Australia, New Zealand and Europe. The cards were a private issue distributed by Panem Tours and Travel.



# STORED VALUE CARDS - UPDATE

Article by Torsten Weller

This month's report details new cards to hand, on the one hand some exciting revelations of the Commonwealth Bank's early in-house test cards, and on the other a new discovery from the Gold Coast Theme Park issues. The unearthing of the Commonwealth Bank in-house cards has prompted us to publish a listing of all known in-house test cards with print code and serial number information to show the sequence of production and issue. We hope that readers will notify us of any cards they possess falling outside the listing so that we can report on these in future columns.

## Commonwealth Bank In-House Test Cards

When pilot test cards were first reported on some 18 months ago, no issues from the Commonwealth Bank of Australia (CBA) were thought to exist. In February of this year a \$20 in-house test card from CBA was discovered with the expiry date 06.96, meaning that it had been on issue for over a year before it came to anyone's attention.

This card was unusual, not only because it was inscribed "CBA Byte Card" instead of the normal "Visa Stored Value" but also because it turned out to be an **overprint** on a card first printed for the National Australia Bank.

At the time we suspected that there was also a \$5 CBA in-house card that had not yet been sighted. Now we can report that there were in fact **two** earlier cards produced and issued by the CBA, one a \$5 card and the other a \$20. Both these cards carry the 11.95 expiry date and have the CBA logo (yellow and black square turned on its point) on the front at the lower left.



They are not overprints on pre-existing cards and accordingly both carry the "0523" printing code used for all CBA card issues. The CBA cards now known can be summarised as follows:-

	Inscription	Expiry Date	Produced
\$ 5 card	"CBA Byte Card"	11.95	200
\$20 card	"CBA Byte Card"	11.95	600 (?)
\$20 card	"CBA Byte Card"	06.96	600 (?)

We understand that 1,200 CBA \$20 in-house test cards were produced in total, but we have not yet been able to establish how many of each of the two cards were printed. It appears from the serial number ranges seen to date that there may be roughly equal numbers of the two cards, but that the 11.95 card is harder to locate.

The cards listed for the CBA opposite show it undertook a similar program to the other three banks known to have been involved in the pilot tests. Given this, it is unusual that the CBA cards did not surface earlier. To date we have not seen any in-house pilot cards for **Westpac**, but who knows what we may turn up in the future.

## Australian "Cafeteria Trials" Cards Listing

We have now recorded the following in-house Pilot Test cards (ie. those used by banks to test Visa Cash amongst their staff and not generally available to the public):-

Code	Serial No. Range Seen	Denom & Exp.	Bank	Quantity
0521	001602 - 001756	\$20 11.95	ANZ	800
0521	002075 - 002302	\$20 02.96	ANZ	800
0521	002868 - 002950	\$ 5 02.96	ANZ	200
0522	003662 - 003669	\$20 11.95	NAB	200 (?)
0522	003897 - 003972	\$ 5 11.95	NAB	200
0522	004006 - 004380	\$20 06.96	NAB/CBA	200 (?)
0523	006214 - 006748	\$20 11.95	CBA	600 (?)
0523	006948 - 006966	\$ 5 11.95	CBA	200
0524	007044 - 007463	\$ 5 11.95	ACU	800
0524	007886 - 007936	\$20 11.95	ACU	200
0522	010005 - 010910	\$20 06.96	NAB	1,000
0524	012090 - 012386	\$ 5 06.96	ACU	616
0524	012608 -	\$ 5 06.96	ACU	600 o'p
0524	013388 - 013396	\$ 5 06.96	ACU	550 o'p
0524	014472 - 014958	\$20 06.96	ACU	1,000

There is definitely **some order** to this, with serial numbers apparently not overlapping and cards numbered sequentially from Print Code 0521 through to 0524, and with **two** distinct periods of issue, the latter beginning after serial number 010000.

Apart from the anomalous CBA Byte Card overprint on the NAB coded \$20 card, all cards in the first period expire either 11.95 or 02.96, and all cards in the latter period expire 06.96. However, there are some **substantial gaps** in the serial number ranges, which leave open the possibility that other cards were produced that have not yet come to light. To date, Westpac is the only bank for which we have not yet seen any Cafeteria Cards. Given that we thought that none existed for the Commonwealth Bank until recently, it is too early to rule out the existence of Westpac cards. Again, we would appreciate readers **advising** us of cards in their holdings that fall outside these serial number ranges, and of course also of any cards that we have not recorded at all.

## Movie World Entrance Reprint Discovery

To fully describe this discovery, we need to look at "Placard Codes" on Australian Visa Cash cards. Each card they produce carries a six-digit Placard Code on the reverse, generally in the bottom left-hand corner.

There are definite patterns to the allocation of Placard Codes ("PC's"), as can be seen from the following table:

	Expiry	Placard Code
Movie World Entrance	04/97	049601
Movie World Batman	04/97	049602
Movie World Lethal Weapon	04/97	049603
Sea World	04/97	049604
Wet 'n' Wild	04/97	049605

	Expiry	Placard Code
Movie World Entrance	03/97	049607
Movie World Batman	03/97	049608
Movie World Lethal Weapon	03/97	049609
Sea World	03/97	049610
Wet 'n' Wild	03/97	049611
Movie World Entrance	08/98	049612
Movie World Batman	08/98	049613
Movie World Lethal Weapon	08/98	049614
Sea World	08/98	049615
Wet 'n' Wild	08/98	049616

The Placard Code is printed onto the card when the card itself is originally printed, as part of its design. The expiry date, however, is added to the card later (we assume upon activation of the chip).

The **new discovery** is a **Movie World Entrance** card expiry date 03/97 with Placard Code 049601. Until now all cards seen with this Placard Code have had 04/97 expiry dates, and it was assumed that this would be constant. That such a card has not been seen previously suggests that it was something of an "interim measure" used to fill a gap before cards with Placard Code 049607 became available. Certainly this "hybrid" card is scarce.

So, now it is time to go back and look at your early Theme Park cards, for if this variety exists in the Entrance card, it may also exist in one or more of the others. Please let us know what you find.

#### Sea World Theme Park - New Card Issues

Sea World Theme Park has issued a new \$30 Visa Cash card commemorating the opening of a new attraction, "**Dolphin Cove**". This is the first \$30 denomination card issued in Australia (and indeed in the world as far as we know). The card should be on sale throughout the Theme Park by now, and we expect copies to become available shortly.

(Advice has just come in from Mark Felby that he has one of these cards; No. 00026 - 017165, expiry 05.98, Placard Code 049680 - *Editor*).

#### "A Cashless Society is on the Cards"

This is the title of a piece in the **Business Review Weekly** of 23 June, 1997, outlining the development of Stored Value Cards in Australia and pointing towards the future.

The BRW article reports that the Visa Cash trial on the Gold Coast was initially targetted to sell 100,000 stored value cards, but has to date sold over 225,000, the biggest success story being the sale of cards through Theme Parks.

On the other hand, the Quicklink trial in Newcastle saw 20,000 reloadable cards used, and ERG who own Quicklink are preparing a national smart card program believed to involve over 1 million cards.

An AGB McNair study quoted by BRW revealed that 90% of respondents liked the smart card option, 82% found it convenient and about half considered it safe. Bruce Mansfield, Visa International's executive in charge of smart cards, added that 60-70% of people prefer a reloadable card, but that this left a significant market share - mainly tourists and children - who required disposable cards.

BRW also reported that Visa plans to add new features to its stored value cards, including loyalty programs, ticketing access and membership access programs, to start by the end of this year.

The impetus for smart card development is also being fueled by Telstra's move to such cards for use in its phones, with Coca-Cola Amatil agreeing to upgrade some of its vending machines to accept Telstra smart cards by as early as September this year.

**Torsten Weller**

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ANZ Reloadable "Surfer" card	\$40
Credit Unions Reloadable "Sailing Boats" in wallet	\$40
<b>In-House "Cafeteria Test" Cards</b> - NAB \$20 used	\$35
ANZ \$5 expiry 11.95 mint (200 produced)	\$295
ANZ \$20 expiry 11.95 mint	\$65
ANZ \$20 expiry 02.96 mint	\$45
Credit Union \$5 & \$20 11.95 mint (one pair only)	\$550
Credit Union \$5 expiry 06.96 mint	\$95
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#### World Visa Cash Cards

##### SPECIAL - USA NationsBank "unloaded" cards

<b>Canada</b> - VanCity \$5 & \$20 Pilot Centre used pair	\$45
VanCity \$25 50th Anniversary used	\$15
Toronto Dominion \$20 Pilot Test card mint (2000)	\$125
(same design as Australian Cafeteria Test cards)	
<b>Denmark DANMONT</b> - Donald Duck 100 Kr used	\$18
<b>NEW</b> Singapore Airlines 747 advert used	\$ 8
<b>Hong Kong</b> - Prime HK\$200 Bank of China used	\$22
<b>Italy</b> - Bormio Trial Lire 10,000 (skiing) used	\$16
<b>New Zealand</b> - ANZ \$20 used in folder <b>SPECIAL</b>	\$30
<b>USA</b> - NationsBank Atlanta Olympic cards set (19)	\$75
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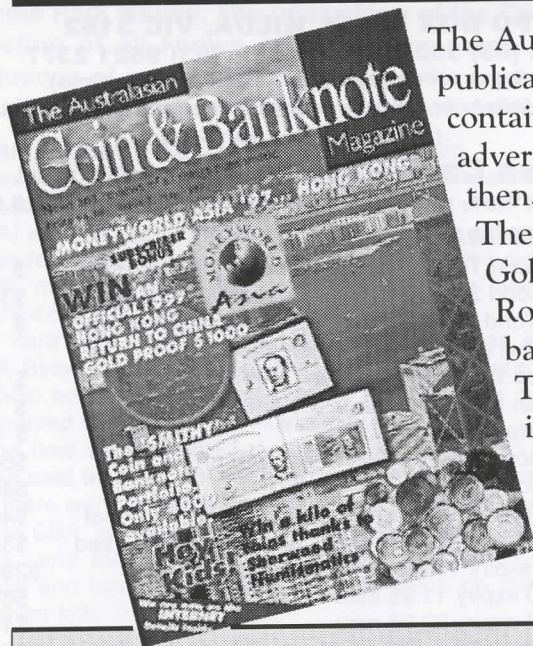
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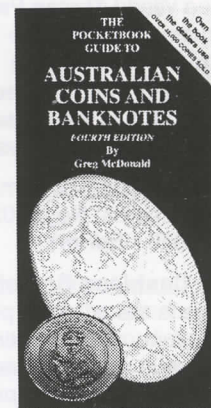
The publishers of the magazine have obtained two of the Gold Proof HK\$1000 Coins which have been struck by the Royal Canadian Mint to mark the return of Hong Kong back to China on 1 July, 1997.

Two lucky subscribers will win one of each of these coins in a draw to be undertaken in July 1997. Already, the retail price for each of these coins exceeds A\$850. Any one subscribing or extending their existing subscription for one year will have their name entered in the draw once and for two years entered twice.

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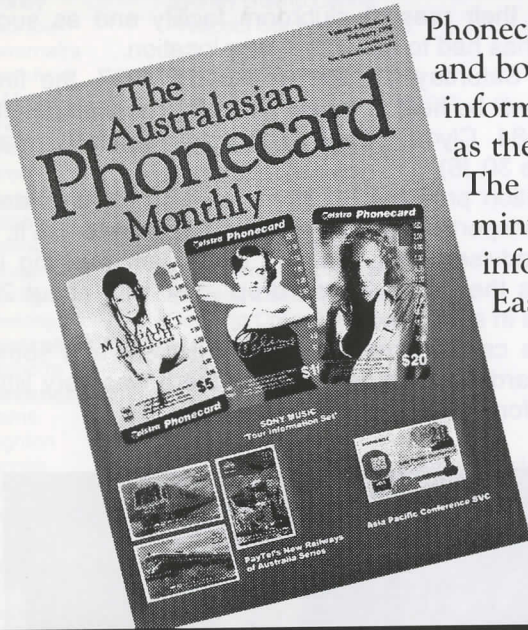
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# CLUB & SOCIETY NEWS

This section is provided to phonecard clubs & societies for the promotion of their activities & membership. Articles provided will be reproduced at no cost to the club.

**Gold Coast Philatelic Society Inc.  
(Gold Coast Phonecard Club)  
27 Melaleuca Drive, Palm Beach Qld. 4221  
President: John Simpson**

The President of the Gold Coast Phonecard Club, John Simpson, advises that their annual Stamp and Phonecard Day will be held this year on Sunday, 27 July, at the usual venue, the Albert Waterways Hall on the corner of Hooker and Sunshine Boulevards, Broadbeach Waters.

This is opposite the Pacific Fair shopping complex, just walking distance from Jupiters Casino.

John informs me that Telstra's Phonecard Collector Service will be in attendance, whilst the Club is also hoping that Australia Post will be in attendance. They are currently awaiting a reply from this organisation.

A number of stamp, coin and phonecard dealers will be taking tables at the show, together with a number of different club representatives being present with their circuit books.

A trading table, door prize and an auction, all add to an entertaining day. Refreshments will be available and all enquiries re the day can be made to the club secretary on 0411 378069.

John has sent me a copy of a \$2 Beach Scene overprinted Phonecard which was given to all existing club members and which is available to all new members when paying their membership fees for the 1997/98 year.



By all reports the club has had a good year with membership numbers, including a large number from overseas and interstate, more than doubling. The club has had good attendances at all meetings, with members being involved in a good movement of both stamps and phonecards.

**The Melbourne Phonecard Club Inc.  
PO Box 177, Northcote, Victoria 3070  
President: Keith Sykes**

I have been advised by the club's Publicity Officer, Warren Titcher, that the Darebin Council has not renewed their present clubroom facility and as such the club has had to move to a new location.

As from Saturday, the 2nd of August 1997, the first meeting will be held at a new location, The Community Centre, 64 Clyde Street, Thornbury (Melway Map reference 30 J6).

The location provides off street parking for cars and public transport is close by for those wishing to use it. Warren advises also, that the club's last meeting in June was the "swap till you drop" day, with about 25 members in attendance.

One hole cards (especially recent issues) and some foreign cards remain popular, but there was very little demand for mint cards.



Melbourne phonecard identities, Warren & Jo Titcher

## **ROSEBUD & DISTRICT PHONECARD COLLECTORS CLUB INC.**

PO Box 211, Rosebud, Victoria 3939

Meets the Second Saturday, 2 pm, Monthly,  
Anglican Church Hall

Sixth Avenue & Point Nepean Road, Rosebud  
Melway 158 D.12. All Welcome.

Membership \$10.00

### **Activities & Services to Members include:**

Auctions every Meeting, Circuit Books,  
Reference Library, Fair Table Discounts.

Club runs Fairs 3rd Saturday,

August & November, 10 am to 4 pm,

Glen Eira College, Corner Booran & Neerim Roads,  
Caulfield. Melway 68 D.3.

Enquiries to Club President: John Thomas

Phone 0418 322 315 or Fax (03) 5986 6943



**THE AUSTRALASIAN PHONECARD MONTHLY IS OBTAINABLE FROM THE FOLLOWING DEALERS**

**New South Wales**

Sydney	Al's Phonocards	Shop 29, 37 Park Street	(02) 9267 5931
Sydney	Gabriele's Philatelic Service	Suite 616, 6th Floor, 160 Castlereagh St.	(02) 9283 1311
Sydney	Macquarie Coins & Collectables Gallery	Shop 4, 83 York Street	(02) 9262 6588
Sydney	Queen Victoria Coins	Shop 12, QVB Walk, Queen Victoria Bldg.	(02) 9283 2500
Sydney	Sydney Stamp Centre	Colonial Mutual Bld, Cnr Pitt St. & Martin Place	(02) 9231 4583
Blacktown	Prospect Stamps & Coins	Shop 18, 24 Main Street	(02) 9622 1399
Parramatta	D & L Stamps & Coins	Shop 5, Rear 2-12 Macquarie Street	(02) 9687 2372
Strathfield	Strathfield Stamps & Coins	Shop 68, Strathfield Plaza	(02) 9764 3034
St Marys	G & C Quality Coins & Stamps	Shop 5, Star Arcade, 182 Queen St.	(02) 9833 1618
Newcastle	Hunter Valley Collectables	Shop 19, City Arcade, 120 Hunter St.	(049) 26 3031
Newcastle	Paul Melmeth Galleries	281 Hunter Street	(049) 26 3357
Taree	Currency Collectables	Shop 3A, 17 Manning Street	(065) 51 3512

**Victoria**

Melbourne	Melbourne Phonocard Centre	24 Centre Place (off Flinders Lane)	(03) 9650 7871
Melbourne	Universal Coin Co.	11 Centre Place (off Flinders Lane)	(03) 9654 2997
Dandenong	The Stamp & Coin Den	Shop 27, Level 1, Hub Arcade	(03) 9791 7295
Bendigo	Bendigo Coins & Stamps	Shop 4, Backhouse Arcade	(054) 43 5754
Geelong	Geelong Collectors Corner	93 Little Mallop St.	(052) 29 4969

**Australian Capital Territory**

Canberra	Edlin's of Canberra	Shop 12, Garema Arcade, Bunda St.	(06) 248 7859
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**Queensland**

Cairns	Phantom Phonocards	Rustys (Saturday), Pier (Sunday)	(070) 33 0809
Brighton	Cut Price Coins	14 Queens Parade	(07) 3269 1158
Taringa	A W Boyd Stamps, Coins, Phonocards	6/222 Moggill Road	(07) 3870 9916
Gladstone	C & F Stamps & Coins	13 Russ Street	(079) 79 1276
Mackay	John Platt's Stamps & Coins	Shop 6, Whitsunday Arcade, MacAlister St.	(079) 57 6602
Southport	M & M Collectables	Shop 3, TAFE Centre	(07) 5527 0699

**South Australia**

Adelaide	Rundle Coins	214A Rundle Street	(08) 8232 0660
Malvern	Unley Coins	12A Malvern Village, 259 Unley Road	(08) 8272 9181

**Northern Territory**

Alice Springs	Alice Springs Coins & Banknotes	Shop 5, 113 Todd Street	(08) 8952 1575
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**Western Australia**

Perth	Mickel Smits Philatelist	Shops 10/11, London Court Arcade	(09) 325 3252
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**Tasmania**

Hobart	Abacus Stamps & Coins	Shop 10, Mathers Lane	(03) 6234 3494
Hobart	The Stamp Place	Trafalgar Shopping Centre, 110 Collins St	(03) 6224 3536

**FURTHER DEALERS WELCOME**

**WHAT'S ON - FAIRS, SHOWS & AUCTIONS**

20	July	Burwood Stamp & Coin Fair	Masonic Hall, Belmore St.	Burwood, NSW
20	July	Wallsend Stamp, Coin & Phonocard Show	Wallsend Pioneers Hall	Wallsend, NSW
18-20	July	ANDA Coin, Note and Stamp Show	Melbourne Exhibition Centre	Melbourne, Vic.
22-24	July	<i>Noble Numismatics' Public Auction Sale</i>	Dallas Brooks Hall	Melbourne, Vic.
26-27	July	NAA Coin, Medal & Banknote Fair	Dallas Brooks Hall	Melbourne, Vic.
27	July	Granville Stamp & Coin Fair	Town Hall, Carlton St.	Granville, NSW
2	Aug	Orange & District Coin & Stamp Club Fair	Quinn's Arcade, Summer St.	Orange, NSW
2	Aug	Coin, Stamp & Phonocard Fair	St Pauls Hall, Church St.	Tamworth, NSW
3	Aug	Collectables Fair	Parramatta Town Hall	Parramatta, NSW
3	Aug	Coin, Stamp & Phonocard Fair	St Johns Ambulance Hall, Kellaway Ave.	Moonee Ponds, V
9	Aug	<i>Auction - Roxbury's Auction House</i>	Bellevue Hotel, George St.	Brisbane, Qld.
9-10	Aug	Sydney Coin, Stamp & Phonocard Fair	Sydney Opera House	Sydney, NSW
10	Aug	Croydon Stamp & Coin Fair	Masonic Hall, Paisley St.	Croydon, NSW
14	Aug	National Coin, Stamp, P/card & B/note Show	Entertainment Centre, 32 Urch St.	Geraldton, WA
16	Aug	Stamp, Coin & Phonocard Fair	Glen Eira College	Caufield, Vic.
17	Aug	Burwood Stamp & Coin Fair	Masonic Hall, Belmore St.	Burwood, NSW
17	Aug	Wallsend Stamp, Coin & Phonocard Show	Wallsend Pioneers Hall	Wallsend, NSW
17	Aug	Collectables Fair	Parramatta Town Hall	Parramatta, NSW
16-17	Aug	National Coin, Stamp, P/card & B/note Show	Exhib. Hall, Advance. Manu. Tech. Centre	East Perth, WA
19	Aug	National Coin, Stamp, P/card & B/note Show	Mercure Inn, Lower Hannan St.	Kalgoorlie, WA
23-24	Aug	ANDA Coin, Note, Stamp & Phonocard Show	To be advised	Newcastle, NSW
24	Aug	Granville Stamp & Coin Fair	Town Hall, Carlton St.	Granville, NSW
29-31	Aug	<b>MoneyWorld Asia '97, Singapore</b>	Suntec Convention Centre, Hall 402	Singapore
31	Aug	SCDAA Super Coin, Stamp & P/card Fair	Petersham Town Hall	Petersham, NSW
6	Sept	Orange & District Coin & Stamp Club Fair	Quinn's Arcade, Summer St.	Orange, NSW
6-7	Sept	Burtons' Colossal Collectables Fair	Sydney Showground, Hall No. 3	Sydney, NSW
7	Sept	Coin, Stamp & Phonocard Fair	St Johns Ambulance Hall, Kellaway Ave.	Moonee Ponds, V
22-26	Oct	<b>CardEx '97 (Conference &amp; Exhibition)</b>	Sheraton Hotel/Les Pyramides	Brussels, Belgium
31 Oct - 2 Nov		ANDA Coin, Note, Stamp & Phonocard Show	Sydney Exhibition Centre	Darling Harbour

## CLASSIFIEDS

Classified ads are 50 cents per word with a minimum 20 words (\$10.00) and no maximum. Payment by Postal Order, Cheque or Credit Card with the advert.

**Send to:**

APM, PO Box 1309, Tamworth, NSW 2340  
Fax (067) 658006 Int. +61 67 658006

Closing date for Classifieds for the August issue is 1 August '97.

**Classified Categories are:**

- . Auctions . Telephone Cards
- . Fairs & Shows . Societies & Clubs

### AUCTIONS/LISTS

**Monthly Phonocard Postal Auctions.** Credit cards accepted. For free catalogue, John Thomas, PO Box 428, Rosebud, Vic. 3939 or Fax (03) 5986 6943.

**Free Lists.** Postal bid sales & specials. Australia & World phonocards. Haxby Collectables, PO Box 139, Merrylands, NSW 2150. Ph/Fax: (02) 9637 4806

**A Monthly Postal Phonocard Auction.** Australian cards listed by Prefix and world cards include Fiji, South Africa, New Zealand. Write now for your **FREE** Catalogue. Bathurst Stamps and Phonocards, PO Box 1543, Bathurst, 2795.

### TELEPHONE CARDS

**Mint Prefix (Telstra) Phonocard collector** would like to correspond with other prefix collectors with a view to swapping or buying cards. Want List welcome. Phone/Fax: (03) 6334 5354

**Exchanging Australian cards for World cards.** 10-20 per exchange 1:1. C. Williamson, PO Box 139, Merrylands, NSW 2160, Australia

**Wanting to swap** Australian phonocards for New Zealand and World cards. Please write first or send up to 35 cards for first exchange. Mr. Sonny Carter, PO Box 1017, Manly, NSW 2095.

**Wanted to swap** are World phonocards for phonocards of Malta/Italy. Swap one for one. Graziella Greck, White House, Triq in- Nahal, Mosta, Malta.

## Your Classified

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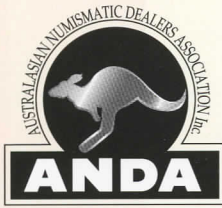


AUSTRALASIA

You can deal confidently with dealers displaying the Stamp & Coin Dealers Association of Australasia Inc. logo as they are bound by our code of practice.

Canberra Numisco	33 Isa Street, Fyshwick, ACT 2609	(06) 286 3931
Coin & Stamp Market	120 Hunter Street, Newcastle, NSW 2300	(049) 29 1777
Currency Collectables	Shop 3a, 17 Manning Street, Taree, NSW 2430	(065) 51 3512
D & L Stamps & Coins	Shop 5, 2-12 Macquarie Street, Parramatta, NSW 2150	(02) 9687 2372
Edlins of Canberra	Shop 12, Garema Arcade, Canberra City, ACT 2600	(06) 248 7859
G & C Quality Coins & Stamps	Shop 5, 182 Queen Street, St Marys, NSW 2760	(02) 9833 1618
G & K Stamps & Phonocards	PO Box 158, Carlingford, NSW 2218	(02) 9871 3127
Greg McDonald Numismatics	PO Box 407, Terrigal, NSW 2260	(043) 82 1992
Hamilton's for Stamps	Shop 8, 7-9 The Boulevard, Woy Woy, NSW 2265	(043) 44 5110
Kenneth I. Foux Numismatics	PO Box 351, Rose Bay, NSW 2029	(02) 9360 3860
Les Szoedy Stamps & Coins	PO Box 268, Kingswood, NSW 2747	(047) 21 5389
M.E.F. Books	PO Box 523, Narrabeen, NSW 2101	(02) 9913 3036
Pacific Rim Coins	Shop 2, 2-6 Castlereagh Street, Penrith, NSW 2750	(047) 22 3599
Paul Melmeth Galleries	281 Hunter Street, Newcastle, NSW 2300	(049) 26 3357
Prospect Stamps & Coins	Shop 18, 24 Main Street, Blacktown, NSW 2148	(02) 9622 1399
Strathfield Stamps & Coins	Shop 68, Strathfield Plaza, Strathfield, NSW 2135	(02) 9764 3034
Sydney Philatelics Pty. Ltd.	Kepos Street, Moore Park, NSW 2012	(02) 9319 1533
Sydney Stamp & Coin Auctions	25 Crinan Street, Hurlstone Park, NSW 2193	(02) 9559 2201
Sydney Stamp Centre	14 Martin Place, Sydney, NSW 2000	(02) 9231 4583
Trevor Wilkin	PO Box 182, Cammeray, NSW 2062	(02) 9438 5040

The Secretary, S.C.D.A.A., PO Box 257, Blacktown, NSW 2148



# The Coin, Note & Stamp Show

**MELBOURNE EXHIBITION CENTRE (HALL No. 4)**  
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Friday 18th July      12 noon-6pm  
Saturday 19th July    10am-6pm  
Sunday 20th July     10am-5pm

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- Note Printing Australia
- Perth Mint ● Telstra

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- Archival displays



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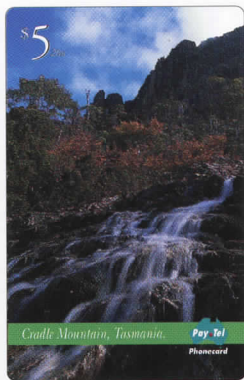
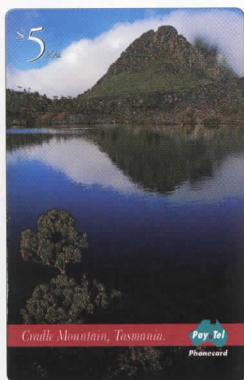
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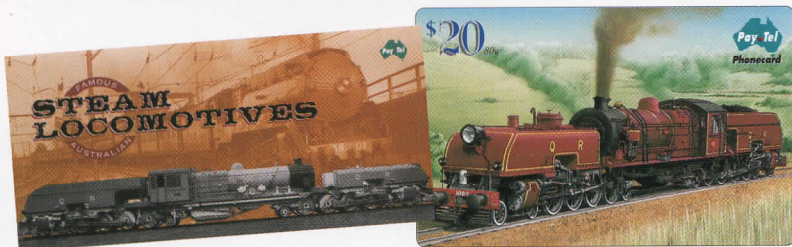


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