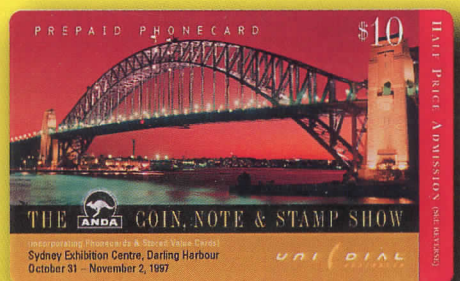
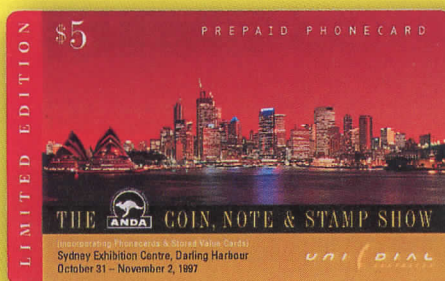
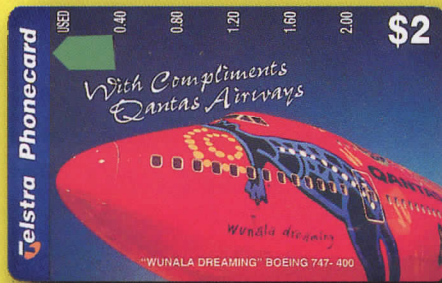
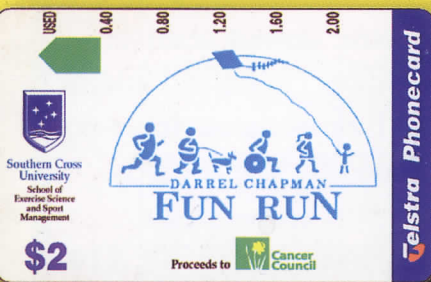


The Australasian Phonecard Monthly

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ONE ONLY EACH ITEM BELOW**
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1988 Special Limited
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Stored Value Cards-Compare our prices and
save!

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ANZ \$5 2/96 MintBUYING \$150
NAB \$5 11/95 Mint or Used.....BUYING \$500
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Conference Folders

Coke Conference Folder.....BUYING CALL
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\$5 First Generic (NAB).....BUYING \$40
Top buying prices and lowest selling prices!

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Hercules set 3 each at .. \$25
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Independence day..... \$18

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Used Australian cards required. Paying 20 cents per card for clean undamaged cards. No quantity too large.

Please do not send any "remotes" such as Unidial and Ezicall as we have no need for these cards.

**BUYING MINT \$5, \$10,
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Thematic phonecards are a speciality - we are the largest Australian stockists of topical Japanese phonecards & have a wide range of world thematics available. Just contact us with details of your interests for photocopies to be sent

The Australasian Phonocard Monthly

October 1997 - Issue Number 39

Managing Editor

Viddy Jermacans

Phone/Fax

To be Advised

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Editorial

By the time readers receive a copy of this issue of the APM I will have re-located from Tamworth to Lismore in northern NSW. As I write this Editorial I am not aware of what either my residential or postal address will be, nor what my phone/fax number will be.

The earliest that I will be able to pass this information on to most readers will be through the next issue of the APM which will be distributed in the week commencing 27 October - in time for the A.N.D.A. Show in Sydney.

In the meantime, my Post Office box will be maintained in Tamworth and mail will re-directed to me in Lismore. Therefore, please continue to use the above address until I can advise you of an alternative.

My apologies for "missing" out with a September issue of the magazine but there were a number of reasons for this. Firstly, the three previous issues of the APM had been distributed in the third week of June, July and August (with a corresponding cover date) and I wanted to bring the magazine forward towards the start of each month. Secondly, I have been spending considerable time liaising with Strategic Media in Auckland to ratify the existing subscription listing whilst, thirdly, my move to Lismore has also obviously occupied my time.

Again, I ask that you bear with me as I settle in to my new environment and employment. Due to my employment I will not be available "during the day" to attend to phonocard matters. As such, I ask that you preferably write to me or fax me, as opposed to calling me on the phone. I will obviously have a phone answering machine in operation but as my employment will take me away from Lismore for days at a time, my response may not be prompt. Anyway, more on this in the next issue.

As from this issue, I'd like to welcome to the magazine some newly joined 400 New Zealand subscribers. I am a little "shy" on New Zealand content this issue but the situation will change as from the next, as a section will be added which will specifically cater for the collector of New Zealand material.

My apologies also for "leaving out" in this issue the article on One-Tel phonocards but with all the major changes taking place with chip cards, I felt there was a need to update readers on the recent conference and exhibition for the electronic card industry held in Melbourne. I refer of course to Cards Australia 1997 and an extensive report on this event is contained in the magazine.

Viddy Jermacans - Editor.

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AUSTRALASIA

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V.S.T. Map II - White.....	\$10.00
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Nicotinell - II.....	\$40.00
Museum of Art - 2 cards.....	\$30.00
Telecom - Thank You.....	\$40.00
A.F.L. - Gary Ablett.....	\$6.00
A.F.L. - Tony Modra.....	\$6.00
A.F.L. - Stephen Silvagni.....	\$6.00
A.F.L. - Chris Mainwaring.....	\$6.00
Apollo II - 25 Years - 5 cards....	\$125.00
Apollo 15 - Moon Landing - 5...	\$125.00
Animal Eyes - 4 cards.....	\$275.00
Rally Australia - 3 cards.....	\$30.00
A.S.D.A. Inverted Swan.....	\$10.00
Spies Hecker - 3 Cars.....	\$30.00
Courage Under Fire - 2 cards...	\$16.00
Zoo Endangered Species - 2...	\$10.00
Disney I - Mickey & Donald - 2.	\$20.00
Disney II - Mickey & Minnie -2..	\$15.00
Lanocrema - Sheepskin.....	\$20.00
Reflections of China - 5 cards..	\$35.00
White Tiger.....	\$10.00
Black Opal.....	\$15.00
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Summertime I.....	\$5.00
Summertime II.....	\$5.00
Thirlmere Railway I.....	\$15.00
Thirlmere Railway II.....	\$15.00

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OF ALL TELECOM & TELSTRA
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AUSTRALIAN & WORLD USED CARDS
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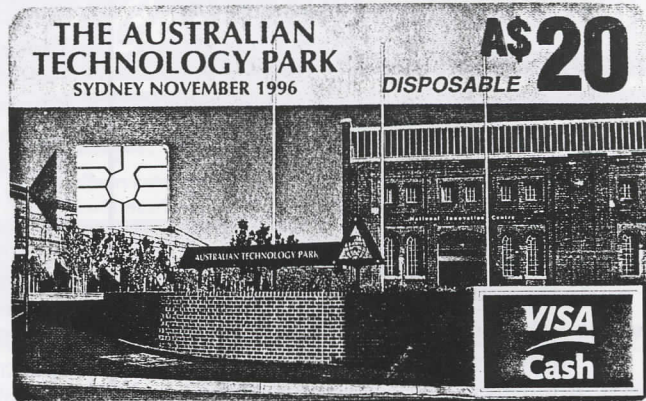
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At the launch of the National Innovation Centre 30 November 1996

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PLACARD 049515

This card is unique as it is the only Visa Cash card overprinted on both sides. A further interesting feature is that they left a small cut-out section from the overprint to allow viewing of the card number and code. This "window" also shows us that the card stock used for overprinting was a Commonwealth Bank Gold Coast \$20 Generic. It is believed that only 200 were issued and that number places this folder up there with the APEC and the Coke folders for scarcity.

Telstra Chip Card

I recently received a folder which contains a \$5 Telstra Chip Phonecard. The card fits into a sleeve which is actually a small booklet of 20 pages containing 31 "questions and answers" about the introduction of Smart Cards. This card/folder was handed out to delegates at Telstra's "Smart Leaders to the Future Conference", held recently in Sydney.



\$5

Telstra Phonecard

Telstra Phonecard



- To use your card insert in the direction of the arrow, with the gold chip facing up.
- Conditions of use are available at point of sale or call 1800 676 638



9705003P

expiry date 08/99

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HOBART - PERTH - SYDNEY
OR YOU MAY SEE US AT OUR SHOP PREMISES.

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OVER \$1000.00 IN ORIGINAL FACE VALUE OF CARDS
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ALL ORDER RECEIVED HAVE NAMES ENTERED INTO A DRAW FOR \$1000 WORTH OF ROYAL AUSTRALIAN MINT PRODUCTS - DRAWN EARLY DECEMBER



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Please send me a copy of your latest Phonecard Pricelist

I have Coins Stamps Banknotes Phonecards for Sale or Auction. Please contact me.

Name:

Address: P/Code:

Phone Number: Fax Number:

AUSTRALIAN NEWS UPDATE

TELSTRA RELEASES

Inaugural Smart Phonecard Folder

Commemorating the launch of Smart Phonecards Australia-wide Telstra Phonecard Collector Service has produced a Limited Edition Smart Phonecard Folder which will feature eight Smart Phonecards. The folder will be sold in two installments through the Collector Service, the first containing the \$5.00 South Australia Burra Homestead, \$10 Rain Forest of Tasmania, and the \$20.00 Devils Marbles from the Northern Territory. The pack will retail through Collector Services for \$88.00 with the first instalment costing \$44.00. Once again 1,500 have been produced. These will be available in October.

Telstra Cup Logo

Commemorating the inaugural Telstra Super League Series, Telstra has produced 3,500 x \$5.00 Phonecards with the Telstra Cup Logo (see cover). 1,000 were allocated to the Collector Service and are available from October. These cards feature a magnetic strip.

ANDA Coin, Note & Stamp Show

Continuing the successful series of ANDA Show Phonecards, Telstra are producing 1,500 cards for the Sydney Show to be held at Darling Harbour from 31 October to 2 November '97.

Featuring a 1930 Penny, these cards will be available at the Show and also through local Phonecard Dealers.

Princess Diana

As a tribute to the remarkable life of a princess, Telstra in conjunction with the Red Cross is producing a special \$5.00 Phonecard. 200,000 have been produced and 2,000 will be available through the Collector Service.

Austel Phonecard

To mark the change of phone numbers in Canberra, Austel has produced another (magnetic) Phonecard reminding customers of the new 8 digit numbers (see cover). 30,000 of these Phonecards have been produced and they will be available from October.

CardEx '97 Smart Phonecard

To celebrate the participation of Telstra Phonecard Collector Service at CardEx this year, Telstra has produced a series of 5 x \$5.00 Phonecards featuring Australian Animals. This series will be on the new micro-chip format and have been limited to 1,500 of each Phonecard. These will be available through the Collector Service from October.

Christmas Limited Edition Folder

Reminding Australians to call home at Christmas, the Limited Edition Folder contains five festive Phonecards featuring the new micro-chip technology. The pack includes 2 x \$5.00 cards, 2 x \$10.00 and 1 x \$20.00 Phonecard. The folder will also contain a special \$5.00 "Rudolf" Phonecard which will not be available for general distribution. 1,500 have been produced and are available from October (price yet to be confirmed).

Super League Phonecard Series

Whilst the set of 30 Super League Phonecards has now been "out" for some time, they missed the last issue of APM and some readers may not be aware of them.

ROSS L. CAMPBELL

277 Chatsworth Road

Chatsworth Island, NSW 2469

Ph: (02) 6646 4386 Fax: (02) 6646 4641

\$5 Super League Telstra Cup.....	POR
\$2 Membership Beach Huts.....	\$10
\$2 Brooker - Japan.....	\$40
\$2 Southern Cross University.....	\$29
\$2 Sydney University Union No. 3.....	\$40
\$2 Sydney University Union No. 4.....	\$40
\$2 Lake Sambell.....	\$15
\$2 Pymans Pharmacy.....	\$15
\$2 World PhoneAway used.....	\$15
\$5 A.N.D.A. Newcastle or Melbourne Shows.....	\$8
\$5 Elizabeth Arcade.....	\$15
\$5 Rolls Royce - Ex Limited Edition.....	\$26
\$2 Spensley Newsagent.....	\$15
\$2 Eastlands Newsagency.....	\$140
Set of 7 cards Europa Card Show, Italy.....	\$40
5 x \$5 CardEx '97, Brussels (orders taken).....	\$35
Set of 30 Super League Footballers.....	\$245
\$5 set of 3 different - consecutive numbers.....	\$25
\$50 Animal Eyes set of 4 - Beautiful.....	\$200

P.N.G. Latest Releases Available.

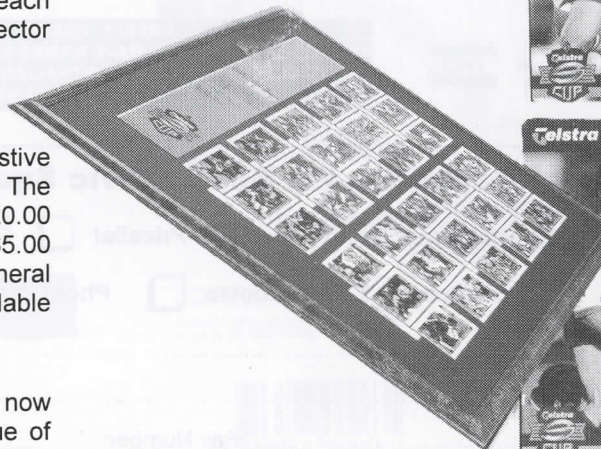
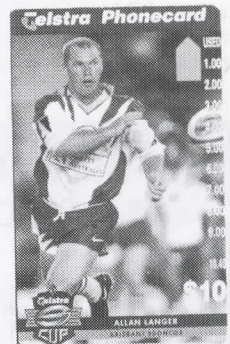
Most Australian Mint or Packs at Face or Cost.

Please send Want List.

Mint Exchange Arrangement Available.

Post Free. Registered \$3 please.

Basically, 3 cards were produced for each of the ten Super (Rugby) League clubs featuring 3 top players from each team. Eight of the clubs have a 1 x \$5 card and 2 x \$10 cards whilst two of the teams, the Perth Reds and the Adelaide Rams, have 3 x \$5 cards in each set. As such we have 14 x \$5 cards and 16 x \$10 cards in the full set with a face value of \$230.00. Only 2,000 full sets are able to be "put together" as only 2,000 of each of the Perth Reds and Adelaide Rams Phonecards were printed.



Collectors are finding that the prefix numbers for these cards "are all over the place" with unexpected numbering surfacing each day, eg. Steve Walters is found on 1507 and 1508 prefix numbers.

Telstra has also produced a Framed Limited Edition set of all 30 cards, which is available at \$795.00. 250 such sets have been produced.

Darrel Chapman Fun Run

1,000 of a \$2 "A" card (*see cover*) have been produced for distribution to runners and walkers participating in the Darrel Chapman Fun Run, held annually at the Southern Cross University (in Lismore, north'n NSW), in conjunction with the NSW Cancer Council (prefix no. 1534).

All proceeds from the Fun Run are presented to the Cancer Council to be used for their vitally important cancer research and other related programs. The event is named in the honour of the late Darrel Chapman for his invaluable contributions to sport, education and community activities.

"Brooker Japan"

The "Brooker Japan" "A" card was made for distribution in Japan in conjunction with an export order of Brooker Aluminium boats. 700 cards will be sent to Japan as a promotional tool for Brooker Boats Australia.

"I" Phonecards

Telstra has announced that it will be producing about four series per year featuring the new special category of "I". These cards will be especially produced for international phonocard fairs and expos, eg CardEx and Europa, which may explain the "unusual" coding for the **\$2 Cambodian Advertising card**.

Yes, the 2,000 cards with prefix number 1495 are cards produced for an insurance company in Cambodia. What is interesting of course is that they are coded A973311 and not with the "I" coding. This is another of the "details cannot be disclosed" cards as listed in Telstra's August '97 Bulletin. I'll have a picture of this card for the next issue of the APM.

"Olympic Issues"

Telstra has also introduced another new category for the lead-up to the Sydney 2000 Games - "Olympic Issues". These cards will be a mixture of Special Edition Packs and individual Phonecards with denominations varying.

Telstra Phonocard Design Awards

Jessica Bury, a year 2 pupil at Holy Cross Primary School in Kincumber NSW, has won the national Australia Day Telstra Phonocard Design Awards over more than 30,000 entries from primary school students around the country.

Jessica's winning design will be featured on more than 890,000 Telstra Phonecards which will be released nationally to coincide with the 1998 National Australia Day celebrations. Her original artwork consists of a colourful collage of famous Australian icons set in a variety of typical Australian environments.

The Awards, conducted jointly by Telstra and the National Australia Day Council, are designed to raise awareness of Australia's heritage among school children and to promote and celebrate Australia Day.

The budding artist has won a \$500 Grace Bros/Myers gift voucher for her winning design. In addition, \$1,000 will be awarded to Holy Cross Primary School.

Prizes were also awarded to eight category winners determined by two age groups: Years 1-3 and Years 4-7, in four regions: NSW/ACT, VIC/TAS, SA/WA and QLD/NT.

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Mint \$2 BROOKER JAPAN Card FREE
with a \$35 Phonocard Starter Kit and/or
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with a \$25 Phonocard Starter Kit

Mint \$2 NRMA	\$95.00
Mint \$2 Bic Uni card #2	\$95.00
Mint \$2 Bondi Beach	POA
Mint \$2 x 3 Nescafe	POA
Mint \$2 Telstra A.M. Day	\$19.00
Mint \$2 Qantas - slight mark	\$150.00

Will swap for Telstra Staff Cards

1 Hole \$2 Medical United - Slight mark \$95.00

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Prudential card won by D. Loats 4306

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1 Red Phonebox/sample smartcard folder	\$200.00
1 Globe Telstra Staff Smartcard (1000 print)	\$150.00
1 Newcastle A.N.D.A. card (1500 print)	\$10.00
1 Anatomy card	\$95.00
1 Telstra "I" ital set 5 cards	POA
Select Super League cards	POA
PNG recent/current used cards from:	\$2.00
Aust. 1989 - 1997 1-hole or multi from:	\$2.50



Former World Swimming Champion Linley Frame presented Jessica with her prize.

Jim Beauregard- Smith

Locked Bag 200, Murray Bridge, SA 5253

FOR SALE

100 x \$5 Australia Day 1997 - multi hole	\$40
100 x \$5 Christmas 1996 - multi hole	\$40
100 x \$5 Sydney to Hobart - multi hole	\$40
100 x \$5 Seals - multi hole	\$40
1000 x \$5 Seals - multi hole	\$350
1000 x \$5 Australia Day 1997 - multi hole	\$350
50 x \$5 Christmas Candle - multi hole	\$20
50 x \$5 Invisible Heritage - multi hole	\$20
50 x \$5 Adelaide Austel - multi hole	\$50
50 x \$5 SA Local Legend - multi hole	\$50
50 x \$5 Adelaide Scenery - multi hole	\$20
50 x \$5 Perth Scenery - multi hole	\$20
50 x \$5 Mixed - one hole	\$40
50 x \$5 Mixed - multi hole	\$20

University of Sydney Union

The fourth in the series of Sydney Uni. Union cards has been issued (*see cover*). As with previous cards this one again offers a "special deal" on purchases through the Wentworth and Holme Campus stores - "buy one uni-ball pen and receive one free". The prefix number is 1529.

Major Fair Postponed

I have been advised that due to the large number of collector fairs scheduled for Sydney in November, the organisers have decided to postpone the Australian International Phonecard Fair, which was due to be held in early November. It is hoped to re-schedule the fair for the first half of 1988. For further details and enquiries phone Mark Freehill on (02) 9913 3036.

Cannes International Advertising Festival

Another item of which collectors may not be aware of is featured below. It is a folder (pictured opened) which contains a "Cannes" Telstra Phonecard. I am not sure as to how many of these folders were produced but they were obviously used as a promotional tool for the Advertising Festival to which a trip for two was offered. Although there were two print runs of this card it still remains one of the more elusive to be found and commands a very high price when sold.

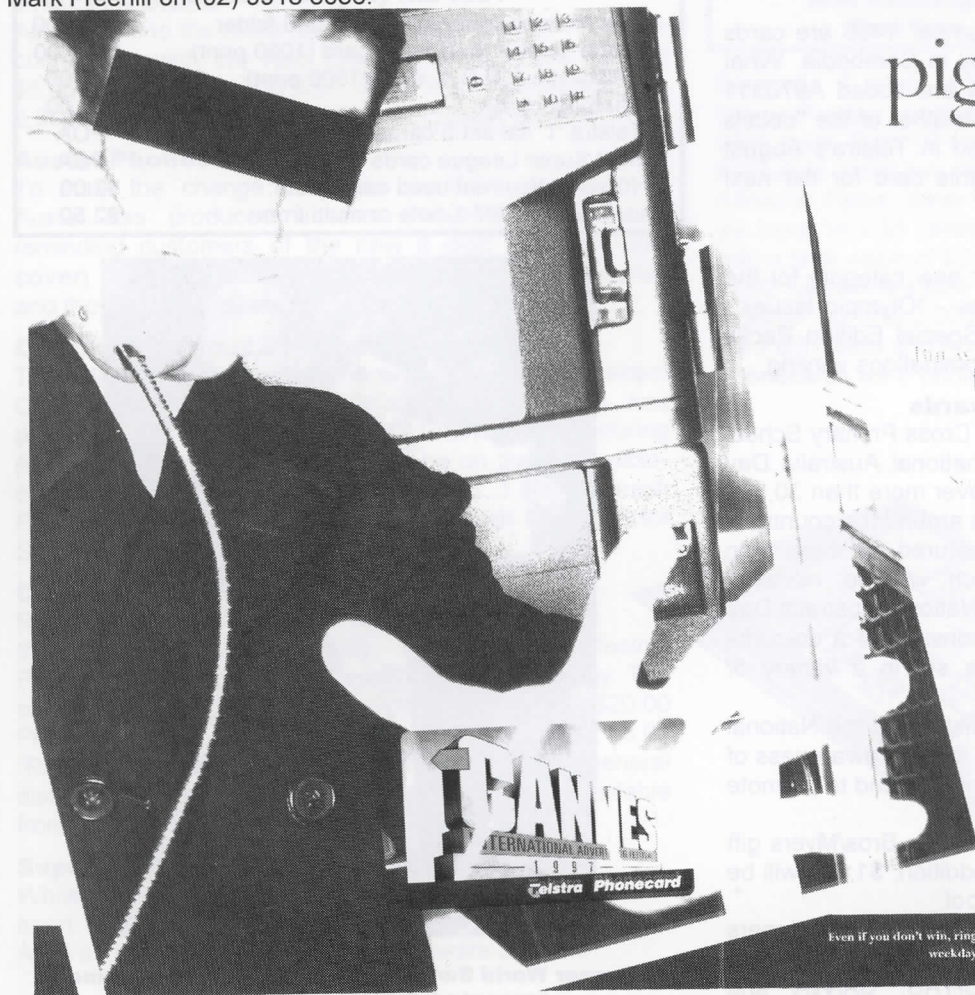
Coin, Stamp & Phonecard Show

Dan O'Loughlin (Wishart Phonecards) advises that the Show to be held at Caloundra, on Queensland's Sunshine Coast, on 10-11 January 1998, is shaping up well and promises to be an excellent event.

Following the success of the 1997 Show terrific interest has been shown to date by organisations and dealers wanting to attend next year's Show with the result that it has had to be re-located (from last year's venue) to the much larger concert hall, still in the Caloundra Civic and Cultural Centre.

It is expected that more than 20 dealers will be in attendance as well as club and magazine representatives. Tables at \$160 each are still available for any dealers wishing to attend. An Auction will also be held during the course of the weekend and dealers may submit a maximum of ten items for inclusion in this Auction.

For more information on the Show, its promotion, availability of accommodation, etc. contact either Dan O'Loughlin on Phone/Fax (07) 3849 2682 or Michael Vickers (Cut Price Coins) on Phone/Fax (07) 3269 1158.



pigs
fly and
all!

That way you could win a
free trip to Cannes.

what's a
Phonecard you ask

Did you
Want to be in it?

Even if you don't win, ring us on FREECALL* 1800 633 406* between 9am and 5pm weekdays to find out how your brand can be a winner with Telstra Phonecard.

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WHAT COLOUR IS YOUR ANGIE??...

YESTERDAY, WHILST SUPPLYING ONE OF OUR VALUED CUSTOMERS WITH A COMPLIMENTARY ANGIE PHONECARD, WE FOUND THAT OUR BATCH OF CARDS HAS TWO DISTINCT COLOUR VARIATIONS. ONE HAS ANGIE IN HER CORRECT BLENHEIM COLOUR, ie. A RUSTY ORANGE COLOURED AND THE REST WERE DISTINCTLY VERY DARK BROWN. FOR THE TRUE "SPECIALIST" YOU MAY NEED ONE FROM EACH COLOUR GROUP, AS THEY DO LOOK GREAT TOGETHER. PLEASE CONTACT US AS WE HAVE THE CARDS AND A LIST OF THE NUMBERS FROM THE BACK OF THE CARDS WHICH WERE SUPPLIED TO OUR CUSTOMERS ON FILE.....



THIS MONTH'S SPECIAL OFFERS.....

\$2 QANTAS MINT CARD; SCARCE AND PERFECT PLUS \$2 ANGIE - THE TWO ONLY... \$209.00

SUPER SPECIAL!!!!

BUY ALL FOUR MINT SYDNEY UNIVERSITY UNION NUMBERS 1-2-3 AND NOW 4; THE LOT ONLY... \$179.00

NESCAFÉ \$2 WITH COMPLIMENTS CARDS PREFIX NUMBER 1475 AND 1476 (AS ILLUSTRATED). WE CURRENTLY HAVE TWO OF THE THREE DESIGNS AVAILABLE AND WILL OFFER THE THIRD DESIGN WHEN AVAILABLE TO ANY PURCHASER.

EITHER DESIGN MINT AND PERFECT

\$2 "Bush" FOR \$69.00
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REMEMBER, ONLY 1000 OF EACH OF THE ABOVE CARDS HAVE BEEN PRINTED

\$2 UNI-BALL SYDNEY UNI. UNION No. 4 (PEN DESIGN) MINT AND PERFECT FOR ONLY.... \$19.00

1989 \$5 GENEVA CARD, MINT, FOR A GREAT PRICE OF ONLY.... \$24.00

**** \$2 MICHAEL LYNAGH COLLECTORS PACK FOR \$10.00 !!!! ****

**** \$2 & \$5 UNITED MEDICAL DEFENCE SET ****

One-hole (both almost perfect). One of each and very, very, very scarce..... \$249.00

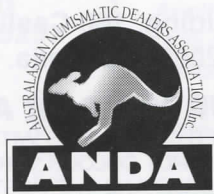
- Many other cards available - call for our free pricelist. ▪ We accept mint cards at face value (except \$50's)
- Don't forget our Angie card - spend \$400 over a 3 month period and we will give you one **free!**
- All orders postage and insurance free. Overseas orders please add \$10 for registration if required.

Please send me your latest catalogue:

Customer Name:

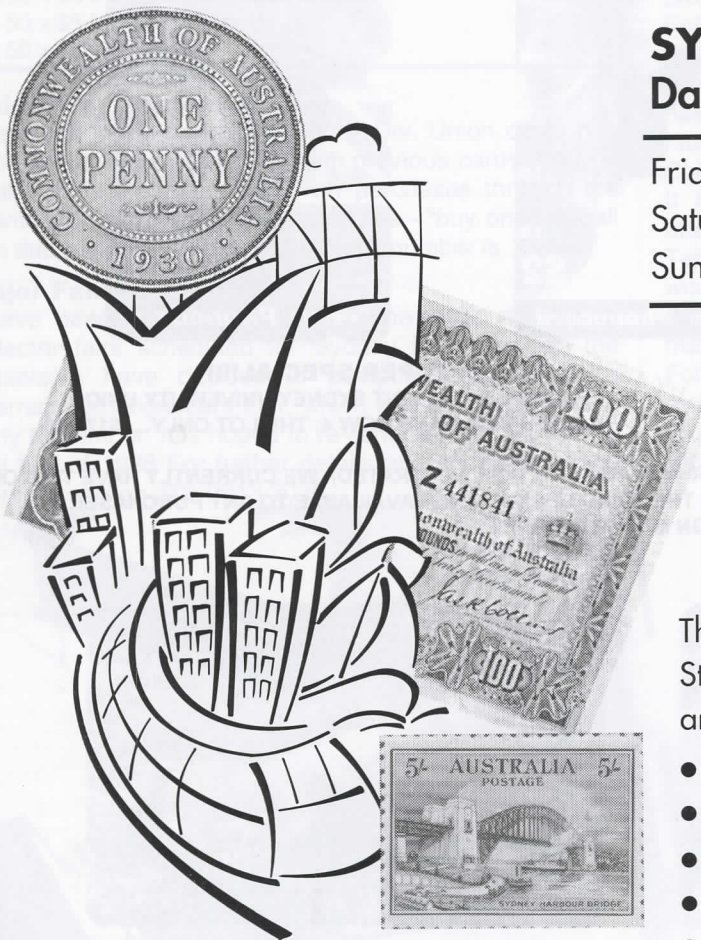
Address: Post Code:

Phone Number: (.....)



The Coin, Note & Stamp Show

**DON'T
MISS OUT!**



SYDNEY EXHIBITION CENTRE Darling Harbour Hall #1

Friday 31st October	12 noon-6pm
Saturday 1st November	10am-6pm
Sunday 2nd November	10am-5pm

- Visit more than 50 dealers!
- Royal Australian Mint
- Australia Post ● Unidial
- Note Printing Australia
- Perth Mint ● Telstra

The show includes Coins, Banknotes, Stamps, Phonecards, Militaria and other collectables as well as:

- Dealers 'keen to buy and sell'
- Free valuations
- Fun activities
- Informative talks
- Interesting videos
- Club displays
- Archival displays of Olympic Memorabilia
- Sydney 2000 Olympic coin program

See fabulous displays from the archives of the Royal Australian Mint, Goldcorp and Note Printing Australia.

LIMITED EDITION PRODUCTS

Enquiries to 'The ANDA Show'
156 Nicholson Street, Fitzroy, VIC 3065
Tel: (03) 9419 6147 Fax: (03) 9419 6150

1/2 price entry

See coupon featured in this magazine

GREAT PRIZES TO BE WON
\$1,000+ DOOR PRIZES EACH DAY!

ADULTS \$10

CHILDREN Under 15yrs FREE
(if accompanied by adult)

SEASON TICKET \$20
(valid all 3 days)

The Darling Harbour ANDA Show

With three successful fairs to draw on the fourth and last ANDA Coin, Note and Stamp Show (incorporating phonecards and stored value cards) for 1997, is expected to be the best yet.

It will be held again (as was the first) at Darling Harbour from October 31 to November 2, in Hall One of the Sydney Exhibition Centre.

The Show will feature more than fifty dealers from around Australia and overseas, buying and selling coins, banknotes, stamps, militaria, medals, postcards, phonecards and stored value cards. Dealers will also be offering free valuations and buying.

The major issuing authorities will be represented including Australia Post, The Royal Australian Mint, the Perth Mint, Note Printing Australia, Telstra, Unidial and PayTel.

Special Show Phonecards

Both Telstra and Unidial have announced special Limited Edition Show phonecards which will be available at their respective stands until sold out. (See separate articles for information on these cards).

Something for Everyone

As many phonecard collectors also collect numismatic, philatelic, etc, material, the Show is a great opportunity to view an extensive collection of such material under the one roof.

Special exhibits and displays will be a feature of the Show, including an exhibit by Sydney's Powerhouse Museum featuring a range of material from the recently acquired Australia Post NSW historical collection.

The Society of Polar Philatelists and the International Bank Note Society will both be staging special displays. The former will present 20 frames of Antarctic and arctic stamps and postal history. Included are rare items from the early Scott and Mawson expeditions.

An introduction to banknote collecting will be a feature of the International Bank Note Society exhibit which will include notes from all around the world. Both societies will have members on hand to answer questions and provide further information on their respective displays.

The Perth Mint (GoldCorp)

This Show will also mark of, course, the release of the fourth and final pattern 1937 privymarked coins by the Perth Mint. Each of the three previous releases are currently selling well above issue price.

The ANDA Coin, Note & Stamp Show



SYDNEY EXHIBITION CENTRE
Darling Harbour Hall #1
October 31 &
November 1-2, 1997

This coupon entitles up to two adults to half price admission, just \$5.00 each (Normally \$10 each).

Children under 15yrs, accompanied by an adult FREE.

Single adult season ticket \$10.00 (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 Stamps Notes Medals Phonecards Militaria

Other (specify) _____

Please arrange for me to receive FREE dealer newsletters and or price lists.

PayTel

Australia

I recently received in the mail the latest Collector Pack as issued by PayTel which contained the cards of the first issue of their two-part series on Australian reptiles. This first series features Lizards and Snakes which together form one of the three groups of reptiles found in Australia.

The second group, turtles (including tortoises), will be featured in the second part, planned for release in February next year. For those that are unaware, the third group of reptile in Australia are the crocodiles.

The four cards in the folder feature the **Marbled Velvet Gecko (\$5)**, **Southern Forest Dragon (\$5)**, **Friilled Lizard (\$10)**, and the **Green Python (\$20)**.



'Special' Membership Cards

In addition to the four cards displayed, PayTel have also produced two further cards, a \$5 and a \$10, which will be distributed to all **Collector Club** members who purchase both parts of this series.

The first card (featured below) is being distributed with the first folder whilst the second card will be despatched to members at the completion of the series.



The Snakes and Lizards Collectors Pack is available from PayTel at \$45.00 whilst the set of phonecards is available at \$40.00 (plus relevant postal charges). See the *outside back cover* of this issue for further recent releases issued by PayTel as well as contact details.

CardEx '97

PayTel will once again be attending CardEx, this year being held in Brussels. An excited (and nervous) Stuart Rooke has advised me that not only will the company be represented at the exhibition, but that PayTel has received an invitation to give a conference paper at the CardEx Conference which precedes the exhibition. This is truly a reflection on the prestige and respect that PayTel has built within the telecommunications industry, both as a service oriented firm and as a technological innovator.

The two day conference is arguably recognised as the "ultimate" conference for global telecommunications company presidents, CEOs and managers.

Such national carriers as BT, Belgacom, PTT Netherlands, France Telecom and, of course, Telstra Australia, are amongst those carriers attending.

The Changing Face of the Market

The paper to be delivered (by Stuart) will focus on the changing face of the telephone market in Australia and will include an overview on the impact of deregulation in the industry, technology changes with phonecards, marketing opportunities for issuing authorities and value benefits to phonecards.

A future issue of the *PayTel Collector* (free from PayTel) will carry an in depth report on CardEx '97 from Brussels, and PayTel's perceptions of the direction the industry is taking.

I hope also to have such a report available for a forthcoming issue of the APM.

ANDA Show - Sydney

PayTel will be in attendance at this Show to be held at Darling Harbour from 31 October to 2 November. See elsewhere in the magazine for further information and details re location, opening times etc.

Stored Value Cards Update

In late August, Melbourne played host to **Cards Australia 1997**, Australia's leading conference and exhibition for the electronic card industry (encompassing phonecards, stored value cards, transport & loyalty cards, SIM mobile phonecards and the full range of other applications). This month our Update features an overview of this event, the exhibitors and presentations and the new products and developments showcased.

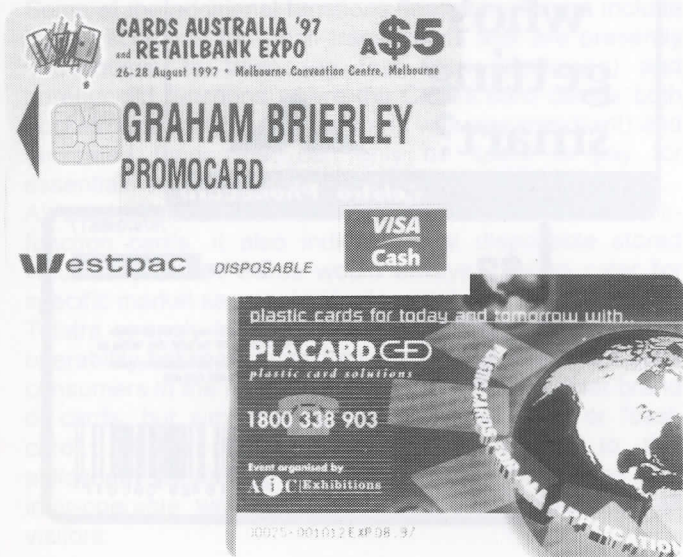
Cards Australia '97

According to the event organisers, Australian developments in Stored Value Cards (SVCs) are leading the world. Past and on-going trials in Australia are raising the profile of SVCs amongst consumers and throwing up issues such as inter-operability (using the one card on two or more separate systems) that will decide the future shape of the smart card environment.

Sponsors, exhibitors and presenters included Telstra, Visa International, KeyCorp, Mondex, Proton, AWA Plessey and Gieseck & Devriert. These and other leading national and international companies displayed current and future technologies and their applications, from card commerce and security, cyberscash and smart cards, telephone banking and card-based entertainment.

Registration and Entry Ticket

Visa Australia and Westpac Bank combined to produce the entry ticket to Cards Australia 1997, which was an operational Visa Cash card. Visitors received a \$5 yellow Cash card (see illustration of front & back), which was read to provide security access to the exhibit hall, and also entitled each visitor to use Coca-Cola and Smiths Snackfoods vending machines, a photocopier, and Sega "Daytona" car and motorcycle arcade games.

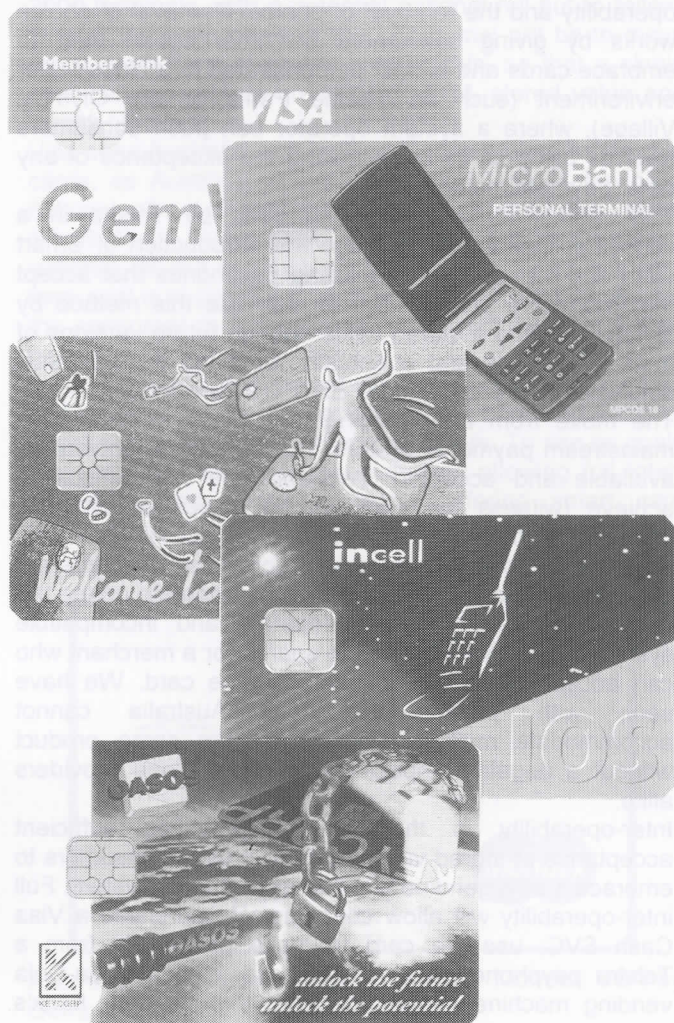


In addition to the 1800 yellow Visitors Visa Cash cards, Visa and Westpac also produced 200 green delegates Visa Cash cards with a \$10 face value and a handful of multi-coloured Speaker Visa Cash cards also with a \$10 face value. These two issues were only available to delegates and speakers, and all three cards were only issued with adhesive lettering spelling out each visitor's, delegate's and speaker's name and company. Those Visitors Visa Cash cards not required at the show were later distributed as a souvenir to staff who were not able to attend.

Exhibit Hall

The hall featured many inter-operative displays, with both Visa and Telstra offering arcade games and vending machines, and Mondex giving demonstrations of its electronic wallet/purse. In a sign of things to come, games and vending machines on Telstra's stand accepted Telstra Smart Card and Visa cash in the one reader device, the first example of inter-operability in Australia!

As expected, at an event targetted towards industry, many stands were occupied by exhibitors showcasing components for a complete electronic card program, ranging from chip and card production, hardware and software, to readers and terminals. These exhibitors included Siemens and Gemplus (electronic chips), KeyCorp (operating systems), Leigh-Mardon (production and distribution), Placard (production), and Intellect (readers, terminals and processors). Some were prepared to make available sample or promotional cards for illustration, and a montage of these is displayed below.



Card Developments

At the same time as showing us current applications of SVCs, Card Australia '97 will be remembered for the views it has given towards future developments. Below we have set out under each card issuer, details of past and present trials, and what we can expect to see in the future, but here we are looking at general trends that will influence the development of SVCs in Australia and around the world.

Stored Value Card programs to date have shown that making a profit out of a simple "cash replacement" product will be hard for card issuers because of the costs of production and implementation. This forces issuers to look at providing other benefits and services along with a stored value card, and will lead to increasing "multi-functionality" of cards. A SVC will combine its cash replacement function with retail loyalty programs (frequent buyer points or discounts), affinity programs (benefits to non-profit groups), co-branding and advertising, and Internet access.

The goal of multi-functionality is two-fold: on the one hand, card issuers and system operators (like Telstra, Visa and Mondex in Australia) will be able to recoup implementation costs from partners (such as retailers, airlines, car manufacturers) who will benefit from co-branding, advertising and loyalty programs; on the other hand, consumers will be attracted to SVCs by the additional benefits, such as gaining loyalty points and discounts.

There are two other incentives card issuers will use to gain acceptance of the stored value product: inter-operability and the removal of choice. Removal of choice works by giving consumers no other option than to embrace cards and is best demonstrated in a closed-user environment (such as Theme Parks or the Olympic Village), where a system operator can push consumers towards using cards by restricting the acceptance of any other payment method.

This method is already being used by Telstra in a consumer-friendly way through the introduction of Smart Card and the removal of existing payphones that accept the Phonecard product. Banks may use this method by simply including a stored value chip on future versions of their ATM cards and eventually removing the magnetic strip which currently enables EFTPOS transactions.

The move from an emerging technology to become a mainstream payments system, SVCs must be universally available and accepted. Availability is not difficult to achieve (witness the explosion in choice of available phonecards through retailers in the last 12 months); acceptance poses more of a problem, as the different software platforms on which SVCs can operate create the potential for a number of separate and incompatible systems, leaving consumers to search for a merchant who can accept their brand of stored value card. We have seen with pay-television that Australia cannot accommodate multiple systems for the same product without a negative impact on consumers and providers alike.

Inter-operability is the key to providing sufficient acceptance of stored value cards to prompt consumers to embrace it as a genuine alternative payments system. Full inter-operability will allow consumers to purchase a Visa Cash SVC, use the card to make phonecalls from a Telstra payphone, make a purchase from a Coca-Cola vending machine, reload the card through their bank's

ATM network, and transfer funds to a friend's Mondex card to pay their share of the dinner bill.

However, inter-operability will require the co-operation of all card issuers and hardware/software providers, and through this the development of international standards for SVCs as there now are for VCRs. The industry is currently divided over this issue, with some in favour and a few resisting it.

There is certainly a huge opportunity for the increasing use of SVCs to replace small cash transactions, both at retail outlets and at unmanned sales points (vending and ticket machines, parking metres, etc). Worldwide there are currently US\$8.1 trillion cash transactions per year, of which 22% are under US\$10 where cash handling costs are greatest for merchants.

From a poll of consumers conducted immediately after the Visa Cash trial at the Atlanta Olympic Games in 1996, 62% were positive about the concept of SVCs and 48% said they would use the system. However, over 80% listed convenience as their major motivation and required most merchants to accept the system before they would use it. When asked what type of card they preferred, 24% opted for disposable cards, 33% for reloadable cards and 43% wanted the stored value function to be an additional feature on existing ATM cards.

If system operators can succeed in gaining consumer acceptance, it looks as though we will see not only more SVCs, but an increasing number of different types of cards and a range of services provided on each one. The challenge will be to ensure that all different cards will be able to be used widely and interchangeably, so that today's public goodwill towards stored value becomes tomorrow's newest payment system.

Telstra Australia

Telstra produced 1,000 of a \$2 promotional Chip Smart Card to use at the Cards Australia '97 conference. Approximately 250 were given out in Delegates and Speakers Packs, and the remaining cards were distributed to visitors at the Telstra and Leigh-Mardon stands. Many of the cards so distributed were used immediately to show their functionality (to make phonecalls, play arcade games and purchase from vending machines).



Telstra used the occasion of the conference to fully showcase its new Smart Card product, which is designed not only to replace the existing Phonecard product, but to become a multi-functional SVC. The extent to which Telstra is planning to expand on a simple Phonecard product had not been outlined before, and many press reports around the time of the conference declared that Telstra has gained a huge head-start over the banks in the stored value card race.

Telstra currently sells over 14 million Phonecards each year through 17,000 retailers, and over the next 12 months these sales will be converted to the Smart Cards with the replacement of payphones accepting magnetic strip cards by new phones which accept the chip-based Smart Card.

Telstra can rightfully claim that it is not trialling SVCs, but is instead moving towards broad national introduction of the cards. By the end of this year it will have more SVCs in circulation than have been issued in all Australian trials to date.

Telstra has already announced an alliance with Coca-Cola whereby Smart Cards will be accepted for payment of purchases from Coca-Cola vending machines. Telstra is currently negotiating with other industry sectors to increase the acceptance of Smart Cards for a broad range of purchases, and has announced that it welcomes others to develop SVC applications jointly with it.

Initially these will focus on replacing small cash transactions, such as parking meters, arcade games and photocopiers. Later in 1997 Telstra hopes to introduce cards carrying a more powerful chip, which will allow cards to be reloaded and to take part in multi-function applications like loyalty programs.

Telstra has licensed the "Chipper" reloadable card platform from PIT Telecom and ING Bank of the Netherlands. These two joint ventures are already issuing 100,000 cards per week, with 150,000 established merchant terminals, so the system is well proven. As Chipper provides 10 service slots on each card, Telstra will be able to build at least nine additional functions (beyond phonecard/stored value card) into its Chipper reloadable cards.

These functions can range from storage of oft-used phone numbers to credit/debit capacity that can be linked to the cardholder's bank account. Telstra plans to issue its first reloadable cards by November 1997.

Some of the additional functions floated by Telstra include loyalty schemes for small transactions that are presently uneconomic to trace (eg fast food purchases) and parent/child functions where the Child's card carries both pocketmoney (which can be spent with any merchant) and dedicated funds that can only be spent to pay for essentials such as school bus or train travel and lunches. Although Telstra sees enormous benefits in such multi-function cards, it also indicated that disposable stored value only Smart Cards would always exist to cater for specific market segments (eg. tourists).

Telstra strongly indicated that it would like to see inter-operability between its system and others, and that it sees consumers in the future not asking for any particular brand of cards, but simply for a "stored value card" or "cash card". Telstra demonstrated its commitment to this philosophy by making its applications in the Exhibit Hall inter-operable with the Visa Cash cards issued to all visitors.

Visa International

Visa International used the conference to showcase its Visa Cash product (*see earlier & cover*), to make clear its commitment to inter-operability of SVC systems and expand upon its plans for a national roll-out of Visa Cash cards in Australia to co-incide with Visa's involvement in the Sydney Olympic Games in 2000.

Visa has secured the exclusive rights to provide all payments systems at the Sydney Olympics through this avenue, and will accept partners to co-brand its Olympic cards. This gives Visa an important marketing edge over its SVC system competitors in Australia and elsewhere and may see closer involvement between it and Telstra's Smart Card product.

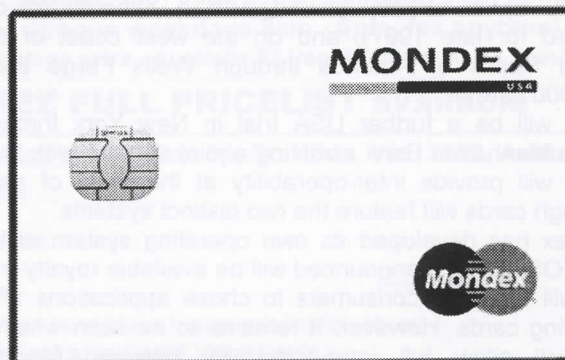
Visa announced that it will most probably not begin issuing Visa Cash cards for the Sydney Olympics until after the 1998 Winter Olympic Games in Nagano, Japan in February 1998. Visa also has the exclusive rights to the Winter Games and will conduct a pilot test of Visa Cash in Tokyo, Japan, during the Winter Games. This will begin an issue of 3,000 cards useable both in retail shopping malls and for Internet shopping, and be followed by a 100,000 card roll-out.

In the meantime, Visa is continuing its world-wide trialling of Visa Cash and SVCs carried on Visa credit cards with major trials in New York (Manhattan with Mondex) and San Francisco in the USA, in Spain (only on credit cards), and in Hong Kong. Another major trial will be launched late in 1997 in Leeds (UK), where Visa will issue 120,000 cards (70,000 reloadables) initially through six banks and 2000 terminals, with a potential national roll-out to follow. One of the main goals of the Leeds trial will be to move credit cards from magnetic strip to chip, so that a single card can incorporate credit card, ATM, stored value and loyalty functions.

Visa sees Australia as a leading testing ground for its chip cards, as Australia is already at the stage of having a national roll-out of a single-function smart card (the Telstra Smart Card). Visa's short term objective is to oversee a national roll-out of multi-functional cards, while a longer term goal is to provide multi-functional cards which enable the consumer to "personalise" the functions to suit their own taste.

This will mean cards are initially issued with a set number of functions, which the consumer can chose to keep or alter by deleting some and adding others. To see its goals realised, Visa wants an open system allowing full inter-operability with many providers offering smart card applications.

Mondex



Above is a promotional card issued for Mondex USA by Gemplus, the manufacturers of the chip.

Mondex did not have any cards to give out at the conference, but were giving demonstrations using active cards loaded to \$100 to show their use in merchant terminals and for person-to-person transfer using their electronic purse/wallet.

Mondex has begun its operations in Australia with a trial of its SVCs, being conducted at Westpac's Sydney cafeteria amongst staff, reminiscent of the beginnings of Visa Cash. Westpac's General Manager has given Mondex a glowing reference, describing it as superior to Visa Cash particularly because it offered "true cash replacement".

That is, because Mondex can transfer funds off-line from person to person, it is much closer to cash than Visa Cash and other systems that require a purchase to be made for the card to be used.

However, it is still unclear how much of this added feature will appeal to consumers.

Westpac is using the Mondex Cafeteria Pilot to allow it to become familiar with the technology and gain operational experience before deciding when and how to introduce the system to consumers. Other banks have also indicated that they will host pilots, the ANZ stating that its pilot will begin before the end of 1997, and the National Australia Bank and Commonwealth Bank probably waiting until early 1998 to start their own trials.

Mondex Australia will begin a public roll-out of reloadable cards in the second half of 1998 and the location of the initial launch will be announced by the end of 1997.

Mondex Australia has set up an office in Melbourne, Victoria, and anticipates a full public roll-out over the next five years involving the issue of around 8 million smart cards. Mondex cards are all reloadable and the company has not indicated any plans to issue disposable cards in the future.

Internationally, Mondex is continuing with numerous trials of smart cards around the world. Its major trial to date has been in and around the English town of Swindon, where in the last two years Mondex has issued 13,000 reloadable SVCs covering 30% of the bank account holders in the area. Mondex has found that consumers prefer reloading the cards over the phone rather than through ATMs and that the average reload is for A\$65.

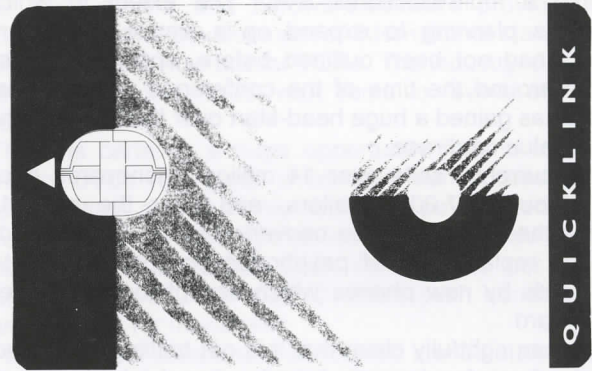
Mondex is also proceeding with trials in 1998 in UK University towns such as Exeter, York, Nottingham, Sheffield and Edinburgh through Natwest and Midlands Banks, in Canada through provincial (and possibly national) roll-outs with Scotia Bank, Toronto Dominion (both of whom have issued Visa Cash cards) and Royal Bank of Canada, in the Philippines, in Hong Kong through the Hong Kong and Shanghai Bank and Hang Seng Bank (44,000 cards already issued with a national roll-out planned for late 1997), and on the west coast of the United States of America through Wells Fargo Bank (300,000 cards).

There will be a further USA trial in New York through Chase Manhattan Bank involving a joint venture with Visa which will provide inter-operability at the point of sale, although cards will feature the two distinct systems.

Mondex has developed its own operating system called MULTOS, which it announced will be available royalty-free and will allow for consumers to chose applications after receiving cards. However, it remains to be seen whether this will allow full inter-operability between Mondex Australia cards and smart cards issued here by Visa, Telstra and Proton.

Banksys Proton

Proton is the system used by ERG in its Newcastle Quicklink SVC trial.



Banksys Proton is a leading European SVC system developed in Belgium and now used in Europe, Canada, South America and Asia (Philippines), with trials beginning in the USA soon. Unlike Visa and Mondex, Banksys allows licensees to use their own brand name for the Proton system, hence here it is known in Australia as Quicklink.

Banksys believes in quickly rolling out a simple stored value product and then adding other functions once the cards are in circulation. In Belgium (where Banksys is both owner and operator of the system), it has already captured 600,000 transactions in a month, and is now installing 10,000 chip payphones in conjunction with Belgacom. By 1998, all ATM cards issued in Belgium will include a chip-based stored value card function. It also believes in inter-operability and in Holland Proton and Chipper (the system used by Telstra) cards can be used on the same terminals.

Banksys has also begun development of a "double-chip" card containing both a contact-operated chip visible on the surface of the card and a contact-less chip embedded in the card, this second chip operating by way of radio transmissions. The advantages of a contactless chip are speed and transactions, because the card does not have to be inserted into a card terminal, but merely passed over the top of the readers.

This is important particularly in public transport applications, where inserting cards would unduly slow down traffic flow (witness the Transcard contactless card trial currently operating on Queensland Rail in and around Brisbane).

Banksys have opted for a card featuring two chips rather than only one contactless chip because they believe consumers do not want to use contactless chip cards for banking or purchase, rather trusting in the known technology requiring the insertion of the card into a terminal. Banksys are developing the hybrid "double-chip" card in conjunction with ERG.

ERG announced in the media on the opening day that it had secured a contract with American Express to provide multi-function SVCs for a major national roll-out later in 1997 and during 1998, with a deal to supply 750,000 cards in 1997 and a further 2.25 million in 1998.

ERG announced that it would operate the system and provide the network, and that American Express would offer the cards to its existing customer base (Amex is the world's largest issuer of charge cards). The multi-application cards will focus on electronic air-travel ticketing, loyalty schemes and hotel check-in.

Thematic Phonecard Selection:

Coca-Cola: Canada - Bell Coke Bottle & Logo Mint	\$12
USA - Burger King with Coca-Cola Dring Cup Mint	\$15
- Holiday Telecard Icebear mint	\$18
Greece - Coke banner at dancing festival Used	\$5
Japan - Drive Refreshed (Cat. K1-4, US \$60) Mint	\$40
- Boy Fishing (Cat. KI-10, US\$20) Mint	\$25
- Refresh Yourself cheerleaders (Cat KI-15, US\$30) Mint	\$30
- Talk about Refresh sunbaking (Cat CH-34, US\$40) Mint	\$35
- Pause...Refresh Rollerskating (Cat CH-8, US\$150) Mint	\$60
- 5c Glass & Cooler (Cat. CH-35, US\$60) Mint	\$40
Oman - Coke vending machine at BP petrol station Used	\$6
England - Tram with Coca-Cola signage Mint	\$10
Singapore Phonecards - \$3 pair in Greeting Card Mint	\$30
Singapore MRT - Boy Fishing 1935 advert (20,000) Mint	\$15
Have a Coke "Young Couple" advert (20,000) mint	\$15
Bathing Beauty & Beachball advert (20,000) mint	\$15
Pepsi-Cola: USA - KYVE TV Auction (1000) mint	\$12
McDonalds: USA - Billboard for Sing. Expo (1000) Mint	\$15
Disney: Canada - Donald Duck set of four inactive	\$30
Mickey Mouse and Family set of four inactive	\$30
Goofy's Films set of four movie posters inactive	\$30
Mickey's Films set of four movie posters inactive	\$30
Donald's Films set of four movie posters inactive	\$30
(many more available - ask for photocopies)	
Singapore - Mickey Mouse Sports set of 5 cards Mint	\$60
Cartoons: Singapore - Bugs Bunny \$5 card Used	\$4
Yosemite Sam \$5 advertising card Used	\$4
Daffy Duck \$5 advertising card Used	\$4
Garfield the Cat set of three \$3 used, your choice each	\$18
- set of 12 Horoscope \$3 cards used, your choice each	\$8
Peanuts (Snoopy + the Gang) set of 3 \$2 cards Used	\$12
Tom & Jerry set of three \$2 cards Used	\$12
USA - Garfield the Cat "Maturity" US\$6 single card Mint	\$12
- "Merry Christmas" US\$6 single card in envelope	\$12
- "Assume the Attitude" 20 min. single card in envelope	\$16
- "My Heart to Yours" 20 min. single card in envelope	\$16
- "One Smart Cat" Mint 20 min. single card in envelope	\$16
Simpsons - Bart in phonebooth US\$10 in folder	\$15
- Homer tangled in telephone cord US\$10 in folder	\$15
- Mobile Phone ringing in Marge's hair US\$10 in folder	\$15
TV Etc: USA - Melrose Place cast photo US\$10 in folder	\$15
Beverly Hills 90210 cast photo US\$10 in folder	\$15
Baywatch set of four in envelopes (3 show Pam, US\$30)	\$60
Ricky Lake Talk Show promo single card	\$20
Marilyn Monroe: USA - US\$3 Valentines single card	\$15
- 4th of July (draped in US flag) US\$3 single card (5000)	\$15
- 70th Birthday US\$3 single card (5000)	\$15
Marilyn draped in Singapore Flag US\$10 (1200 only)	\$20
Marilyn draped in German flag (1200 only)	\$15
Marilyn Lady "M" - Real Woman 20 min. single card Mint	\$18
- Magic & Mystique 3 images on 20 min. single card Mint	\$18
- Sitting Pretty 2 images on 20 minute single card Mint	\$18
Japan - MM in negligee sitting, Mint	\$35
MM in top-hat and strapless dress for CBS-Fox Mint	\$45
Star Wars: UK BT - 24 diff. cards (list available), from	\$30
Star Trek: UK Swift - 30th Anniversary Logo Mint	\$15
X-Files: Japan - X-Files series 2 video promo single card	\$30
X-Files third series video promo single card	\$25
USA - Mulder & Scully with logo US\$10 in folder	\$15
Motor Racing: Japan - Formula One (many diff), used	\$8
Cricket, Golf & Rugby: (ask for complete new listings)	
Aircraft & Aviation - England Qantas 747 Mint in folder	\$18
New Zealand - Air New Zealand four card set (\$30)	\$35
Warbirds Over Wanaka I \$5 pair (WW 2 aircraft)	\$18
Warbirds Over Wanaka II \$5 pair (second set)	\$18
Westpac Rescue Helicopter \$5 pair	\$18

Stored Value Cards Selection:

Australia: Public Issues - \$30 Dolphin Cove Used	\$30
Dreamworld \$50 and \$100 pair used (withdrawn)	\$125
ANZ Theme Park \$20 cards Used (range of dates), from	\$5
ANZ Reloadable "Boy with Parrots" card	\$60
ANZ Reloadable "Surfer" card	\$40
Credit Union Reloadable "Sailing Boats" in wallet	\$40
In-House "Cafeteria Test" Cards - 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 expiry 06.96 Mint	\$95
Credit Union \$20 expiry 06.96 Mint	\$45
NAB in-house reload. Used (11/97 & 12/97 expiry), ea	\$150

ALL ABOVE CARDS IN STOCK & AVAILABLE NOW
Want Lists and Specialist Requests Welcome

USA First Union "Olympic Centenary" Set (16) in Folder

(US\$540 face value used now available for under \$200 from bank with Certificate of Authenticity - stock expected soon)

Please indicate your interest as we have limited stocks coming - you will receive a b/w copy of the cards and final A\$ price

Visa Cash Catalogue Includes 8 page Supplement of Australian cards with pictures & quantities printed. Also includes cards from USA, Canada, Singapore, NZ, Hong Kong and Italy \$25

World Visa Cash Cards:

Canada - VanCity \$5 & \$20 Pilot Centre Used pair	\$45
50th Anniversary \$25 card Used	\$18
AIDS Conference \$50 card Used	\$22
Canada Desjardines - Pilot Test \$20 & \$40 Used pair	\$40
Denmark Danmont - Donald Duck 100 Kr Used	\$18
Tyra Banks swimsuit model Used	\$18
Singapore Airlines advert (plane in flight) Used	\$12
Electric Train (McDonalds logo on reverse) Used	\$8
Best Images Selection (1,200 only) Used	\$12
(features Coca-Cola, Tyra Banks, Disney, Elvis, etc)	
Hong Kong - Prime HK \$200 Standard Chart. Bank Used	\$22
Italy - Bormio Trial Lire 10,000 (skiing) used	\$16
Complete (9) including 3 complimentary cards used	\$400
New Zealand - ANZ \$20 used in folder SPECIAL	\$30
Bank of NZ Cashcard Promo (issued at TUANZ '95)	\$30
USA - Bank of America \$20 Pilot Test card Used	\$45
(same design as Australian Cafeteria Test cards)	
CardTech/SecurTech Show \$10 First Union (1000) Mint	\$45
Atlanta Games Opening Ceremony \$5 card Mint in folder	\$85
Atlanta Games NationsBank set (19) Used (only few left)	\$95

BUYING - used Telstra SmartCards: phone/fax offers

COLLECT MONEYP CARDS

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

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

(phone weekdays 9am - 6pm, fax anytime)

Postage extra - Australia \$3 (reg'd), Overseas \$7 (insured)

FREE FULL PRICELIST available

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:

Unidial Australia Update

New Unidial phonecard issues to watch out for during October include:-

- * ANDA Show advertising and gift phonecards
- * World Wide Stamps Dinosaurs advertising phonecard
- * Herald Sun newspaper advertising third series (described in August issue of APM)
- * Australiana series final cards (\$10 Egret bird - pictured opposite - and \$25 Waratah)
- * One-on-One Magazine basketball covers (Michael Jordan, Dennis Rodman and Shaquille O'Neal)

Dinosaur Stamps Phonecard

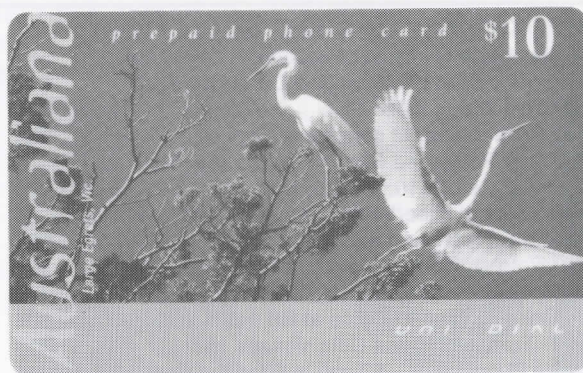
World Wide Stamps of Sydney have commissioned a \$10 Unidial advertising phonecard to offer all phonecard users a free set of 25 Dinosaur stamps from around the world. The free stamps can be claimed by sending the used \$10 card to World Wide Stamps with a stamped self-addressed envelope, and for an additional \$6.50 respondents will also receive a further 27 stamps and a colour album to house all 52 stamps.

There have been 10,000 of this advertising card issued through Unidial retailers nationally, and the offer is open until the end of March 1998 to give all users plenty of time to claim their stamps.



Sydney ANDA Coin, Note & Stamp Show (incorporating Phonecards and Stored Value Cards)

To publicise the Show amongst users of Unidial Phonecards, Unidial is issuing a \$10 advertising card which gives users half-price admission to the Show. Only 3,000 of this card will be produced and will be distributed in Sydney and regional NSW areas in the month before the ANDA Show at the end of October. The back of the card advises users of the Show venue and dates, some of the attending dealers, and Unidial's special offer of a **free \$5 phonecard with any purchase of \$30**.



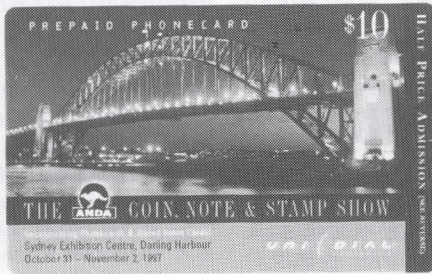
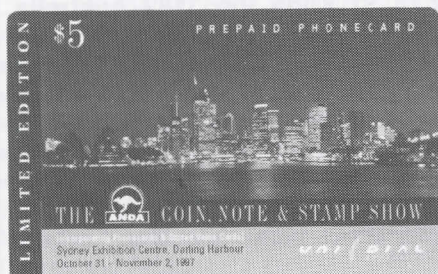
Free \$5.00 Phonecard

As promoted on the back of the \$10 ANDA Show advertising card, every purchase of \$30 of Unidial phonecards (mint, unactivated or sample cards) at the Show will entitle customers to one free \$5 phonecard. This \$5 card is being produced in a limited edition of only 1,000 pieces and every card is mint and fully active. As an added bonus, the \$5 card fits together with the \$10 advertising card to produce a complete scene of the Sydney skyline, from the Harbour Bridge right around to the Opera House. The \$5 card will be issued at the Sydney ANDA Show and will not be available before-hand. For collectors outside Sydney or unable to attend the Show, both the \$10 advertising card and the free \$5 card will be available from the collector service operated by Collect Moneycards and from participating dealers (see advertisement opposite page).

Limited Editions very popular

Unidial limited edition advertising and promotional phonecards, such as those produced for the One-on-One Magazine and the Melbourne International Film Festival, have been very popular with collectors. With only 3,000 cards produced and less than 100 reserved for collector sales, there are only limited amounts still available.

Unidial's policy has always been to attract as much advertising to its phonecards as possible and to ensure that all such cards are tailored as much as possible to serve the advertiser's purposes. With cards that announce events such as the Film Festival or the ANDA Show, quantities produced are regulated to ensure that cards are on sale only during the immediate lead-up to the event in the relevant areas to attract as many visitors as possible. This naturally means limited issue quantities, ensuring a fast turn-over of cards that allows for the next campaign to begin immediately. Where possible, cards are set aside through Collector Service and participating dealers to allow them to be purchased by collectors not in the issue area.



UNIDIAL AUSTRALIA DO NOT INSERT THIS CARD INTO PAYPHONES							
<p>To use your Unidial prepaid phonecard</p> <ol style="list-style-type: none"> 1 Dial 1800 550 105 2 When asked, enter the card number: <p>Follow the simple instructions given to you over the phone. To obtain your account balance or make another call do not hang up. DIAL # #</p>	<p>Half-Price Admission</p> <p>Present this card when purchasing your entry ticket and receive half-price admission for up to 2 adults.</p> <p>SYDNEY EXHIBITION CENTRE, DARLING HARBOUR</p> <table border="0"> <tr> <td>Friday October 31</td> <td>12 noon to 6pm</td> </tr> <tr> <td>Saturday November 1</td> <td>10am to 6pm</td> </tr> <tr> <td>Sunday November 2</td> <td>10am to 5pm</td> </tr> </table> <p>* See over 50 dealer and issuing authority stands (including Unidial Australia) and receive a FREE LIMITED EDITION \$5 Unidial phonecard with every \$30 of phonecards purchased.</p>	Friday October 31	12 noon to 6pm	Saturday November 1	10am to 6pm	Sunday November 2	10am to 5pm
Friday October 31	12 noon to 6pm						
Saturday November 1	10am to 6pm						
Sunday November 2	10am to 5pm						
<p>For customer service call Unidial Australia on 1800 556 557</p> <p><small>This card is fully transferable and non-refundable</small></p> <p><small>Expiry date: 30 June 1999</small></p>							

Around the World

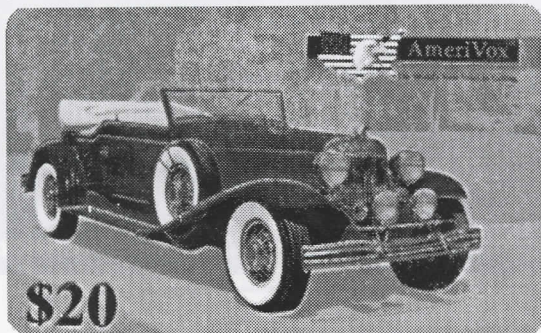
Telkom - Indonesia

I recently received from Jusuf Kadir in Jakarta, Indonesia, the second Indonesian Coca-Cola phonecard. It is called "Coke Welcomes You to Bali", and 5,000 of these cards have been printed. They currently retail for about US\$20.00



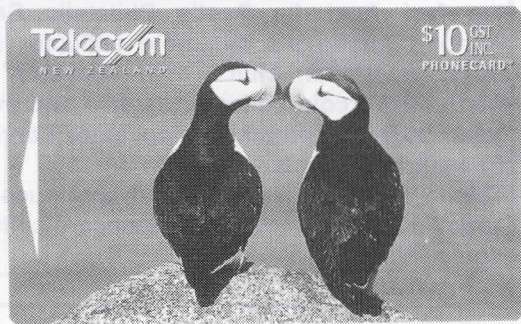
AmeriVox - USA

Another recently received card is a \$20 one from AmeriVox which features a 1931 Chrysler, Waterhouse Convertible Coupe. The card is extremely attractive, the vintage car featured being a bright red, super-imposed on a silver background.



Telecom - New Zealand

The Animal Affections General Issue Collector Pack set of five cards depicts affectionate displays between animals and birds. Only 1500 Collector Packs have been produced for New Zealand and a further 250 for international collectors.



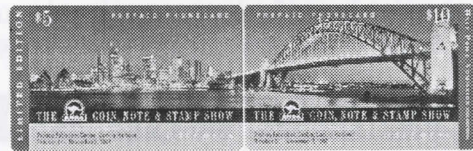
COLLECT MONEYCARDS

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

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

Unidial Australia Phonecards:

FREE \$5 PHONECARD



For each \$30 of Unidial phonecards ordered, you will receive one mint copy of this \$5 phonecard (1000 only, while stocks last)

* Joins with \$10 ANDA Show card to complete skyline

New Issues:

\$10 Sydney ANDA Show	3,000	06/99	mint	\$10
\$10 Dinosaur Stamps	5,000	06/99	mint	\$10
\$10 Soccer - Perth	3,000	06/99	mint	\$10
\$10 Soccer - Marconi	3,000	06/99	mint	\$10
\$10 Soccer - Sth Melb.	3,000	06/99	mint	\$10
\$10 Melb. Film Festival	3,000	06/99	mint	\$10
\$10 Roadsign	20,000	06/99	mint	\$10
\$10 Tree Frog	20,000	06/99	mint	\$10
\$10 Egret bird	20,000	06/99	mint	\$10
\$20 Devil's Marbles	15,000	06/99	mint	\$20
\$50 Harb. Bridge	5,000	06/99	mint	\$50

Herald Sun Newspaper Series #3:

\$10 Melb. Tram	10,000	06/99	mint	\$10	sample \$6
\$10 Balloon	10,000	06/99	mint	\$10	sample \$6
\$20 Football	5,000	06/99	mint	\$20	sample \$6
\$25 Melb. Show	3,000	06/99	mint	\$25	sample \$6
\$50 Skier	1,500	06/99	mint	\$50	sample \$6
\$100 Theatre Co	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

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I collect / would like further information about:-

- Australian Stored Value Cards
- World Stored Value Cards
- Australian Phonecards
- World Phonecards
- By Topic / Theme:

Subscription Offers

As indicated in the last issue of the APM a large number of items (phonecards, collector packs, oddities, etc) will be available to subscribers to this magazine whose names will be drawn by ballot at the forthcoming A.N.D.A. Show at Darling Harbour.

In addition to the items advised last week additional material continues to be contributed by dealers, clubs and collectors. Some of the more choice material received includes:-

- . a number of the Billycart Derby cards (mint)
- . several Lanocrema "Skin Care" cards and collector packs (including card/pack number. 60000003) donated by Chris Bollam from the Sheepskin Warehouse
- . a Michael Lynagh Phonecard
- . \$100 face value mint Jamaican cards donated by Chris Williamson of Haxby Collectables.

Unfortunately, I have not had sufficient time to collate all the material donated (which exceeds some 45 items to date) but a full listing will be included in the (early) November issue. If you have subscribed/will subscribe to the APM between early June and 2 November see me at the A.N.D.A. Show - you may have won a prize.

**BRUCE PHILLIPS
PO BOX 19783
CHRISTCHURCH
NEW ZEALAND**

**DEALER IN:
VISA CASH**

**JAPANESE THEMATICS
USED NEW ZEALAND PHONECARDS**

**Join our mailing list by completing the form
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CHRISTCHURCH, NEW ZEALAND**

NAME:

ADDRESS:

Please mark your interests:

I would like information and offers on:-

- () Visa Cash
 () The following themes

- () Used New Zealand Phonecards

Independence Day Phonecards

As readers are aware, two x \$10 phonecards (one a Telstra Phonecard and the other a Telecom New Zealand PhoneCard) were offered free to subscribers to the Australia New Zealand Phonecard Magazine which was launched last year.

I am now able to make the same offer to any two year subscribers to *The Australasian Phonecard Monthly*. I have some 120 pair of these cards available and they will be allocated on a "first subscription received" basis.



Subscribers who have already taken a two year subscription to the APM since it recommenced in June 1997 will automatically receive a set of these two phonecards from me. They will be posted out in mid October.

Any subscribers who have taken a one year subscription since June, can "upgrade" to a two year by sending in an additional \$40.00, and they will receive the two phonecards as well.

Letter to the Editor:

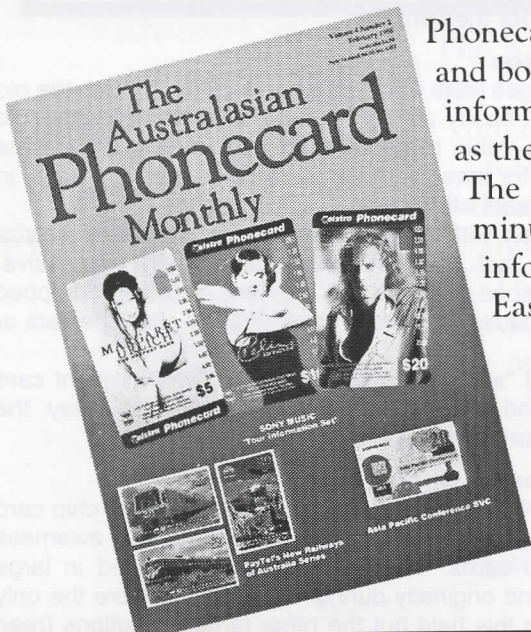
Dear APM

You mention that Telstra is keen to receive feedback on its new 75c/minute collector hotline. Perhaps Telstra's commitment to collectors can be judged by the fact Australia Post's Philatelic Service, Note Printing Australia's banknote collector service, The Royal Australian Mint's coin collector service, the Perth Mint's coin collector service and even Telecom New Zealand's phonecard collector service, all have freecall 1800 numbers!

Telstra Australia has had, and continues to have, an appalling attitude towards Phonecard collectors.

Yours faithfully
R. F. (WA)

WHAT'S NEW



Phonecard collecting in Australia is experiencing a resurgence and both the serious and part-time collector needs to stay fully informed with phonecard releases and technical developments as they happen.

The **Australasian Phonocard Monthly** brings you up to the minute news from the Australasian market as well as informative articles on developments in New Zealand, South East Asia and the rest of the world.

Subscribe now and WIN

either a \$2.00 Qantas Telstra Complimentary Phonocard or a "888" numbered \$2.00 Angie Telstra Complimentary Phonocard. Two Winners will be drawn at the ANDA Show at Darling Harbour, 2 November 1997.

AUSTRALIA

12 ISSUES \$45.00 24 ISSUES \$85.00

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ZONE 2: Indonesia, Singapore, Fiji, Malaysia, Nauru, Samoa, Tonga, Tuvalu, Cook Islands, Brunei, etc.	A\$70.00	A\$125.00
ZONE 3: Hong Kong, Japan, Korea, Phillipines, China, Taiwan, India, Vietnam, Burma, Pakistan, etc.	A\$85.00	A\$145.00
ZONE 4: Afganistan, Bahrain, Hawaii, Mauritius, North America, Cyprus, Israel, Saudi Arabia, etc.	A\$95.00	A\$170.00
ZONE 5: Africa, Caribbean, Europe, Egypt, Morocco, South America, South Africa, U.S.S.R., U.K, etc.	A\$110.00	A\$185.00

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A 10 Year Review - 1997 to 2007

A great deal has happened during the last ten years of the hobby of phonecard collecting and it seems an appropriate time to review events over that period, particularly in the formative initial stages. I have just finished writing this piece after coming back from the Oceania Phonecard Fair held in Sydney last weekend.

This was Australia's most successful fair to date and continued on from the fine work of the last 5 years when the number of collectors attracted to these fairs increased all the time. 20,000 collectors came through the doors over the three days and with over 50 dealers selling phonecards, those two statistics show how far the hobby has come since its inception back in 1989.

Back in 1997

Who can remember the days during 1997, when Telstra were beginning to install their chip phones in Adelaide and the original magnetic technology cards were being superseded by chip cards? Back in those days the collector numbers (much smaller than today of course), were increasing steadily after the speculative boom of 1994, and much excitement was being felt by the arrival of Telstra's chip technology.

Surprisingly, however, many collectors at the time were unsure as to whether to continue collecting the new cards or complete their existing collections. During the roll-out, none of those involved in the hobby, be they Telstra, dealers or collectors, knew for sure what would happen to the price and supply of the magnetic Phonecards. It did become evident towards the latter part of 1997, however, that no holdings of excess stock were being dumped on the market or being sold to dealers.

Several dealers at the time had re-seller operations whereby they would purchase mint cards under-face from collectors/investors and would then re-sell these cards to shops for general sale. Such dealers virtually closed down this part of their business long before Christmas '97 due to a lack of stock being offered to them. The only reasons being put forward at the time for this occurrence, were that stock holdings were actually low and all had been disposed of beforehand and/or that collectors and investors were mainly of the opinion that their mint cards would increase in value - so they decided to keep them.

Events remained pretty static during 1998 but towards the final quarter, after all the phones were operating on the new chip cards and the changeover period was completed, the situation changed fairly quickly.

In hindsight it was easy to understand and was analogous to a stock market change of direction. As the Bull market rose to its heights in 1997 no one could believe it coming to an end but after the change to a Bear market in 1998, everyone sounded as if it had been obvious that it had to occur!

Shortage of Mint Phonecards

The same phenomena occurred with the phonecard scene at the time. Mint cards had been marked down during 1996/97 but as collectors continued to buy the cards throughout 1998 dealers ran out of stock fairly quickly, since few were able to carry much stock at all at the time.

Those prices not only looked ridiculously low in hindsight but many dealers were unable to replace stock after it sold out and had to buy back in at higher prices at the end of 1998 - serves them right for being so timid!!

Those collectors and dealers who "read the waves" correctly and kept a "few" spares were rewarded with a nice return for their efforts.

Price Rises

The shortages were obvious, when looking through the old dealer lists, nearly all the short run advertising cards sold above face value in used, even back then in 1997. The price rises for these very same cards to over \$25 each, in just three years afterwards, is still amazing.

The situation with those private cards issued by Telstra during the last 3/4rs of 1997 was equally impressive. Many remained at levels of \$220+ but also many dropped in price because they were "contrived" by either dealers or collectors.

The overall "star performer", however, was the mint card category and proved that when most think one way, the profitable way is to travel in the other direction!

Attraction in Chip Cards

During 1998 the hobby grew very strongly in the chip card area. Many new collectors appeared due to their awareness of the chip cards. These cards were produced in large numbers and originally during 1997, Telstra were the only "players" in this field but the other large institutions (read banks) began to show much stress during this period as they perceived (correctly) that Telstra was about to "king hit them for 6!"

All the time, leading up to the introduction of chip card technology, the papers were full of the banks "doing this and the banks doing that". Hardly anyone foresaw the potential for Telstra to do what they did and even fewer would have thought it possible just because of the introduction of chip cards.

Banks were over-branched and looking to downsize those expensive buildings. They saw cards such as Mondex and Visa Cash as the way to free themselves of all those expensive branches. Their problem was that they could not get rid of the branches until they had a viable card system in place and they could not introduce the cards until they had merchants ready to accept them.

Telstra already had a "branchless" structure at the time with a large distribution network comprising small shops and newagents. It was easy for Telstra to introduce the new cards as all they had to do at first was work in the phones. After the cards were introduced during 1997/98 Telstra could proceed with installing machine readers in Coke vending machines, shops, parking meters, etc, etc.

Telsta Expands

The loss of market share that Telstra experienced during the introduction of deregulation and the transition from public to private ownership was more than made up for when it became a de-facto bank by taking deposits. After all, everyone with a phone already had an account and all that was needed was for the government to allow Telstra to take deposits which was facilitated by account holders paying in more than their phone bill amounts!

Telstra had become a de-facto bank and with the huge customer base gained after the first partial float of 1997 and the second in 1999, the loyalty generated kept Telstra in leading position in Australia and the banks never again looked as formidable as they were in the 70's and 80's.

Don Hill

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The Australasian Coin & Banknote Magazine commenced publication in November 1996. The glossy production, containing both full colour and black and white articles and advertising, has been distributed on a monthly basis since then by subscription and through newsagencies and coin and stamp shops.

The magazine brings you up to the minute news on contemporary issues and events as well as providing articles on the not so new.

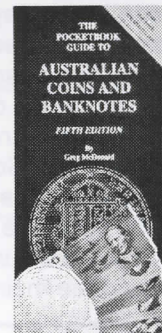
As from November 1997, the magazine will no longer be available through newsagencies. To continue to receive The Australian Coin & Banknote magazine.....

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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.

Rosebud & District Phonecard Collectors Club Inc.
PO Box 211, Rosebud, Victoria 3939
President: John Thomas

The Club's latest "Phonecard, Stamp & Coin Fair" held at the Glen Eira College in Caulfield, in mid August, was again pronounced "a great success", with many collectors attending the Fair.

Telstra and Unidial were in attendance and at the end of the day, they and the dealers in attendance, left very pleased with the number of people who attended the Fair and the amount of enquiries they had received.

The next Club run Fair will be on the 15th of November, between 10am and 4pm, again at the Glen Eira College, corner Booran and Neerim Roads, Caulfield (Melway 63 D 3). Admission is free and Telstra and Unidial will again be in attendance.

Due to the popularity of the four Fairs that the Rosebud Club runs each year, being the third Saturday in February, May, August and November, the Melbourne Phonecard Club is now assisting the Rosebud Club in setting up the tables and packing up at the end of the day. In return, the Melbourne Club has a table for trading and information about their Club. Also, the South Eastern Phonecard Club are assisting during the day on some of the tables.

As such, the three main Phonecard Clubs in Victoria are active in the running of this Fair, with the Rosebud Club being the main organisers.

The Melbourne Phonecard Club Inc.
PO Box 177, Northcote, Victoria 3070
President: Keith Sykes Ph/Fax: (03) 9484 2568

Warren Titcher reports that the August meeting of the Club was held at the new venue in Clyde Street, Thornbury, which provides a modern and bright atmosphere. The location is just down the street from the century-old Northcote Pottery.

Once again the Club meeting was well attended with over 30 members and friends being present (quite good, considering that some of the regulars may have had difficulty in finding the new venue).

A feature of this meeting was a special information segment presented by Past-President, Ken Hosking. His talk was about a set of Icon cards from Slovakia, arranged in both horizontal and vertical formats to complete the picture of a famous pre-Renaissance religious subject. It is hoped that each month one of the members will present something of interest from their collection, essentially to add to the knowledge of all members. **Warren Titcher - Publicity Officer.**

THE MELBOURNE PHONECARD CLUB INC

PO Box 177, Northcote, Vic. 3070

The Club Meets on the First Saturday
of Each Month at 1pm at
The Community Centre,
64 Clyde Street, Thornbury
(Melway Map Reference 30 J6)

All Welcome

**WE PROVIDE A WIDE RANGE OF
SERVICES TO MEMBERS**

Enquiries Phone/Fax Keith Sykes (03) 9484 2568

AUSTRALIAN PHONECARD COLLECTORS CLUB INC

(AUSTRALIA'S FIRST CLUB)

64 Concord Drive, Reynella, SA 5161

Meetings are held every second Tuesday of each month at 7.30 pm

Toc-H-Hall, 30A Delaine Ave. Edwardstown,
Adelaide

SERVICES PROVIDED TO MEMBERS

20 Page Bi-Monthly Magazine

Auction and Circuit Books at each meeting

Bi-Monthly Fundraising Raffle via magazine &

Free Monthly Draw, Reference Library,

Club Promotional Cards (not phonecards)

\$10 Kangaroo Island, \$5 Steam Ranger-Southern

Encounter, \$3 per card post paid.

Information Brochure available.

Contact the Secretary:

Glenis Hymers Phone/Fax: (08) 8381 3449

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

12	Oct	Bega Phil. & Numismatic Soc. Annual Fair	Masonic Hall, Toalla St.	Pambula, NSW
19	Oct	Wallsend Stamp, Coin & Phonocard Show	Wallsend Pioneers Hall	Newcastle, NSW
19	Oct	Burwood Stamp & Coin Fair	Masonic Hall, Belmore St.	Burwood, NSW
26	Oct	Granville Stamp & Coin Fair	Town Hall, Carlton St.	Granville, NSW
23	Oct	<i>Roxbury's Coin, Stamp & Phonocard Auction</i>	<i>Bellevue Hotel, George St.</i>	<i>Brisbane, Qld.</i>
24-26	Oct	Spring Stamp & Coin Expo	Hall 1, Brisb. Convent. & Exhib. Centre	Brisbane, Qld
31 Oct - 2 Nov		ANDA Coin, Note, Stamp & Phonocard Show	Sydney Exhibition Centre	Darling Harbour
1	Nov	Orange & District Coin & Stamp Club Fair	Quinn's Arcade, Summer St.	Orange, NSW
2	Nov	Coin, Stamp & Phonocard Fair	St Johns Ambulance Hall, Kellaway Ave.	Moonee Ponds, V
8	Nov	<i>Edlins' Coin, Stamp & Phonocard Auction</i>	<i>Griffin Centre, Bunda St.</i>	<i>Canberra City</i>
15	Nov	Rosebud Phonocard, Stamp & Coin Fair	Glen Eira College	Caulfield, Vic.
16	Nov	Collectables Fair	Parramatta Town Hall	Parramatta, NSW
16	Nov	Wallsend Stamp, Coin & Phonocard Show	Wallsend Pioneers Hall	Newcastle, NSW
16	Nov	Burwood Stamp & Coin Fair	Masonic Hall, Belmore St.	Burwood, NSW
19-20	Nov	<i>Noble Numismatics Sale 56</i>	<i>The Wentworth Hotel, Phillip St.</i>	<i>Sydney, NSW</i>
23	Nov	Granville Stamp & Coin Fair	Town Hall, Carlton St.	Granville, NSW
29	Nov	Sandgate Phonocard, Stamp & Coin Fair	Sandgate Town Hall	Sandgate, Qld.
30	Nov	Petersham Coin, Stamp & Phonocard Fair	Petersham Town Hall	Petersham, NSW
6	Dec	<i>Roxbury's Coin, Stamp & Phonocard Auction</i>	<i>Bellevue Hotel, George St.</i>	<i>Brisbane, Qld</i>
6	Dec	Orange & District Coin & Stamp Club Fair	Quinn's Arcade, Summer St.	Orange, NSW
7	Dec	Coin, Stamp & Phonocard Fair	St. Johns Ambulance Hall, Kellaway Ave.	Moonee Ponds, V
7	Dec	Collectables Fair	P&CYC, 100 Station St.	Penrith, NSW
21	Dec	Burwood Stamp & Coin Fair	Masonic Hall, Belmore St.	Burwood, NSW
28	Dec	Granville Stamp & Coin Fair	Town Hall, Carlton St.	Granville, NSW
10-11	Jan	Caloundra Coin, Stamp & Phonocard Show	Civic & Community Centre	Caloundra, Qld.
17	Jan	Stamp, Coin & Phonocard Fair	Dromana Uniting Church Hall	Dromana, Vic

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.

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Fax (02) 6765 8006 Int. +61 2 67 65 8006

Closing date for Classifieds for November issue is 20 Oct. '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 & Phonocards**, PO Box 1543, Bathurst, 2795.

TELEPHONE CARDS

Special Introductory Offer: 20 fine used phonocards of 20 different countries for just A\$25 including postage. (Overseas US\$25, Airmail Post Paid). Cash with order. **AUSLINK Phonocards**, PO Box 175, Lakemba, NSW 2195, Australia

Telstra, PayTel, Payphonics: Packs, Mint, Maxi, One-hole, Multi, all by Prefix. Excess 4,200 card stock sale. Low prices, Want Lists welcome **Warren Heapy**, 59 Canal Road, Ballina, NSW 2478. Aust. Ph: 02 6686 4630 Fax: 02 6686 6011

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

BAZAAR

Send 3 used phonocards for every 20 words to be printed.

Selling Mint/Used Australian Phonocards and Packs. Complete list sent free on request. **Brian Noble**, Box 427, Ryde, NSW 2112, Australia.

Buying Used Remote Access cards ie. Unidial, Ezicall, One-Tel, PhoneAway. Will also trade various Telstra mint/used cards. Phone **Paul**, 014 439 087 or leave message on (03) 9226 5110.

Swap multiple mint Fuji and Watty! cards for \$2 Grilla Dog Complimentary or Rentlo TV card. Phone **David** on (08) 8261 6437.

REMEMBER!!!

the BAZAAR SECTION is for **Swap-Trade-Subscribe adverts only!!**

It is Not for Buying/Selling adverts.

The general Classifieds section is for this purpose.

No damaged cards!

STAMP & COIN DEALERS ASSOCIATION OF AUSTRALASIA (Inc.)

ESTABLISHED IN 1970



AUSTRALASIA

YOU CAN DEAL CONFIDENTLY WITH DEALERS DISPLAYING THE STAMP AND COIN DEALERS ASSOCIATION OF AUSTRALASIA INC. LOGO AS THEY ARE BOUND BY OUR CODE OF PRACTICE.

Al's Phonocards	Shop 29, Hyde Park Square	Sydney	2000	(02) 9267 5931
Canberra Numisico	PO Box 1	Hughes	2605	(02) 6286 3931
Century Philatelic	Shop 4, 13-15 Ware St.	Fairfield	2165	(02) 9725 7431
Currency Collectibles	Shop 3a, 17 Manning St.	Taree	2430	(02) 6551 3512
D & L Stamps & Coins	Shop 5, 2-12 Macquarie St.	Parramatta	2150	(02) 9687 2372
Dial - a - Phonocard	Shop 6, 41 Princess Hwy.	Dapto	2530	(02) 4262 8266
Edlins of Canberra	Shop 12, Garema Arcade	Canberra	2600	(02) 6248 7859
F.A. Luis Philatelic Sales	3108 Gold Coast Hwy.	Surfers Paradise	4218	(07) 5592 0265
G & C Quality Coins & Stamps	Shop 5, 182 Queen St.	St Marys	2760	(02) 9833 1618
G & K Stamps & Phonocards	PO Box 158	Carlingford	2118	(02) 9871 3127
Les Szoedy Stamps & Coins	Shop 2a, Restwell St.	Bankstown	2200	(02) 9708 6500
M.E.F. Books	PO Box 523	Narrabeen	2101	(02) 9913 3036
Melbourne Phonocard Centre	24 Centre Place	Melbourne	3000	(03) 9650 7871
Pacific Rim Coins	2 Castlereagh St.	Penrith	2785	(02) 4722 3599
Paul Melmeth Galleries	281 Hunter St.	Newcastle	2300	(02) 4926 3357
Paul Neuman	PO Box 416	Potts Point	2011	(02) 9566 4498
Pittwater Philatelic Service	PO Box 478	Avalon Beach	2107	(02) 9974 1177
Pretty Collectables	PO Box 89	Paddington	2021	(02) 9315 5551
Prospect Stamps & Coins	Shop 18, 24 Main St.	Blacktown	2148	(02) 9622 1399
Stamp News	PO Box 1410	Dubbo	2830	(02) 6885 9478
Strathfield Stamps & Coins	Shop 53, Strathfield Plaza	Strathfield	2135	(02) 9764 3034
Sydney Philatelics Pty Ltd	Kepos St.	Moore Park	2016	(02) 9319 1533
Sydney Phonocards	PO Box 1017	Manly	2095	(02) 9949 5447
Sydney Stamp & Coin Auctions	25 Crinan St.	Hurlstone Park	2193	(02) 9559 2201
Sydney Stamp Centre	14 Martin Place	Sydney	2000	(02) 9231 4583

THE SECRETARY, S.C.D.A.A., PO BOX 257, BLACKTOWN, NSW 2148

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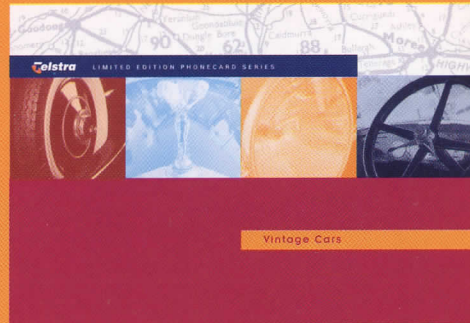
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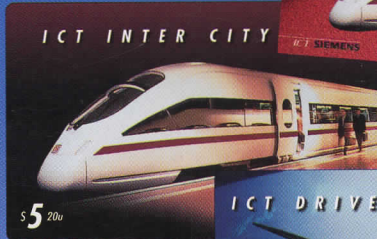
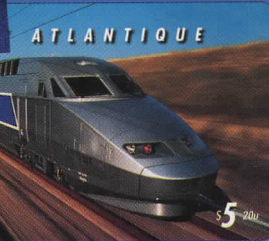
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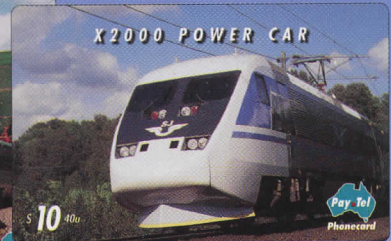
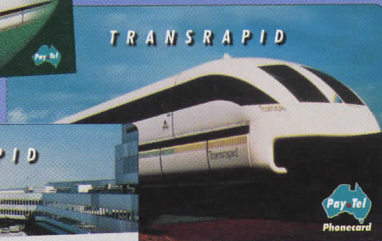
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