



Payphones Newsletter

Welcome to the 25th edition of the monthly Payphones newsletter

July 2005



Message from Steven Grundy

Welcome to the July edition of the Payphones Newsletter.

The 04/05 year was a very productive year for Payphones with new staff members joining the team and the creation and implementation of an Initiatives Group to continue our focus on identifying new areas of revenue growth for Payphones.

The 05/06 year is looking very positive with two main initiatives to commence in August and September.

First, the inaugural Payphones Advertising campaign will commence with approx 440 Advertising panels/booths commissioned for this campaign. This campaign will be incorporating both the Full Length Payphone cabinets as well as the side of the Pedestal style of Payphone booth.

The second initiative is the commencement of Payphone specific Advertisements via "fixed panels" on the back or side of selected Payphone cabinets. These panels (similar to the existing Telstra Back Branding panels) will also be used for the attachment of "paid" advertising in conjunction with our partner Ad booth Pty Ltd. Every time a paid advertising campaign is concluded, the advertisement will be removed, revealing one of the Payphone specific advertisements.

During the month of July, we have undertaken the following:

- Incorporated Payphone advertising in the July 13 Pay Slips. The advertising was "Get Texting with Payphones",
- Signed Memorandum of Understanding with Ad booth Pty Ltd for campaign # 1 for Side of Booth Advertising,
- Received advice that Payphones were successful in the retention of Sydney Airport Corporation Limited (SACL) – a major Payphones client,
- Payphones win back the Primus Account – This account had previously been lost to our competitor. The win back was based around proven payphone performance in the area (as observed by the client) and a very competitive proposal,
- Due to the departure of Con Lambropoulos, Payphones move to One Inbound with Sean Pyper.

The Payphones Management Team is constantly seeking avenues to improve our business. Your suggestions are most welcome and appreciated.

Regards
Steven Grundy

What image are our payphones giving the public? How can you support Payphones?

Let's all take the time when we are at a phone to look at it through the customers' eyes. If you are not proud of the brand image at a site, phone 1802244 and report it.

New Revenue Focus

The Payphones Provisioning Managers are focusing on new, high revenue sites and new card leads to support revenue growth across the payphone business as well as continuing with core business activities.

Customer Retention

We have re-signed the Voyager resorts which cover QLD resort islands Lizard, Brampton, Bedarra, Dunk, Heron Island and Cradle Mountain in Tasmania. The deal provides revenue of \$65K per annum across seventeen payphones.

We have retained TransPerth bus network for three years which covers 33 bus terminals and stations across the Perth metropolitan area and generates revenue of approximately \$200k per annum

Well done Fiona Priddin and Pamela Vigers

Indigenous Communities

Thanks to Chippy Miller and our partners in IS we have made a 19 per cent reduction in outstanding Indigenous community orders over the last twelve months. This is a great result given the difficulty of providing services in this area.

Well done, Chippy

New Contracts

We have won the Ravensthorpe Nickel project covering sixteen new payphones and will earn a minimum of \$40K per annum

Katherine Railway station, which is part of the new Ghan line to Darwin, has received a new payphone thanks to Mike Bouwman.

Great work, Pamela and Mike.

Official Launch of the first Payphone Booth Advertising

In partnership with an external company (Adbooth), Telstra Access Solution - Payphones is pleased to announce the official launch on the first Payphone Booth Advertising.

This is a direct result of the various Telstra business units being approached to consider Payphone Booth Advertising as a part of their overall advertising program.

This campaign (and future campaigns) will utilize the current Telstra full-length Payphone cabinets as well as some of our Back-to-Back Heritage, Boulevards, and Majestic cabinets. Some minor amendments will be made to the Back-to-Back cabinets in conjunction with the campaign in order to make the side of the booths more conducive to the advertising material. Our external

We are the Face and Voice of Telstra Payphone Services
We will grow 5% by Managing Profitably, Growth, Team and Customer and we will focus on -
Channel Capabilities: new features, products....
Leading Performance & People: Learning & Development, Effectiveness....
Execution Excellence: New initiatives implementation excellence, timeliness, completeness, simplified....
Relationship Management: Partnering with external and internal Stakeholders...



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partner will carry out the initial work and maintenance for this modification.

The campaign commences on 7th August 2005 in Melbourne, Perth, Adelaide, Sydney and Brisbane and runs for 6 weeks advertising TC&M products and services."



Payphones Helping the Community

Inbound - Payphones and Penrith City Council have recently been involved in addressing a customer's concern about the lack of accessibility for disabled persons when visiting St Mary's town centre. The customer who is blind, has had problems navigating safely around the main shopping area of St Mary's due to the number of obstacles on the footpath

Penrith City Council Community program co-ordinator Joe Ibbitson and Payphone Provisioning Manager Carol Smith along with a number of representatives from Disability groups organised a site visit to St Mary's recently to discuss general accessibility and safety issues.

Telstra's Payphone team understands the important role we have in assisting people with a disability to fully participate in the opportunities available to them and Carol Smith was able to confirm

that the payphones in the St Mary's town centre were sited in accordance with our payphone access guidelines.

Penrith City council moved quickly to rectify a number of other streetscape matters and to develop an Access Map for people with disabilities. This week June Gasson and Carol Smith were

invited by the Penrith City Council Access Committee to attend the launch of the Access Map.



Mayor of Penrith City Council Jackie Greenow (left) and Payphone Provisioning Manager Carol Smith.

Milestones

Chippy Miller recently celebrated 10 years service with Telstra. Chippy is based in Alice Springs and has lived there all his life. He is an avid Aussie rules supporter and is widely involved with youth sport in the community. In Telstra his role is to assess requests for new payphones or changes to existing ones from Indigenous communities. He is also a contact point for many and varied Indigenous community groups and is usually able to help.

Chippy often travels to remote areas in NT, WA, and SA and has a wide network of contacts to assist in finding those hard to locate places.

Chippy recently assisted TCW in identifying the sites to trial the Community (Ned) Phone which is now being assessed for a full roll out.



Chippy is pictured receiving his 10-year service award from Sean Pyper on his recent "your say" visit

Congratulations to Chippy on achieving 10 years of service with Telstra.

From the Payphone Product and Regulatory Desk

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The Payphone product group is in the process of constructing an Historical Payphone Web Page and 'Virtual Exhibition' within the Product Group's Intranet Web Site.

Last year Access Solutions Payphones donated a large collection of Payphone Equipment to the Telstra Museum at Bankstown Exchange (Sydney). This collection, including some vintage payphone models, will soon be on display to the public via a Payphone Theme Room.

This Payphone Product display will become a valuable educational resource for the visiting public and especially School excursion groups. In conjunction with this display the Web Site will also contain a wealth of important product and historical information - including;

- Payphone's History - Interesting stories from the past
- Old / Vintage - Payphone products of the past including photos

If you have any items of interest you would like to provide for possible inclusion in the site please advise Luke Gemmell.

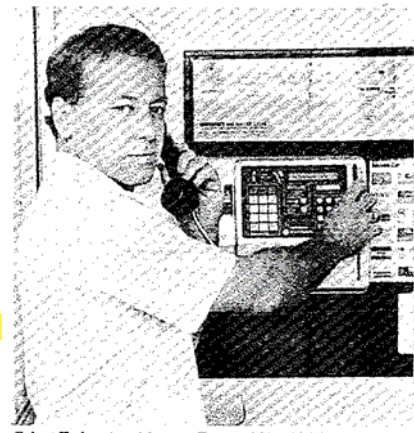
'A Blast from the Past'

This new segment will feature old - and not so old- stories from back issues of Payphones Services newsletters. This regular segment will bring back memories of past achievements, glories, and misfortunes and feature some well-known characters, products, and general highlights from our extensive and exciting history.

Our 1st story is from the April 1990 newsletter under the title - "Payphones People Save the Day".

Robert Taylor cleans up...

Robert Taylor, Payphone Services Area Manager for Tamworth, Armidale and Kempsey (NSW) and his team, recently became suspicious about Payphones at Forster Post Office, which were continually found blocked. When the blockages continued for no apparent reason, Robert, acting on a hunch, sat in a car across the road to watch the Payphones during the night. He eventually saw a suspect approach the phones at 4.45am and go into each cabinet. After this, Robert alerted Telecom Protective Services, and they devised a plan to watch again and catch the man red handed. As they watched, the man emptied coins out of the 1st and 2nd Payphones, and was detained at the 3rd. He has since been charged with stealing.



Well done Robert - the overtime budget must have been healthy in 1990!!

Did you know?

On the 8th of March, 1893, it was advertised in the press that Sydney's first public telephone was available in the Telegraph Receiving Room at the G.P.O. In the Postal Guide No. 206 of July, 1893, a more detailed announcement was made. In the press announcement it was also stated that a public telephone was contemplated at Parramatta and it had been decided that a fee to the latter place should be 1/6 (that is 15 cents) for the first 3 minutes and 1/6 for each additional 3 minutes or part thereof!

Important Links

Payphones News:

<http://www.in.telstra.com.au/ism/payphonesgroup/news.asp>

Telstra vision, mission, strategic goal and priorities at:

<http://www.in.telstra.com.au/ism/visionandpriorities/index.asp>

Our Future

<http://www.in.telstra.com.au/asp01/ourfuture/>

David Moffatt's message

<http://www.in.telstra.com.au/ism/weeklyupdate/index.asp>

Big 4 Newsletter 7th Edition

<http://www.in.telstra.com.au/ism/customersalesandservice/big4newsletter.asp>



Payphones is looking forward to working through the challenges facing Consumer Sales and Service to meet the set objectives

What to see in your Newsletter?

Please share your ideas with Vicky Mitrevska, phone: 02 8255 4965

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