



Payphones Newsletter

Welcome to the 23rd edition of the monthly Payphones newsletter

May 2005



Message from Steven Grundy

Welcome to the May edition of the Payphones Newsletter. It's great to see so many initiatives and projects taking place in Payphone Services so far this year.

As we approach the end of this quarter and the financial year, there is the challenge to achieve budget and meet our end of year targets. I appreciate all of your dedication and efforts in ensuring we meet this challenge – whilst maintaining our high standard of customer service.

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

- ✓ Provided a presentation to John Rolland's Leadership Team on the Initiatives currently under review within the Payphones Group,
- ✓ Concluded the Marconi / PieNetworks Web Phone trial,
- ✓ Commenced the Telstra / Siemens Steering Group for the planning/review of the Siemens Customer Operated Payphone Launch. The initiative is on schedule for the 1 July launch.
- ✓ Payphones have commenced the introduction of an "Initiatives group" for the review and launch of new initiatives within the Payphones line of Business. The group will consist of selected members from the following areas:
 - Payphones staff,
 - Graduate program,
 - Marketing,
 - Sales.

The Payphones Management Team is always seeking avenues to improve our business. And your suggestions are most welcome and appreciated. Let's ensure we are the Payphone of choice for all of our customers.

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.

USO Project Update

In 2004, Access Solutions - Payphones launched the Estens Payphone Improvement Project. This provided improvements to 1500 remote and TTY payphones in Australia, in line with the requirements set out in the Estens Report. Following the successful completion of

the Estens project, Access Solutions - Payphones undertook the USO WA and NT Payphone Improvement Project, in line with Telstra's Universal Service Obligation. Almost 2000 phones were upgraded within the rural areas of Western Australia and all of the Northern Territory between February and May this year.

The upgrades focused on improving USO payphone performance and reducing associated maintenance and operational costs via improvements in both the hardware and software of the payphone product. Also incorporated in the upgrades were additional features to the payphones, such as the provision of SMS capability. The software changes also enable the Payphone to have different tariff structures that may be used in future campaigns by Telstra.

With the USO WA and NT project now in its completion stage, Access Solutions - Payphones is planning the next phase of payphone upgrades.

The Telstra Web Terminal Trial

The 10-week trial has just concluded and resulted in some valuable data being collected, which will help to further develop opportunities for this product.

The two companies that supplied the products for this trial were:

- ✓ Marconi Australia
- ✓ PIE Networks (Australia)

The objectives of the trial

The objectives of the trial were to determine the types of applications that customers would like to see and use on this type of product now and in the future. The trial has been successful in meeting these objectives.

We are now in the post trial phase of analysing and preparing data for the Final Trial Report.

What are the next stages?

- ✓ Develop and present the Final Trial Report to Telstra Management.
- ✓ Decide on the future strategy for this product
- ✓ Preparation of a Business Case and possible Tender Proposal.
- ✓ Possible selection of Partners and Products for the Australian Market.

Telstra Solar Payphone on display at the Education Department in Adelaide

Payphones as part of the we are community has loaned a Telstra Solar Payphone to the Education Building exhibition in South Australian.

This is an outstanding opportunity to show Telstra's environmental awareness with a Payphone being a prime example as well as portraying Telstra's brand and brand message of clever, carrying and trustworthy.

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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....
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The South Australia Solar School is running a solar display for a month in the Education Building exhibition area on the ground floor (corner of Flinders and Gawler Place).

This is going to have visits by School groups and members of the general public. The staff that work in the building also pass the display on the way into the building.

The solar payphone has a prime position with a down light highlighting it.



Westernport Chamber of Commerce

Westernport Chamber of Commerce in Victoria as well as Cerberus Navy base endorsed an upgrade of payphones carried out by Kevin Gasparini in their area via TCW's AGM Richard Butler.

Well done, Kevin

Norton Plaza in Sydney

Carol Smith won back Norton Plaza in Sydney from our competitor Payphones.com. The two payphones earn approximately \$12K and we expect to win Preston Market in Melbourne as they have the same owner.

Well done, Carol.

Wollongong Hospital

We have won back three payphones for Wollongong Hospital from our competitor, Payphones.com.

Well done, Con Efrossynis!

Immigration Detention Centres

Samira Semaan has finalised a revised agreement for provision of payphones in the Immigration Detention Centers. They are managed nationally by GSL (Australia) Pty Ltd. The deal includes the following centers:- Villawood Detention Centre - Villawood, Baxter Immigration Detention Facility - Port Augusta, Perth Immigration Detention Centre - Radcliffe and Maribyrnong Immigration Detention Centre - Maidstone.

There is a total of 57 payphones with annual revenue of \$302K. We are installing a new phone at Villawood and removing six high cost, low revenue phones at Baxter as part of the agreement

Good work, Samira Semaan.

Payphones Provisioning Management Indigenous Communities Forum

John Stroud attended the Indigenous Communities forum in Alice Springs. The forum was run by Department of Communications, IT and the Arts (DoCITA) and was sponsored by Telstra.

Representatives attended from Indigenous communities, Government, the ACA, Suppliers and Support groups. During the forum a number of presentations and press releases were made promoting various initiatives by Telstra, the Government and Suppliers. Telstra Payphones will support the robust phone implementation during 2005/2006.

Successful Trip to Lord Howe Island

Payphone Provisioning Manager Mark Austen visited Lord Howe Island. The purpose of the trip was to investigate longstanding provisioning and maintenance issues. At the meeting with the Lord Howe Island Board Manager, Mr. Nick Rigby and Operations Manager, Mr. Greg Pearce it was agreed to reduce the number of Telstra Operated Payphones on the Island from seven to five. The remaining Payphones will all be upgraded to the same standard as the mainland. All phones will have card / coin operation and SMS capability along with all the other standard features. DDA improvements will be undertaken at most sites with the Payphone at the Airport being relocated to a site that will enable easy wheelchair access. Lord Howe Island will also receive one of the Telstra Tele Typewriter (TTY) units to service both locals and visitors to the island that are hearing impaired.

Time was also taken to meet with Ms Katie Dignam. Katie has lived on the island all her life and when she is not working for the Island Board or farming she collects counts and banks the coin from the Payphones on Telstra's behalf. Katie also performs first in maintenance in some instances so her input to the proposed changes was greatly valued.

Finally, some of the card retailers on the island were visited including the Post Office for feedback on our products such as the Smartcard, Phoneaway and Say G'day cards.

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Mark Austen with the Operations Manager of the Lord Howe Island Board Greg Pearce



Upgrade of selected payphone sites to DDA standards

Funding bids to upgrade selected payphone sites to DDA standards were successful in 04/05. It was a great opportunity for Payphones to engage the Telstra Disability Services team & Disability Forum members to proactively seek feedback from their membership on particular public payphone sites that could benefit from an upgrade.

It was critical to the success of the DDA upgrade to engage key stakeholder groups early to priorities their access needs. The news was received well by the Forum members. As a result of this early consultation the provisioning managers were engaged to select a number of high need and priority sites in their areas for upgrade.

With the end of the financial year approaching we have had over 100 sites upgraded nationally and there are a number of jobs still waiting to be actioned. Funding to continue this project in 05/06 looks promising as there are many more payphone sites that do not meet our Payphones Access policy or the broader DDA requirements. Contact June Gasson in the Payphones Product team for more details.

These photos demonstrate what a difference an upgrade makes.

Telstra Smart Payphone (TSP) Rental Product

Telstra Access Solutions - Payphones have introduced a new product for the private payphone market. This product is known as the Telstra Smart Payphone (TSP) Rental Product and is now available to customers.

The TSP Rental product will provide coin operation only. Telstra Phonecard payment will not be available. Other changes that will provide this product with a unique look and feel are;

- ✓ A blue card-reader blanking plug.
- ✓ An optional coloured shroud. (blue)
- ✓ A new generic Telstra Brand Block Wordmark
- ✓ A new lock combination for the lower coin compartment.

All other product functionality remains exactly the same as the standard Telstra Operated Payphone (TOP) TSP product. SMS will not be offered at launch.

How to obtain the Smart Payphone (TSP) Rental Product

The Telstra Payphone Solutions team will be equipped to provide details to customers who are requesting a more robust Payphone solution for their business. The team can be contacted on - 1800 011 433.

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>

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Big 4 Newsletter 6th 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 would you like to see in your Newsletter?

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

I am
we are

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