



The Drum

Welcome to the first issue of *The Drum*, a newsletter for customers of AAP Telecommunications. So far, so good.

Given the typical motives for publications such as this, that's the way the first issue invariably starts. And then, if you follow the formula, it's a matter of promising everything that's bigger, brighter and better.

From our perspective, it's performance that counts, not promises. It's not our view of ourselves that matters, it's yours.

We'd like you to feel that signing up with AAPT is the start of a long-term relationship. And as well as providing you with first class service, we'd like to make sure you're getting the most out of being an AAPT customer.

So The Drum seeks to keep you informed about AAPT's products and the benefits of selecting Australia's leading service provider for your long distance telephone services.

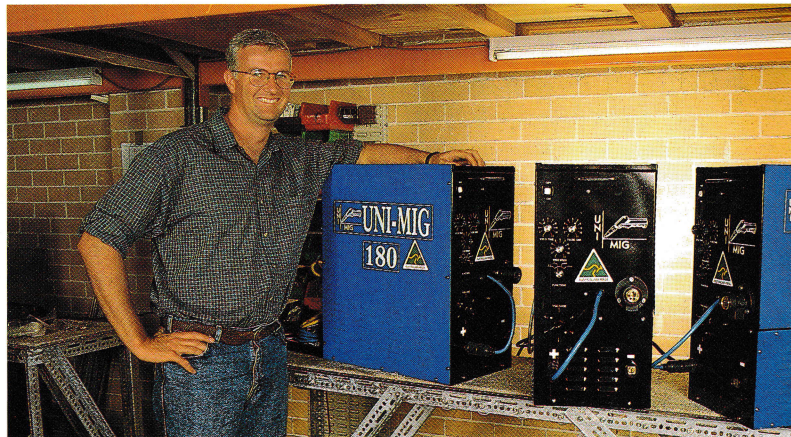
Read on. We hope you'll agree that The Drum strikes another blow for open competition.



Barry Wheeler, Chief Executive

Customer Profile: FirstChoice Welding Guns of Australia

Welding Guns of Australia is a company manufacturing industrial welding equipment from its factory at Belmore, in western Sydney. Its customers and suppliers are spread throughout Australia and, as a local manufacturer, Welding Guns' products proudly display the green and gold 'Australian Made Product' logo.



Peter Nelson of Welding Guns of Australia

Welding Guns' telephone traffic averages \$1500 a month, which includes telephone and fax traffic from the company's headquarters plus the home telephones of the company's two directors.

Director Peter Nelson said, "We made the decision to go with AAPT for three reasons. Their service was comparable to anything else available, their customer support was thorough and responsive and, above all, our telephone bills are around 25% cheaper, which represents a welcome reduction in operating costs."

Welding Guns of Australia represents a typical AAPT FirstChoice customer.

As a small business with a need for a reliable and cost-effective telephone service that suits the way they do business, Welding Guns, like all FirstChoice users, has cut the cost of communicating without compromising on the quality of their service.



A better deal for business.

Am I Getting The Best Deal For My Business?

This is a question we are frequently asked by our customers. The table below compares current AAPT FirstChoice rates (with volume discount included) with the standard Telecom STD rates for a three minute call during peak periods. The average length of a business call is approximately three minutes so we hope this table will provide you with a guide to AAPT's competitive pricing policy.

Sydney – Canberra	
AAPT	Telecom
\$1.02	\$1.16
Adelaide – Perth	
\$0.96	\$1.08
Melbourne – Adelaide	
\$0.96	\$1.08
Brisbane – Hobart	
\$1.35	\$1.62
Melbourne – Brisbane	
\$1.35	\$1.57

More Billing Options

AAPT's unique billing and reporting system, InSight, enables us to provide our customers with a variety of billing options that can be tailored to your business needs. For example, an AAPT corporate account enables customers with offices in more than one location to combine the telephone traffic from their various offices to increase their volume discount and, if required, receive separate invoices for each location.

AAPT multi-site customers can also choose to pay their invoice from a central, or master, site or have each location pay their own bill.

In addition, the master site can choose to retain the total discount or distribute it proportionately amongst all the contributing sites.

An AAPT national account can include the business as well as home telephone numbers of members of staff with one monthly AAPT invoice providing full call details and subtotals for each of the individual telephone numbers.



A variety of InSight billing options from AAPT.

For more information on the options available to AAPT customers, please call the AAPT Customer Relations Centre on 008 808 821.

Advertising Campaign Takes To The Streets

The familiar black and white image of the AAPT elephant's rear end has taken to the streets of Australia.

For the last two months the image has appeared on the backs of buses in Sydney, Melbourne, Brisbane and Perth, and on strategically located outdoor billboards in Adelaide.

"Our research has shown that 80% of AAPT's customer base either drives to work or catches the bus," said Allan Palmer, AAPT's National Marketing Director.

"We are therefore trying something a little different, which we believe will effectively raise AAPT's profile in strategic areas."

The jungle animal theme has been remarkably successful in establishing the AAPT image, with research showing wide recognition and identification of the company since the campaign began.



Perth (09) 421 2424 Surfers Paradise (075) 31 6044 Brisbane (07) 834 9999

Brisbane and Perth See AAPT Expansion

AAPT has upgraded and expanded its administrative and technical facilities in Brisbane and Perth in response to the demand for AAPT long distance services in those areas.

According to AAPT's National Sales Manager, Tony Fleming, the company's focus on these cities is being welcomed by local business.

"We have been overwhelmed by the response from the Brisbane and Perth business communities," Mr Fleming said.

"During the past year we have experienced a massive increase in long distance and overseas traffic for AAPT in Perth, Brisbane and the Gold Coast.

"Our enhanced facilities in these areas will now bring even greater efficiencies and expanded capacities to our customers in these areas."



AAPT Perth Branch Manager Miriam Sutherland with Phillip Skelton of State Information Technology and Peter Bartlett of TFM International.

A Better Deal for Business

A recent survey by ATUG found that AAPT offers the best value telephone service for business users between Sydney, Melbourne and Canberra.

The survey, published in the June edition of ATUG's Newsbrief, concluded that AAPT provided the least expensive service during peak periods on weekdays.



AAPT Briefs Prime Minister

AAPT recently played host to Prime Minister Paul Keating and Communications Minister David Beddall.

This meeting was prompted by the Prime Minister's desire to get a first-hand briefing on the progress of the deregulated telecommunications sector through the operations of AAPT.



Prime Minister Paul Keating with AAPT executives Oscie Brown, Director of Network Services and Allan Palmer, National Marketing Manager, with Chief Executive of AAPT Information Services, Lee Casey.

AAPT GOES BEYOND 2000

Q: What does your organisation have in common with more than 2000 businesses in Australia?

A: AAPT. We now provide telephone, fax and data services for more than 2000 business and government enterprises in Australia; not bad for an organisation still in its infancy.

The AAPT customer base now includes large corporate customers like P&O and News Limited, government departments such as the Department of Finance, plus a host of small businesses like Welding Guns of Australia who are enjoying the benefits of AAPT's FirstChoice service.

To all our customers, we thank you for turning your back on the big boys and hope you will continue to share in our success and benefit from our sustained growth.

Adelaide (08) 223 7363 Melbourne (03) 619 9333 Canberra (06) 239 8989



Customer Profile: Vista

P&O

The P&O operation utilises a number of private lines leased from AAPT that connect the company's principal offices in Sydney and Melbourne as well as divisional centres in Girraween, Fisherman's Island, Footscray and regional offices throughout Australia.

P&O expect an annual saving of around 20% on telecommunications costs totalling millions of dollars primarily through the use of AAPT's Vista service.

P&O Group IT Manager, Malcolm Everitt, commented, "The switch to AAPT has made a significant contribution to reducing our costs on long distance and international calls, while the billing information we receive has allowed for a more thorough analysis of our call patterns and enabled us to predict future networking requirements precisely."

Mr Everitt said that the information provided by the InSight billing and reporting system had enabled him to determine the viability of additional leased lines between offices by monitoring the InSight traffic profiles.

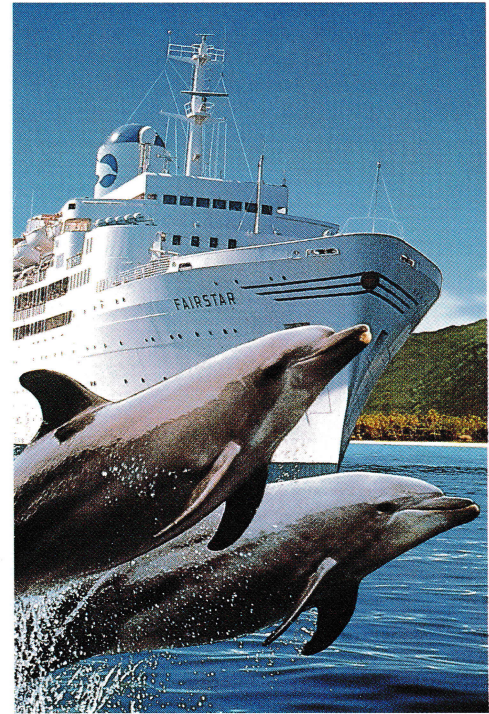
P&O Holidays was the first organisation to use AAPT's InBound One3 service which was originally

developed by AAPT specifically for the P&O Holidays application before the standardised service was released.

P & O customers can now ring from anywhere in Australia by using a six digit 13 access number - in

this instance '13AHOY' on an alphanumeric keypad. The company previously directed prospective customers towards their local travel agent.

This facility has revolutionised P&O Holidays' promotional strategy as the company now advertises its 13 number nationally. P&O Holidays' Marketing Manager, Judy O'Brien said, "Now our advertising has more impetus and we are getting more calls and a better strike rate."



Protecting Your Interests

You may not be aware that there are several groups in existence which are there to protect your interests regarding telecommunications and, in the case of the TIO, from whom you can seek recourse if you feel you are being unfairly treated by your telephone services provider.

Austel

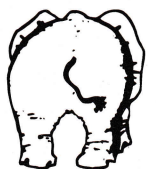
Headed by Robin Davey, Austel is the Federal Government Agency charged with regulating the operations of Telecom and Optus as well as the activities of service providers like AAPT. Telephone (03) 828 7300.

Dotac

The Department of Transport and Communications is the ministerial department responsible for the formulation of policy and for providing the primary objectives and instructions to AUSTEL. The office of the current Minister for Communications, David Beddall, is periodically briefed by AAPT regulatory staff on relevant issues and recommendations concerning competition in the deregulated market, in addition to often contrasting views from the larger players. Telephone (06) 274 7111.

TIO

Telecommunications Industry Ombudsman (TIO) Warwick Smith, the former federal opposition spokesman on communications, has been appointed Executive Director of the TIO, which will become the most common point of enquiry for customers who feel that a carrier or service provider has acted improperly. The TIO is scheduled to commence operations early in 1994.



Your Feedback Is Important To Us

Do you have a query about the telecommunications industry? Are you happy with your present level of service? Would you like to know more about what services AAPT can offer? What do you think of AAPT? We'd like to know!

Your feedback is important to us. Let us know what you think by faxing this page to us, or mail it to AAPT Telecommunications, 30 Ross Street Glebe NSW 2037.

Please Fax To AAPT (02) 692-1076

Please send me more information on AAPT services.

Comment: _____

Please add the following name to The Drum mailing list.

Name: _____ Position: _____

Company: _____

Address: _____

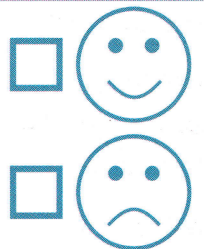
I would like to read about the following in The Drum.

Do you know of other organisations which could benefit from AAPT services?

Details: _____

What do you think of AAPT services?

Comment: _____



Thank you for taking the time to fill out this form. Please add your details below.

Name: _____ Phone: _____

Company: _____

Address: _____

Industry Profile: Hospitality

The Pan Pacific Hotel, Gold Coast

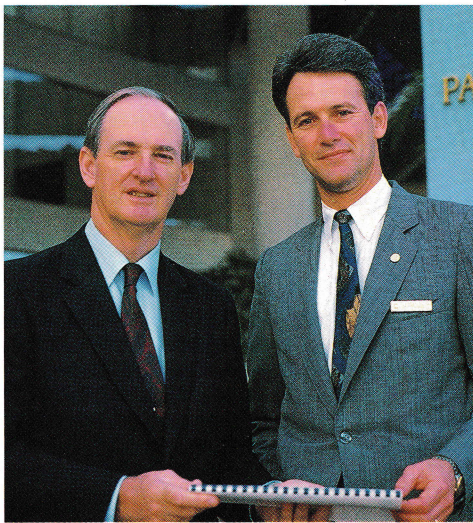
The five star 298 room Pan Pacific Hotel on the Gold Coast has significantly reduced its operating costs by using AAP Telecommunications.

Since its introduction last year, AAP's Vista Hotel Plan service has led to substantial savings for the hotel.

The Pan Pacific's Financial Controller, Gary Wilkins, commented, "For the ten months of the financial year ended April 1992 the cost of telecommunications accounted for 53.5% of our telephone revenue. This figure has since been reduced to 46.2%. This saving is directly attributable to the AAP service."



The Pan Pacific Hotel, Gold Coast



AAPT's Kevin Erwin (left) with Nejat M Sarp, General Manager of the Pan Pacific Hotel

Mr Wilkins said, "When compared with similar revenue for the same periods in the current fiscal year and with no increase in charges to our guests, the saving is in the vicinity of \$20,000."

The Pan Pacific Hotel Gold Coast is a 24 hour a day operation, and like any enterprise in such a com-

petitive industry, is continually looking for ways to slice operating costs without sacrificing the quality and level of service that it provides for its customers.

The Vista Hotel Plan service has been specifically designed by AAP for the unique demands of the hotel industry. It provides immediate savings on national and international calls without the need for costly new or upgraded equipment.

Mr Wilkins concluded, "The choices in telecommunications for such a specialised market as the hospitality industry, until recently, have been limited. The AAP service meets our specific requirements very precisely. Its impact on our bottom line has been significant."

COMPETITION, SERVICE AND RESPONSIBILITY

At AAP we consider it our responsibility to inform our customers of issues pertaining to the evolution of competition in the Australian telecommunications industry and the benefits that come from the resulting service improvements. If you have any suggestions regarding issues that you would like to know more about, send us a comment on the fax reply sheet.



TELECOMMUNICATIONS

A better deal for business.

**AAP Telecommunications Pty. Ltd. ACN 052 082 416, 30 Ross St, Glebe, NSW 2037.
Telephone (02) 692 1000, Facsimile (02) 692 1133.
Melbourne (03) 619 9333 • Brisbane (07) 834 9999 • Perth (09) 421 2424**