PRESS STATEMENT:  

May 2nd, 1960  

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Over the last few days telephone subscribers throughout the country have all been sent explanatory information from the Postal Department on the new telephone policy that is being introduced from 1st May.

The official name for this policy is Extended Local Service Area, and using modern practice of taking the first letters of the name it has been called ELSA.

ELSA is of particular advantage to country areas because it very greatly extends the area in which a subscriber may make a local untimed call. Before this policy was introduced local calls could only be made to Exchanges that were within a five mile limit, anything beyond this was classed as a trunk call on a higher charge and on a timed basis. Now exchanges have been grouped together in zones, and any exchange within the one zone can be called on a local basis and, in addition, any exchange in an adjoining zone can also be called on a local and untimed basis.

For instance Casterton, Bahgallah, Carapook, Dunrobin, Henty, Sandford, Wando Bridge, Wando Vale are all in one zone. Anyone in this area can call any exchange in the adjoining zones. The names of the adjoining zones are Chetwynd, Coleraine, Coojah, Corndale, Merino, Strathdownie. I want to point out that these last six names are not just names of exchanges they are the names of zones in which there are several exchanges; there are probably on an average of five to six exchanges in each zone and, therefore, there would be about 36 exchanges which can be called from within one zone.

This, of course, is a very rough estimate and it varies very greatly from one locality to another because of the spread of the population and because of the location of the exchanges.

The Department has made an effort to group exchanges with other people with the same community interest, and it has made an effort to group the exchanges with their business centre so that the normal calls of ringing up the grocer or the garage will be local calls. The Department has not stuck rigidly to State boundaries in doing this. For instance, people on the Dorodong Exchange, which is in the Dergholm zone, can ring Penola as a local call, and this is where most of the people of Dorodong do their business.

If any people have queries about this new policy called ELSA
local officers of the Postmaster-General's Department would be only too happy to answer enquiries and to do what they can to explain it.
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