

# MINT EDITION

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MI  
MINT INDUSTRY  
AUTHENTICITY



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## EXECUTIVE DIRECTOR'S MESSAGE

### ACCESS TO AND AVAILABILITY OF CASH

As the use of less-cash technology continues to grow, particularly in developed economies, so does the demand for banking services decline. This provides the ideal opportunity for banks and financial institutions to close branches, particularly in less populated localities and regional towns, making it increasingly difficult for people in those areas to manage their finances and importantly to deposit and withdraw cash.

Banks, which arguably consider branches as a cost and not a community service, continue to announce branch closures with seemingly little regard for those who rely on cash in their daily lives. Such people include those who are typically more economically vulnerable and less technologically capable. This cohort often uses cash for budgeting and managing household finances, and it is for them that cash remains critical.

Governments, as they have done in

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## MINT DIRECTORS CONFERENCE 2023 MINTING FOR THE FUTURE

OTTOWA, CANADA 15-18 OCTOBER 2023

Founded in 1962, the next MDC takes place in Ottawa, Canada, hosted by the [Royal Canadian Mint](#). Join us as we meet in person for the first time in five years.

Come together with over 300 delegates from the minting and related industries to discuss the future of circulation coins, collector coins and bullion, as well as the Mint Industry contribution to the sustainability agenda.

Discussion topics include:

- Social inclusion – the role of cash in an increasing digital payment environment
- How mints can and do contribute to the sustainability agenda?
- Coexistence of cash and digital currency – myth or reality?
- How can mints play a part in the payment ecosystem of the future?

- Unprecedented world events and their impact on the industry sharing of experiences around the world
- What are the new trends in numismatics that could increase revenues?
- Do we need to rethink the numismatic ecosystem?
- How can we engage with the younger generation? How can we interest them in coin buying?
- The bullion market insights?
- The bullion/collectible coin boundary?
- As an industry, where will we be in 10 years' time... and more importantly is this where we want to be?

**REGISTRATIONS  
ARE NOW OPEN**



## WORLD MONEY FAIR FORUMS

### FORUM 1: VISITOR EXPERIENCE – THE FUTURE OF MUSEUMS AND GALLERIES

In the Forum held at the World Money Fair in Berlin this year the audience for this session was treated to an informative presentation from two experts from the UK – Dr Suzanne MacLeod, Professor at the School of Museum Studies at the University of Leicester and Peter Higgins, from Land Design Studios who has amazing and deep experience in building visitor experiences.

In a joint presentation they provided both a brief historical perspective and contemporary look at how Museums and 'spaces' are attempting to remain attractive to existing and future visitors. The key message was that a combination of highly engaging stories presented in both a technical as well as creative modernistic way must be how Museums and Galleries can attract and maintain visitor numbers.

The relevance to Mints in this increasingly digital age is:

- we need to be **very creative** in how to use the spaces available
- the use of **technology to ensure interactivity** is a must
- the stories need to be **educational and highly engaging**

This presentation was followed by Caroline Webb, the Chief Marketing Officer of the British Royal Mint, who provided the audience with a presentation highlighting what the BRM have been doing and

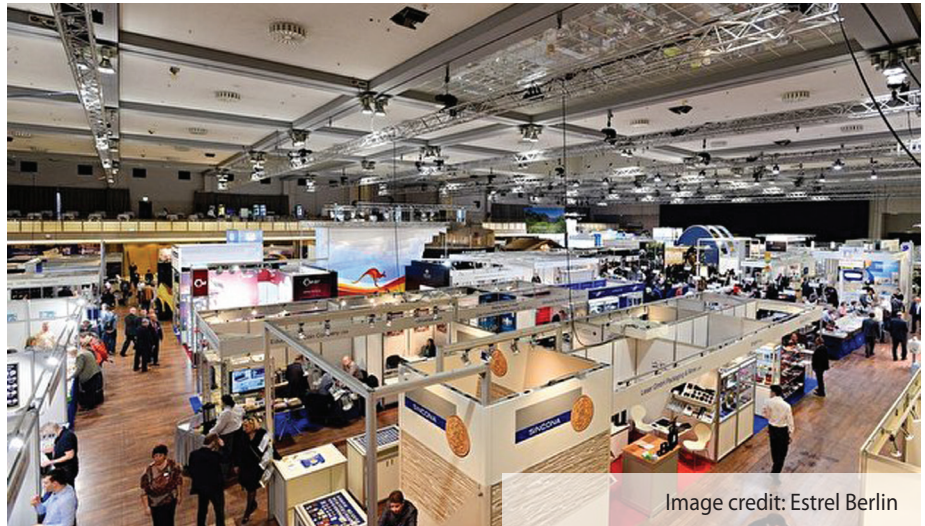


Image credit: Estrel Berlin

the critical importance of how the visitor program is part of a comprehensive, complimentary and interrelated marketing and brand management program. This was a great demonstration of what Peter Higgins and Dr Suzanne Macleod had presented before.

A huge thankyou to all three presenters.

### FORUM 2: INNOVATION THE KEY TO COLLECTING IN THE FUTURE

This second session had three presentations and an impromptu and very appropriate addition from Niels Hagemann, MD from MDM:

- The first presentation was from the Singapore Mint Managing Director/ CEO Pak Ling Yip who provided a demonstration on how to create and implement a very entrepreneurial and creative customer management program – particularly for loyal and long-term customers.
- The second was from Tom Froggatt, Chief Commercial Officer at the Royal

Canadian Mint, who provided a great example of how to leverage and extend an existing circulating coin theme into a collector and investor coin program – with amazing results in terms of awareness, conversion and revenue – all helping to build brand.

- The third was from Mark Cartwright the GM Sales, Marketing and Innovation at the Royal Australian Mint who presented on the multi award winning and highly successful **Donation Dollar program**. While this program prima facie was about donating the dollar, therefore not collecting, Mark was able to demonstrate that the resulting level of awareness generated around this program and the subsequent conversion into new customers went from 1 in 8 people in Australia to 1 in 5.
- The final 'presentation' was from Niels Hagemann, the MD of MDM who besides congratulating all three presentations highlighted one particular point – to continue to grow the collector and new customer base both for Mints and Dealers, Mints must find a way to significantly increase awareness about coins and coin collecting in their countries, as was so successfully demonstrated by the RAM and the RCM.

A huge thankyou to all three presenters and in particular Niels Hagemann who was 'volunteered' to provide his dealer perspective.

Where available, the Forum presentations can be accessed in the IMDN Members-only section of the [Mint Industry website](#).





## ROYAL AUSTRALIAN MINT WINS WORLDSTAR PACKAGING AWARD

The Royal Australian Mint has been selected as the WINNER of a WorldStar Packaging Award for its new sustainable Standard Proof Coin Box. The WorldStar Competition is one of the major events of the World Packaging Organisation (WPO) and is the pre-eminent global award in packaging.

WorldStar illustrates the continual advancement of the state of packaging design and technology and creates a living standard of international packaging excellence from which others may learn. Each year WPO



## WORLDSTAR GLOBAL PACKAGING AWARDS

recognizes the best of the best in packaging innovations from across the globe.

The objective of WPO in organising WorldStar is to increase awareness of the importance of packaging in having a better life and to recognize the innovation and efforts of brand owners, designers, students and branding agencies for creating packaging solutions of the future and in responding to new challenges and global trends such as sustainability, hygiene and other trends.

## EXECUTIVE DIRECTOR'S MESSAGE

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the UK, must consider the impact that these branch closures and related loss of financial services is having on cash-reliant people and the communities in which they live.

I've previously referred in this column to the introduction in the UK of the Financial Services and Markets Bill, which is likely to be passed in the UK Spring of 2023. In May 2022, the UK Government announced its intention to legislate to provide the Bank of England with the "powers necessary to ensure the UK's wholesale cash infrastructure – which includes the network of cash centres integral to the sorting, storing and distribution of notes and coins – remains effective, resilient and sustainable and continues to support cash across the UK".

This is a clear signal to banks and other financial institutions in the UK that, while decisions about access to cash maybe 'voluntary' there is an expectation from the UK Government that cash will be readily accessible to everyone.

While this does not guarantee access for all, it is a legislative model that policy makers in other countries should consider to ensure that those who rely on cash for legitimate reasons will continue to have access to cash – both notes and coins.

