

# MINT EDITION

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## EXECUTIVE DIRECTOR'S MESSAGE

### THE MANY ROLES OF A MINT

As the demand for circulating coin continues to come under pressure from digital technology, Mints of the world should not only remind their policy makers of the important function that cash / coins plays in supporting their economy but also to take the opportunity to reflect on the broader role their Mints play.

While the core business for Mints – and in many cases their raison d'être – is to provide circulating coins for their country, many are or can be:

- the supplier of precious metal coins
- the conveyor/ presenter of stories through the provision of numismatics/ collectibles
- the supplier of extraordinary and valuable gifts
- the story teller of the history of coins in their country, and
- the demonstrator of sustainable modern production processes.

During COVID many Mints of the world experienced a surge in demand for circulating coins, and while visitation to their galleries/ production facilities was down (for obvious reasons), the demand for numismatics, precious metal and precious metal gifts was remarkably strong.

Why was this? Not only were the regular customers active but a new

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## MINT DIRECTORS CONFERENCE 2023

OTTAWA, CANADA 15-18 OCTOBER 2023

### Keynote Speaker Announced for the Mint Directors Conference in Ottawa

The program for the upcoming Mint Directors Conference (MDC) in Ottawa, October 15-18, is currently being finalised.

The Royal Canadian Mint, which is hosting this year's MDC, has announced that Stephen Poloz, former governor of the Bank of Canada, will give the opening keynote address.

He is one of the world's foremost economists, with over 40 years of experience in economic and investment research, forecasting, banking, and policymaking, including his seven years as the central bank's governor. Today, he is a Special Advisor for Osler, Hoskin & Harcourt LLP, a corporate director, and Chair of the Advisory Board of the Lawrence National Centre, Ivey School of Business, Western University.

Stephen is also the author of 'The Next Age of Uncertainty: How the World Can Adapt to a Riskier Future', the book that maps out the powerful economic forces that are shaping our future and the ideas that will allow us to master them.

His keynote address, *In an Ever-Changing World – What is Next* will set the stage for the theme of MDC (Minting for the Future).

In particular, Stephen will present a macro lens of the economic and financial landscape in an increasingly complex world, focusing on the importance of social inclusivity in a world of growing inequality, the impact of the social inclusion role of cash in an increasing digital payment environment, the coexistence of cash and digital currency and how mints can play a part in the payment ecosystem of the future.

<https://canada.mintdirectorsconference.com>

## COIN AWARDS NOW OPEN FOR NOMINATIONS

Nominations are now open for the prestigious Coin Awards. Last held in 2018, the awards recognise industry achievements in the design, production and packaging of coins, as well as, for the first time, sustainability in minting.

The winners will be announced at the MDC Gala Dinner to be held at the Canadian Museum of History in Ottawa, Tuesday, October 17.

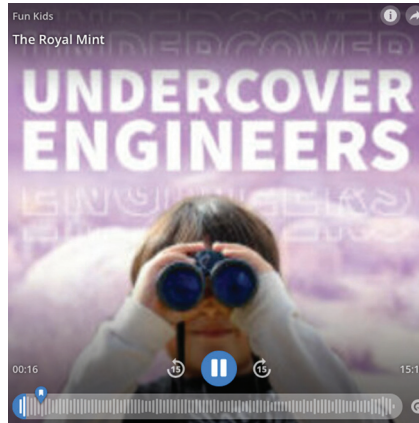
The five categories are:

1. Best Commemorative Gold Coin
2. Best Commemorative Silver Coin
3. Best Circulating Coin or Coin Series
4. Best Sustainability Initiative
5. Best Packaging (of a commemorative coin)

To be eligible for the MDC 2023 Coin Awards, projects must have been launched between May 2018 and May 2023. The deadline for nominations is July 31, 2023.

All nominations can be submitted online via the Awardforce platform, where you can also find out about the qualifying criteria for each category.

To submit your nomination(s), visit <https://mdc2023.awardsplatform.com/>



## SUSTAINABILITY CASE STUDY ENGAGING YOUTH IN STEM LEARNING AND EXPLORATION

The Royal Mint was recently featured in a podcast broadcast on [Funkids Radio](#), which informs young people about the latest innovations in science and technology to showcase engineering.

The Undercover Engineers podcast focuses on engineering projects that are helping to save the planet from a sustainability perspective and helps to encourage children to study STEM-related subjects and create the engineers of tomorrow.

[Listen to the podcast](#)

The podcast is part of the Royal Mint's strategy to support the community and promote interest in STEM-related subjects amongst children. The podcast was a perfect first step allowing the Mint to provide valuable insight into the life of an engineer at The Royal Mint and promote its brand.

The podcast opportunity was presented to the Mint by the IET (Institute of Engineering and Technology) during discussions around The Royal Mint participating in the First Lego Leagues, a competition that guides youth through STEM learning and exploration at an early age.

[Visit the FIRST LEGO League](#)

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cohort of buyers emerged, and many were not just the over 60s. Younger and middle-aged people looking for tangible items and things of value, at a time when so much around us was 'untouchable', became a driver for purchasing.

The challenge is how to leverage this demand particularly while circulating coins continue to be released and are in circulation. There are numerous examples of how Mints have taken advantage of this increasing interest in coin collecting and gift buying, and it is their examples and stories that can help other Mints grow this other role of the Mints.

We have told some of those stories through Mint Edition e.g. the Donation Dollar from the Royal Australian Mint, but it is only one of a number of stories that can hopefully inspire and encourage Mints to grow their other roles as circulating coin demand continues to be challenged by the digital world.

We will present more of these case studies in Mint Edition, also recognising that MDC 2023 will be the best opportunity to not only hear about what other Mints are doing but also to share information that can help others and your Mint grow this other role.

