



MINT INDUSTRY COMMUNIQUÉ

MDC PRESIDENT Mr Yongman Cho, Korea Minting, Security Printing and ID Card Operating Corp. (KOMSCO)

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MDC 2021 Ms Christine Roux, South African Mint

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SECRETARY-GENERAL'S MESSAGE

Like most sectors, the global Mint industry was not expecting the arrival of COVID-19 late last year. As an industry however we have been aware for some time of the shift in consumer behaviour to cashless transactions that has now been exacerbated and accelerated by the virus.

While policy decisions surrounding digital payments may not currently be at the forefront of world leaders' minds, it will certainly be on the list of things to consider as finance ministers and central banks begin to plot a path to economic recovery post-COVID.

The gradual opening up in some countries will present an opportunity to consider the growing challenges central banks have, and will increasingly face, arising from trends in aging populations, lower productivity, new technology and innovation.

For example, should governments actively engage in the push by some sectors toward cashless societies? How does this align with their responsibility to mitigate the social welfare impacts resulting from these moves? And how will the question of convenience be balanced by an understanding of those being left behind – a deeper understanding of people and policy to help guide key decisions?

While it is challenging for government Mints, with differing sovereign interests, to speak collectively with one voice on this or any other matter, the MDC makes it possible for us to collaborate and speak consistently on issues of common interest.

Our points of consistency on the future of coins are:

- the risk of transmission of the virus by banknotes and coins is low
- banknotes and coins continue to have a valued role in many economies and societies, particularly where access to cashless alternatives may be limited

- removing cash as a medium of exchange would adversely affect the less educated, older and less well-off segments of most markets, as well as the 'unbanked', who exist due to low bank account penetration in society, low levels of financial literacy, and lack of access to non-cash technologies.

Our points of difference are likely to be shaped by our own governments' policy and decisions.

With the points of consistency in mind, MDC members are encouraged to establish a dialogue with their nation's decision-makers on the future of coins to ensure that any future policy discussions about coins and banknotes are informed by the specialist knowledge that our industry is able to provide.

The MDC Secretariat can provide assistance if required and additional information if it is available. I would also be grateful for any update you can provide on the future of coins in your jurisdiction.

Ross MacDiarmid

Secretary-General, Mint Directors Conference

MINT INDUSTRY AWARDS & SCHOLARSHIP RESCHEDULED TO 2021

The global Mint industry's awards for excellence have been rescheduled to the postponed Mint Directors Conference in late 2021.

The bi-annual Mint Directors Conference traditionally includes the announcement of our two prestigious industry awards – the Coin

Awards and the Packaging Awards – along with the recipient of the Janine Murphy Foundation Scholarship. The Coin Awards recognise the best coins worldwide, while the Packaging Awards acknowledge achievements in the creativity, production and presentation of coin packaging.

The winners of the MDC2021 awards will now be announced at the Farewell Dinner to be held at the Cape Point Vineyards on 3 November, 2021.

The 2021 recipient of the Janine Murphy Foundation Scholarship will also be announced at Conference 2021. The scholarship supports one apprentice or equivalent marketing staff member from a



mint to enhance his / her skills by pursuing study or research in another country, particularly in collaboration with another official mint.

With the MDC postponement to 2021, both the coin and packaging awards and the Janine Murphy Foundation Scholarship will be reopened to accept new entries.

THE FUTURE OF COINS

HANDS ON: CHILDREN NEED TO HANDLE CASH TO UNDERSTAND ITS VALUE



Two Australian academics **have warned** that a hands-on approach to cash is needed to teach children financial literacy.

University of Southern Queensland mathematics curriculum lecturer Melissa Fanshawe said children can't understand the value of money unless they touch, play and use it to purchase items. "If they're just tapping their parents' credit card or tapping their (Apple) watch to buy things, they don't really understand what it is and how much it is, and that is going to have long-term effects when they do their own budgeting as well as an adult," Ms Fanshawe said.

► "We need to be really mindful that in a safe way, children need to be able to touch, play and explore with money and use it to buy things so that they know how much it is."

Western Sydney Associate Professor Catherine Attard agrees, warning that "teachers and parents still need to be using cash with their children to teach them what the abstract concept of money really means. 'I think we do need to make sure we focus on children's ... financial literacy, from the early years not just in secondary school when they're getting jobs, we want to develop habits in children as soon as we can.'"

**MDC 2021
CAPE TOWN
SOUTH AFRICA**

31 OCTOBER – 3 NOVEMBER 2021

MINT INNOVATION

MINT OF FINLAND INVITES YOU TO COLLABORATE ON DIGITALIZATION

*MDC Member contribution**

When thinking of coin collecting we rarely think of it as a platform or ecosystem. However it has all the relevant features of a business ecosystem since the network of organizations – including suppliers, distributors, competitors, government agencies, collectors, numismatists, and so on – is involved in the delivery of commemorative and collector coins and services related to those.

Digitalization is an opportunity for the whole coin collecting market to more efficiently utilize this ecosystem structure. We have already started to operate as a digital platform – a business model that creates value by facilitating and enabling exchanges and interaction between different ecosystem actors. The key is to create value that attracts users to the platform.

Mint of Finland has introduced an initiative for digitizing coin collecting and is inviting the world's mints to co-create. The Mint is looking for other mints to be strategic partners to create the basis for the whole service to benefit the most. Besides partnering, the Mint of Finland has hired a new Head of Digital Development, Olli Aurola, to lead the company's digital development.

We interviewed Olli Aurola more on digitizing coin collecting.

Tell us a little bit about yourself?

My professional background is from software and services. I have worked for large multinational companies and for start-ups alike. When it comes to mobile apps and services, I have extensive experience from building products from scratch, growing the user base and selling SaaS solutions to businesses. In my free time I am doing all sorts of sports and spending time with my two kids.

What is the current state of digitizing coin collecting?

We want to create together an online application loved by collectors that will help them in their hobby, bring them closer as a community and create new business opportunities for mints. We have done our



homework and we now know what kind of features collectors are interested in. We are now in the designing phase creating the UX/UI of the service and the next big milestone is to start actually coding the app and its backend.

How do you build a digital platform?

Through extensive market studies we have discovered there is potential in the collector coin market for digital services for coin collectors. The idea is to create a digital home for collectors that will benefit the entire coin collecting ecosystem. The important thing to understand is that the traditional seller to buyer model will be transformed. So, it is not about straightforward profit via transactions, but designing a balanced approach that will increase the total value of the platform for its key stakeholders. It is a kind of super-innovative ecosystem where each connection benefits the other. One of the special features of the platform is that it contributes more than monetary assets, for example physical networks, user acquisition channels, content and data. So let's join our forces!

To find out more about collaborating with Mint of Finland, contact:

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*** MDC Members are invited to contribute news to mint.industry@ramint.gov.au**



Please circulate to relevant staff and interested industry members and help build our collective voice.
To sign up for the Mint Industry Communique email mint.industry@ramint.gov.au

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