Australia Postâ€™s AFL Collectable Coins reveal the most diehard footy fans

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Hang onto your meat pies because Australia Post, the AFL and the Royal Australian Mint are on the hunt to find this yearâ€™s most devoted footy fans, releasing another â€˜mintâ€™ new range of twenty Collectable Coins to mark the 2024 AFL season.

According to coin data,1 the Collingwood Magpies topped the coin leaderboard last year against runner-up Richmond, with Pies supporters purchasing almost 9,000 more club coins than Tigers fans, contributing to 20% of all coins sold. Also making their mark were fellow Victorian fans of Carlton and Essendon, with Port Adelaide, West Coast Eagles, Sydney Swans, and Brisbane Lions coins the most popular in their respective states.

After last year's ripper of a season, Australia Post is encouraging fans to throw their support behind their favourite team and top this year's coin leaderboard. A true collector's item, fans can take home their club's uncirculated $1 coin for $5 each, and if paying in cash, have a chance at scoring an AFL or AFLW till coin in their change. Aficionados might also be tempted by the full set of eighteen coins with a special Collector's folder for $45, with a 1 in 10 chance of finding limited-edition coloured coins in their purchase.

Australia Post Executive General Manager Retail Josh Bannister said that after a hugely successful collection last year, Australia Post is anticipating another enthusiastic response from fans.

"Last year we partnered with the AFL, AFLW and the Royal Australian Mint for the first-ever AFL Collectable Coin range. We are thrilled that after a sold-out collection last year, we are bringing back another AFL Collectable Coin range to commemorate the 2024 season.

"Australia Post is proud to support a country of truly loyal sporting fans and are encouraging AFL fans to throw their support behind their team and take home a valuable piece of memorabilia. We're excited to see which team and fanbase comes out on top this year," he said.

Royal Australian Mint CEO, Leigh Gordon said the Australian Football League holds an important place in Australia's heritage and

identity.

"At its heart, Aussie Rules is a community-based sport played by thousands right across the country. The AFL has established a passionate and dedicated following in Australia, the code brings people together and embodies strength, skill and stamina, and community spirit.

"The Mint's iconic storytelling provides a strong opportunity to develop a coin experience that builds on the regional sporting affiliations of Australians and our collective passion for football – the emotional bond between the game, the teams and the fans," Mr Gordon said.

The 2024 AFL Collectable Coin range is now available at participating Post Offices across the country or online at www.auspost.com.au/aflcoins. The collection is also one of the last to feature Her Majesty Queen Elizabeth II's Memorial effigy on the coin's observe.

*The AFL and AFLW till and coloured coins cannot be purchased individually.

Source: Australia Post

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