Australia Post kicks a goal with its first-ever AFL Collectable Coins

13-05-2023

Australia Post is proud to be the official retailer of a first of its kind set of AFL $1 Collectable Coins for footy fans and collectors to purchase in celebration of their favourite AFL or AFLW club.

The new coin collection features 20 unique coins with one for every club as well as an AFL and an AFLW coin. One in every 10 sets also features exclusive, coloured AFL and AFLW $1 coins.

Fans can buy the full set of coins for $45 in a collector folder or individual team coins for $5 each at participating Post Offices or online.*

What's more, the AFL Collectable Coins also feature The Queen Elizabeth II Memorial Obverse. Designed by a renowned British engraver, Jody Clark, the interim effigy serves as a lasting tribute to Her Majesty Queen Elizabeth II and her 70 years of service to Australia and the Commonwealth.

Australia Post Executive General Manager Retail, Brand and Marketing Catriona Noble said the new collection is expected to bring a sense of excitement and friendly competition amongst AFL fans and coin collecting enthusiasts.

"The AFL has a legion of passionate fans Australia-wide and a sporting heritage and legacy that is unrivalled across the country. Australia Post's partnership with the AFL and the Royal Australian Mint to launch this limited-edition coin collection is something we're extremely proud of.

"We know Australians love to collect things like stamps and coins and now Australia Post has the ultimate sporting collectable coins for avid collectors and die-hard AFL fans. We hope fans will be just as excited as we are about the collection," Ms Noble said.

Assistant Minister for Competition, Charities and Treasury, Andrew Leigh, said he was thrilled the Mint is releasing this new set of $1 coin collectables in partnership with Australia Post and AFL.

"The great thing about commemorative coins is that they're something that can be kept within families and passed on to the next generation. The Royal Australian Mint has a long history of celebrating Australia's greatest

sporting moments. This partnership gives passionate AFL and AFLW fans a chance to support their team with a unique memento of the 2023 season."

AFL Executive General Manager Customer and Commercial Kylie Rogers said the league was thrilled to create a new product for fans to engage with the sport like never before.

"The AFL is proud to partner with the Royal Australian Mint to produce AFL and AFLW coins that will now form part of our country's coin circulation for the first time," Ms Rogers said.

"We're excited to produce a unique AFL product that will allow both footy fans and non-footy fans to take a piece of our game home with them."

AFL fans are encouraged to get behind their favourite AFL team by collecting a coin which are available from May 15, until sold out.

For more information and to purchase the AFL Collectable Coins, head to your nearest participating Post Office or visit www.auspost.com.au/aflcoins.

* The AFL and AFLW coins cannot be purchased individually.

Source: Australia Post

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