

CASE STUDY

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ROYAL AUSTRALIAN MINT Australia



The Royal Australian Mint (RAM) is Australia's national mint located in the picturesque capital, Canberra. RAM is the sole producer of circulating decimal currency for Australia and the custodian of Australia's National Coin Collection.

The RAM's mission is to meet the circulating and collector coin needs of Australia and selected international markets.

RAM's Senior Management team is led by Ross MacDiarmid, Chief Executive Officer;



Breath of activity: circulating coin, numismatic coin, custom minting, investment products, medals and medallions, secure storage, education and tourism experiences (on-site and via an outreach program).

Employees: 235 employees

2017/18 Key Achievements:

- Seigniorage (circulating coin) \$52 million
- Earnings before Interest and Tax (EBIT) \$19.8 million
- Return on Net Assets of 42.5%
- 330,000 visitors, 85% satisfaction
- Retention of ISO 9001:2015
- RAM roof solar farm – 924 panels generating 263kw
- No major accidents

- 11 employees completed the RAM Leadership Program and 12 employees graduated from the RAM English Class
- The Mint was successful in winning a local export award for the fifth year in a row and four international coin and packaging awards.

Key Challenge: to sustainably reinvent/diversify in the wake of a continuing decline in the demand for circulating coin.

Two Most Innovative Products



2018 \$5 Silver Nickel Plated Coloured Proof AC/DC Coin

Celebrating the 45th anniversary of Australian rock royalty, the RAM in the spirit of AC/DC and their hit single 'Thunderstruck' partnered with Questacon, Australia's National Science and Technology

Centre to strike its AC/DC coins with a bolt of man-made lightning.



2018 \$100 Gold Proof Domed Coin – 1812 A New Map of the World

Following on from RAM's Celestial Domed series, the RAM captured the excitement of an age of discovery featuring depictions of the Eastern Hemisphere based on historic and rare map that displays Captain Cook's tracks and discoveries.

This coin won *Most Beautiful Coin, Gold Commemorative Coin* Category at the 30th Mint Directors Conference in Seoul, Korea.

Most Innovative Program

The RAM's most innovative program was released late in December 2018, Australia's Dollar Discovery (www.dollardiscovery.com.au)



In celebration of the Australian \$1 Dollar turning 35 years old, the RAM has conducted a nation-wide treasure hunt to locate specially marked \$1 dollar coins.

Conclusion

While the demand for circulating coin will continue to fall but at a slower rate, the growth in the non-circulating coin market, otherwise known as the commercial business, will continue with an expectation of a 200% plus growth rate in revenue in the next three years ■

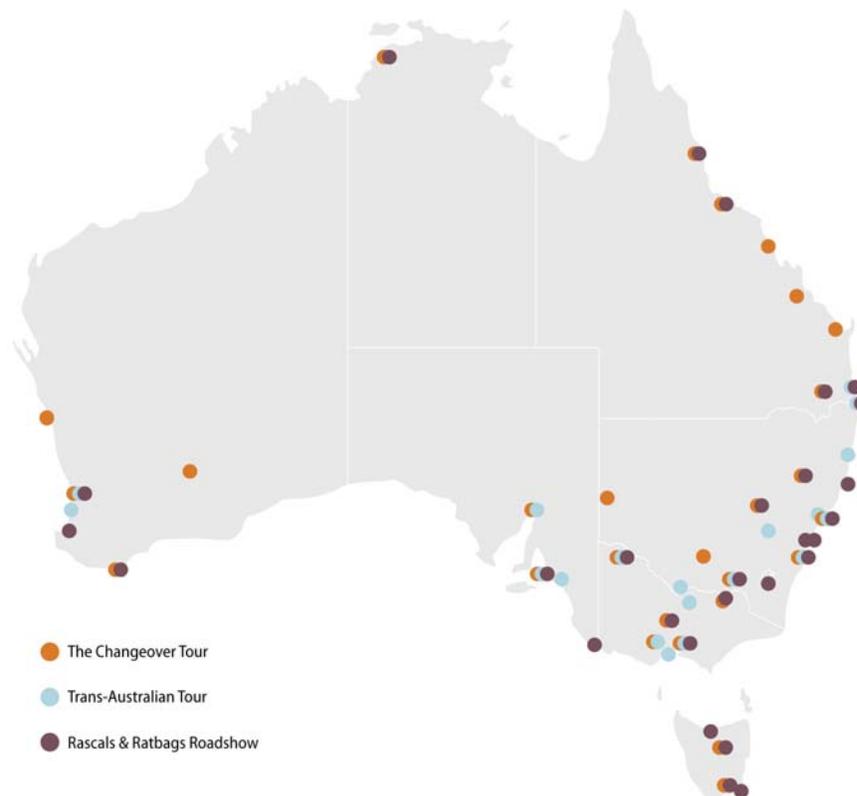
Further Information

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Royal Australian Mint Outreach Education Program

As part of its community obligation the Royal Australian Mint (the Mint) in 2016 initiated an outreach education and pop-up shop program. This involved travelling to over 70 regional towns and cities right across Australia (refer to map)

and with a pop up shop and in some cases a specific education program in schools, the Mint has interacted with over 70,000 people that otherwise would not have visited the Mint in Canberra – Australia's Capital City.



Using an annual theme celebrating or recognising something unique about Australia's history the Mint not only makes these coins with a Mintmark available specifically from the Mint in Canberra but also exclusively provides these coins through the pop-up shops. A list of those programs and images is detailed below.

Not only do we make these coins available we also take out a mobile press for people to Mint their own coins, sell other releases and often do a coin swap for a particular \$1 or \$2 coins release.

The *Change Over* tour – celebrating 50 years since the introduction of decimal currency in Australia - 2016



The *Trans-Australian Railway* - celebrating the railway line from the east to the west coast of Australia – 2017



Ratbags and Rascals a recognition of our part convict ancestry – 2018



These programs have become very popular and as a result not only have we increased our active customer base we now have people coming to the Mint directly as a result of their interaction through our outreach community engagement program ■

The Bold, Bad and the Ugly – a recognition of our Bushrangers (outlaws) – 2019



Further Information

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