

# The Brisbane ANDA Money Expo May 13 and 14



**D**EALERS began arriving at the Royal International Convention Centre on the day before the Brisbane Expo with an overwhelming sense of excitement and anticipation.

Excitement because this was a brand new venue for ANDA in Brisbane, much lauded by Queenslanders.

Anticipation because the Perth Money Expo held in February was a gang-buster with every dealer reporting positively on their trading. Brisbane has always had the reputation of being one of the most successful events in the ANDA calendar.

The media frenzy had already begun with ANDA President, Belinda Downie, scoring a number of radio interviews in the week leading up to the Expo.

Television adding to the thrill with Channel 7 filming at the venue even before Show Organiser Shelley Holdsworth had set up the dealer's tables.

The feeling within ANDA, both within the Committee and amongst the mem-

bership, is that everything is just starting to come together with new marketing and advertising initiatives that are drawing in the crowds. And attracting more dealers to attend.

We should all 'take off our hats' to dealer Stephen Cole who despite a health setback earlier in the year, travelled from Tasmania with his partner to attend the Expo. We also applaud newly appointed ANDA Member, Mark Tyson, (Coinsearch) who assisted Stephen at his stand.

Crowds were strong with an estimated 1500 through the door. The early morning queue was headed up by a collector who had driven five and half hours and slept in his car overnight!

Several dealers commented on the length of Saturday's queue. Unheard of in recent times.

Saturday was solid and continuous. Sunday saw a more subdued but steady flow of visitors through the door.

The PNCS have been a remarkable drawcard for the ANDA Shows, the product overprinted with the ANDA logo and the day of the event. And the Brisbane PNCs had the incredibly popular ANZAC theme.

No surprise that the ANDA Committee has announced that both the Lest We Forget PNC and the Australian Light Horse PNC have sold out.

The 2017 Privy Mark Dollar coin sales were on track with visitors eagerly taking up the specially manufactured folder to house all of the four coins in the series.

The 2017 Melbourne Money Expo will be held on September 2 and 3 at the Melbourne Park Function Centre (just opposite Rod Laver arena).

The ANDA Committee is keenly aware that the 3<sup>rd</sup> September is Father's Day and have a special PNC product to release just for the dad's. For more details watch this space.

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