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Media Release

Trading Card Valuation In Industry Spotlight

Trading cards have rapidly evolved from childhood collectibles into high-value assets attracting attention from insurers, investors, family lawyers, lenders and professional valuers. With rare cards now selling for substantial sums internationally and counterfeit activity increasing globally, demand is growing for reliable valuation advice supported by specialist market knowledge, authentication expertise and professional judgement.

The [Auctioneers and Valuers Association of Australia \(AVAA\)](#) has announced a new professional development [webinar examining trading card valuation](#) best practice as commercial and legal interest surrounding the sector continues expanding.

Delivered as part of the [AVAA Perspectives webinar series](#), the session has been developed for valuation professionals seeking a practical understanding of trading card valuation across Australian and international markets. The webinar held on 29 July 2026 will also support broader collectables valuers wanting deeper insight into evolving market conditions, grading systems and authentication standards.

Discussion topics will include trading card market trends, grading and condition issues, international valuation methodologies, Australian market expectations, counterfeit and alteration risks, provenance concerns and practical challenges associated with preparing professional valuation advice and reports.

AVAA said trading cards are increasingly being recognised alongside other collectible asset classes within insurance, estates, family law, lending and investment environments. At the same time, the association noted growing public attention surrounding authenticity disputes, altered cards and rapidly changing market conditions has increased the importance of professional valuation expertise.

Presentations will be delivered by two [AVAA Certified Valuers \(CVAu\)](#) with extensive experience across trading card and specialist collectables markets.

AVAA said the webinar supports practitioners who hold the [AVAA Certified Valuer \(CVAu\)](#) credential and also assists others with a professional interest in trading card valuation. The association noted the session offers an opportunity for participants to better understand benchmark international practices alongside the commercial realities shaping the modern trading card valuation sector.

Information on the webinar is available online at:
www.avaa.com.au/cpd-cards

Ends.

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