

AVAA Perspectives Series Sporting Memorabilia Valuation

Interest in the professional valuation of sporting memorabilia is increasing as collectors, insurers, legal advisers, tax accountants and investors seek informed advice on value, authenticity, condition and provenance. This webinar explores sound valuation practices for sporting memorabilia and the factors that can materially influence an informed opinion of value.

Sporting memorabilia can encompass everything from signed equipment and match-worn apparel to trophies, medals, programs, photographs and historically significant artefacts. Each of these presents distinct valuation challenges, particularly where provenance is incomplete, comparable sales are limited or an item's significance depends on its connection to a particular athlete, event or moment in sporting history.

This webinar is ideally suited for professional valuers looking to specialise in this asset class which continues to grow in Australia.

What You'll Discuss At This Webinar —

- Authenticity, provenance and supporting documentation.
- The influence of condition, rarity and historical significance.
- Valuing match-worn, player-issued and autographed items.
- Risks associated with reproductions, forged signatures and misleading attribution.
- The hazards valuations provided online and AI valuation tools.
- The importance of a properly structured valuation report.
- Unethical practices such as fees based on an asset's value.

This webinar is suited to valuers looking to specialise in this asset class, which has its own distinct valuation challenges and opportunities.

Expert Advice From —

Geoff Alway ^{CVAU} brings a unique perspective through decades specialising in Australian sporting trading cards, shaped by his longstanding involvement with player organisations.

As clients, governments, insurers and legal professionals place increasing emphasis on recognised professional valuation standards, this webinar supports those holding the AVAA Certified Valuers (^{CVAU}) credential, while also assisting other practitioners considering the pathway toward recognised valuer certification.

Webinar Details And Your Investment —

Wednesday, 7 October 2026 (3.00PM AEDT, 1.5 Hours)
Online Webinar

AVAA Member cost: \$47.50pp
Non-member cost: \$95.50pp



Organised by the Auctioneers and Valuers Association of Australia (AVAA), this is one of the AVAA Perspectives series of webinars that keep professionals up to date with the latest issues in quality practice.

Tickets are available via the website at:

www.avaa.com.au/perspectives





The Auctioneers and Valuers Association of Australia (AVAA) is the nation's preeminent professional association representing valuers and auctioneers working across fine art and antiques, rare books and coins, memorabilia and collectables, motor vehicles, aviation and marine, household and office goods, plus plant and equipment.

AVAA is a member-led association that exists to support professionals in the sector, through individual certification, publication of industry standards, the provisions of professional development programs, and advocacy of policy reform to the Australian, state and territory governments.

Our Vision

Where clients and government recognise valuers and auctioneers for their professionalism, technical expertise, credibility and integrity when they hold the respected AVAA Certified Valuer (CVAu) and AVAA Certified Auctioneer (CAAu) professional credentials.

Our Mission

To advance the careers and standing of professionals holding the respected CVAu and CAAu credentials by setting clear professional and ethical standards, delivering quality education, and being an effective voice for the valuation and auction sectors in a changing market.

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