



AUSTRALIAN
FUNERAL
DIRECTORS
ASSOCIATION

AFDA
National Update 2019

National Corporate Partners 2019 – 2020





*Our stories
are everything...*



YOUR
Goodbye

Honouring life



Your Goodbye

Over a
Quarter
of a
MILLION

People reached
since page launch

81,726

People reached
in the last 12 MONTHS

Top Posts:

- ▶ Christmas: Not a happy time for everyone
- ▶ Why Funerals are important
- ▶ Mothers Day; a time of love
- ▶ My farewell, my funeral, my perspective

Referrers:

Facebook	Search Engines	AFDA	Funeral Homes
39%	25%	19 %	17%

YG Facebook Page Page Likes:

20% Increase since this time last year

20%
so far
in 2019







Member Benefits

Access to Members only manuals and tools such as:

- Human Resources Template Kit
- WHS Manual
- Coffin and Casket Guidelines
- Coffin Indemnity Form
- Funeral Industry Cremated Remains Guidelines
- Funeral Industry Acts & Regulation Manual
- Infection Control Guidelines
- Funeral Industry Award Guidelines
- AFDA Member Manual
- 'Your Goodbye' Public Awareness Campaign
- Webinars live and available on demand on the AFDA website
- Quarterly AFDA Journal
- AFDA Members Only Website Portal
- AFDA App

- Bi Monthly E- News
- AFDA influential social media channels Facebook, Twitter and LinkedIn
- Blanket copyright cover – OneMusic Australia
- Premises, Equipment and Vehicles (PEV) rolling audits
- Listing on Find a Funeral Director on the AFDA Website
- Use of AFDA logos and marketing collateral
- Formal complaints policy and independent mediation
- Regular National and Divisional legislative updates
- Support and specialist advice on industry issues – IR, HR, accounting
- Ongoing Continuing Professional Development program with over 20 individual education sessions annually

AFDA merchandise including:

- A range of information brochures
- Jewellery pouches
- Presentation folders
- Carry bags
- Mortuary registers

Special member offers and discounts:

- Bendigo Bank discounts
- Business Insurance
- Stafford Group corporate clothing
- Motor Vehicle fleet discounts
- Shell Fuel Card
- Qantas Club Membership
- FireHawk CRM special AFDA member rate

A decorative header with a dark purple background featuring a close-up of purple flowers. The title text is centered in white.

Why are we Members?

Four principles of Association

1. Scale – Relevance and influence
2. Standards – Credibility
3. Association = Power - Stronger united, weaker divided
4. We need each other - Big need the small. Small need the big.

MISSION

Promoting Professional
Funeral Standards

PURPOSE

To Help Members,
Help Families

VISION

Be the Association of Choice

VALUES

Professionalism | Ethics
Accountability
Leadership | Standards

STRATEGIC GOALS

Membership
Retention and Growth

Effective
Representation

Commercial
Viability

Skills for
the Future

BUSINESS LEVEL STRATEGIES

Membership Growth
Retain Members

Advocacy
Brand Promotion

Revenue Growth

Governance
Training / Education

Group Funeral Home Operators



Alan Harris McDonald



InvoCare
Innovation Vocation Care

David Walker
Group

Gold Coast 2019





2020

FDANZ & AFDA JOINT CONFERENCE

Auckland Grand Millennium Hotel
9–11 March 2020



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Thank you