



AUSTRALIAN FUNERAL DIRECTORS ASSOCIATION

28 February 2020

Mr Rod Sims
Chair
Australian Competition & Consumer Commission (ACCC)
23 Marcus Clarke Street
Canberra ACT 2601

Dear Mr Sims

ACCC 2020 Compliance and Enforcement Priorities - Funeral Industry

We refer to your speech to the Committee for Economic Development in Australia given on 25 February 2020 to the extent that it related to the funeral industry. The Australian Funeral Directors Association (AFDA) supports any action which improves standards across the funeral industry.

AFDA is the authoritative voice on professional standards

Formed in 1935, AFDA is the sector's largest association and represents funeral directors in every state and territory. AFDA is a public company, limited by guarantee, which is administered by an elected Board with a National Office and six Divisional Offices. AFDA is widely recognised as the authoritative voice on all funeral industry issues and its key objective is to optimise the funeral experience and ensure quality delivery of service to the wider community by enhancing and promoting professional funeral standards.

AFDA has 162 members with a total of 588 funeral premises around Australia. AFDA also has 65 Affiliate Members who are suppliers to the industry. AFDA is the largest funeral director representative association in Australia, representing around 60% of all funerals conducted in Australia.

AFDA members are subject to comprehensive minimum standards to become, and retain membership including complying with a Code of Conduct, a Code of Ethics, three yearly audits of funeral infrastructure (premises, equipment and vehicles) and achieving a yearly minimum of continuing professional development for staff.

Adherence to AFDA standards ensures the effectiveness of self-regulation.

In the past the Funeral Industry Roundtable convened by Consumer Affairs Victoria reported very few consumer complaints about the funeral industry to Consumer Affairs in comparison to other industries. Some of the complaints received did not relate to funeral directors at all but rather to cemeteries, monumental masons and civil celebrants. In 2019 Consumer Affairs Victoria reiterated that the level of complaints was low.

*Promoting
professional
funeral standards*

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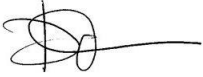
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AFDA assistance to ACCC

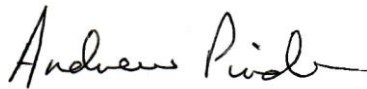
Mr Sims, AFDA offers to provide assistance to the ACCC in relation to its areas of concern within the funeral sector. We would be grateful for the opportunity to meet with the members of your team who will focus on the funeral industry to understand in more detail the areas of concern and the ways in which we may be able to assist.

At your earliest convenience, we can be contacted on 03 859 9966 or via email Dale Gilson ceo@afda.org.au and Andrew Pinder andrew@ernjensenfunerals.com.au.

Yours faithfully,



Dale Gilson
Chief Executive Officer



Andrew Pinder
National President