The future of funeral support



Australians are openly talking about death









3 in 4 (77%) can easily talk about death with others

for those who have not attended a funeral in the last **5 years**

for those who have attended a funeral in the last 12 months



Attending funerals increases the ability to talk about death with others

But feel unequipped to organise a funeral









3 in 5 Australians (59%) have never organised a funeral

aren't aware of resources that help navigate end-of-life planning, funerals, or grief.



Only 1 in 3 (31%) would be extremely/very confident planning a funeral today.



Yet 7 in 10 intend to plan their own funeral

When it comes to planning their own funeral, Australians are:



The organised

1 in 10 (9%) have fully planned their funeral.





The planner

3 in 5 (61%) have partially planned it or intend to plan their funeral in the future.





The delegator

3 in 10 (30%) have no plans to organise their own funeral.









Sought after in funeral planners

Australians are seeking funeral planners for:



Clear information and guidance



Experience as a funeral company



Managing practical logistics

Rethinking the traditional funeral

The future of funerals



More reflection and celebration, less traditional convention



More social and less structured



More personalised, less formal

What matters most today

Australians rating each factor as extremely/ very important when planning a funeral



Dignity of the deceased

Most important



71%

Celebration of life



Personalised approach



Help in the grieving process



Simplicity



56%





Spiritual moments



Traditions of my culture



Australia

Religious traditions

important

Important

Methodology

Survey of 1,007 Australians aged 40 and up. In field 28th June – 11th July 2025.

Research and visualisation by

mccrindle

Funerals help Australians grieve in meaningful ways

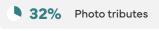
strongly/somewhat agree funerals are an important part of processing grief



are looking to organise a funeral that balances cost and meaningfulness



Australians find comfort through





29% Personal keepsakes

12%

Interactive digital memories e.g. platforms where others can



contribute photos, stories, or messages **12% =** 11%

40-49: 50-59 60-69: 70-79: 8% **-** 5%

Upholding dignity is expected through regulated professional standards

Australians believe it is extremely or very important that people in the funeral industry:

Be regulated

Uphold ethical standards

Be professionally



