

The future of funeral support



Australians are openly talking about death



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

68% for those who have not attended a funeral in the last **5 years**

81% 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

54% 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
58%



Experience as a funeral company
54%



Managing practical logistics
53%

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



85%
Dignity of the deceased

Most important



71%
Celebration of life



68%
Personalised approach



68%
Help in the grieving process



59%
Simplicity

Important



56%
Cost



38%
Spiritual moments

Least important



38%
Traditions of my culture



34%
Religious traditions

Funerals help Australians grieve in meaningful ways

70% strongly/somewhat agree funerals are an important part of processing grief



70% are looking to organise a funeral that balances cost and meaningfulness



Australians find comfort through

32% Photo tributes



29% Personal keepsakes



12% Interactive digital memories
e.g. platforms where others can contribute photos, stories, or messages



40-49: **18%**
50-59: **12%**
60-69: **11%**
70-79: **8%**
80+: **5%**

Upholding dignity is expected through regulated professional standards

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

88%
Uphold ethical standards

85%
Be professionally trained

73%
Be regulated professionals



2 in 3 Australians (63%) are extremely/very surprised that burial and cremation services in Australia are not currently regulated.