SERVICESKILLS AUSTRALIA

TRENDS & INTELLIGENCE

# FUNERAL SERVICES

## ENVIRONMENTAL SCAN 2010

2010

# Contents





Design and layout by Tesserae

This document supports the *Service Skills Australia 2010 Environmental Scan*.
For information on trends in other service industries, see our Environmental Scan findings for:

- Community Pharmacy
- Hairdressing and Personal Services
- Retail, Wholesale, and Floristry
- Sport, Fitness, Community and Outdoor Recreation
- Tourism, Hospitality and Events.

All of these documents can be viewed and downloaded from our website, **www.serviceskills.com.au**

# INTRODUCTION

## THE ROLE OF SERVICE SKILLS AUSTRALIA

Service Skills Australia (SSA) is the Industry Skills Council for the service industries. Skills councils are the recognised national bodies providing advice to government and industry on industry training and skill development needs.

SSA is an independent, not-for-profit body, managed by industry members and funded by the Australian government to:

- develop a culture within the service industries which promotes and enhances the skills development of its workforce
- develop policies, programs and services, including industry training packages, that support industry needs in relation to skills and workforce development
- achieve quality skills outcomes throughout the service industries
- produce quality workforce development information and use industry intelligence to inform decision making.

SSA represents the interests of businesses across sectors, including tourism, hospitality and events; sport, fitness and recreation; and retail, wholesale and personal services.

## OBJECTIVES

This environmental scan provides an industry-specific overview of current and future trends and developments in the funeral service industry in relation to workforce development and vocational education and training (VET). Developed in partnership with industry and based on data mostly collected between February 2009 and January 2010, the scan reflects key issues and provides information on current and future skill demands, and their context, to inform the continuous improvement of the training package for this sector.

> *"Skill development needs to occur in a way that ensures that the right skills are being developed for the job outcome, context of learners, and learners' work circumstances"*

## KEY MESSAGES

SSA's Environmental Scan 2009 advocated for skill development in the right way and in the right timeframe. Skill development needs to occur in a way that ensures that the right skills are being developed for the job outcome, context of learners, and learners' work circumstances[1]. These issues are still valid and current.

The prevailing general focus for government and industry on higher level skills does not apply as much for the funeral services sector, given its workforce composition training and education needs. Parts of the industry, especially larger businesses and the public sector, are investing in skilling their workforce and consider Certificate III to be a suitable skill level. As the majority of businesses in regional and rural areas are small, owner-operated companies, attendance is made easier when training is offered as short courses.

# LATEST INDUSTRY INTELLIGENCE

## MACRO-ENVIRONMENT FACTORS

### Ageing population and death rates

Population ageing is occurring globally, with a substantial shift in the age structure towards older ages. The median age of Australia's population (36.8 years mid-2007) is projected to increase to between 38.7—40.7 years in 2026 and to between 41.9—45.2 years in 2056[2]. Despite the ageing of the population over the last 20 years, death rates have continued to decline as a result of increases in life expectancy, also contributing to ageing in Australia.

The crude death rate declined from 7.2 deaths per 1,000 people in 1987 to 6.4 deaths per 1,000 people in 2005, but has risen slightly since then to 6.6 deaths per 1,000 in 2007. Given Australia's ageing population, the overall decline in the crude death rate indicates a considerable decline in age-specific death rates over the period. The standardised death rate (SDR), which eliminates the effect of changes in the age structure of a population over time, was 6.0 deaths per 1,000 in 2007, which was the same as the previous two years and down by 34% in 1987 (9.1). The rates for 2005, 2006 and 2007 are the lowest on record.

However, as a result of the increasing size of the population, the number of deaths registered since 1987 increased by an average of 0.5% per year on average for males and 1.1% per year for females (with year-to-year fluctuations). In 2007 there were 137,900 deaths registered in Australia, an increase of 4,100 deaths (or 3.1%) compared with the number of deaths registered in 2006 (133,700).

With ongoing population ageing, the number of deaths is projected to continue increasing throughout the remainder of the century[3] at around 0.6% to 0.7% a year. However, between 2022 and the late 2030s deaths are projected to increase more rapidly (up to 2.7% a year in 2032). This is seen to be a result of the ageing population and in particular the progression into older age groups of those born during the post World War II 'baby boom' and migrants born from 1947. From the middle of this century on, the number of deaths will generally increase but at gradually declining rates.

From 134,800 deaths in 2006—07, deaths are projected to more than double by 2056, and reach around 411,400 in 2101[4].

An increasing scarcity in burial sites within reasonable driving distances of larger cities and high density areas of nursing homes and retirees is expected. This may result in the re-use of decommissioned graves where the remains are buried deeper.

Funeral industry growth tends to follow the same pattern as the change in death rate. A more highly mobile population that travels more frequently, together with the legislated requirement in Australia for any deceased person who is transported via air to be embalmed by a qualified embalmer, increases the demand for funeral service occupations. However, the industry faces a skilled labour shortage and to date embalmer and funeral directors have not been included in the Employer Nomination Scheme Occupation List (ENSOL) for permanent skilled migration nor in the Migration Occupations in Demand List (MODL). Pathologists however are on both the ENSOL and the MODL.

### International comparison[5]

Australian life expectancy is currently among the highest in the world. According to the Population Reference Bureau (PRB) 2006 World Population Data Sheet, the combined life expectancy at birth of males and females globally is 67 years. Life expectancy in Australia (estimated by the PRB to be 81 years for both males and females) is above that of the United States of America and the United Kingdom (both 78 years), Greece and New Zealand (both 79 years), and Canada (80 years). It is the same as that of Spain, Sweden, Switzerland, Iceland and Hong Kong and slightly lower than that of Japan (82 years).

## Immigration

During 2007—08, migrants who contributed to Australia's population were born in over 200 countries, with China making the largest net positive contribution to Australia's population of 28,700 persons. This was followed closely by migrants born in New Zealand (27,400), the United Kingdom (24,000) and India (23,900).

Interestingly, over recent years, the country of origin of permanent arrivals has changed. Between 1998 and 2008, of the top 50 countries of birth of those migrating to Australia, Sudan had the highest rate of increase with an average annual growth rate of 22.0%. However, this growth began mid-1998 from a small base of 3,400 people. The second fastest increase over this period were migrants from Bangladesh (12.9% per year on average), followed by those from Afghanistan (10.9%), India (10.4%) and Zimbabwe (10.0%)[6].

The increasing cultural diversity of the workforce and its customer base means that the ability to provide services attuned to different cultures is becoming an essential skill for many funeral service employees. In addition, changing immigration calls for funeral ceremonies that cater for different religions and cultural expectations, as every culture and religion has its own rituals and requirements. Industry feedback indicates that larger companies are increasingly employing specialists with culture-specific awareness to cater for nationality-specific funerals.

Leadership and management skills are particularly important for handling changes in Australian society and growth in the cultural diversity of employees and customers, as are other skills like the ability to work and interact with people from different cultural backgrounds. The importance of cultural awareness ranks highly in the funeral services industry, as do workplace relationships, communication skills, compliance with policies and laws, and customer service[7].

## Health agenda

Progress in the health agenda is another factor that influences the number of deaths. Decreasing infant mortality rates, fewer road deaths, reduced deaths from heart disease, improved diet, and reduced smoking and alcohol consumption have assisted in reducing the crude death rate, as have improved medical procedures, diagnosis and treatments.

With the increasing incidence of communicable diseases, such as AIDS, TB and Hepatitis B, the funeral services industry has become much more health-conscious, and personal protective equipment like disposable gloves is now mandatory.

**"CHANGING IMMIGRATION CALLS FOR FUNERAL CEREMONIES THAT CATER FOR DIFFERENT RELIGIONS AND CULTURAL EXPECTATIONS"**

## Sustainability

In line with the general growing awareness in Australia of environmental sustainability issues, such as reducing water and energy use, funeral services companies are expected to become more environmentally friendly and reduce their carbon footprint through such measures as installing energy efficient lighting systems, solar panels and water-retention systems. Cremator suppliers are also including technology developments to make their products more environmentally friendly and consume less energy and water, introducing new products like biodegradable urns that dissolve and decompose naturally.

SSA is committed to ensuring sustainable work practices are appropriately included in all training packages. This will be covered through the process of continuous improvement.

SIF08 Funeral Services Training Package addresses environmental sustainability issues in the following units of competency.

- SIFBCR001A Coordinate burial site preparation and re-instalment.
- SIFOHS004A Work in confined spaces.
- SIFOHS007A Identify hazards and assess risks in a cemetery or crematorium.
- SIFMWK017A Design a mortuary.

These units are incorporated into qualifications from Certificate III to Diploma level. Specific references to sustainability skills within these units include adherence to the Environmental Protection Act; hygiene and waste management and disposal; water tables and water quality protection; non-compacted soil; the clearing of work area; and the disposal or recycling of materials according to a project environmental management plan.

Consultation has identified further ways to address sustainability gaps and these will be incorporated into the funeral services units of competency as part of continuous improvement.

### Economic factors

The global financial crisis (GFC) has produced a variety of activity and commentary from a range of agencies, employers and government of all jurisdictions. While the majority of commentary painted a pessimistic picture for Australia, feedback to SSA has indicated that many funeral services companies responded with a cautious business approach and scaled back on contractors, but that the direct impact of the GFC had been weaker than expected. An indirect impact was the increased emotional stress customers were under, in the already stressful circumstances of losing a loved one, as a result of added financial pressure. Feedback also indicated that increased financial pressure meant that customers were requesting more detail regarding the allocation of funeral costs. Handling stressful situations and emotional customers requires well-trained employees.

### Business trends

Pre-paid funerals continue to be popular and require funeral directors to have the skills to meet the information need of the public, and to act ethically and responsibly with client funds. Budgeting is becoming an increasingly important task of managers in the funeral services industry, as investments for future care and maintenance of infrastructure have to be calculated and budgeted for.

A concern for the funeral industry is the rise of cut-price operators, as reported in recent press articles. The operators collect bodies from hospitals and nursing homes, arrange and sub-contract burials and cremations and call themselves funeral directors. This has been made possible because there is currently no government regulation and/or inspection, and the market is therefore seen as relatively easy to enter.

*"The industry is currently lobbying to have funeral directors added to the list of occupations in demand."*

# IDENTIFIED WORKFORCE DEVELOPMENT NEEDS

## SECTOR PROFILE

The funeral services industry in Australia consists of different types of businesses providing services and products to members of the Australian community dealing with death and bereavement.

In 2007 there were approximately 820 businesses (funeral directors, crematoria and cemeteries)[8]. In 2009, the industry employed approximately 6,000 people[9]. Based on 2006 census data, around 65% of all employees were community and personal service workers (which include funeral directors and funeral workers) and around 14% were in clerical and administrative occupations. Approximately 7% were trades occupations (e.g. stonemasons and gardeners) and around 5% were managers[10].

Appendix B provides information on occupations and qualifications in demand in the funeral services industry. The industry is currently lobbying to have funeral directors added to the list of occupations in demand to prepare for the increased demand in the next five years.

In 2008–09, industry revenue was estimated to be over AUD850 million and industry gross domestic product over AUD315 million. In 2009–10, industry is expected to have total revenue of AUD874 million[11], with industry revenue segmented as follows:

- funeral directors, which accounted for approximately AUD595 million, and
- cemeteries and crematoria, which accounted for approximately AUD255 million.

Segmentation of the funeral services market could also be based of the type of service provided. On a national basis this would be:

- double service at church/chapel and the cemetery (45% of all funerals)
- single cemetery/crematorium service (20% of all funerals)
- single service chapel funeral (about 10% of all funerals)
- single church service (about 6% of all funerals)
- direct committal (1% of all funerals), and
- other combinations of the above (18%).

A further segmentation of the industry could be by method. Burial and cremation hold an estimated equal share of the national market. Cremations average between 55–60% of all funerals in metropolitan areas, and burials are more prevalent in regional areas, representing between 60–65% of all funerals[12].

Crematoria have traditionally been located in the grounds of a cemetery.

Cemeteries operate in all states and territories on a not for profit basis under state Cemeteries Acts. In most cases their operations are handled by trustees, or quite often by local councils, or public proprietary limited companies particularly in rural areas. In both Melbourne and Adelaide, regional cemetery trusts administer these areas.

It is estimated that the labour involved in providing funeral services varies from a minimum of 24 hours to a maximum of 40 hours per funeral, depending on the services required.

There is some seasonality to demand with a higher number of deaths usually recorded in the colder winter months. A reduced number of deaths generally occur around Christmas, but usually increase again in January.

The industry largely competes on the basis of service. Geographical proximity, brand recognition and word-of-mouth recommendations are also important for sales, as is the price of specific services.

The Australian Funeral Directors Association (AFDA) is the major industry association and its members carry out approximately 60% of all funeral services in Australia. For admission to the AFDA an application is lodged with the association and an inspection of the premises is undertaken to ensure a minimum set of standards is maintained. Applicants accepted by AFDA are bound by a code of ethics. In late 2009 AFDA approved the implementation of a compulsory continuing professional development model.

## INDUSTRY CONCENTRATION

The funeral directors industry has traditionally been structured around family owned and operated private companies. Some of the largest firms are currently operating on a multi-firm basis under different names. However, in regional areas of Australia nearly all operators are still private companies usually with a long family tradition. In such companies, the owner or manager of the business has to fulfil several roles. In addition, increased competition and the economic environment demand strong skills in resource management and budgeting.

More than half the crematoria in Australia are owned and operated by the private sector, although they handle around 25% of cremations. Private ownership of crematoria applies in both NSW and Queensland. Twelve of the eighteen facilities in NSW are privately owned, while in Queensland nine out of ten are. In Tasmania, all cemeteries and crematoria are privately owned, but South Australia has a smaller number of privately owned crematoria[13].

Two Australian-owned companies InvoCare Limited and Bledisloe Holdings Pty Ltd have an estimated combined share of approximately 35% of funerals nationally. In 2008, InvoCare operated from 163 funeral locations in Australia, of which over half operated under a traditional or heritage brand (e.g. Le Pine Funeral Services Pty Ltd in Victoria, Liberty Funerals in Sydney, and Chippers Funerals in the Perth region), 26% under the Simplicity brand and 23% under the White Lady brand. In addition, InvoCare operates twelve cemeteries and crematoria in NSW and Queensland[14].

Across the entire Australian funeral and cemeteries industry, the majority of enterprises employ ten staff or less, with approximately 60% employing between one to ten staff and a further 32% with no employees[15].

## REGIONAL ASPECTS

The industry is broadly spread according to the size of the population in each state or territory. Other factors, like the number of deaths (which is related to the age distribution of the population, particularly those aged over 65) and/or the median age, also affect industry distribution.

Figures 1 and 2 below present the 2007 distribution of funeral director and cemetery businesses in Australia and deaths in Australia respectively.

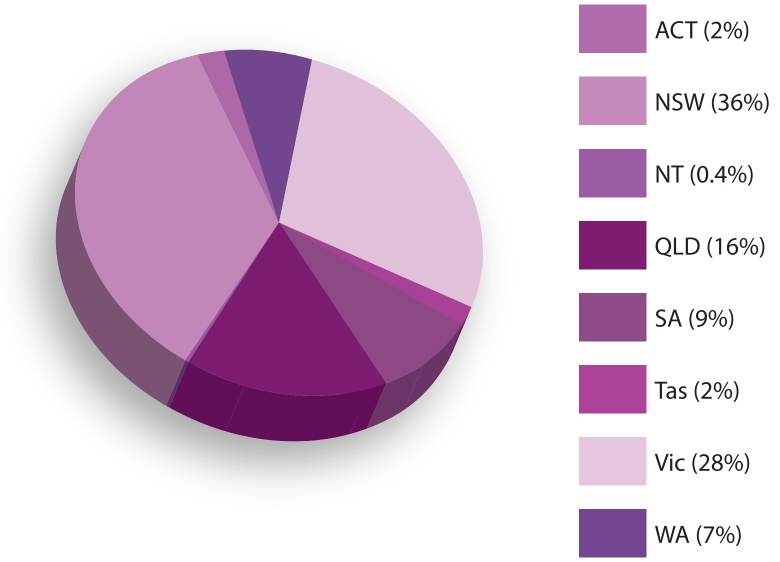


FIGURE 1 FUNERAL DIRECTOR AND CEMETERY BUSINESSES IN AUSTRALIA (2007)[16]

"OVER THE PAST TWENTY YEARS ALL STATES AND TERRITORIES HAVE EXPERIENCED A SUSTAINED DECLINE IN STANDARDISED DEATH RATES"

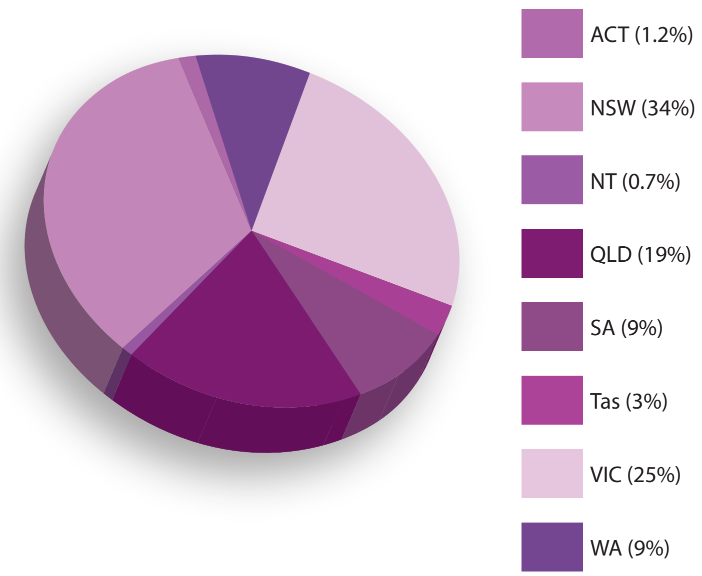


FIGURE 2 DEATHS IN AUSTRALIA (2007)[17]

Over the past twenty years all states and territories have experienced a sustained decline in SDRs, with the Northern Territory (NT) experiencing the largest absolute decline (from 12.4 deaths per 1,000 standard population in 1987 to 8.9 in 2007) and Western Australia (WA) experiencing the smallest absolute decline (from 8.3 to 5.9 over the same period). However, in 2007 Queensland, WA, Tasmania, the NT and the Australian Capital Territory (ACT) all experienced slightly higher SDRs than in 2006. The NT's SDR of 8.9 remained much higher than the other states and territories, while Tasmania recorded the second highest SDR (6.9). The lowest SDR was recorded in the ACT, with 5.6 deaths per 1,000 standard population[18].

In terms of market structures in metropolitan areas, it is funeral operators located in local suburbs that provide the primary competition to city-based operators. In regional areas, competition within the funeral market comes from within the town in which the company is located, but depending on the size of the town, a company may be the only funeral business servicing the market.

For funeral service companies located in small towns and with a single funeral director, the industry rule of thumb is that 100 funerals a year are required to maintain a financially viable company on a full-time basis[19].

## REGULATION

The overall level of regulation surrounding activity by the funeral services industry is regarded as heavy and increasing. Recent regulation changes in Australia are detailed below on a state by state basis.

### Victoria

The Victorian Government introduced new industry regulations under the 2006 Funeral Act, which came into force in November 2007. The Act aims to enhance consumer protection by regulating the industry and strengthening enforcement and inspection powers. It also seeks to improve how the industry is monitored and delivers services and information to the public. The former Act that regulated pre-paid funerals has been incorporated into the new Act and continues as before. Furthermore, as of 1 January 2009, GST was removed from cemetery trust products and services.

### Queensland

A 2005 paper by Queensland University of Technology for the Funeral Industry Regulation Working Party, which was set up by the Queensland Government, revealed serious problems in the industry. It recommended that funeral directors be licensed by Fair Trading, that a code of conduct and complaints process be set up, that the handling of bodies with infectious diseases be regulated, and that mortuaries be audited. The report found Queensland laws did not address public safety issues on the transportation, display and disposal of dead bodies carrying infectious diseases. In 2009, the call for regulation was again raised amidst concerns about unqualified funeral directors in the industry[20].

### New South Wales

In July 2007, the Parliament of New South Wales assented the Fair Trading Amendment (Funeral Goods and Services) Bill 2007[21], which includes such things as the provision of written quotes for all costs and services for the agreed funeral. In addition, in April 2008 the review of Exhumation Guidelines was published.

### Western Australia

The Department of Consumer and Employment Protection (Consumer Protection) has prepared a final report on the regulation of pre-paid funerals. This report recognises that the potential risks to consumers are sufficiently high as to warrant statutory regulation and recommends that a mandatory code of conduct be established under the Fair Trading Act 1987 to regulate conduct in the pre-paid funeral industry. The recommendations have been approved by the Minister for Consumer Protection and a draft code of practice is currently being prepared[22].

The industry is further affected by local council planning and health regulations and also state government health regulations and supervision regarding such things as infection control.

## TECHNOLOGY TRENDS

The funeral services industry continues to witness the introduction and increasing use of new technologies, like energy-efficient cremators. Company websites, tribute websites, online condolence books and online death registries are becoming increasingly common.

IT knowledge and good IT infrastructure are important for the success of e-learning programs, especially in regional and remote areas, where they are important tools for the ongoing development and maintenance of up-to-date knowledge of employees. However e-learning offers a flexible method of training tailored to industry-specific needs and work times in metropolitan areas also.

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*"Economy of scale in service delivery affects the funeral industry."*

# CURRENT IMPACT OF TRAINING PACKAGES

## PARTICIPATION IN VOCATIONAL EDUCATION[23]

The funeral services industry consists of four broad sectors.

- Funeral homes and funeral directors.
- Funeral celebrants.
- Cemetery and crematorium services and grounds maintenance.
- Embalming.

While the above areas are addressed in SIF08 Funeral Services Training Package, other services associated with the funeral services industry were recently moved to other more relevant Training Packages. These include:

- coffin and casket manufacture
- monumental stonemasonry
- bronze foundry and plaque manufacture, and
- coffin and funeral accessories.

Certificate II and IV in Funeral Services and Embalming qualifications in SIF08 Funeral Services Training Package are only available in Victoria, under a traineeship scheme. Certificate IV in Embalming is also offered in WA under a traineeship scheme.

Some privately-funded registered training organisations have SIF08 Funeral Service Training Package on their scope of registration, however only a few actually deliver its qualifications. Of those that do, the majority only deliver the unit 'Plan and conduct a funeral ceremony' as part of a larger program for Certificate IV in Marriage Celebrancy.

Please refer to Appendix A for further information on the continuous improvement process for SIF08 Funeral Services Training Package.

The number of new graduates into the industry is limited by the high cost of courses, geographical restrictions on availability, and the fact that a significant component of practical assessment while studying requires employment in the funeral industry.

Economy of scale in service delivery affects the funeral industry. Feedback to SSA indicated that training providers are reluctant to offer vocational education and training to small target groups found in some sectors, such as operators of crematoria. Further feedback to SSA, along with the data below, indicates that the funeral services industry is enforcing its training effort and that industry is increasingly seeing training as part of a corporate culture.

While the number of enrolments and completions in funeral services qualification has been rather low in the past years, there seems to have been increased uptake since October 2008.

As shown in Tables 3 and 4 below, in the quarters October—December 2008 and January—March 2009, there were 41 and 32 commencements respectively for the Certificate IV in Funeral Services which resulted in 62 apprentices and trainees in training as of end of March 2009 (11 cancellations/withdrawals and 1 completion)[24].

| | NSW | VIC | QLD | SA | WA | TAS | NT | ACT | Total |
|---|---|---|---|---|---|---|---|---|---|
| Certificate I in Funeral Services (Coffin and Casket Manufacture) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate II in Funeral Services (Funeral Operations) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate III in Funeral Services (Funeral Operations) | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Certificate III in Funeral Services (Cemetery/Crematoria Operations) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate III in Funeral Services (Gravedigging, Grounds and Maintenance) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate IV in Funeral Services | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate IV in Funeral Services (Embalming) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

TABLE 1 APPRENTICES AND TRAINEES, COMMENCEMENTS, APRIL—JUNE 2008 QUARTER

| | NSW | VIC | QLD | SA | WA | TAS | NT | ACT | Total |
|---|---|---|---|---|---|---|---|---|---|
| Certificate I in Funeral Services (Coffin and Casket Manufacture) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate II in Funeral Services (Funeral Operations) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate III in Funeral Services (Funeral Operations) | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Certificate III in Funeral Services (Cemetery/Crematoria Operations) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate III in Funeral Services (Gravedigging, Grounds and Maintenance) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate IV in Funeral Services | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate IV in Funeral Services (Embalming) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

TABLE 2 APPRENTICES AND TRAINEES, COMMENCEMENTS, JULY—SEPTEMBER 2008 QUARTER

| | NSW | VIC | QLD | SA | WA | TAS | NT | ACT | Total |
|---|---|---|---|---|---|---|---|---|---|
| Certificate I in Funeral Services (Coffin and Casket Manufacture) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate II in Funeral Services (Funeral Operations) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate III in Funeral Services (Funeral Operations) | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Certificate III in Funeral Services (Cemetery/Crematoria Operations) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate III in Funeral Services (Gravedigging, Grounds and Maintenance) | 0 | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 4 |
| Certificate IV in Funeral Services | 0 | 26 | 15 | 0 | 0 | 0 | 0 | 0 | 41 |
| Certificate IV in Funeral Services (Embalming) | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |

TABLE 3 APPRENTICES AND TRAINEES, COMMENCEMENTS, OCTOBER—DECEMBER 2008 QUARTER

| | NSW | VIC | QLD | SA | WA | TAS | NT | ACT | Total |
|---|---|---|---|---|---|---|---|---|---|
| Certificate I in Funeral Services (Coffin and Casket Manufacture) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate II in Funeral Services (Funeral Operations) | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Certificate III in Funeral Services (Funeral Operations) | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 10 |
| Certificate III in Funeral Services (Cemetery/Crematoria Operations) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate III in Funeral Services (Gravedigging, Grounds and Maintenance) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Certificate IV in Funeral Services | 0 | 32 | 0 | 0 | 0 | 0 | 0 | 0 | 32 |
| Certificate IV in Funeral Services (Embalming) | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |

TABLE 4 APPRENTICES AND TRAINEES, COMMENCEMENTS, JANUARY—MARCH 2009 QUARTER

## FUTURE DIRECTIONS FOR ENDORSED COMPONENTS OF TRAINING PACKAGES

SIF08 Funeral Services Training Package will be updated in 2010 to ensure that current policy directives relating to sustainability and flexibility are met. An analysis of the training package in early 2010 will ensure that it meets the requirements for sustainability on all levels; environmental, business, and socioeconomic. SIF08 will also be evaluated to determine if the seven qualifications, ranging from Certificate II to Diploma, meet the recent policy changes promoting flexibility in qualifications.

# APPENDIX A – REPORT OF CONTINUOUS IMPROVEMENT OF SIF08 FUNERAL SERVICES TRAINING PACKAGE

| TRAINING PACKAGE | SIF08 FUNERAL SERVICES TRAINING PACKAGE | | | |
|---|---|---|---|---|
| BRIEF SUMMARY OF CHANGE | INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE | DATE SUBMITTED TO NQC SECRETARIAT | DATE ENDORSED BY NQC/or ISC UPGRADE | DATE MADE PUBLIC THROUGH NTIS |
| SIF08 Funeral Services Training Package contains seven revised qualifications and 92 units of competency. It consists of the four broad areas of funeral homes and funeral directors; funeral celebrants and services; cemetery and crematoria services and grounds maintenance; and embalming. The review of SIF08 Funeral Services Training Package resulted in the removal of qualifications and units of competency relating to the associated areas of coffin and casket manufacture; monumental stonemasonry; bronze foundry and plaque manufacture; and coffin and funeral accessories to other relevant training packages.<br><br>SIF08 Funeral Services Training Package has one skill set, Safe Gravedigging. It was made available on NTIS in February 2009. | Industry identified four key areas for consideration, which informed changes to SIF08 Funeral Services Training Package. These were:<br>• trends in the industry<br>• training issues in implementation<br>• take-up<br>• training package improvements. | December 2007 | 21 August 2008 | 18 February 2009 |

# APPENDIX B – FUNERAL SERVICES OCCUPATIONS AND QUALIFICATIONS IN DEMAND

| ANZSCO CODE | OCCUPATION | TRAINING PACKAGE QUALIFICATION | JUSTIFICATION/EVIDENCE |
|---|---|---|---|
| | Funeral director (embalmer) | Certificate IV in Funeral Services (Embalming) | According to the Australian Institute of Embalming, there are 173 qualified and registered embalmers in Australia. Due to the current lack of qualified embalmers, the Australian industry is recruiting from overseas to meet ongoing demand. This has been achieved in some measure by employing New Zealand citizens who do not have visa restrictions. |
| 451399 | Funeral director | Certificate IV in Funeral Services | With the continued population ageing, the number of deaths is projected to continue increasing throughout the remainder of the century at around 0.6% to 0.7% a year. However, between 2022 and the late 2030s deaths are projected to increase more rapidly (up to 2.7% a year in 2032). This is seen to be a result of the ageing population and in particular the progression into older age groups of those born during the post World War II 'baby boom'. From 134,800 deaths in 2006–07, deaths are projected to more than double by 2056, and reach around 411,400 in 2101. |

# ENDNOTES


1 Service Skills Australia, Environmental Scan 2009

2 ABS 3222.0 Population Projections Australia, 2006 to 2101

3 ABS 3302.0 Deaths, Australia, 2007; please note that by international convention, the death figure excludes any actual deaths of Australians overseas, but includes overseas visitors who died in Australia. In 2006 there were 319 deaths registered in Australia of persons usually resident overseas

4 ABS 3222.0 Population Projections Australia, 2006 to 2101

5 ABS 3222.0 Population Projections Australia, 2006 to 2101

6 ABS 3412.0 Migration, Australia 2007–08

7 NCVER *Cross-cultural training and workplace performance*, 2008

8 Based on ABS 8165.0 Counts of Australian Businesses, including Entries and Exits, June 2007; please note that these figures are based on the information provided by the company to the ATO when they register for an ABN. Prior to 1st July 2007, businesses with turnover of at least AUD50,000 per annum (AUD100,000 in the case of non-profit organisations) were required to register for an ABN and remit GST. Businesses with turnover under AUD50,000 were able to voluntarily register and these voluntarily-registered businesses are included in the counts

9 ABS 6291.0.55.003 Labour Force, Australia, Detailed, Quarterly, August 2009, table 6291.0.55.003 E06_Aug94_ANZSIC06 - Employed Persons by Sex, Industry, State, Status in Employment, August 1994 onwards

10 ABS 2006 Census of Population and Housing, Occupation (ANZSCO 06) by Industry of Employment (ANZSIC 06) for States and Australia

11 IbisWorld *Funeral Directors, Crematoria and Cemeteries in Australia: Q9524*, October 2009

12 IbisWorld *Funeral Directors, Crematoria and Cemeteries in Australia: Q9524*, October 2009

13 IbisWorld *Funeral Directors, Crematoria and Cemeteries in Australia: Q9524*, October 2009; except the number of privately-owned crematoria in Tasmania and Queensland

14 InvoCare, Annual Report 2008

15 ABS 8165.0 Counts of Australian Businesses, including entries and exits, June 2007

16 Based on ABS 8165.0 Counts of Australian Businesses, including Entries and Exits, June 2007; please note that these figures are based on the information provided by the company to the ATO when they register for an ABN. Prior to 1st July 2007, businesses with turnover of at least AUD50,000 per annum (AUD100,000 in the case of non-profit organisations) were required to register for an ABN and remit GST. Businesses with turnover under AUD50,000 were able to voluntarily register and these voluntarily-registered businesses are included in the counts

17 ABS 3302.0 Deaths, Australia, 2007; please note that there is under-coverage of Indigenous deaths in most states and territories, hence Indigenous age-specific death rates presented in this publication are likely to be underestimates of the true rates

18 ABS 3302.0 Deaths, Australia, 2007; please note that there is under-coverage of Indigenous deaths in most states and territories, hence Indigenous age-specific death rates presented in this publication are likely to be underestimates of the true rates

19 IbisWorld *Funeral Directors, Crematoria and Cemeteries in Australia: Q9524*, October 2009

20 Courier Mail, *Death – the buck stops here*, October 2009

21 http://www.parliament.nsw.gov.au

22 http://www.docep.wa.gov.au/Corporate/Publications/Current_Reviews/Regulation_of_prepaid_funerals.html

23 NCVER *Vocational Course enrolment and completions 2003 to 2007*; information collected by NCVER encompasses TAFE institutes, some universities, secondary schools offering VET, industry organisations, Adult Migrant Education Scheme providers, private enterprises in receipt of government funding for training, agricultural colleges, community education providers and other government providers, but no private training organisations which do not receive government funding. (NCVER Australian vocational education and training statistics: Explained, updated March 2008)

24 NCVER, *VOCSTATS*, Type of accreditation and training contract status by state/territory (of student), reporting period October—December 2008 and January—March 2009

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