

SOUTHERN METROPOLITAN CEMETERIES TRUST

AT A GLANCE



Care Compassion Community



SOUTHERN METROPOLITAN CEMETERIES TRUST

Honouring and celebrating life

Care Anchored in Compassion

The Southern Metropolitan Cemeteries Trust (SMCT) is a purposed, not-for-profit organisation, providing burial and cremation services for all Victorians. We are dedicated to honouring and celebrating life and to meeting the diverse and ever-changing needs of the communities we serve.

“A measure of a good society is how well it cares for those in need. We believe that we have a responsibility to care for those transitioning through grief. We provide a safe haven for mourning, an environment where care is anchored in compassion, where rituals and customs are honoured and preserved, where families are able to navigate their journey at their own pace, as they come to terms with their new reality.”
Jane Grover, CEO SMCT.

2017 At A Glance*

CORE BUSINESS

We operate 365 days a year

3,589 BURIALS **9,135** CREMATIONS **271** MAUSOLEA INTERMENTS

2,445 FUNCTIONS **3,937** CHAPEL/REFLECTION SERVICES

- 75% OF THE STATE'S FREE CREMATIONS/ BURIALS for disadvantaged members of the community
- WAR VETERANS' remains transferred to perpetuity free of charge



COMMUNITY ENGAGEMENT

We create memorial parks for the living

1,050* VISITORS TO THE CENTRE FOR CARE & WELLBEING (*Opened Feb 2017) **\$13 MILLION** INVESTED IN COMMUNITY ASSETS



- 94% VISITORS REPORT AN EXCELLENT EXPERIENCE
- 2,331 VISITORS ATTENDED COMMUNITY AND HISTORICAL TOURS

CUSTOMER CENTRICITY

Our customers are at the heart of everything we do

8,886 CUSTOMER APPOINTMENTS **70,939** TABLES SERVED AT Café Vita

- 78% OF VISITORS would highly recommend SMCT to family and friends
- 23 COMMUNITY EVENTS



EMPLOYEE ENGAGEMENT

Our people are our greatest asset

3,943 HOURS INVESTED IN EMPLOYEE TRAINING **1,492 EMPLOYEES** ATTENDED ACTIVATE HEALTH PROGRAMS

- 82% Employee engagement score
- NATIONAL FINLAIST IN THE 2017 NSCA FOUNDATION'S National Safety Award of Excellence
- 54% MALE/46% FEMALE/29% aged under 35, 54% between 35-55 years, 17% over 55 years

SUSTAINABILITY

We are custodians of land and history

359 HECTARES MAINTAINED **\$0.172 MILLION** RAISED TO RESTORE HISTORICALLY SIGNIFICANT MONUMENTS

- 1,200 New native trees planted
- 3.1 MILLION Genealogy searches
- 120 Kg Honey Produced and Bottled from 12 Bee Hives



“I have often said that ... the way in which we honour, remember and celebrate those to whom we owe everything, those who have gone before us, those who tragically, sadly, painfully are not here any longer ... is a very good measure of the sort of community we are. I think, with the culture that exists right across the Southern Metropolitan Cemeteries Trust, we measure well”.

The Southern Metropolitan Cemeteries Trust

Formed in March 2010 under the *Cemeteries and Crematoria Act 2003*, SMCT is accountable to the Department of Health and Human Services and is responsible for the care and long-term maintenance of eight distinctive cemetery locations, including Springvale Botanical Cemetery, Bunurong and Cheltenham Memorial Parks, Melbourne General, Brighton General, Cheltenham Pioneer, Dandenong Community and St Kilda cemeteries.

To ensure that these locations will be maintained for future generations, a percentage of revenue is allocated to a preservation fund. This ensures that resources are made available to maintain our locations in perpetuity (for all time).

Our Vision

We will create and nurture sustainable, beautiful, iconic and distinctive locations to honour and celebrate life. We will set the standard by providing our communities with world-class services and facilities across every aspect of our business.

Our Values

At each and every cemetery and memorial park within our care we pledge to each other and our clients that we will act with:

passion commitment in heart and mind
respect by valuing every voice
integrity doing what is right
dedication to the needs of our clients and our people
empathy to listen and reflect with sensitivity

Our Purpose

We believe that every person, regardless of their religion, culture or personal preference should be able to honour and celebrate their loved one as they choose.

Our Customer Centric Culture

As our customers are at the heart of everything we do, we continue to nurture a customer centric culture. In doing so, we ensure that facilities are made available for everyone to honour and celebrate the lives of their

loved ones as they choose, regardless of their place of origin or cultural identity.

We are committed to ensuring that rituals are observed and ceremonies preserved and believe this to be an essential component of an inclusive society.

SMCT represents **choice, respect and advocacy** for all Victorians.

Our Community Focus

Each year, SMCT conducts over 42% of cremations in Victoria and takes care of over (13,000 funerals) one third of the deaths that occur. Significant support is offered for disadvantaged communities, where SMCT performs over 75% of the state's poor persons' burials and/or cremations. Precincts within SMCT locations are also allocated for military personnel memorials and children's graves below cost.

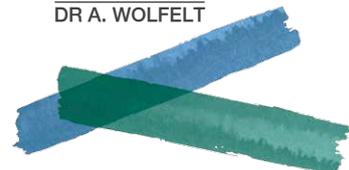
In the south eastern corridor of Melbourne, SMCT meets the needs of over 230 ethnically and culturally diverse communities. We are therefore called upon to meet increasingly diverse needs around death and memorialisation. All locations are accessible to visitors 365 days each year.

SMCT recognises its responsibilities as a custodian of history and actively raises funds to restore historically significant monuments.

We are dedicated to supporting families in their journey through grief. Our relationships with families extend over generations, with our care anchored in compassion.

Death ends a life, but only
alters a relationship, moving it
from one of presence
to remembrance.

DR A. WOLFELT



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The Southern Metropolitan Cemeteries Trust is a not-for-profit, community based organisation that cares for Bunurong and Cheltenham Memorial Parks, and Brighton General, Cheltenham Pioneer, Dandenong Community, Melbourne General, Springvale Botanical and St Kilda cemeteries.