

TENDER FUNERALS NETWORK

YEAR IN REVIEW 2021



WHO WE ARE

Tender Funerals is a not-for-profit funeral service model that aims to ensure all Australians can access meaningful and affordable funerals.

The original Tender Funerals Illawarra and Sydney was established in 2016 in Port Kembla, NSW.

In 2020 Tender Funerals Australia was established as a not-for-profit to support and resource a national Network of Tender Funerals services in response to demand from other communities around Australia,

Tender Funerals services are not for profits and operate as franchises of Tender Funerals Australia. Tender Funerals Network members operate with the common aim of ensuring that people in financial need can access affordable, customisable funeral services.

Tender Funerals currently has sites in:

- Canberra (in development)
- Far North Queensland (in development)
- Illawarra and Sydney
- Mid North Coast, NSW
- Perth (in development)
- Tasmania (in development)

2021 IN REVIEW

This past year has seen exponential growth and development for Tender Funerals Australia and the Network, with significant milestones achieved despite the challenges of a pandemic. These achievements are the result of many people putting in many hours of discussion, debating, collaboration, testing new ideas, embracing change and new ways of working.

We saw Tender Funerals Illawarra and Sydney celebrate its fifth birthday and construction start on our first replication on the NSW Mid North Coast. We finalised our unique social franchising agreement. And we formed a strong and skilled team at Tender Funerals Australia to support and grow the Tender Funerals Network.



I feel proud of what we achieved in 2021. Our ongoing focus is to facilitate the replication of the Tender Funerals model around Australia. We know that it is possible to change the culture around death and dying one Tender funeral experience at a time.

I want to acknowledge and thank:

- SEFA and Social Ventures Australia, particularly Emily Adams.
- Our funders the Vincent Fairfax Foundation, AMP Foundation and the Ecstra Foundation.
- Herbert Smith Freehills and King and Wood Mallesons for their generous support.
- The Tender Funerals Australia team: Pam Thornton, Sam Clowes and Rivkah Nissim.
- The Tender Funerals Australia Board for your continued support and commitment.
- Last but not least, the passionate, committed and driven Tender Funerals Network.

It is a privilege to work beside all of you.

A handwritten signature in black ink, appearing to read 'Jenny Briscoe-Hough'. The signature is stylized and fluid.

Jenny Briscoe-Hough
Founder and General Manager
Tender Funerals Australia

OUR SITE LEADS

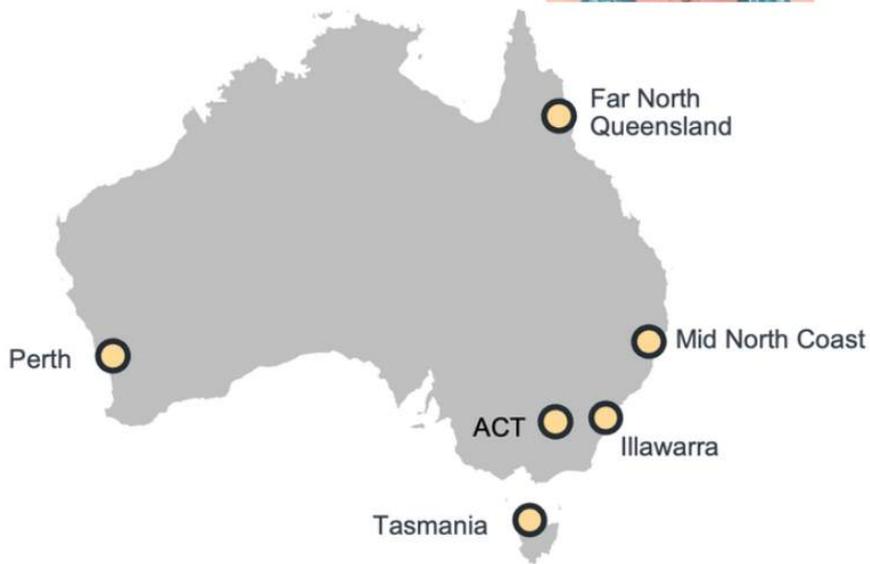
Margaret Yandell
Far North Queensland



Denis Juelicher
Mid North Coast



Jane House &
Carol Huish
Perth



Amy Sagar &
Nadine Giles
Illawarra and Sydney



Lynne Jarvis & Laine Willis
Tasmania



Catherine Bell
Canberra

CANBERRA

We became involved with Tender Funerals because the model makes sense. It fills a gap in the community which many do not even realise exists until the need arises.

The Tender Network helps us find a stronghold. Our collective knowledge, skills and experience ensure that all communities will receive a consistent standard of care. It is reassuring and motivating, as the journey to start-up is long and can be challenging.

Highlights of 2021 included boosting our funding through support from Hands Across Canberra and Bendigo Bank, building on our relationship with the Snow Foundation. We held our fundraising campaign, which featured community engagement opportunities with a range of groups and holding our own events. We have also achieved charitable status.

In Canberra our greatest challenge has been finding an affordable site with the right zoning and approvals. However we have built a great local network of funders, related organisations and local groups and are confident in the support of our community.



FAR NORTH QUEENSLAND

We became involved with Tender Funerals in 2019. We identified that Far North Queensland had no not-for-profit funeral service offerings. A number of our group had first hand experience of working with disadvantaged groups affected by the cost of funerals and the depersonalised approach, and we realised how this impacted peoples' experience of bereavement. In looking to align with Tender Funerals we had a site visit to Tender Illawarra and Sydney, which cemented our plans - and we have been involved with Tender since.

Tender Funerals Far North Queensland is incorporated and has just been granted charitable status. We hold monthly meetings, have a strong Board and growing social media presence.



In 2021 we held a 'Death Over Dinner' lunch which was well attended by the local community. We have since developed an event planning model based on that event.

In response to local demand, we have sourced a pallet of Daisy Box cardboard caskets to distribute to the community. This has led to a number of community members buying and decorating their own cardboard caskets in ways that are meaningful to them.

We are planning further fundraising activities and pop-up market stalls to raise awareness and build our profile in Far North Queensland.

ILLAWARRA AND SYDNEY

Tender Illawarra and Sydney was the first Tender Funerals site which opened in 2016. We recently celebrated our fifth birthday.

We are currently undergoing a renovation and extension of the site which will include an additional washing and dressing room for families, a refrigeration space, a new office, garage, and garden space.

Along with the purchase of 9 new fridges, the extension will dramatically increase our ability to support families. The purpose-built space will allow a family to care for their person in one room while the team can undertake other tasks.

Some highlights of 2021:

- Celebrating our fifth birthday!
- Employing 3 new funeral directors.
- Hosting the 'Our Community Remembers' memorial event.
- Celebrating National Volunteer Week with 'Fire at the Station' night.
- Holding our first Christmas and Holidays memorial service.
- Our renovation and extension project.



MID NORTH COAST NSW

We became involved with Tender Funerals when our organisation Dying with Dignity invited Jenny Briscoe-Hough to give a talk about Tender - and it all grew from there.

Our journey with Tender can be summed up in three words: intense, exciting and rewarding.

Highlights for 2021 have been:

- Expanding our Board, especially securing an experienced treasurer which progressed our success in obtaining financial support.
- Purchasing land for our building and starting construction!
- Growing our volunteer base.

We are looking forward to opening in early 2022 once we receive the keys to our new home!



PERTH

We are long time friends and celebrants who witnessed families experiencing expensive and impersonal funeral services. We felt strongly that outsourcing had gone too far and that people needed more choice and authority around caring for their loved ones. A TV segment about Tender Funerals prompted us to get in touch with Jenny Briscoe-Hough.

We have just been granted charitable status which means we can now start to think about a fundraising campaign, grant applications and planning more community events.

In 2021 we held a Remembrance Festival where we screened the documentary "Tender" which resulted in additional subscribers to our newsletter. We also created a project called the River of Ribbon where neighbours were encouraged to tie a ribbon around a tree in their front garden to symbolise the universal nature of grief and community connections.



TASMANIA

We have followed Tender Funerals individually and collectively since 2014.

With our experience in the pre- and post death care space from a social justice and community development practice, we were aware of gaps and unmet needs in the funeral industry.

The opportunity to implement the Tender Funerals Model of Care in Tasmania as part of our Compassionate Communities work is a natural progression which we love.

We are currently seeking property and philanthropic partners to build our Tender Forever Home.

Early in 2021 we held our crowd-funding campaign which included a screening of the documentary "Tender" around Tasmania.

Another highlight was purchasing pallets of cardboard caskets for sale as an ongoing fundraiser for Tender Funerals.

This was initiated and funded from sales of our 2020 Community Coffin Club Death Literacy Calendar.

Having a presence at events in Hobart, Launceston and on the North West Coast including Ecofest, Sustainable Living Tasmania, Pride in the Park, Wellness Expo and the Rotary Health and Wellbeing Expo is always a highlight as they provide the opportunity for further conversations and promotion of Tender Funerals.



TENDER FUNERALS CONTACTS

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