

# The Edge

## Leadership Training Program

5 - 7 OCTOBER 2017



The Edge is an intensive and interactive professional development program for Australian and New Zealand funeral industry owners, managers and employees.

The program will provide education and insights into a range of critical issues, challenges and opportunities facing the funeral industry – see accompanying Program Outline.

Back by popular demand

One 2017 date only.

**Thursday 5 October - Saturday 7 October 2017**

**Melbourne**

Best Western Premier

115 Cotham Road, Kew, Victoria

*Registrations now open.*



Funeral  
Direction

Martin Tobin

Funeral Direction  
ABN 42 659 512 242

0419 306 271

Ground Floor 61 Station Street  
Malvern Vic 3144

[martin@funeraldirection.com.au](mailto:martin@funeraldirection.com.au)

[www.funeraldirection.com.au](http://www.funeraldirection.com.au)

# Program Fees, Details and Conditions

The fee to register for this innovative program is **\$2750** (including GST) per person, which includes:

- Program tuition
- Pre-Program Reading Pack
- Participant Workbook
- Morning tea, lunch and afternoon tea on all three days
- Dinner on Thursday and Friday nights.

Participants will be required to book and pay for their own flights and accommodation and breakfasts (if required). Participants are asked not to book flights or accommodation until Funeral Direction confirms the program is proceeding, which will be communicated to registrants no later than 1 month prior to the Program (approximately) to allow flights to be secured (if required).

Places will be allocated on a "First in, Best Dressed" basis, and because spaces are limited, only upon payment of a 25% deposit (\$687). Payments will only be refunded if the Program is cancelled.

A 5% discount will apply to all registrations from organisations who register two or more people (including 2015 and 2016 registrations).

The Program is open to anyone involved in the funeral industry (including industry suppliers).

*AFDA Members - please note that participation in The Edge attracts 22 Continuous Professional Development hours per registration.*

## Accommodation

To take advantage of special program room rates, contact the venue below once Program confirmation has been advised (quoting Funeral Direction Training). Accommodation needs to be booked directly with the hotel at least 15 days prior to Program commencement.

### **Melbourne**

Best Western Premier  
115 Cotham Road, Kew, Victoria  
03 8862 0258  
[www.bestwesternkew.com.au](http://www.bestwesternkew.com.au)



## Registration Form

Participant's Name .....

Organisation .....

Email Address .....

Contact number .....

Postal Address .....

..... Postcode .....

Will you be staying at the Hotel? Yes / No (please circle)

Please specify any special dietary requirements

.....

## Payment

Amount ..... (Deposit / Full Payment)

Cheque / Direct Debit (Please circle)

Please make cheques payable to **Outlore Consulting Pty Ltd**

**Direct debit** (Commonwealth Bank)

Account Name: Outlore Consulting Pty Ltd

BSB: 063 103

Account number: 1040 2834

Tax Invoices will be issued for all payments made.

Please direct all registration forms & enquiries to:

Martin Tobin - The Edge

[martin@outlore.com.au](mailto:martin@outlore.com.au)

0419 306 271

Ground floor 61 Station Street Malvern Vic 3144



# Presenter Profiles and Credentials



## Martin Tobin

Martin Tobin is a specialist industry consultant and training facilitator, with a deep and broad understanding of the funeral industry, derived from his extensive overseas industry study tours, and prior experience as Managing Director of Tobin Brothers Funerals (Melbourne) and Amalgamated Casket Company, both recognised leaders within the Australian funeral industry.

Martin has a proven track record of managing and growing a large and successful funeral business, and is a recognised thought leader within the Australian funeral industry and family business community.



## Don Burstow

Don Burstow is joint Managing Director of Burstows Funerals in Toowoomba (Queensland), widely regarded across Australia, as one of the country's most successful and progressive firms. Don is a recognised industry thought leader, stemming from his extensive industry travels, reading and research, and leadership roles with the Queensland Funeral Directors' Association and Selected Independent Funeral Homes (industry network group). Don is also well known to and respected by many FDANZ members.

Don will be participating in American funeral industry thought leader, Dr Alan Wolfelt's *Why We Need Funerals* training course in June 2015, and will bring many of Dr Wolfelt's philosophies, insights and tools to the table during *The Edge*.



## Julie Pearce

Julie Pearce is a highly experienced and accomplished funeral director, civil celebrant and presenter, with strong credentials in the field of grief and bereavement. Julie was Tobin Brothers' Infants & Children Program Coordinator for over 15 years, during which time she served, supported and touched the hearts of hundreds of Melbourne families who had lost an infant or child, via her warm and genuine approach, and the unique and innovative *Remembering Our Angels* memorial services she conceived, coordinated and delivered on an annual basis.

Julie is the author of a beautiful illustrated book entitled "*Wishes for Us...Wishes for You*" created to support parents of babies born forever sleeping.



## Peter Mulqueen

Peter Mulqueen is a founding partner of MGR Accountants, and an active Director of Mulqueen Family Funerals in Bendigo (Victoria). Peter is a specialist financial and strategic adviser within the Australian funeral industry, and has dozens of industry clients across the country. Peter has provided funeral business accounting, taxation, valuation and transaction advice for over 30 years, and therefore has an intimate understanding of the keys to success within our unique industry.

As co-founder of Tobin & Mulqueen Pty Ltd, Peter works in collaboration with Martin Tobin to assist Australian funeral directors to sell their businesses, and/or improve their financial performance and value.



## Tara Mackay

Tara Mackay is a fully qualified embalmer, with 18 years industry experience across Australia and overseas, including Thailand and Indonesia. Tara's technical skills as an embalmer underpin her strong belief in the benefits of the viewing experience.

Tara is a recognised leader within Australia's embalming profession, and is a Fellow of the Australian Institute of Embalming, and the current Chairman of the British Institute of Embalmers (Australasian Division). In addition to her extensive funeral home experience, Tara has spent over three years in the cemetery sector, and currently works as a Technical Officer for the Royal Australasian College of Surgeons (handling anatomical cases for medical profession education).



## Day 1 - Thursday 5 October 2017

Time	Topic	Duration	Topic Outline	Presenter
8.30am	Program Commencement	15 mins	Welcome, Introductions and Program Overview & Objectives	Martin
8.45am	Participant Introductions	45 mins	Program participants to briefly introduce themselves	Martin
9.30am	Good Grief	60 mins	This session will explore the responsibilities, challenges & opportunities of serving families who have experienced loss.	Don & Martin
10.30am	Morning Tea			
10.30am	Why Funerals?	120 minutes	This session will explore the purpose and value of funerals and our vocation, including the elements of a Good Funeral, and is a critical foundation stone for the overall program.	Don & Martin
12.30pm	Lunch			
1.15pm	Experiential Funeral Service	45 mins	This session will explore the concept of providing our client families with an experience, not simply a service.	Martin
2.00pm	Shift Happens – Blue Ocean Strategy	90 mins	This session will explore the threats and opportunities of the various changes and trends facing the industry, and will help participants adopt game-changing strategic moves designed to create uncontested market space, rather than continue competing head to head.	Martin
3.30pm	Afternoon Tea			
3.45pm	Undertaker or Order Taker?	120 minutes	This session will explore a range of progressive approaches to and philosophies on arranging funerals for the new consumer.	Don & Martin
5.45pm	Learnings - Day 1	15 mins	This session will reflect on and reinforce the key themes and learnings explored on Day 1 of the Program.	Martin
7.00pm	Group Dinner			

## Day 2 - Friday 6 October 2017

Time	Topic	Duration	Topic Outline	Presenter
8.30am	Funeral Figures	60 mins	This session will help industry leaders become more financially literate, and explore the importance of business planning and budgeting.	Peter
9.30am	Do you own a Business or a Job?	60 mins	This session will explore the importance of management and equity succession planning, and how funeral companies are typically valued and successfully sold.	Peter & Martin
10.30am	Morning Tea			
10.45am	Price Taker or Price Maker?	45 mins	This session will explore a range of creative pricing strategies, designed to break the "service type pricing paradigm", and shift the margin from the coffin sale to the service fee.	Martin & Don
11.30am	Talk to Me - Communication Skills for Funeral Directors	60 mins	This session will explore the key communication skills required in funeral service, including converting client enquiries.	Martin
12.30pm	Lunch			
1.15pm	Opening the lid with Confidence	75 mins	This session will explore the purpose & benefits of mortuary care, and of our staff being able to "open the lid with confidence".	Tara
4.50pm	Seeing is Believing	60 mins	This session will explore the benefits to client families of spending time with those they have lost, and how to effectively communicate these benefits.	Tara & Don
3.30pm	Afternoon Tea			
3.45pm	Don't forget the Coffin	60 mins	This session will explore the role and importance of the coffin/casket in the memorialisation process, and will offer a structured and proactive approach to the coffin/casket selection process.	Martin
4.45pm	Are you being served?	60 mins	This session will explore progressive approaches to conducting transfers and returning cremated remains.	Martin
5.45pm	Learnings - Day 2	15 mins	This session will reflect on and reinforce the key themes and learnings explored on Day 2 of the Program.	Martin
7.00pm	Group Dinner			

## Day 3 – Saturday 7 October 2017

Time	Topic	Duration	Topic Outline	Presenter
8.30am	Sleepers or Keepers?	60 mins	This session will explore the keys to attracting, developing & retaining the right staff.	Martin
9.30am	How would you like to be remembered?	45 mins	This session will explore some perspectives on the challenges and opportunities facing prepaid funerals.	Martin & Don
10.15am	Morning Tea			
10.30am	Children & Death	75 mins	This session will explore the unique responsibilities, challenges & opportunities of serving families who have experienced the loss of an infant or child (and some general perspectives on children and death).	Julie
11.30am	Love the Skin You're In	60 mins	This session will explore the concept of compassion fatigue, and the importance of industry leaders encouraging self care and providing support processes for their staff.	Julie
12.45pm	Lunch			
1.30pm	Brand & Deliver	60 mins	This session will held delegates decide what they want to be famous for, and how to align their business with their aspired brand attributes.	Martin
2.30pm	Industry Leadership	45 mins	This session will examine the mindset and attributes of funeral industry leaders, and highlight that future survival and prosperity will be due to adaptability, not size, intelligence or strength.	Martin
3.15pm	Program Conclusion – Making Change Happen	45 mins	This session will reflect on and reinforce the key themes and learnings explored on Day 3, and involve a facilitated process designed to ensure participants implement the ideas/changes explored over the course of the whole Program.	Martin
4pm	Afternoon Tea, Group Photo & Departure			

