

David Moger
Chief Executive

Funeral Directors

ASSOCIATION OF NZ

Touchpoints of Membership

Some Context...

- The employer's membership organisation for the funeral sector
- 121 member firms across 183 locations
- 263 individuals on our Register of Funeral Directors
- Approx. 33,000 registered deaths per annum
- Our members account for more than 75% of all registered deaths
- The Funeral Trust
- Mixture of large corporates to husband and wife firms
- The funeral sector is currently unregulated

What drives us...

• Vision

- A New Zealand where meaningful farewells and the Funeral Directors Association members who provide them are valued as an essential part of a healthy grieving process

• Mission

- To represent, lead and advocate for our members in quality through standards and education
- To provide our members with relevant support and information
- To promote public awareness of the value and the assurance of a meaningful farewell provided by our members

Key Performance Areas

- **Members**

- Our members understand they are the reason we exist and are the beneficiaries of all we do. Everything we do must relate to our membership value proposition.

- **Standards**

- We have a set of standards which all members meet or exceed and a system of professional development for members to maintain and enhance their capability to meet or exceed these standards

- **Awareness**

- The public and media are informed and aware of the unique value of engaging one of our members and the value of a meaningful farewell **and**
- Our brand is respected and known by the public leading to an increase in our members' business compared to non-members

- **Advocacy**

- We represent our members on any issue that impacts upon them to create change that benefits our members and hence the families they serve **and**
- We have relationships of quality between our leadership and identified public servants and politicians

- **Sustainability**

- An organisation that is accountable to the membership, well governed, financially viable, environmentally friendly and is built to last **and**
- The Trust IT systems enable members to sell pre-paid funeral plans from the Trust website and enter new plans directly into the system **and**
- We have a value adding and efficient National Office with appropriate resources

Visually...

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Lessons from deciding to move house

Lesson 1: Remember the frog in boiling water principle

Question: What's
happening to your water
temperature?

Lesson 2: Always do
what you've always
done, always get what
you have always got!



COVID-19 RECOVERY PLAN



We considered the best way to help our members recover from Covid19.

Our best approach is to leverage membership as we have never done before.

To that end we set ourselves an objective:

To launch a new marketing campaign to differentiate our members to help them retain revenue and build their businesses in the medium to long term.

The big barrier to this is, quite frankly, the public don't know who we are! We need to address this.

WHO ARE WE?

- Our current logo is a 5-letter acronym
- We know FDANZ is the Funeral Directors Association NZ
- Does the public know what FDANZ is?



CURRENT BRAND LIMITATIONS

- ❑ 5-letter acronym logo largely unknown by the public
- ❑ Old-fashioned look & feel
- ❑ Letters 'ANZ' is mistaken for Australia/New Zealand
- ❑ Tagline 'Caring Funeral Professionals' largely dropped and does not explain the 5-letter acronym
- ❑ Members are not committed to the current brand. Many not using the logo on their websites, advertising, death notices etc



■ BUILD OUR BRAND WITH THE PUBLIC

HERE'S HOW:

- ✓ Move away from the 5-letter acronym logo
- ✓ Use our full name 'Funeral Directors Association'
- ✓ Use tagline – *'Your assurance of a meaningful farewell'*
- ✓ Tagline to be supported by the work of the Social Science & Standards Strategic Pillars
- ✓ Build a recognizable and trusted brand
- ✓ Develop a modern and timeless brand identity
- ✓ Develop a member version which is clear and usable

This campaign will focus on our key differentiators –

Funeral Directors Association Members have made a commitment to meet industry best practice standards and as your assurance of a meaningful farewell, have submitted themselves to a complaints process to protect you in the unlikely event that anything goes wrong.

The new brand was born...

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Question: What could
you do differently to get
a different result?

Lesson 3: Remember who are you at your core

Member Touchpoints

- National Covid19 Policy
- District Meetings (2 per annum)
 - Had to cancel some in the lockdowns
 - Filled in with virtual coffee catch ups
 - Reinstated as lockdowns permit
 - Amended the policy as Government position changed with Auckland lockdowns
- National AGM and National Conference

Members are at our core



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