

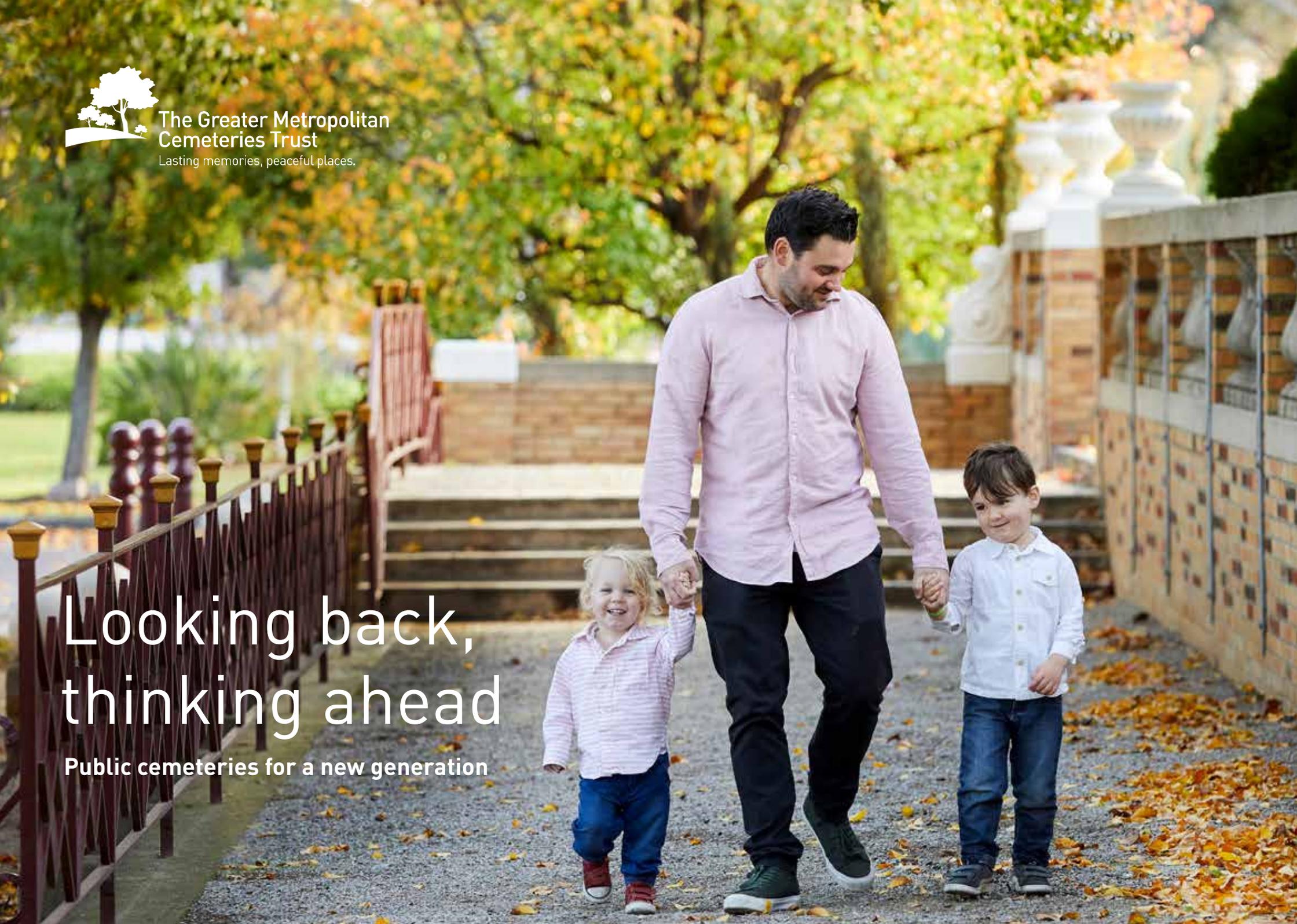


The Greater Metropolitan
Cemeteries Trust

Lasting memories, peaceful places.

Looking back,
thinking ahead

Public cemeteries for a new generation



Established by the Victorian Government in 2010, The Greater Metropolitan Cemeteries Trust (GMCT) is a community-focused organisation operating 21 public cemeteries in Melbourne's metropolitan region.

GMCT is accountable to the state government and, most importantly, to the people of Victoria.

Situated in the north, east and west of Melbourne, GMCT cemeteries account for more than 650 hectares of open public space. Even in the face of rapid population growth and urban development, these green open spaces will remain in perpetuity.

We play a fundamental role in our communities, caring for those who have lost a loved one and looking after those they have lost. Our services provide comfort and closure to families and individuals

in times of need and our cemeteries provide peaceful places for commemoration and reflection.

As the architects of these special places, we design cemeteries that reflect our city's rich cultural diversity and support the customs, traditions and burial practices of its people. Our dedicated staff work hand-in-hand with our business partners and community groups to ensure this legacy will last for generations to come.

Public cemeteries are archives of lives lived and we are committed custodians of history and heritage. We also look forward to a future that empowers all Victorians to make informed end-of-life decisions and provides new and sustainable ways to commemorate loved ones.

With sound governance and a proven track record in financial responsibility, GMCT benefits from strong, future-focused leadership. Our management team works to a clear purpose: to serve and support our diverse communities, now and for many generations to come.

Geoff Mabbett
Chair



At a glance 2017-18

21

public cemeteries and memorial parks across Melbourne's north, east and west (including two greenfield sites)



\$11.6m

investment in capital projects



4,639

burial interments



218

members of staff



596,522

visitors to Fawkner Memorial Park



\$8.2m

investment in the development of new stock



6,887

cremations



471

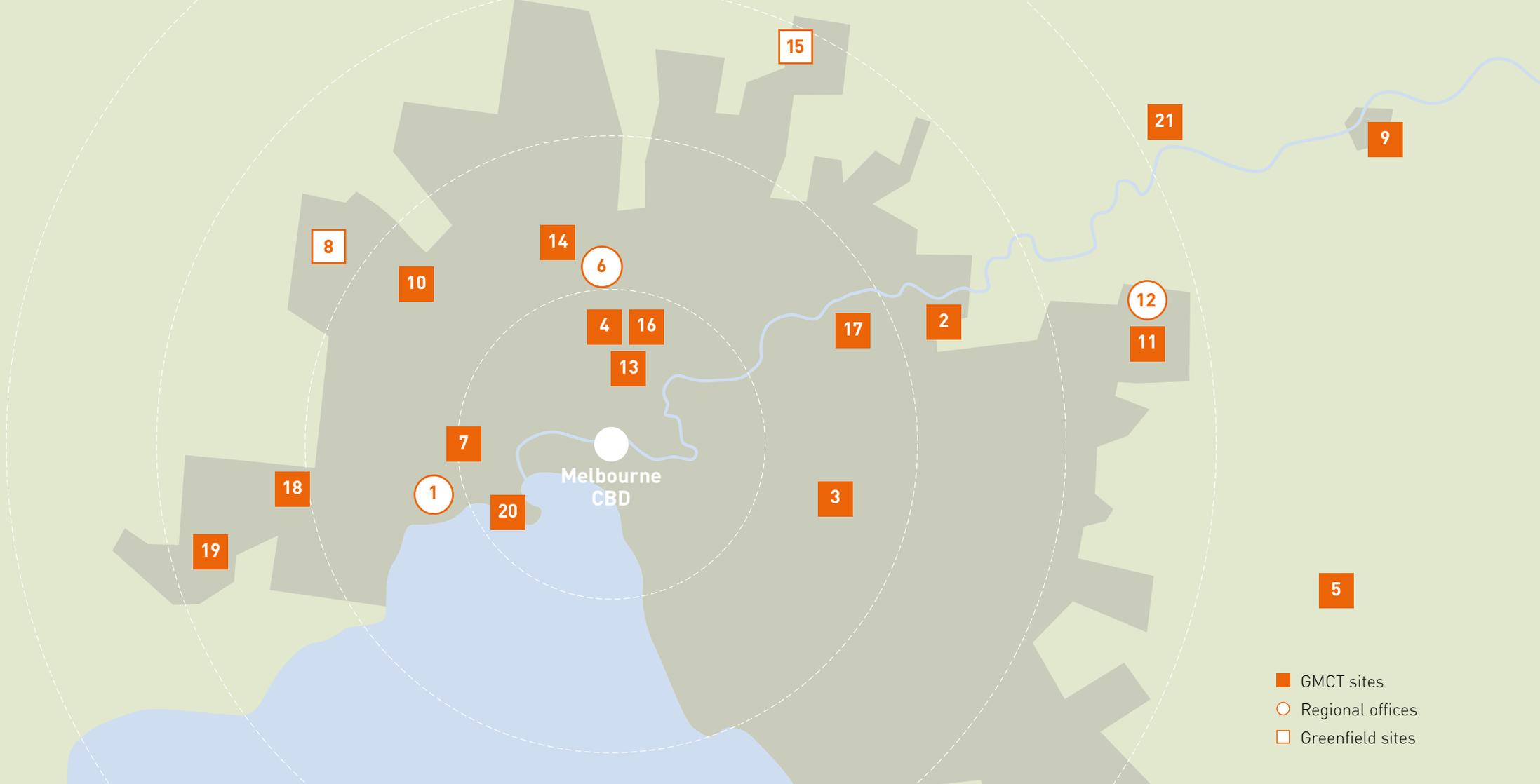
mausoleum interments



3,502

hours undertaken by staff for development and training





1.	Altona Memorial Park West regional office
2.	Andersons Creek Cemetery
3.	Burwood Cemetery
4.	Coburg Pine Ridge Cemetery
5.	Emerald Cemetery

6.	Fawkner Memorial Park North regional office
7.	Footscray Cemetery
8.	Harkness [Greenfield site]
9.	Healesville Cemetery
10.	Keilor Cemetery

11.	Lilydale Lawn Cemetery
12.	Lilydale Memorial Park East regional office
13.	Northcote Cemetery
14.	Northern Memorial Park
15.	Plenty Valley [Greenfield site]

16.	Preston Cemetery
17.	Templestowe Cemetery
18.	Truganina Cemetery
19.	Werribee Cemetery
20.	Williamstown Cemetery
21.	Yarra Glen Cemetery

Focusing on the future

GMCT strives to meet the needs of our communities now and into the future.

Our strategic driver is to 'step up and reach beyond' – to meet today's challenges head-on and forge new ways of working that will set us up for the challenges of the future.

Customer and community focus	Collaborative partnerships	Industry leadership	Innovation
<p>Our customers and the communities they represent are at the heart of everything we do.</p> <p>We continue to invest time and resources to better understand the diversity of needs within these communities and ensure each is met with dignity and kindness. However, we also seek to understand community aspirations and to align our objectives with our communities' visions for the future.</p> <p>We have implemented a customer-centric service model driven by significant investments in new technology, systems and processes.</p>	<p>The strong relationships we have built within the sector present GMCT with an opportunity to share knowledge and expertise and work towards common goals.</p> <p>We're connected with funeral directors, stonemasons and industry bodies, as well as cemeteries across Australia and around the world in order to benchmark our services and develop an industry-leading approach.</p> <p>We're also building relationships with partners outside the industry, working collaboratively with palliative care providers, hospitals and the custodians of public parks and botanic gardens.</p>	<p>Over the last decade, GMCT has established a strong reputation as a leading service provider, but also as an innovator and thought leader in the cemeteries and funeral sector. As a highly regarded provider of public open spaces and a leading land-use planner in Victoria, we have worked closely with state and local governments to inform policy.</p>	<p>As a thought leader, GMCT is continuously working in the community to challenge the traditional perceptions of cemeteries, promoting them as hubs for community events and passive recreation.</p> <p>We seek inspiration from national and international peers to understand new approaches to burial, memorialisation and land use that will influence the future of cemeteries and stand the test of time.</p>

From strength to strength

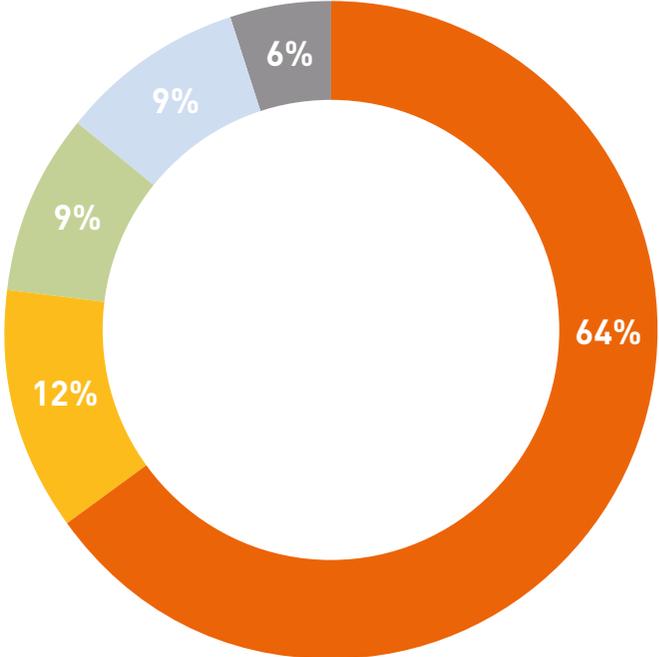
In less than 10 years we have built a financially robust organisation.

We are investing judiciously and planning carefully to ensure we provide a variety of burial, interment and memorialisation options to meet the diverse needs of our communities now and into the future.

Our healthy perpetual maintenance reserve, which provides for the ongoing maintenance and preservation of our sites, ensures the long-term sustainability of our cemeteries and our organisation. However, we know that to maintain such a position, we need to increase our productivity and grow our business while continuing to build relationships with business partners, community groups and the community at large.

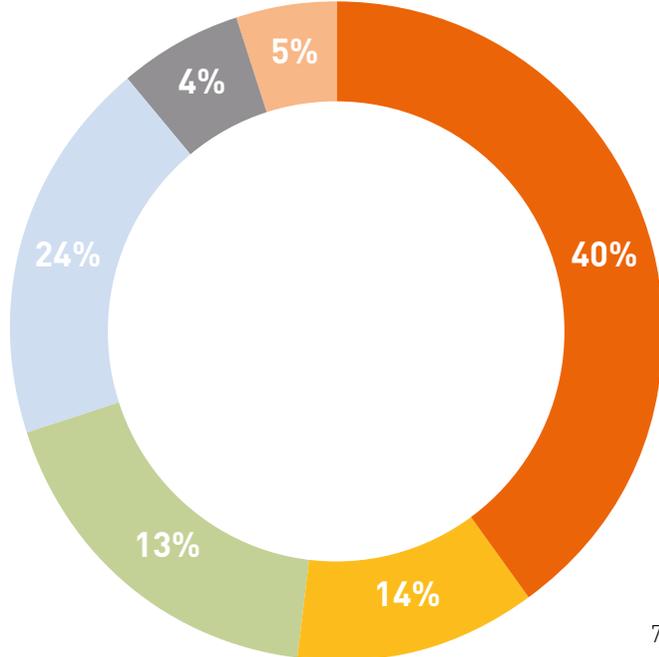
Revenue

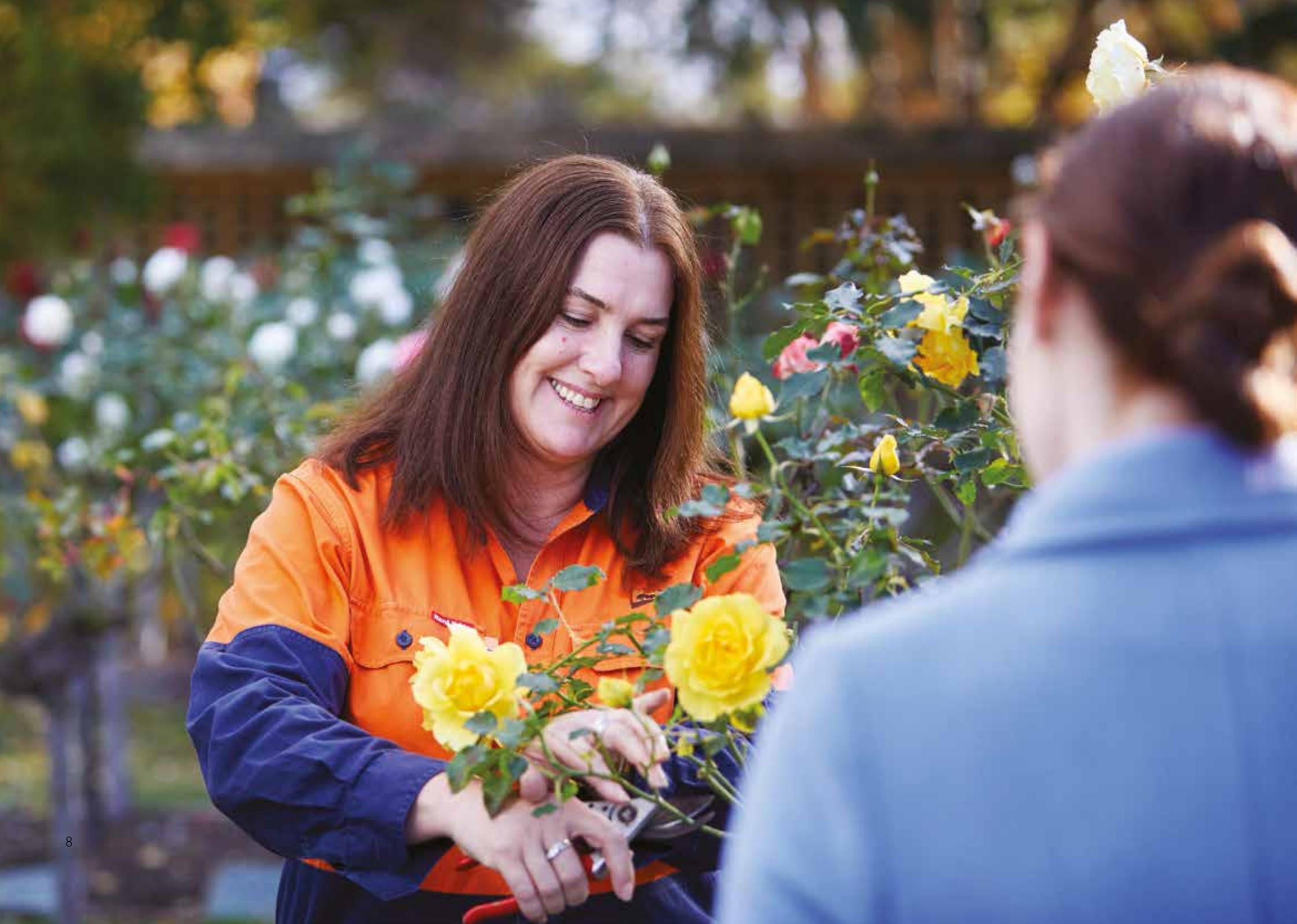
	\$000
● Right of interment	37,982
● Interments	7,344
● Cremations	5,197
● Memorialisation	5,145
● Other	3,284



Operating expenses

	\$000
● Salaries and wages	19,131
● Maintenance and operations	5,733
● Administration	8,376
● Cost of sales	8,750
● Other	2,853
● Cemetery levy	2,383





Our people, our communities

**Our dedicated, caring and
compassionate staff are the key
to our success.**

Victoria is home to hundreds of different cultures, each with their own unique customs for laying to rest those who have passed. Our workforce is multicultural and multilingual and our people embrace these traditions and practices with sensitivity and care.

At GMCT we are proud to serve such a diverse population and our staff are trusted advisers in their communities.

By building close relationships with our communities and by regularly seeking their feedback, we aim to represent the rich cultural diversity of our city in every facet of our decision making, providing cemeteries that are inclusive and meaningful for all.



Transforming our organisation

GMCT is continually evolving to understand and meet the changing expectations of our communities.

This means exploring new ways of using technology, introducing new work processes and forging strong relationships with established and emerging industry partners.

We're embracing forward-thinking business solutions, products and services and we have invested in a significant program of digital transformation to bring public cemeteries into the digital age.

Digital advancements allow us to reach out to our customers in new ways, making it easier than ever for them to seek our support during times of need. Our digital platforms are helping us build ongoing relationships while gaining valuable insights from customers to inform our strategic planning.

GMCT continues to seek innovative approaches to commemoration and memorialisation as we mature into a customer-focused organisation. Advancements we are currently investigating include virtual memorialisation and sustainable burial options to help people offset their lifetime environmental footprint.

Our vision is a bold one. With your support, we are helping define what cemeteries of the future will look like and how they will meet the needs of our communities: today and into the future.

Jacqui Weatherill
Chief Executive Officer



**FOR MORE INFORMATION
PLEASE CONTACT GMCT**

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