



UNDERSTANDING BEREAVED CLIENTS

This 4-hour workshop is vital for everyone with any level of responsibility for the welfare of cemetery clients.

Who are the cemetery's most frequent clients? What do they think, feel and want? When and why do they visit? What do they expect from cemetery staff? How do their needs change over time? Unique, ground-breaking Australian research reveals how the profile of most cemetery visitors differs significantly from that of the general population. We need to know our clients, and they want to be understood.

Learning Outcomes

- Explore the hidden social world of the cemetery.
- Appreciate social and cultural diversity among cemetery clients.
- Discover fascinating insights into the characters and needs of cemetery clients.
- Recognise a broad range of clients' emotions.
- Appreciate visitation patterns and specific behaviours.
- Understand reasons behind cemetery visitation and avoidance.
- Appreciate how mourners really feel about cemeteries and associated services.
- Learn to predict certain client responses and minimise concerns.
- Confidently understand and anticipate community needs.
- Learn and share practical solutions and better outcomes through group discussions.
- Be prepared to deliver truly effective cemetery services.

Participant Feedback

(Source: CCANSW)

"Dr Philip was a very knowledgeable and respectful person who automatically comes across as very experienced."

"This was a fascinating workshop. The presenter had a vast knowledge and understanding of the sector and was great at explaining some of the more research-related terminology and concepts that I wouldn't have otherwise understood.:"

"It felt special (and unusual) to have this level of access to peoples' emotions and personal grief journeys. I found it really insightful."

"Philip was informative and had a vast knowledge of the subject. The content was easy to follow and understand, offering varied viewpoints and statistics that assist in understanding clients' needs."

"Very informative."

"Loved it."

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Presenter

Dr Philip Bachelor OAM is a social behaviourist and extensively experienced cemetery administrator. With a background in cultural resource management, social anthropology, psychology and business administration, he is nationally and internationally recognised as a leading bereavement researcher, author and educator.