



THE AUSTRALIAN CELEBRANT
SURVEY **2012**

INTRODUCTION

Welcome to the 2012 Australian Celebrant Survey.

Back in 2009, we decided to ask the celebrant community what they were thinking. We sent out an invitation to over 7,000 celebrants across Australia for their feedback on a range of issues and we were delighted to have over 1,500 celebrants take part.

This year we decided to ask you all again and, again, we've had over 1,500 responses to a range of celebrancy-related issues from the changes proposed by the Attorney-General's Department through to ceremony rates, locations and styles.

Without the support and resources of our sponsors this year - the **Australian Federation of Civil Celebrants** and **Celebrante** - the survey would have not had anywhere near the participation that it has.

To everyone who took part this year, a hearty "thank you"! For those that didn't or couldn't make it, I hope you will help us all learn more about the celebrancy industry when next we run the survey.

David Taylor
Celebrante

INDEX

The Basics	3
Trends in Weddings	10
Your Celebrancy Business	14
Marriage Celebrants Program Reforms	17
Ongoing Professional Development	27
Advertising Choices	32
Thank You	35

OUR SUPPORTERS



Australian Federation of Civil Celebrants
www.civilcelebrants.com.au

celebrante.com.au

HELPING YOU REACH THE **RIGHT** AUDIENCE

Celebrante
www.celebrante.com.au

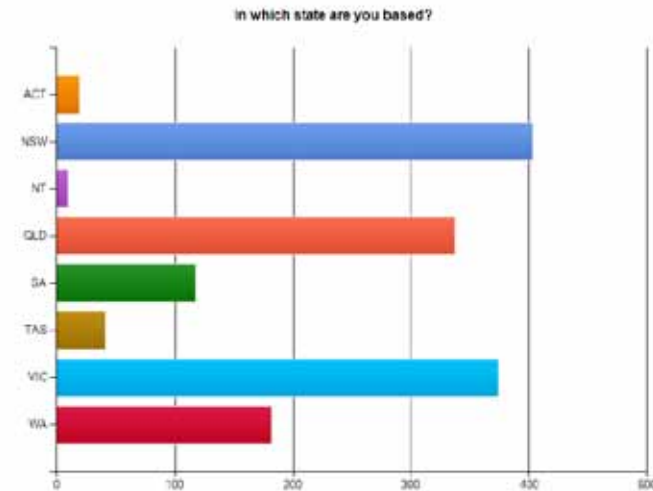


THE BASICS

THE BASICS

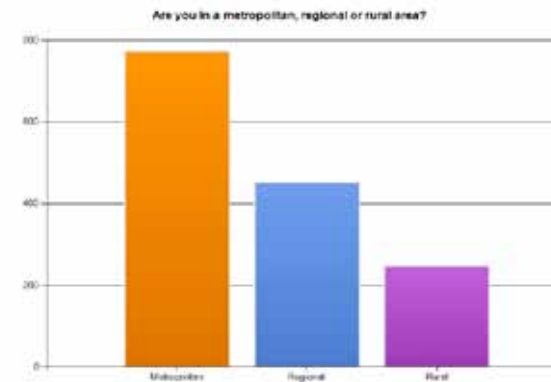
IN WHICH STATE ARE YOU BASED?

RESPONSE	%	COUNT
ACT	1.3%	19
NSW	27.2%	403
NT	0.6%	9
QLD	22.7%	337
SA	7.9%	117
TAS	2.8%	41
VIC	25.2%	374
WA	12.3%	182
TOTAL	100%	1482



ARE YOU IN A METROPOLITAN, REGIONAL OR RURAL AREA?

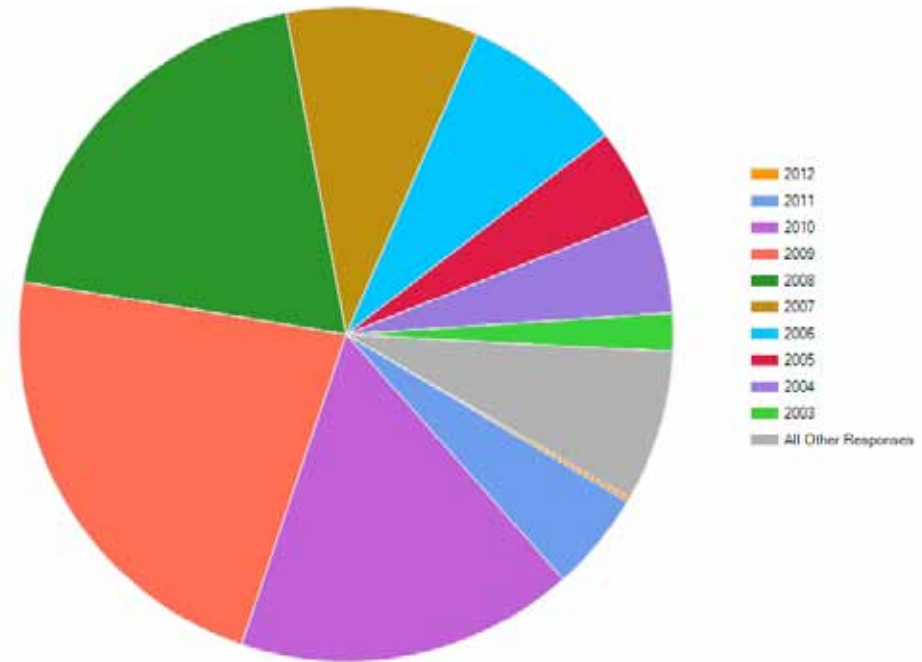
RESPONSE	%	COUNT
Metropolitan	52.6%	772
Regional	30.7%	451
Rural	16.7%	246
TOTAL	100%	1482



THE BASICS

IN WHICH YEAR DID YOU BECOME A CELEBRANT?

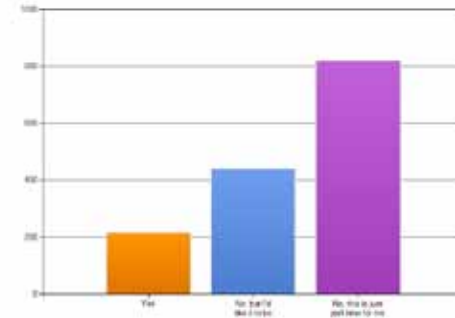
RESPONSE	%	COUNT
2012	0.2%	3
2011	4.9%	73
2010	16.7%	248
2009	22.4%	332
2008	19.5%	289
2007	9.5%	141
2006	8.0%	119
2005	4.5%	66
2004	4.9%	73
2003	1.9%	28
Pre 2003	7.5%	111
TOTAL	100%	1483



THE BASICS

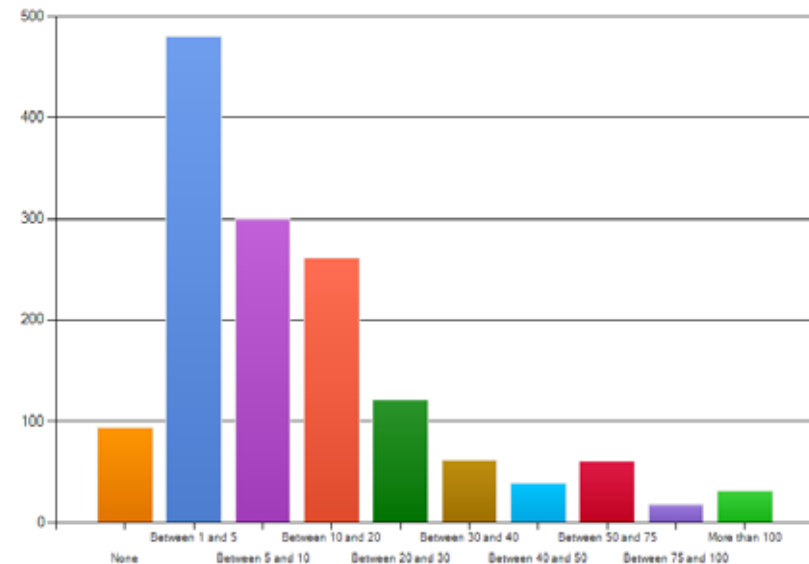
IS CELEBRANCY YOUR MAIN SOURCE OF INCOME?

RESPONSE	%	COUNT
Yes	14.6%	216
No, but I'd like it to be	29.8%	441
No, this is just part time for me	55.5%	821
TOTAL	100%	1476



HOW MANY CEREMONIES DID YOU PERFORM IN 2011?

RESPONSE	%	COUNT
None	6.4%	94
Between 1 and 5	32.8%	480
Between 5 and 10	20.5%	300
Between 10 and 20	17.8%	261
Between 20 and 30	8.3%	122
Between 30 and 40	4.2%	61
Between 40 and 50	2.7%	39
Between 50 and 75	4.1%	60
Between 75 and 100	1.2%	17
More than 100	2.1%	31
TOTAL	100%	1465



THE BASICS

WHICH CEREMONIES DO YOU PERFORM AND WHAT IS YOUR AVERAGE FEE FOR EACH?

	> \$250	\$250 to \$400	\$400 to \$600	\$600 to \$800	\$800 to \$1000	\$1000 +
Wedding	3.5%	31.4%	57.0%	7.4%	0.5%	0.3%
Naming	39.6%	54.2%	6.1%	0.0%	0.1%	0.0%
Renewal of Vows	25.6%	56.7%	16.4%	1.3%	0.0%	0.0%
Funeral	25.7%	55.4%	17.1%	1.3%	0.2%	0.4%
Commitment	14.4%	57.7%	26.0%	1.6%	0.2%	0.2%
Ashes Scattering	43.7%	46.7%	9.1%	0.5%	0.0%	0.0%
Boat Launching	45.5%	46.5%	7.9%	0.0%	0.0%	0.0%
New Home or Office	51.3%	41.6%	7.1%	0.0%	0.0%	0.0%

WHAT PROPORTION OF YOUR CEREMONIES DO EACH OF THE CEREMONY TYPES CONSTITUTE?

	> 10%	10% to 20%	20% to 30%	30% to 40%	40% to 50%	50% to 60%	60% to 70%	70% to 80%	80% to 90%	90% +
Wedding	2.7%	1.7%	1.5%	1.8%	2.1%	2.8%	4.1%	8.1%	21.5%	53.5%
Naming	65.6%	22.7%	5.4%	2.2%	1.7%	0.8%	0.4%	0.5%	0.4%	0.5%
Renewal of Vows	82.9%	11.5%	2.0%	0.8%	1.1%	0.5%	0.3%	0.2%	0.3%	0.5%
Funeral	51.6%	18.2%	8.0%	2.2%	3.9%	3.9%	3.2%	3.9%	1.3%	3.7%
Commitment	84.5%	9.8%	2.4%	2.1%	0.5%	0.5%	0.2%	0.0%	0.0%	0.0%
Ashes Scattering	89.6%	6.5%	1.9%	0.6%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%
Boat Launching	97.0%	1.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Home or Office	96.5%	2.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	90.2%	4.9%	2.5%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.6%

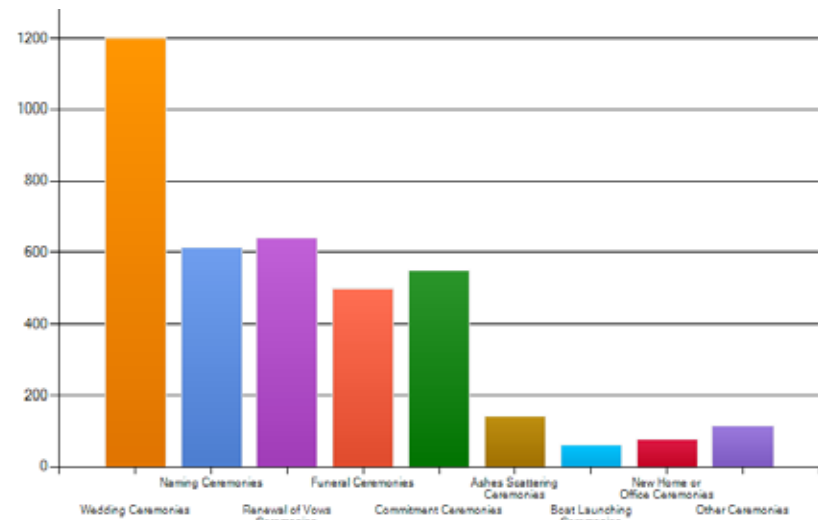
THE BASICS

WHAT IS THE AVERAGE LEAD TIME YOU REQUIRE FOR A BOOKING?

	LESS THAN ONE WEEK	LESS THAN ONE MONTH	1 MTH TO 3 MTHS	3 MTHS TO 6 MTHS	6 THS TO 12 MTHS	12 MONTHS +
Wedding	3.6%	2.9%	59.6%	23.9%	9.7%	0.3%
Naming	9.1%	52.6%	34.3%	3.6%	0.3%	0.1%
Renewal of Vows	8.1%	50.3%	34.8%	6.0%	0.8%	0.0%
Funeral	87.7%	7.8%	3.7%	6.7%	0.5%	0.0%
Commitment	8.4%	48.6%	35.7%	6.7%	0.5%	0.0%
Ashes Scattering	44.9%	41.9%	12.0%	1.3%	0.0%	0.0%
Boat Launching	31.8%	47.7%	17.4%	3.0%	0.0%	0.0%
New Home or Office	29.3%	51.0%	17.8%	1.9%	0.0%	0.0%
Other	28.3%	48.0%	22.4%	0.7%	0.7%	0.0%

WHAT CEREMONIES WOULD YOU LIKE TO DO MORE OF?

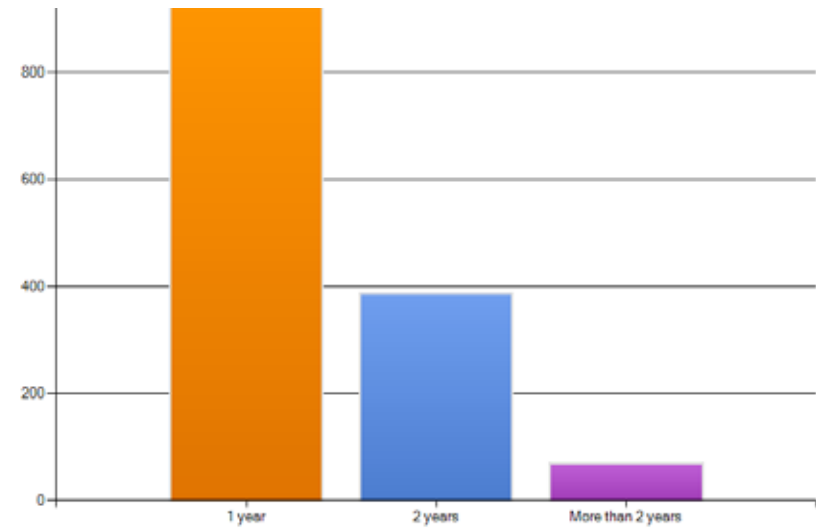
RESPONSE	%	COUNT
Wedding	84.9%	1200
Naming	43.4%	613
Renewal of Vows	45.4%	642
Funeral	35.4%	500
Commitment	38.9%	549
Ashes Scattering	10.0%	141
Boat Launching	4.4%	62
New Home or Office	5.3%	75
Other	7.9%	112



THE BASICS

WHAT'S THE FURTHEST AHEAD YOU'VE TAKEN A BOOKING

RESPONSE	%	COUNT
1 Year	84.9%	1200
2 Years	43.4%	613
More than 2 years	45.4%	642



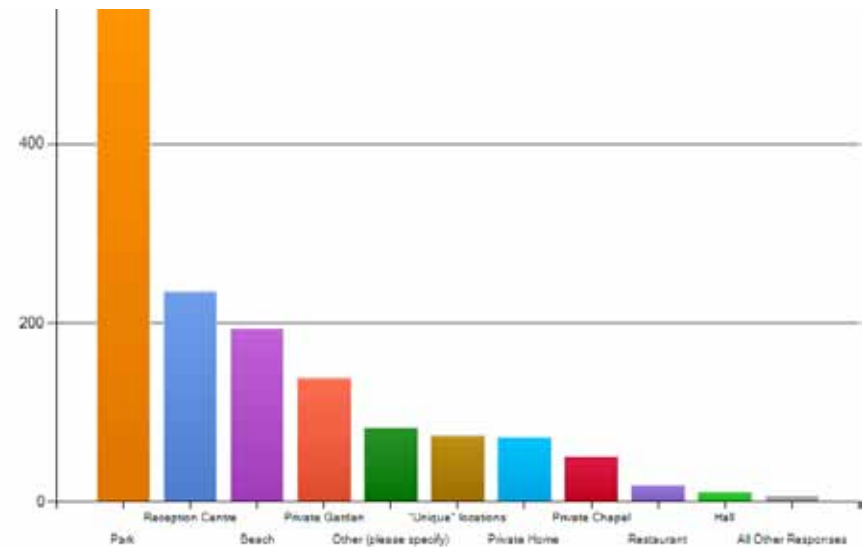


TRENDS IN WEDDINGS

TRENDS IN WEDDINGS

WHAT IS YOUR MOST COMMON LOCATION FOR YOUR CEREMONIES?

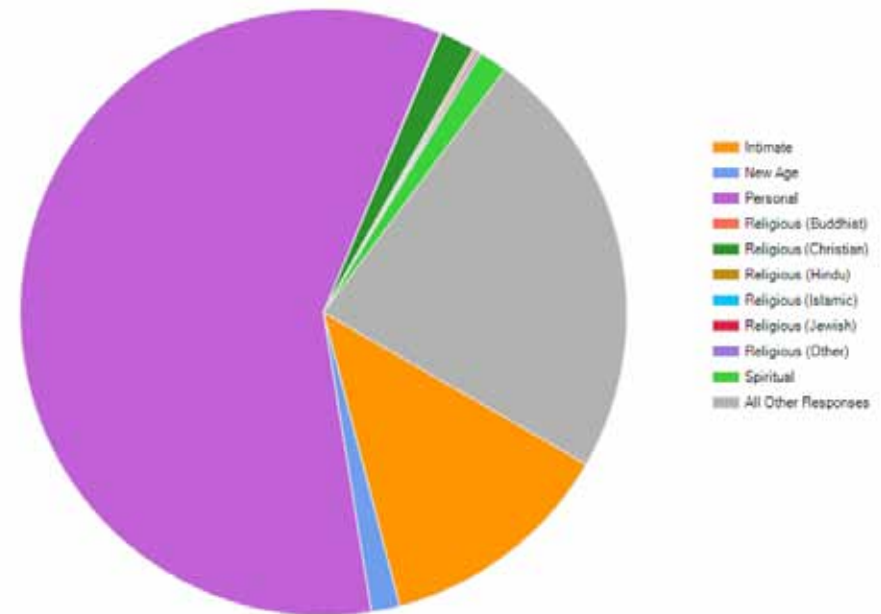
RESPONSE	%	COUNT
Adventure Locations	0.3%	4
Unique Locations	5.1%	74
Beach	13.2%	193
Boat - Onboard	0.1%	2
Hall	0.8%	11
Park	39.6%	578
Plane - Onboard	0.0%	0
Private Chapel	3.4%	50
Private Garden	9.5%	138
Private Home	5.0%	73
Reception Centre	16.1%	235
Restaurant	1.2%	18
Skydiving / Parachuting	0.1%	1
Underwater / Scuba Diving	0.0%	0
Other	5.7%	83



TRENDS IN WEDDINGS

HOW WOULD YOU DESCRIBE YOUR MOST COMMONLY REQUESTED STYLE OF CEREMONY?

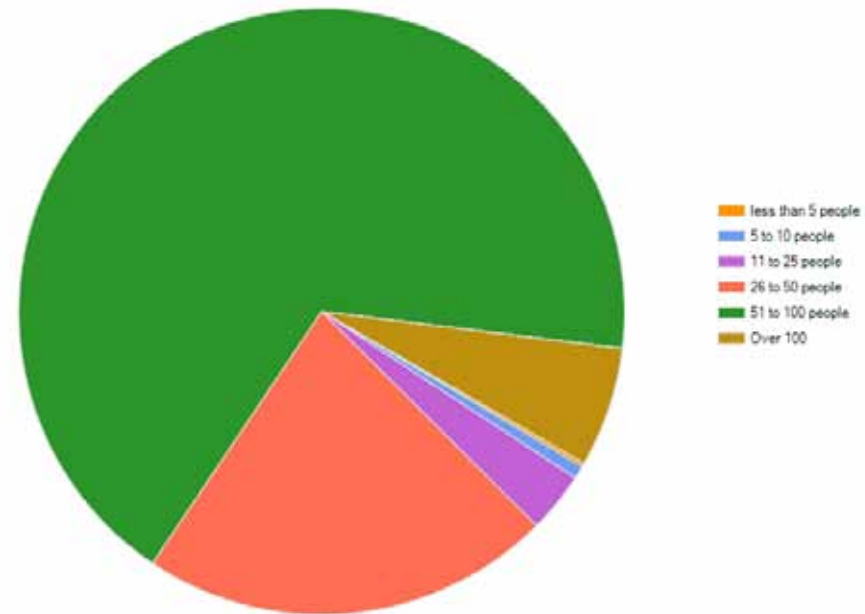
RESPONSE	%	COUNT
Intimate	12.6%	184
New Age	1.5%	22
Personal	58.8%	858
Religious (Buddhist)	0.1%	1
Religious (Christian)	1.9%	27
Religious (Hindu)	0.1%	2
Religious (Islamic)	0.1%	1
Religious (Jewish)	0.1%	2
Religious (Other)	0.1%	2
Spiritual	1.5%	22
Themed	0.4%	6
Traditional	18.0%	262
Other	4.7%	69



TRENDS IN WEDDINGS

WHAT WOULD BE THE MOST COMMON SIZE 'AUDIENCE' AT YOUR WEDDING CEREMONIES?

RESPONSE	%	COUNT
Less than 5 people	0.2%	3
5 to 10 people	0.7%	10
11 to 25 people	3.2%	47
26 to 50 people	22.0%	319
51 to 100 people	67.5%	981
Over 100 people	6.4%	93



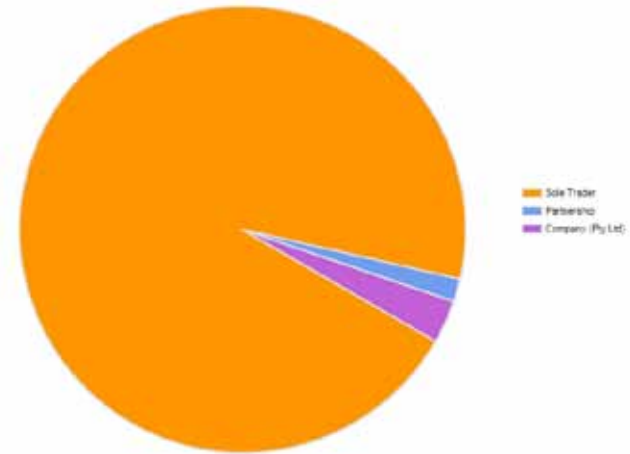


YOUR CELEBRANCY BUSINESS

YOUR CELEBRANCY BUSINESS

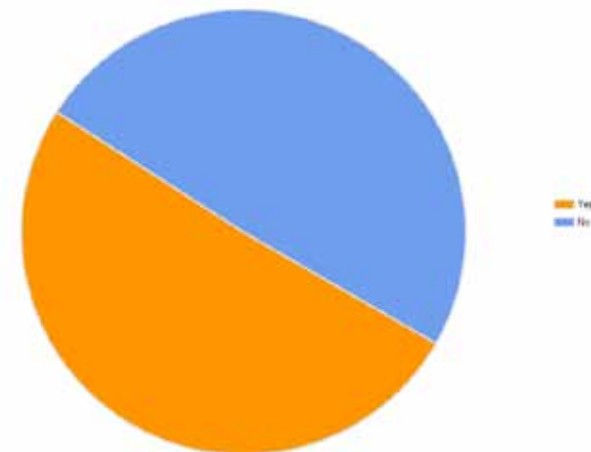
HOW HAVE YOU SET UP YOUR CELEBRANCY BUSINESS?

RESPONSE	%	COUNT
Sole Trader	95.2%	1378
Partnership	1.7%	24
Company (Pty Ltd)	3.1%	45



HAVE YOU REGISTERED A BUSINESS NAME?

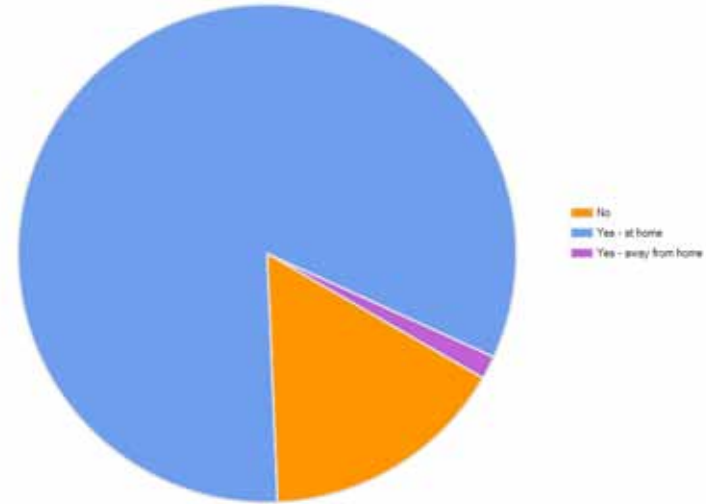
RESPONSE	%	COUNT
Yes	50.8%	740
No	49.2%	718



YOUR CELEBRANCY BUSINESS

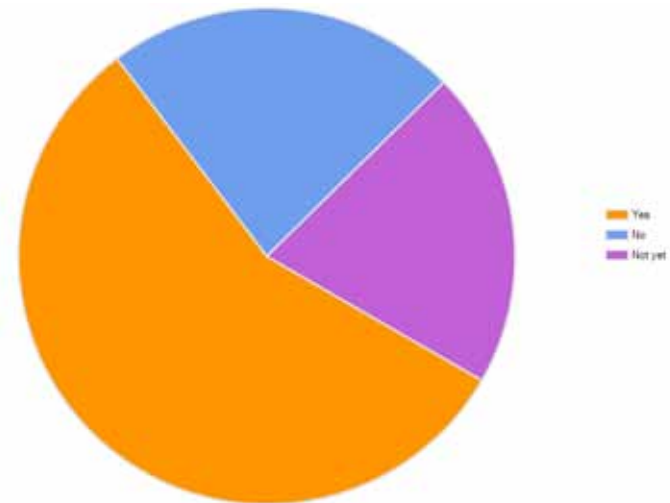
DO YOU HAVE A DEDICATED OFFICE FOR YOUR CELEBRANCY BUSINESS?

RESPONSE	%	COUNT
No	16.0%	235
Yes - at home	82.5%	1212
Yes - away from home	1.5%	22



HAVE YOU SET UP A WEBSITE FOR YOUR CELEBRANCY BUSINESS?

RESPONSE	%	COUNT
Yes	56.4%	825
No	23.0%	336
Not yet	20.7%	303



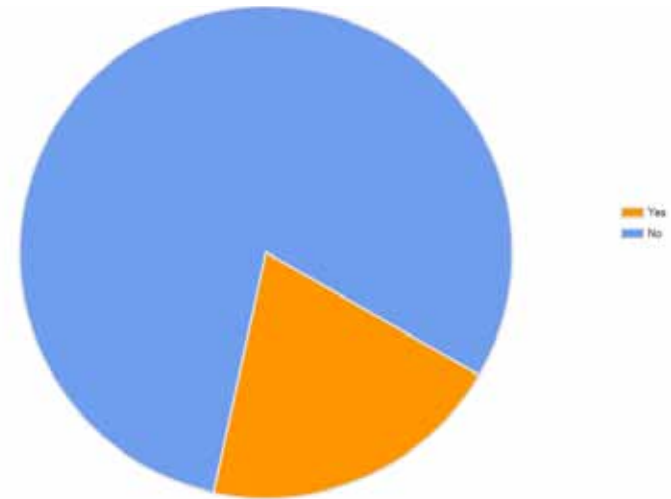


MARRIAGE CELEBRANTS PROGRAM REFORMS

MARRIAGE CELEBRANTS PROGRAM REFORMS

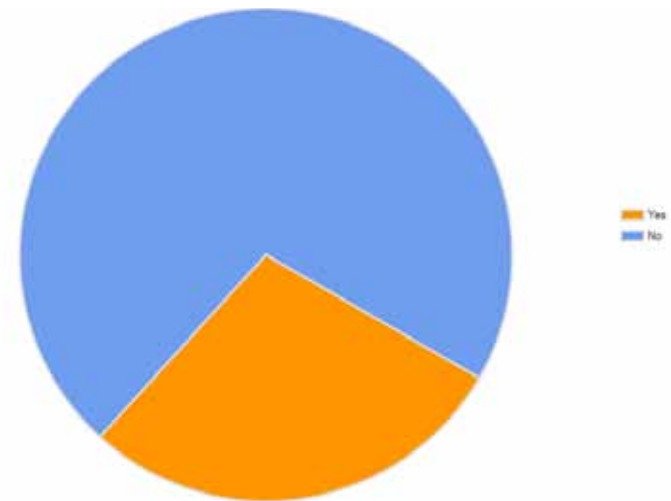
DID YOU ATTEND ANY OF THE CONSULTATION SESSIONS WITH THE ATTORNEY-GENERAL'S DEPARTMENT AS PART OF THE MARRIAGE CELEBRANTS PROGRAM REFORMS?

RESPONSE	%	COUNT
Yes	20.1%	292
No	79.9%	1162



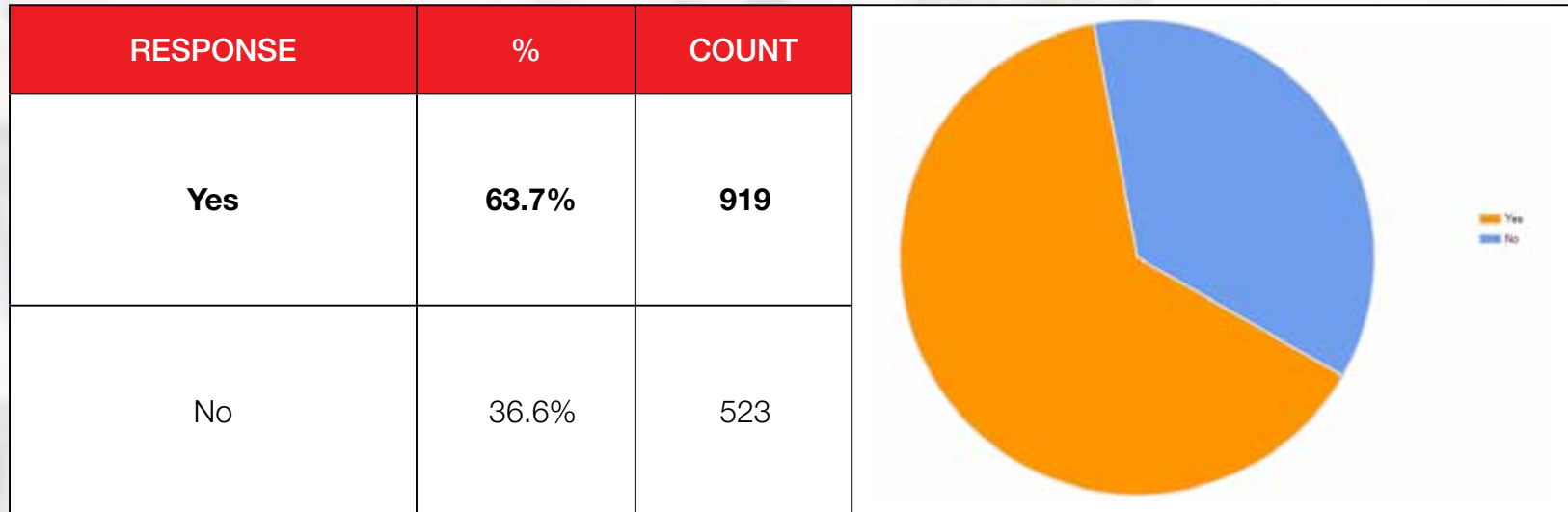
DO YOU BELIEVE THAT THE COST-RECOVERY EFFORT VIA A CELEBRANT'S REGISTRATION FEE IS NECESSARY TO SUPPORT THE CELEBRANTS PROGRAM?

RESPONSE	%	COUNT
Yes	28.4%	404
No	71.6%	1017

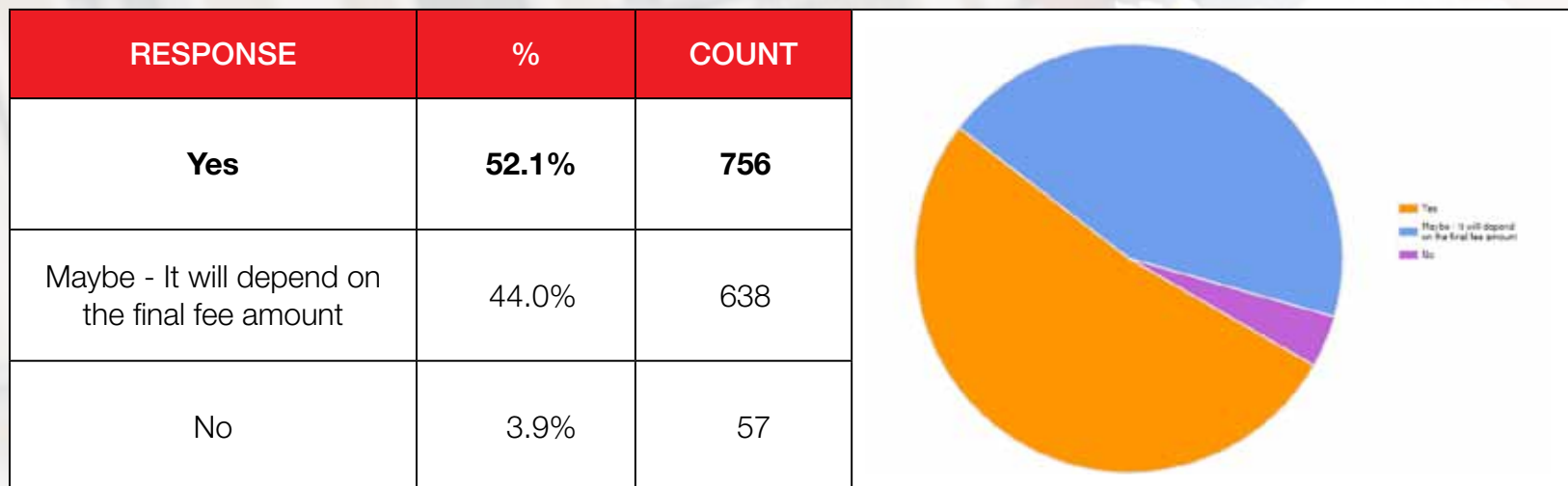


MARRIAGE CELEBRANTS PROGRAM REFORMS

WERE YOU CONSULTED OR DID YOU HAVE THE OPPORTUNITY TO CONTRIBUTE IN RELATION TO SUBMISSIONS MADE BY A CELEBRANT ORGANISATION OR REPRESENTATIVE BODY?



WILL YOU CONTINUE AS A CELEBRANT ONCE THE CELEBRANT REGISTRATION FEE COMES INTO EFFECT ON 1 JULY 2013?



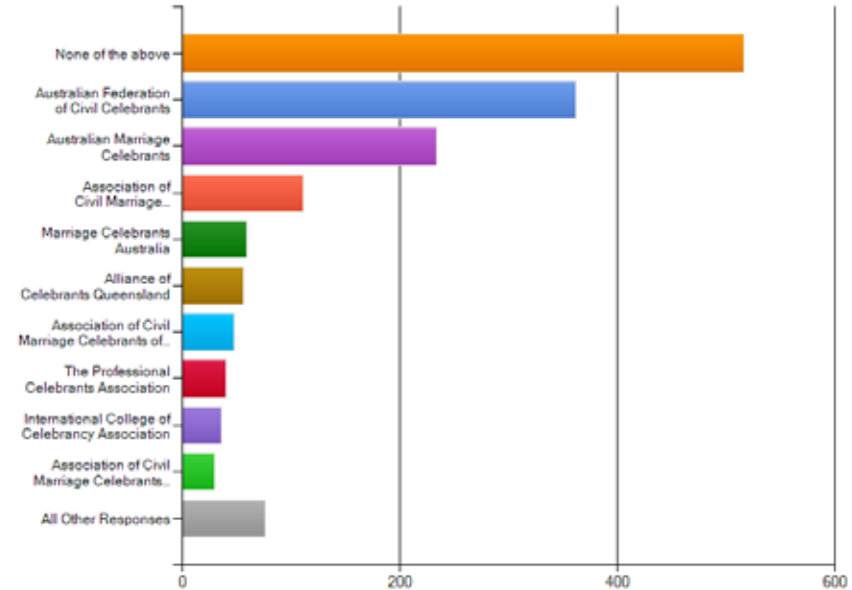


CELEBRANT ASSOCIATIONS

CELEBRANT ASSOCIATIONS

TO WHICH CELEBRANT ASSOCIATION(S) DO YOU BELONG?

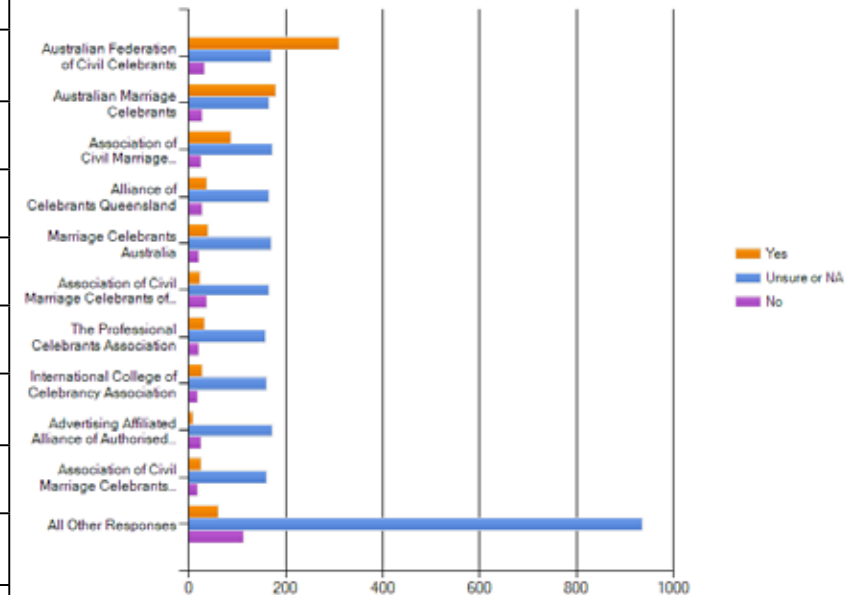
RESPONSE	%	COUNT
Advertising Affiliated Alliance of Authorised Civil Marriage Celebrants	0.3%	4
Alliance of Celebrants Queensland	4.0%	56
Association of Civil Marriage Celebrants of NSW & ACT	3.4%	47
Association of Civil Marriage Celebrants of SA	2.1%	29
Association of Civil Marriage Celebrants of Victoria	8.0%	111
Australian Alliance of Quality Celebrants	0.2%	3
Australian Federation of Civil Celebrants	26.0%	362
Australian Marriage Celebrants	16.8%	233
Celebrants Australia Inc	1.5%	21
Civil Celebrants Graduate Association (Monash)	1.4%	19
Humanist Celebrant Network	0.8%	11
International College of Celebrancy Association	2.5%	35
Marriage Celebrants Australia	4.2%	59
North Queensland Celebrants Networking Group	0.6%	9
South East Australia Civil Marriage Celebrants Association	0.6%	9
The Professional Celebrants Association	2.9%	40



CELEBRANT ASSOCIATIONS

DO YOU FEEL YOUR MEMBERSHIP REPRESENTS GOOD VALUE?

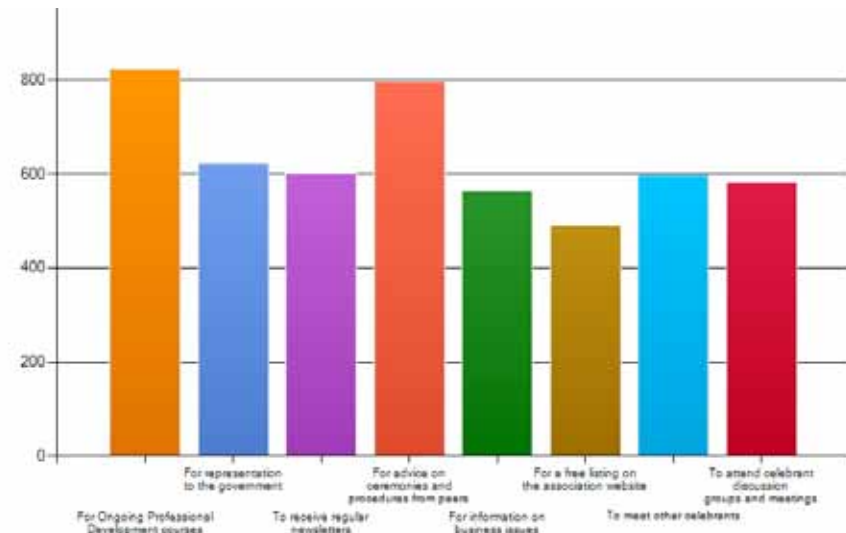
RESPONSE	YES	UNSURE OR NA	NO	RATING AVERAGE
Advertising Affiliated Alliance of Authorised Civil Marriage Celebrants	3.9%	83.4%	12.7%	1.91
Alliance of Celebrants Queensland	16.2%	72.1%	11.8%	2.04
Association of Civil Marriage Celebrants of NSW & ACT	9.8%	74.1%	16.1%	1.94
Association of Civil Marriage Celebrants of SA	11.8%	78.9%	9.3%	2.02
Association of Civil Marriage Celebrants of Victoria	30.9%	60.6%	8.5%	2.22
Australian Alliance of Quality Celebrants	1.1%	87.7%	11.2%	1.90
Australian Federation of Civil Celebrants	60.5%	33.3%	6.3%	2.54
Australian Marriage Celebrants	48.1%	44.6%	7.3%	2.41
Celebrants Australia Inc	9.7%	81.0%	9.2%	2.01
Civil Celebrants Graduate Association (Monash)	8.4%	81.2%	10.5%	1.98
Humanist Celebrant Network	3.3%	86.8%	10.0%	1.93
International College of Celebrancy Association	13.1%	77.7%	9.2%	2.04
Marriage Celebrants Australia	17.0%	74.2%	8.7%	2.08
North Queensland Celebrants Networking Group	5.5%	84.2%	10.4%	1.95
South East Australia Civil Marriage Celebrants Association	4.4%	85.6%	9.9%	1.94
The Professional Celebrants Association	14.8%	75.7%	9.5%	2.05



CELEBRANT ASSOCIATIONS

WHY DID YOU (OR WOULD YOU) JOIN YOUR ASSOCIATION?

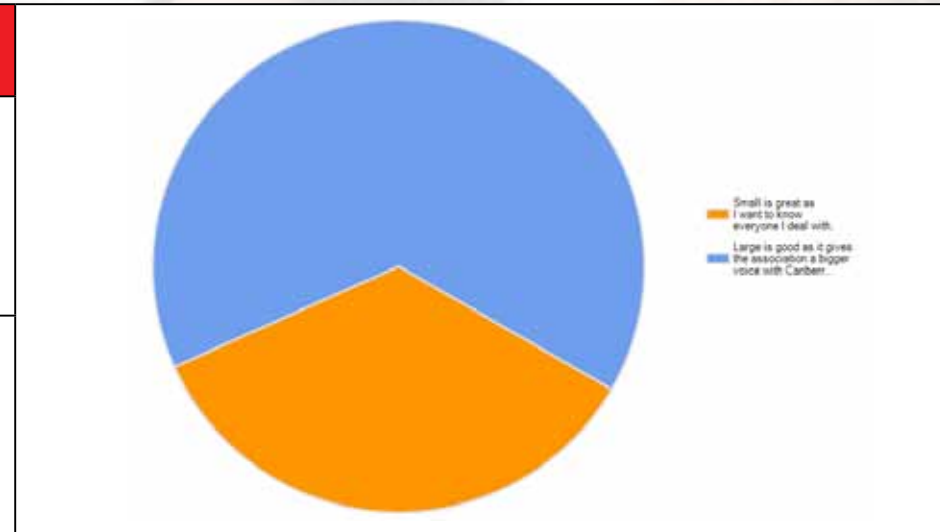
RESPONSE	%	COUNT
For ongoing professional development	67.9%	821
For representation to the government	51.3%	621
To receive regular newsletters	49.5%	599
For advice on ceremonies and procedures from peers	65.7%	795
For information on business issues	46.5%	563
For a free listing on the association website	40.4%	489
To meet other celebrants	49.3%	597
To attend celebrant discussion groups & meetings	48.2%	583



CELEBRANT ASSOCIATIONS

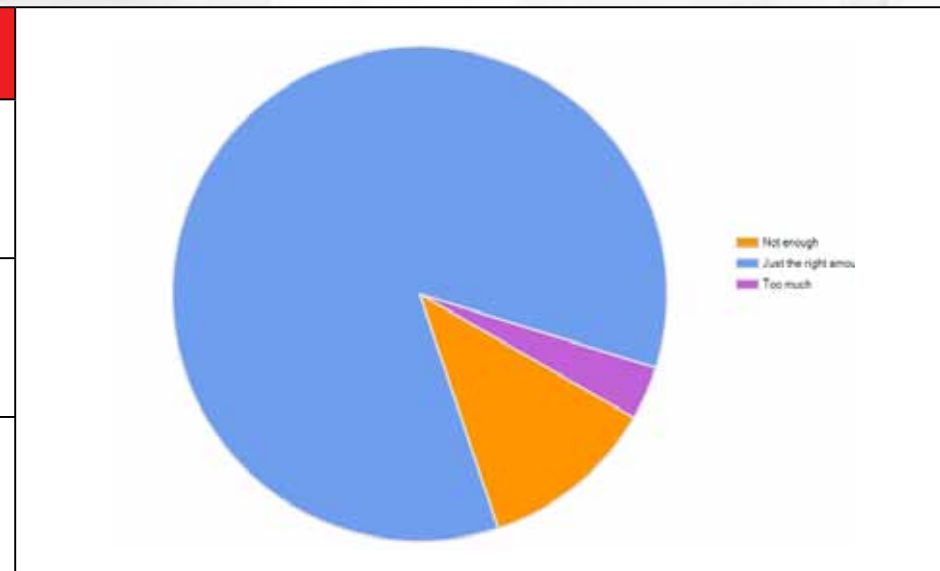
DO YOU FEEL THAT SMALL STATE BASED ASSOCIATIONS PROVIDE BETTER SERVICE THAN LARGER NATIONAL ASSOCIATIONS?

RESPONSE	%	COUNT
Small is great as I want to know everyone I deal with	35.0%	358
Large is good as it gives the association a bigger voice with Canberra and the wedding industry in general	65.0%	666



REGARDING THE INFORMATION YOU RECEIVE FROM YOUR ASSOCIATION, DO YOU RECEIVE...

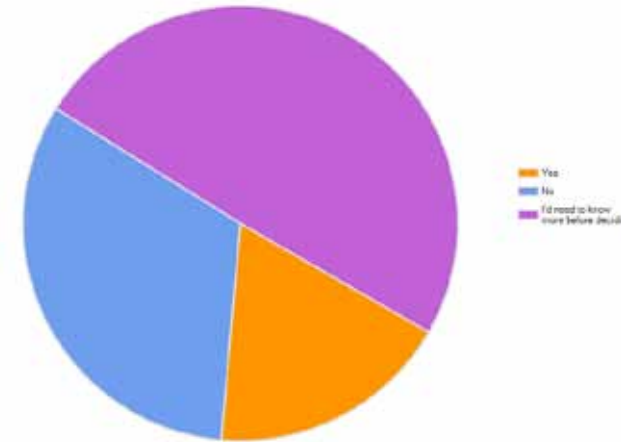
RESPONSE	%	COUNT
Not enough	11.5%	112
Just the right amount	85.0%	826
Too much	3.5%	34



CELEBRANT ASSOCIATIONS

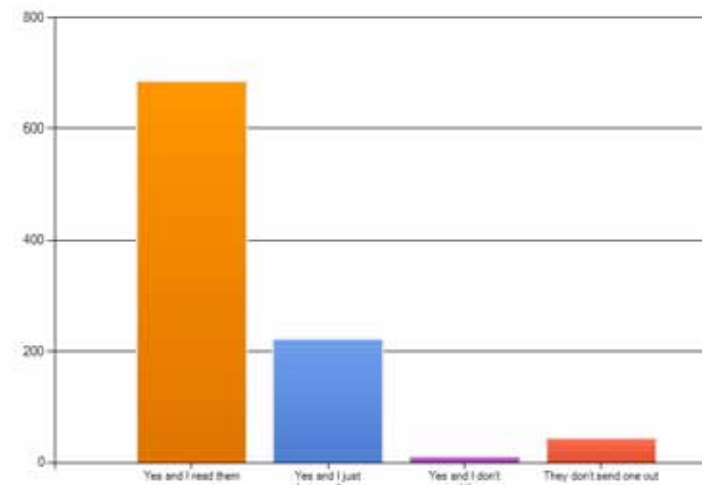
WOULD YOU BE PREPARED TO WORK ON A SUB-COMMITTEE WITHIN YOUR ASSOCIATION TO WORK ON BEHALF OF OTHER CELEBRANTS?

RESPONSE	%	COUNT
Yes	18.1%	225
No	32.4%	404
I'd need to know more before deciding	49.5%	616



DOES YOUR ASSOCIATION SEND OUT REGULAR NEWSLETTERS ABOUT UPCOMING EVENTS?

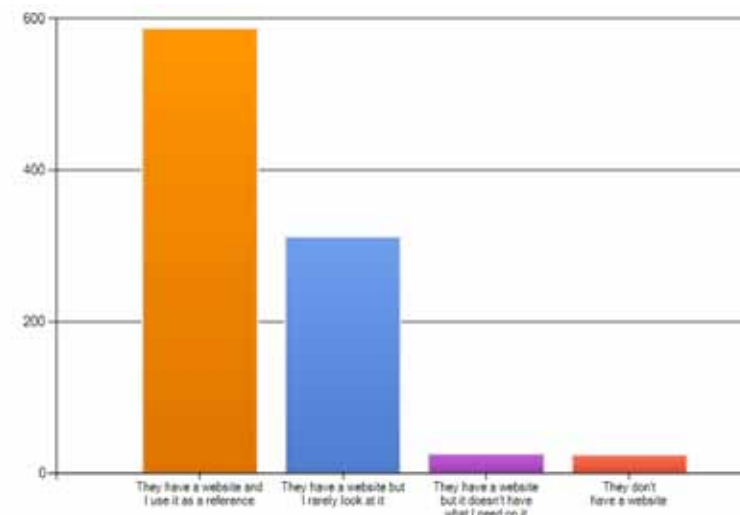
RESPONSE	%	COUNT
Yes and I read them	71.9%	686
Yes and I just browse them	23.2%	221
Yes and I don't read them	0.9%	9
They don't send one out	4.6%	44



CELEBRANT ASSOCIATIONS

DOES YOUR ASSOCIATION HAVE A WEBSITE THAT INCLUDES UPCOMING EVENTS AND IMPORTANT ISSUES?

RESPONSE	%	COUNT
They have a website and I use it as a reference	62.3%	586
They have a website but I rarely look at it	33.1%	311
They have a website but it doesn't have what I need on it	2.6%	24
They don't have a website	2.4%	23



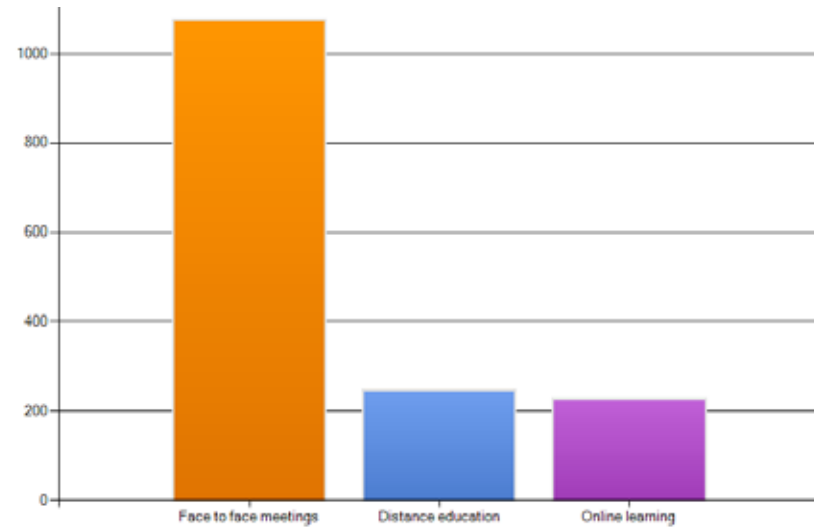


ONGOING PROFESSIONAL DEVELOPMENT

ONGOING PROFESSIONAL DEVELOPMENT

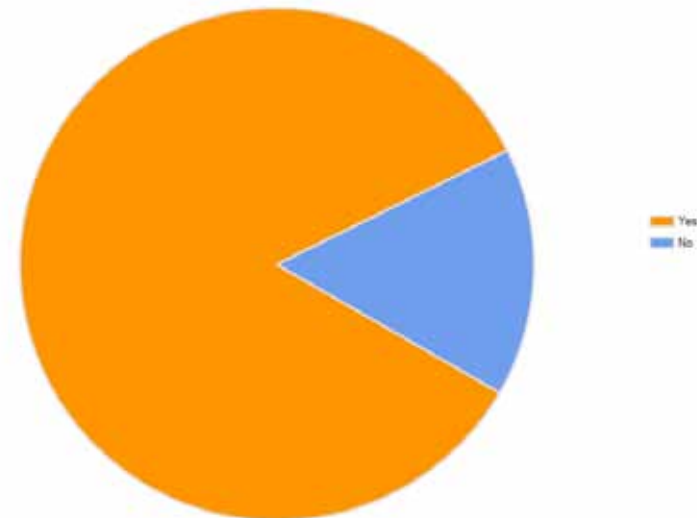
HOW DO YOU COMPLETE YOUR ANNUAL OPD OBLIGATIONS?

RESPONSE	%	COUNT
Face to face meetings	76.2%	1075
Distance education	17.4%	245
Online learning	15.9%	225



DOES YOUR ASSOCIATION SUPPORT YOU WITH OPD OBLIGATIONS AND BENEFICIAL PRICING ARRANGEMENTS?

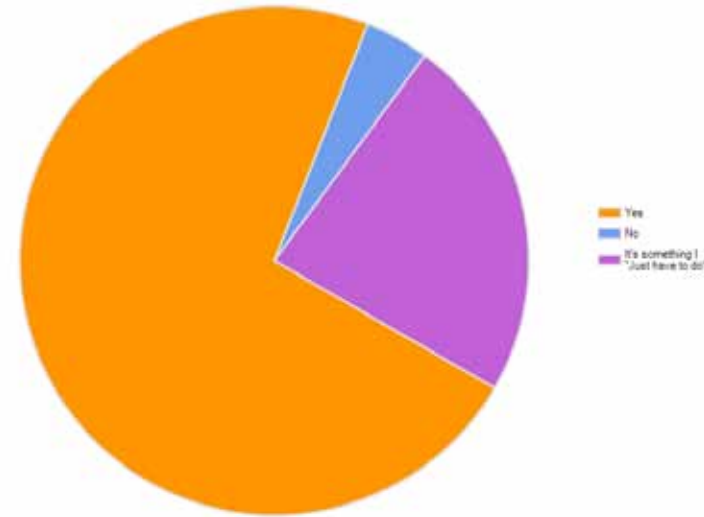
RESPONSE	%	COUNT
Yes	84.3%	910
No	15.7%	169



ONGOING PROFESSIONAL DEVELOPMENT

DO YOU VALUE THE ANNUAL OPD EXPERIENCE?

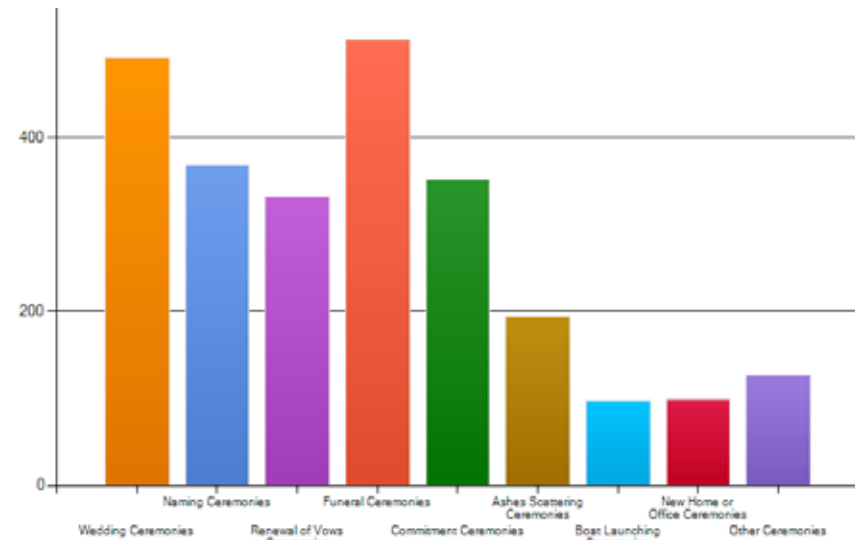
RESPONSE	%	COUNT
Yes	72.6%	1012
No	4.1%	57
It's something "I just have to do"	23.3%	324



ONGOING PROFESSIONAL DEVELOPMENT

WHICH CEREMONIES WOULD YOU LIKE MORE TRAINING IN?

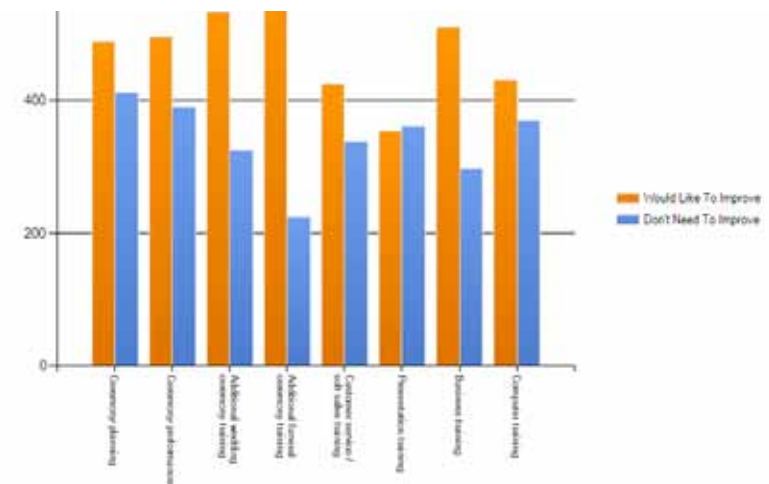
RESPONSE	%	COUNT
Wedding	43.6%	492
Naming	32.7%	369
Renewal of Vows	29.4%	332
Funeral	45.5%	513
Commitment	31.1%	351
Ashes Scattering	17.2%	194
Boat Launching	8.7%	98
New Home or Office	8.8%	99
Other	11.2%	126



ONGOING PROFESSIONAL DEVELOPMENT

WHAT ARE THE SKILL AREAS YOU FEEL YOU WOULD LIKE TO IMPROVE?

RESPONSE	%	DON'T NEED TO IMPROVE	COUNT
Ceremony Planning	54.4%	45.8%	889
Ceremony Performance	56.2%	44.1%	885
Additional Wedding Ceremony Training	62.6%	38.1%	853
Additional Funeral Ceremony Training	71.9%	28.1%	801
Customer Service / Soft Sales Training	55.9%	44.5%	762
Presentation Training	49.5%	50.6%	715
Business Training	63.3%	36.8%	807
Computer Training	53.9%	46.2%	801



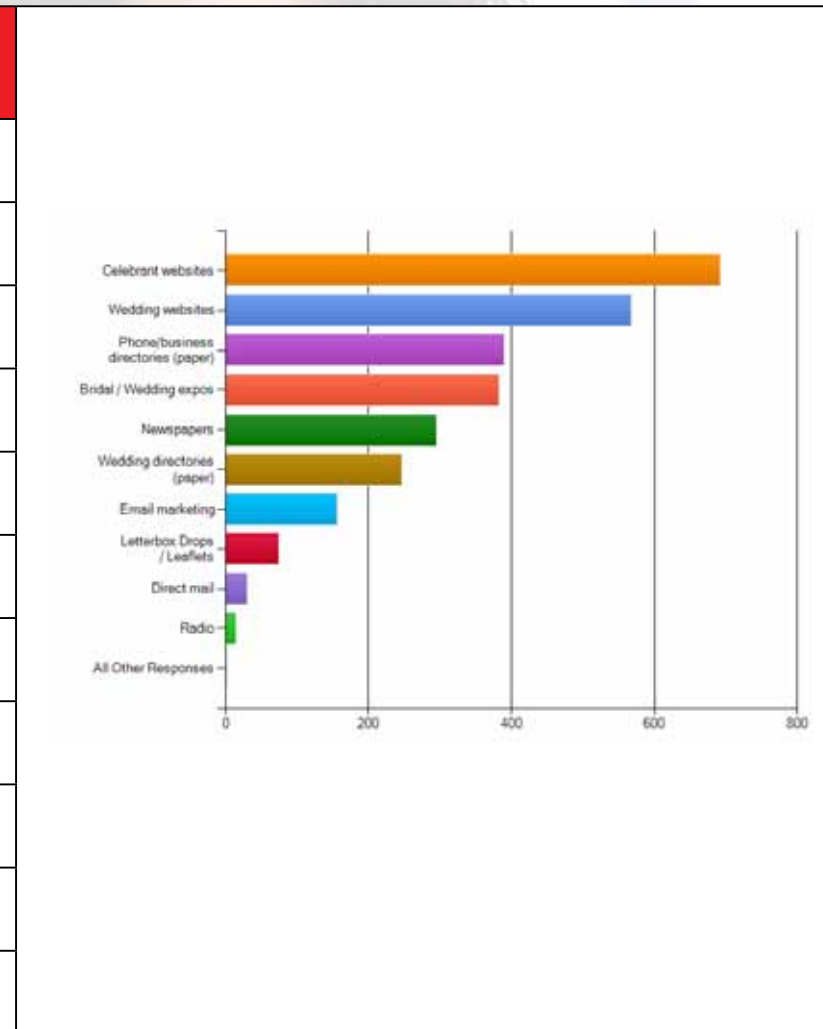


ADVERTISING CHOICES

ADVERTISING CHOICES

WHICH ADVERTISING AVENUES HAVE YOU EXPLORED IN THE PAST TWELVE MONTHS?

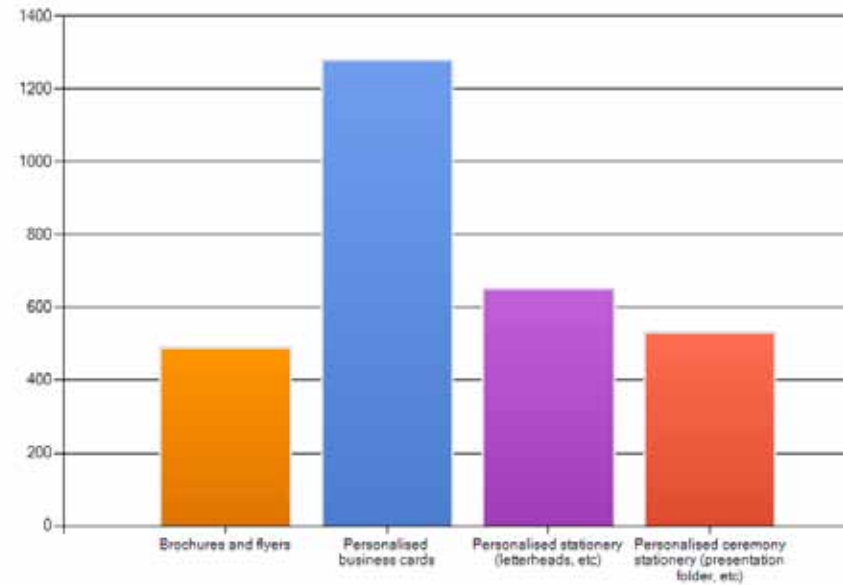
RESPONSE	%	COUNT
Newspapers	26.8%	295
Wedding Directories (Paper)	22.3%	246
Phone/Business Directories (Paper)	35.4%	390
Wedding Websites	51.5%	567
Celebrant Websites	62.8%	692
Radio	1.3%	14
Television	0.2%	2
Letterbox Drops / Leaflets	6.7%	74
Email Marketing	14.2%	157
Direct Mail	2.8%	31
Bridal / Wedding Expo	34.8%	383



ADVERTISING CHOICES

WHICH OF THE FOLLOWING PRINTED MATERIALS DO YOU CURRENTLY USE?

RESPONSE	%	COUNT
Brochures and Flyers	37.3%	488
Personalised Business Cards	97.6%	1279
Personalised Stationery (Letterheads etc)	49.6%	650
Personalised Ceremony Stationery (Presentation Folder etc)	40.4%	529





THANK YOU

THANK YOU

Many people helped me put this survey together with their suggestions and feedback.

My particular thanks go to Stuart Gordon for his drive and energy in getting this edition of the survey up and running and for managing all of the communication to the entire celebrant community!

This survey is provided free of charge to all Australian celebrants and celebrants' associations. It is also provided, in this report form, to Federal and State government departments, libraries, schools and any not-for-profit organisation that requests a copy.

If you are a commercial organisation and would like a more detailed report of the Australian Celebrant Survey, please contact:

**David Taylor
Celebrante Pty Ltd
info@celebrante.com.au
02 9888 3755**

DISCLAIMER

Our survey is based on the choices selected by participants.

These results are not conducted in a scientific fashion merely a collection of data of the selections that they made.

Every effort has been made to ensure the accuracy of the data in this report but Celebrante Pty Ltd disclaims all responsibility and all liability (including without limitation, liability in negligence) for all expenses, losses, damages and costs you might incur as a result of the information being inaccurate or incomplete in any way, and for any reason.