

CoCA Inc. National Survey of Independent Celebrants

Date: 30th June 2016

The Coalition of Celebrant Associations (CoCA) is a group of associations under one banner and is recognised by the Attorney General (AG), the Attorney General's Department and the Marriage Law & Celebrant Section (MLCS) as the Peak Body for Commonwealth marriage celebrants. One of CoCA's aims is to engage with the Attorney-General and the Department on Marriage Celebrant Program issues

Purpose of this Data Analysis Report: to report on the answers of a data obtained via Survey Monkey that was conducted during May & June 2016.

The Coalition of Celebrant Associations Inc. is a non-profit incorporated association of associations, and its aim is to promote celebrancy and the advancement of the profession of celebrants.

This report outlines the raw data of a survey for Independent Celebrants registered under the Commonwealth of Australia to perform marriages within Australia, and provide information that will assist CoCA as a baseline from which trends, needs and concerns can be identified and tracked over time. This survey focus is basic data, association participation and ongoing professional development (OPD).

CoCA would like to thank all the celebrants who participated in completing the survey, Marriage Law and Celebrant Section of the Attorney-General's Department for distributing information about the survey in their Autumn Celebrant News. CoCA trusts this information will be a real asset for your future as a celebrant and for future generations of independent celebrants.

Results

The following pages will show the percentage and number of responses to the 38 questions asked. CoCA received in total, 1430 responses out of the 8500 registered celebrants that were available to participate in the survey.

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q1 Are you a Commonwealth authorised Marriage Celebrant?

Answered: 1,422 Skipped: 8

Answer Choices		Responses
Yes – for civil ceremonies	<mark>98.17%</mark>	1,396
Yes – for religious ceremonies	0.49%	7
Yes – for both civil and religious ceremonies	0.77%	11
No – I am not authorised to do legal marriages, but I perform other ceremonies	0.35%	5
No – I am authorised to perform legal marriages under Sub-divisions A and B of the Australian Marriage Act. NOTE: Please do not proceed with this survey if you perform legal marriages under Sub-divisions A and B of the Australian Marriage Act.	0.21%	3
Total		1,422

Q2 Do you offer general ceremonies such as namings, renewals, anniversaries, birthdays?

Answered: 1,425 Skipped: 5

Answer Choices	Responses	
Yes	<mark>91.09%</mark>	1,298
No	8.91%	127
Total		1,425

Q3 Do you offer funeral, memorials or other loss related celebrancy services?

Answered: 1,422 Skipped: 8

Answer Choices	Responses	
Yes	<mark>62.52%</mark>	889
No	37.48%	533
Total		1,422

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q4 What is your gender?

Answered: 1,424 Skipped: 6

Answer Choices	Responses	
Female Programme Temple 1	81.74%	1,164
Male	18.26%	260
Total		1,424

Q5 What is your age?

Answered: 1,427 Skipped: 3

Answer Choices	Responses	
18 to 29	0.49%	7
30 to 39	5.89%	84
40 to 49	11.00%	157
50 to 59	27.89%	398
60 to 69	<mark>44.22%</mark>	631
70 to 75	8.41%	120
76 or older	2.10%	30
Total		1,427

Q6 Your residential address is in which state or territory?

Answered: 1,427 Skipped: 3

Answer Choices	Responses	
Australian Capital Territory	1.40%	20
New South Wales	24.46%	349
Northern Territory	0.70%	10
Queensland	18.01%	257
South Australia	8.20%	117
Tasmania	2.73%	39
Victoria	<mark>29.43%</mark>	420
Western Australia	15.07%	215
Total		1,427

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q7 The area, where you perform the majority of your celebrancy services, is best described as

Answered: 1,413 Skipped: 17

Answer Choices	Responses	
Capital city and suburbs	<mark>50.88%</mark>	719
Regional city & suburbs	25.48%	360
Regional towns or villages	19.46%	275
Rural / remote area	3.89%	55
Off shore islands	0.28%	4
Total		1,413

Q8 When were you authorised as a Commonwealth Marriage Celebrant?

Answered: 1,423 Skipped: 7

Answer Choices	Responses	
1973 to 1984	1.19%	17
1985 to 1994	3.02%	43
1995 to 2002	5.55%	79
2003 to June 2010	<mark>52.78%</mark>	751
July 2010 to June 2014	24.95%	355
July 2014 to now	12.02%	171
not applicable	0.49%	7
Total		1,423

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q9 In the last calendar year (Jan – Dec), approximately how many wedding ceremonies did you perform?

Answered: 1,419 Skipped: 11

Answer Choices	Responses	
none	7.12%	101
1 to 9	47.57%	675
10 to 19	21.14%	300
20 to 35	12.83%	182
36 to 49	4.93%	70
50 to 75	3.17%	45
76 to 100	1.27%	18
Over 100	1.27%	18
not applicable	0.70%	10
Total		1,419

Q10 In the last calendar year, approximately how many ceremonies other than weddings did you perform?

Answer Choices	Responses	
not applicable	3.86%	55
none	25.67%	366
<mark>1-5</mark>	<mark>46.35%</mark>	661
6-10	11.43%	163
11-20	5.40%	77
21-45	2.88%	41
46- 70	1.75%	25
71-100	1.26%	18
over 100	1.40%	20
Total		1,426

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q11 Using a Registry Office fee for a comparable state or territory below as an approximate guide, what would be your average Saturday fee for the following styles of marriage ceremonies? Day-time Saturday BDM fees \$507 NSW; \$490 Victoria; \$400 Queensland; \$280 SA; \$240 NT. ACT and Tasmania do not provide marriage ceremonies and WA only provides mid-week weddings @ \$355.

Answered: 1,416 Skipped: 14

	I do not charge for weddings	the	about same as the registry fee	about \$100 - \$250 more than the registry fee	than the registry fee	about \$500 or more than the registry fee	applicable - I don't	Total	Weight ed Averag e
A basic wedding with only	1.20%	18.35%	36.54%	28.90%	9.95%	4.29%	0.77%		
the legals included	14	214	426	337	116	50	9	1,166	4.16
A personalised wedding	0.50%	8.31%	21.24%	<mark>43.91%</mark>	17.04%	8.48%	0.50%		
using common readings and rituals	6	99	253	523	203	101	6	1,191	4.27
A, one off	0.74%	5.46%	13.81%	<mark>42.10%</mark>	25.06%	12.08%	0.74%		
ceremony, with original text, rituals, etc	9	66	167	509	303	146	9	1,209	4.39

Q12 Is celebrancy a major source of your income?

Answered: 1,423 Skipped: 7

Answer Choices	Responses	
yes	23.40%	333
no	<mark>76.60%</mark>	1,090
Total		1,423

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q13 If celebrancy is a major income source, what percentage of this income is from the following ceremonies?

Answered: 525 Skipped: 905

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Tota I	Wei ght
Weddings only	8.18 %	12.38 % 62	5.99 %	4.59 %	3.59 %	3.19 %	6.39 %	6.19 %	8.18 %	27.35 % 137	13.97 %	501	4.75
Namings & other general	16.55 %	60.34 % 175	12.41 % 36	6.21 %	3.10 % 9	0.69 % 2	0.34 %	0.00 %	0.00 %	0.34 % 1	0.00 %	290	2.01
ceremonies Funerals & other loss ceremonies	33.90 %	25.00 % 73	8.22 % 24	5.48 %	2.74 % 8	4.79 %	4.11 %	4.11 %	3.08 % 9	7.88 % 23	0.68 % 2	292	2.72

Q14 If celebrancy is not a major income source, how would you describe your sources of income? You may choose more than one answer.

Answered: 1,228 Skipped: 202

Answer Choices	Responses	
paid work 38 hours per week or more	22.64% 27	78
paid work less than 38 hours per week	31.03% 38	31
other resources/ retirement income	<mark>39.66%</mark> 48	37
prefer not to answer	10.10% 12	24
Total Respondents:	1,22	28

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q15 For the last calendar year, what would be your approximate GROSS income from

celebrancy (i.e. income before expenses and tax etc.)?

Answered: 1,426 Skipped: 4

Answer Choices	Responses	
none	7.43%	106
less than \$1,000	14.10%	201
\$1,000 to \$4,999	27.98%	399
\$5,000 to \$9,999	17.88%	255
\$10,000 to \$19,999	10.52%	150
\$20,000 to \$29,999	6.52%	93
\$30,000 to \$39,999	3.58%	51
\$40,000 to \$49,999	2.66%	38
\$50,000 to \$74,999	2.66%	38
over \$ 75,000	1.40%	20
don't know	0.91%	13
Prefer not to answer	7.01%	100
Total		1,426

Q16 The average Australian full time wage is approximately \$75,000 Gross. When you decided to become a marriage celebrant, in relation to marriage work only, did you expect to make the equivalent of:

Answered: 1,425 Skipped: 5

Answer Choices	Responses	
a full time income	8.28%	118
half an average income	12.21%	174
quarter an average income	9.05%	129
some income	64.91%	925
did not expect to make any income	5.54%	79
Total		1,425

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q17 Would you like more wedding and/or ceremony work opportunities?

Answered: 1,426 Skipped: 4

Answer Choices	Response	es
Yes – but only wedding ceremonies	20.48%	292
Yes – but only general ceremonies, not including funerals/ memorials	11.92%	170
Yes – all types of ceremony work, including funerals/ memorials	47.62%	679
No - I am planning to leave celebrancy in the near future	1.82%	26
No - I am satisfied with the number of ceremonies	16.69%	238
No - I don't want more ceremonies, but would like more funerals/memorials than weddings	1.47%	21
Total		1,426

Q18 For the majority of your marriages, what would be the approximate number of guests?

Answered: 1,423 Skipped: 7

Answer Choices	Responses	
not applicable	2.81%	40
5 to 10 people	0.84%	12
11 to 25 people	4.15%	59
26 to 59 people	18.62%	265
60 to 80 people	38.23%	544
81 to 100 people	28.25%	402
over 100 people	7.10%	101
Total		1,423

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q19 For the majority of other ceremony work, what would be the approximate number of guests?

Answered: 1,411 Skipped: 19

Answer Choices	Responses	
not applicable	20.06%	283
5 to 10 people	1.70%	24
11 to 25 people	13.18%	186
26 to 50 people	<mark>33.17%</mark>	468
51 to 100 people	23.18%	327
over 100 people	8.72%	123
Total		1,411

Q20 For your marriage work, approximately what percentage of your couples are?

Answered: 1,421 Skipped: 9

	not applicabl e	0- 10%	11- 20%	21- 40%	41- 60%	61- 80%	81- 100%	Total
residents of Australia	2.68% 37	1.16 % 16	1.09 % 15	1.52 % 21	6.24 % 86	25.96 % 358	61.35 % 846	1,379
residents of Australia - married overseas then wanting a second Australian wedding ceremony	41.45% 429	51.59 % 534	3.67 % 38	1.26 % 13	0.68 % 7	0.77%	0.58%	1,035
resident of Australia marrying non- Australian resident	13.31% 159	52.89 % 632	16.9 0% 202	8.62 % 103	4.44 % 53	2.51 % 30	1.34 % 16	1,195
non-residents of Australia arriving from overseas for destination weddings	41.06% 455	52.26 % 579	3.25 % 36	1.81 % 20	0.72 % 8	0.63% 7	0.27%	1,108

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q21 Approximately what percentage of your couples are

Answered: 1,419 Skipped: 11

	not applicabl	0- 20%	21-40%	41-60%	61-80%	81- 100%	Total
first time married for both parties	2.95% 41	6.12% 85	12.32% 171	25.00% 347	34.22% 75	19.38 % 269	1,388
second or subsequent marriage for both	6.57% 84	49.34% 631	23.85% 305	13.68% 175	5.00% 64	1.56% 20	1,279
second or subsequent marriage for one party to the marriage	8.01% 100	54.01% 674	22.76% 284	9.29% 116	4.57% 57	1.36% 17	1,248

Q22 Please tick the 3 most common ways your wedding couples contact you?

Answered: 1,428 Skipped: 2

Answ	Responses	3
N. A.	1.61%	23
don't know	0.70%	10
phone	48.95%	699
text to phone	11.20%	160
<mark>email</mark>	<mark>55.32%</mark>	790
social media	25.07%	358
my website	33.26%	475
my celebrant association website	6.72%	96
other celebrant referrals	7.63%	109
referrals from venues and other celebration suppliers	11.55%	165
referrals from family and friends	43.00%	614
referrals from previous clients	46.78%	668
Total Respondents:		1,428

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q23 When meeting with couples for wedding ceremonies, approximately what percentage of these couples:

Answered: 1,422 Skipped: 8

	not applicab	0- 20%	21-40%	41-60%	61-80%	81-100%	Total
have firm ideas about their wedding ceremony	2.79% 37	34.06% 452	26.68% 354	20.27% 269	12.28% 163	3.92% 52	1,327
ask for guidance	2.40% 32	9.99% 133	16.23% 216	19.08% 254	25.92% 345	26.37% 351	1,331
accept the type of ceremony you offer	12.50% 160	8.75% 112	8.36% 107	11.25% 144	20.16% 258	38.98% 499	1,280
agree to working with you to design a personal ceremony just for them	2.85% 39	7.16% 98	7.45% 102	11.69% 160	20.38% 279	50.47% 691	1,369

Q24 What services would you expect a celebrant association to provide? You may tick more than one response.

Answered: 1,426 Skipped: 4

Answer Choices	Responses
for updated information on changes to marriage laws	94.95% 1,354
to lobby government for improvements to the Marriage Celebrant Program	80.86% 1,153
to lobby government for improvements to the Marriage Act	73.21% 1,044
for resources on ceremonies	62.83% 896
for peer advice and support	75.88% 1,082
for advice on business, marketing and related matters	45.09% 643
for advertising on their celebrant directories	58.20% 830
for discounts on OPD, stationery, insurance, copyright and related services	72.72% 1,037
for keeping up to date with trends in weddings, funerals and other ceremonies	64.87% 925
to generate more opportunities for celebrancy related work	45.93% 655
for providing professional guidance to celebrancy training and professional development programs	71.88% 1,025
for networking with other celebrants	68.02% 970
for mentoring	52.73% 752
Total Respondents: 1,426	

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q25 Are you currently a financial member of a celebrant association?

Answered: 1,423 Skipped: 7

Answer Choices	Respon	ses
yes	<mark>74.84%</mark>	1,065
no - however I am a member of a celebrant association that does not charge fees	2.67%	38
no	22.00%	313
don't know	0.49%	7
Total		1,423

Q26 If you are NOT a financial member of a celebrant association, why is this the case?

Answered: 604 Skipped: 826

Answer Choices	Responses	
not applicable	55.96%	338
don't know what they do	2.15%	13
don't do enough ceremonies to pay for the fees	34.93%	211
too busy to receive their support	1.32%	8
got all I need from my training	5.63%	34
Total		604

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q27 If YES (you are a member of a celebrant association)

Answered: 1,125 Skipped: 305

	yes	no	don't know	Total
do you belong to a celebrant association that is a member of the Coalition of Celebrant Associations (CoCA) Inc?	79.62% 887	8.98% 100	11.40% 127	1,114
do you consider your celebrant association offers value for money?	86.64% 940	5.99% 65	7.37% 80	1,085
does your association provide advice and support on ceremonies?	82.23% 884	5.02% 54	12.74% 137	1,075

Q28 If YES, does your association offer discounts for the following?

Answered: 1,102 Skipped: 328

	yes	no	don't know	Total
OPD	88.69%	4.50%	6.80%	4 000
	965	49	74	1,088
celebrant insurance	<mark>91.51%</mark>	3.32%	5.17%	1,084
	992	36	56	
celebrant copyright	75.61%	5.03%	19.36%	1,033
	781	52	200	
stationery	29.99%	29.67%	40.35%	927
	278	275	374	
software	39.89%	23.58%	36.53%	950
	379	224	347	
other	16.67%	13.83%	69.50%	600
	100	83	417	

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q29 If YES, how many celebrant associations are you a current financial member of?

Answered: 1,070 Skipped: 360

Answer Choices	Responses	
<mark>one</mark>	<mark>79.07%</mark>	846
two	17.57%	188
three	2.80%	30
more than three	0.56%	6
Total		1,070

Q30 Are you covered by a CAL Celebrant Copyright Licence?

Answered: 1,353 Skipped: 77

Answer Choices	Responses	
<mark>yes</mark>	50.78%	687
no	23.80%	322
don't know	24.09%	326
other	1.33%	18
Total		1,353

Q31 Do you currently have Celebrant Professional Indemnity and Public Liability insurance cover?

Answered: 1,391 Skipped: 39

Answer Choices	Responses	
<mark>yes</mark>	75.20%	1,046
no	21.21%	295
don't know	3.59%	50
Total		1,391

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q32 If YES to question 31, is this Individual or Group Cover?

Answered: 1,114 Skipped: 316

Answer Choices	Responses	
not applicable	4.85%	54
individual	30.07%	335
group	<mark>46.59%</mark>	519
don't know whether my cover is individual or group	18.49%	206
Total		1,114

Q33 In regards to ongoing professional development for Commonwealth marriage celebrants, how would you rank the OPD options available through the current approved OPD program in relation to these 4 areas?

Answered: 1,414 Skipped: 16

	not avail able	excellent	good	satisfa ctory	poor	don't know	Not applic- able	Tota I
access to what I consider my priority	0.71% 10	15.34% 216	35.23% 496	33.66% 474	12.36% 174	1.42% 20	1.28% 18	1,408
access to the latest trends in marriage and	0.57% 8	14.29% 200	32.07% 449	30.79% 431	17.36% 243	3.57% 50	1.36% 19	1,400
ability to strengthen existing skills	0.21% 3	18.65% 262	36.44% 512	29.04% 408	12.60% 177	1.92% 27	1.14% 16	1,405
ability to learn new skills	0.50% 7	17.34% 243	33.33% 467	29.69% 416	16.27% 228	1.86% 26	1.00% 14	1,401

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q34 Skills required for marriage work can be strengthened by opportunities to practice those skills for other ceremonies. What ceremonies would you like to see available as part of approved elective OPD options?

Answered: 1,398 Skipped: 32

Answer Choices	Responses	
funerals	54.72%	765
memorials	36.84%	515
interment//scattering of ashes	32.47%	454
divorce or new beginnings	28.83%	403
namings	45.06%	630
coming of adolescence and coming of age	14.45%	202
birthdays	11.16%	156
ceremonies for seniors eg retirement, eldering	19.53%	273
wedding anniversaries	27.61%	386
marriage vow renewals	56.87%	795
commitments	42.49%	594
same sex unions	<mark>67.81%</mark>	948
ceremonies for the LGBTIQ	43.28%	605
none of the above	6.22%	87
not applicable	3.00%	42
Total Respondents:		

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q35 With regard to skills, which skills would you value as part of approved OPD?

Answered: 1,384 Skipped: 46

Answer Choices	Respons	ses
not applicable	3.11%	43
planning a ceremony for any occasion	48.12%	666
building client rapport	22.62%	313
networking	29.99%	415
marketing analysis	29.05%	402
small business planning and evaluation	32.23%	446
social media	47.83%	662
performing as Master of Ceremonies	34.54%	478
creative writing	43.64%	604
research	15.32%	212
organisation and management	21.24%	294
application of psychological, social and cultural knowledge to ceremonies	37.79%	523
celebrant presentation and performance skills	41.69%	577
IT and computer technology	38.22%	529
Total Respondents:	1,384	

Q36 Do you consider approved celebrant associations could be more involved in the approval and provision of ongoing professional development activities as is the case in other professions?

Answered: 1,417 Skipped: 13

Answer Choices	Responses	
<mark>yes</mark>	<mark>68.17%</mark>	966
no	7.13%	101
don't know	22.58%	320
not applicable	2.12%	30
Total		1,417

Coalition of Celebrant Associations – CoCA Inc www.coalitionofcelebrantassociations.org.au

Q37 There are a range of educational activities available via Universities, CAE's, TAFE, continuing education centres etc. Would you like some of these educational activities approved as elective OPD options available to marriage celebrants?

Answered: 1,413 Skipped: 17

Answer Choices	Responses	
<mark>yes</mark>	<mark>64.05%</mark>	905
no	12.03%	170
don't know	21.16%	299
not applicable	2.76%	39
Total		1,413

Q38 What ways do you suggest OPD be improved? Please Comment

Answered: 619 Skipped: 811

SEPARATE ATTACHED LIST OF COMMENTS WILL BE PROVIDED

Q39 At a later date, would you be willing to participate in a more in depth survey on

Answered: 1,384 Skipped: 46

	yes	no	don't	Total
initial celebrant training	63.72%	24.29%	11.99%	1,268
	808	308	152	
ongoing professional development	73.32%	17.35%	9.33%	1,297
	951	225	121	
marriage law	68.85%	19.85%	11.30%	1,239
	853	246	140	
marriage celebrant regulation	68.67%	19.52%	11.81%	1,245
	855	243	147	
mechanisms for increasing the	66.69%	21.22%	12.08%	1,258
professionalism of celebrancy	839	267	152	
opportunities for increasing work	67.60%	21.71%	10.69%	1,253
opportunities for independent celebrants	847	272	134	
funerals, memorials and other loss and	59.26%	30.03%	10.71%	1,242
grief related work	736	373	133	