



THE AUSTRALIAN CELEBRANT SURVEY

THE AUSTRALIAN CELEBRANT SURVEY

INTRODUCTION

Welcome to the 2009 Australian Celebrant Survey.

For four years now I've had the pleasure of working with literally hundreds of celebrants through either of my celebrant websites, Celebrante and Just Celebrants.

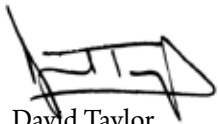
In that time, many celebrants have asked me how they compare to each other in terms of marketing, procedures, activity and so on and, now that there are over 8,500 celebrants nationwide, I thought it might be a good time to ask everyone how things are going.

So in early December 2009, we invited the 7,000+ celebrants from across Australia, for whom we had email addresses, to take part in the survey and an astonishing 1,514 responses came in by the cut off date of December 31. In survey terms, this is a huge response!

None of the questions were compulsory so the response rates vary from question to question (there were 40 questions in total) and we've learnt much about some additional questions we should be asking in the future too.

For those that took part - *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.

Best wishes to all of you for a successful and enjoyable 2010



David Taylor
Celebrante.com.au

INDEX

The Basics	3
Your Business	11
Associations	14
Training and OPD	19
Advertising	24
Websites	27
Internet Advertising	32
Magazines	38
Thank You	41

SUPPORTERS

(in alphabetical order)

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

Celebrante
(www.celebrante.com.au)

Critical Data
(www.criticaldata.net.au)

Just Celebrants
(www.justcelebrants.com.au)

Wendy Berry Sales Training
(www.wendyberry.com.au)

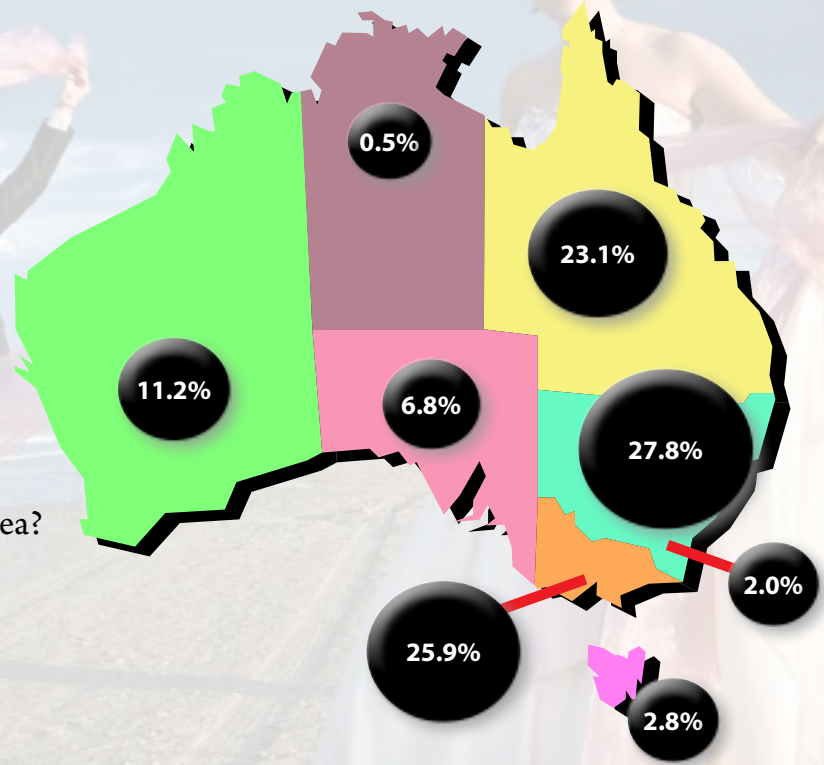


THE BASICS

THE BASICS

In which state are you based?

Response	%	Count
ACT	2.0%	29
NSW	27.8%	411
NT	0.5%	7
QLD	23.1%	341
SA	6.8%	100
TAS	2.8%	41
VIC	25.9%	382
WA	11.2%	165
Total	100%	1,476



Are you in a metropolitan, regional or rural area?

Response	%	Count
Metropolitan	55.5%	823
Regional	30.4%	451
Rural	14.2%	210
Total	100%	1,484

THE BASICS

When did you become a celebrant?

Response	%	Count
1973	0.2%	3
1974	0.1%	1
1975	0.2%	3
1976	0.0%	0
1977	0.2%	3
1978	0.1%	1
1979	0.1%	1

1980	0.1%	1
1981	0.0%	0
1982	0.0%	0
1983	0.2%	3
1984	0.1%	1
1985	0.1%	2
1986	0.0%	0
1987	0.0%	0
1988	0.3%	4
1989	0.2%	3

1990	0.3%	5
1991	0.3%	4
1992	0.1%	2
1993	0.1%	2
1994	0.7%	11
1995	3.2%	47
1996	0.5%	8
1997	0.1%	2
1998	0.3%	4
1999	0.3%	5



Sandy Bayly WA
2009

2000	0.5%	8
2001	0.4%	6
2002	0.3%	4
2003	1.9%	28
2004	7.1%	105
2005	6.0%	89
2006	9.6%	143
2007	12.1%	180
2008	31.4%	466
2009	22.8%	338
Total	100%	1,483



Warren Edwards VIC
1991

THE BASICS

Is celebrancy your main source of income?

Response	%	Count
Yes	14.4%	215
No, but I'd like it to be	38.5%	574
No, this is just part time for me	47.1%	703
Total	100%	1,492

How many ceremonies have you performed in 2009?

Response	%	Count
None	11.3%	164
Between 1 and 5	34.8%	504
Between 5 and 10	16.0%	232
Between 10 and 20	16.6%	241
Between 20 and 30	9.5%	137
Between 40 and 50	4.6%	67
Between 50 and 75	3.4%	49
Between 75 and 100	2.1%	31
More than 100	1.7%	24
Total	100%	1,449

Note: Somehow we forgot to have a "Between 30 and 40" option. And no one noticed it, or thought to tell us about it, until I noticed it while editing the end results. Sorry 'bout that.

THE BASICS

Which ceremonies do you perform?

Response	%	Count
Wedding Ceremonies	98.5%	1,416
Naming Ceremonies	69.3%	996
Renewal of Vows Ceremonies	61.1%	878
Commitment Ceremonies	49.0%	704
Funeral Ceremonies	38.7%	556
Ashes Scattering Ceremonies	18.1%	260
New Home or Office Ceremonies	13.1%	188
Boat Launching Ceremonies	11.4%	164
Other Ceremonies	6.5%	93
Total Answered		1,437

THE BASICS

And what is your average fee for each?

Response	< \$250	\$250 to \$400	\$400 to \$600	\$600 to \$800	\$800 to \$1000	\$1000 +
Wedding Ceremonies	2.61% (37)	32.98% (467)	59.60% (844)	4.30% (61)	0.42% (6)	0.07% (1)
Naming Ceremonies	38.25% (381)	58.13% (579)	3.41% (34)	0.10% (1)	0.10% (1)	0.00% (0)
Renewal of Vows Ceremonies	22.43% (197)	63.43% (557)	12.98% (114)	1.02% (9)	0.11% (1)	0.00% (0)
Funeral Ceremonies	26.25% (146)	51.25% (285)	20.86% (116)	1.43% (8)	0.17% (1)	0.00% (0)
Commitment Ceremonies	13.77% (97)	63.77% (449)	20.17% (142)	2.13% (15)	0.00% (0)	0.14% (1)
Ashes Scattering Ceremonies	42.30% (110)	51.92% (135)	4.61% (12)	1.15% (3)	0.00% (0)	0.00% (0)
Boat Launching Ceremonies	40.24% (66)	51.21% (84)	7.92% (13)	0.60% (1)	0.00% (0)	0.00% (0)
New Home or Office Ceremonies	46.80% (88)	45.74% (86)	5.31% (10)	1.59% (3)	0.53% (1)	0.00% (0)

THE BASICS

What proportion of your ceremonies do each of the ceremony types constitute?

Ceremony Type	<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%+	Response
Wedding Ceremonies	3.3% (44)	2.2% (29)	1.7% (22)	2.3% (31)	3.8% (50)	4.2% (55)	4.6% (61)	8.4% (111)	22.3% (295)	47.2% (625)	1,323
Naming Ceremonies	61.7% (509)	23.8% (196)	5.3% (44)	2.2% (18)	2.7% (22)	1.9% (16)	0.4% (3)	0.7% (6)	0.6% (5)	0.7% (6)	825
Renewal of Vows Ceremonies	80.5% (511)	12.3% (78)	3.5% (22)	1.3% (8)	1.1% (7)	0.2% (1)	0.5% (3)	0.5% (3)	0.0% (0)	0.3% (2)	635
Funeral Ceremonies	49.6% (234)	13.6% (64)	8.1% (38)	3.6% (17)	5.7% (27)	3.8% (18)	2.8% (13)	2.5% (12)	5.7% (27)	4.7% (22)	472
Commitment Ceremonies	82.2% (365)	9.7% (43)	3.2% (14)	1.8% (8)	0.5% (2)	1.1% (5)	0.2% (1)	0.9% (4)	0.5% (2)	0.0% (0)	444
Ashes Scattering Ceremonies	91.1% (154)	3.6% (6)	3.6% (6)	0.6% (1)	0.0% (0)	0.6% (1)	0.6% (1)	0.0% (0)	0.0% (0)	0.0% (0)	169
Boat Launching Ceremonies	92.1% (105)	5.3% (6)	0.0% (0)	1.8% (2)	0.9% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	114
New Home or Office Ceremonies	96.0% (120)	2.4% (3)	0.8% (1)	0.8% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	125
Other Ceremonies	86.0% (123)	8.4% (12)	0.7% (1)	2.1% (3)	1.4% (2)	0.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.7% (1)	143

THE BASICS

What is the average lead time you require for a booking?

Ceremony Type	< 1 week	< 1 month	1 to 3 months	3 to 6 months	6 to 12 months	12 months +	Response
Wedding Ceremonies	2.7% (38)	4.6% (65)	66.9% (945)	18.3% (258)	7.3% (103)	0.2% (3)	1,412
Naming Ceremonies	11.1% (106)	53.9% (514)	30.9% (295)	3.5% (33)	0.5% (5)	0.1% (1)	954
Renewal of Vows Ceremonies	11.6% (94)	47.7% (387)	35.8% (291)	4.2% (34)	0.6% (5)	0.1% (1)	812
Funeral Ceremonies	85.3% (489)	10.5% (60)	3.0% (17)	0.9% (5)	0.2% (1)	0.2% (1)	573
Commitment Ceremonies	13.4% (87)	45.5% (295)	35.3% (229)	4.9% (32)	0.6% (4)	0.2% (1)	648
Ashes Scattering Ceremonies	50.7% (143)	40.1% (113)	7.4% (21)	1.4% (4)	0.4% (1)	0.0% (0)	282
Boat Launching Ceremonies	35.6% (77)	49.1% (106)	12.0% (26)	2.8% (6)	0.5% (1)	0.0% (0)	216
New Home or Office Ceremonies	33.5% (78)	49.8% (116)	13.7% (32)	2.6% (6)	0.4% (1)	0.0% (0)	233
Other Ceremonies	26.7% (59)	50.2% (111)	19.0% (42)	3.6% (8)	0.5% (1)	0.0% (0)	221

What's the furthest ahead you've taken a booking?

Response	%	Count
1 year	69.9%	914
2 years	28.1%	367
3 years	1.8%	23
3years +	0.3%	4
Total	100%	1,308

Do you have a standard contract / agreement that you ask your clients to complete?

Response	%	Count
Yes	59.3%	858
No	40.7%	588
Total	100%	1,446



YOUR BUSINESS

How have you set up your celebrancy business?

Response	%	Count
Sole Trader	93.9%	1,319
Partnership	2.2%	31
Company (Pty Ltd)	3.8%	54
Total	100%	1,404

Have you registered a business name?

Response	%	Count
Yes	47.4%	686
No	52.6%	760
Total	100%	1,446

Do you have a dedicated office for your celebrancy business?

Response	%	Count
No	14.0%	204
Yes - at home	84.8%	1,235
Yes - away from home	1.2%	18
Total	100%	1,457

YOUR BUSINESS

Which software do you use for your celebrancy and how do you rate its usefulness?

Response	Brilliant!	Useful	Average	Not Useful	Count
Accounting - Quicken	30.18%	52.83%	13.20%	3.77%	53
Accounting - MYOB	28.78%	56.81%	10.60%	3.78%	132
Accounting - Other	23.58%	57.43%	17.94%	1.02%	195
<hr/>					
Celebrancy - Celebrant Assist	35.61%	41.09%	15.75%	7.53%	146
Celebrancy - Celebrant Express	28.96%	49.69%	14.32%	7.01%	328
Celebrancy - Other	30.30%	59.09%	7.57%	3.03%	66
<hr/>					
Design - Adobe Illustrator	36.58%	51.21%	9.75%	2.43%	41
Design - Adobe In Design	51.21%	39.02%	7.31%	2.43%	41
Design - Microsoft Publisher	29.21%	63.29%	6.74%	0.74%	267
Design - Microsoft Word	30.63%	60.88%	8.09%	0.38%	519
Design - Other	42.50%	48.75%	7.50%	1.25%	80
<hr/>					
Web Design - Adobe Dreamweaver	40.00%	48.88%	4.44%	6.66%	45
Web Design - Microsoft FrontPage	16.66%	54.76%	14.28%	14.28%	42
Web Design - Other	40.70%	48.24%	10.05%	1.00%	199

A group of diverse business professionals in a meeting, smiling and engaged. The image is a collage of several people in business attire, some in the foreground and some in the background, all appearing to be in a positive and collaborative environment. The text 'CELEBRANT ASSOCIATIONS' is overlaid in a large, black, sans-serif font on a semi-transparent white background.

CELEBRANT ASSOCIATIONS

CELEBRANT ASSOCIATIONS

To which celebrant association(s) do you belong?

Response	%	Count
None of the above	35.7%	489
Australian Federation of Civil Celebrants	25.2%	345
Australian Marriage Celebrants	14.0%	191
Association of Civil Marriage Celebrants of Victoria	8.8%	121
Alliance of Celebrants Queensland	6.8%	93
Association of Civil Marriage Celebrants of New South Wales & ACT	5.3%	72
Marriage Celebrants Australia	4.0%	55
International College of Celebrancy Association	3.8%	52
The Professional Celebrants Association	3.7%	50
Association of Civil Marriage Celebrants of South Australia	3.1%	43
Celebrants Australia Inc	2.0%	27
Civil Celebrants Graduate Association (Monash)	1.9%	26
Australian Alliance of Quality Celebrants	1.8%	24
Advertising Affiliated Alliance of Authorised Civil Marriage Celebrants	0.7%	9
North Queensland Celebrants Networking Group	0.7%	10
Humanist Celebrant Network	0.4%	6
South East Australia Civil Marriage Celebrants Association	0.4%	5
Total	100%	1,369

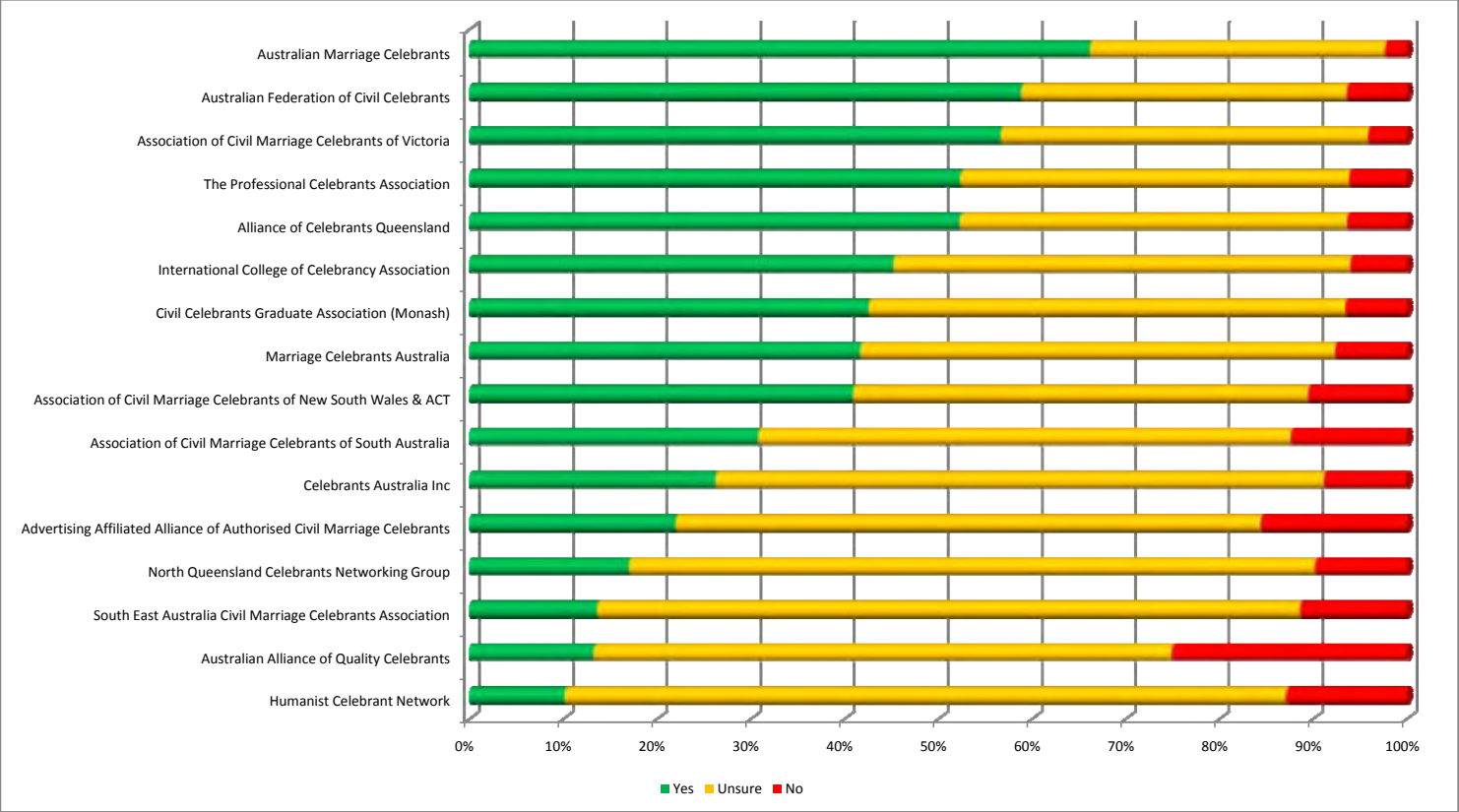
CELEBRANT ASSOCIATIONS

Do you feel your membership represents good value?

Response	Yes	Unsure	No	Count
Australian Marriage Celebrants	66.2%	31.5%	2.3%	219
Australian Federation of Civil Celebrants	58.9%	34.7%	6.4%	377
Association of Civil Marriage Celebrants of Victoria	56.8%	39.2%	4.1%	148
The Professional Celebrants Association	52.4%	41.5%	6.1%	82
Alliance of Celebrants Queensland	52.4%	41.3%	6.3%	126
International College of Celebrancy Association	45.2%	48.8%	6.0%	84
Civil Celebrants Graduate Association (Monash)	42.6%	50.8%	6.6%	61
Marriage Celebrants Australia	41.8%	50.6%	7.6%	79
Association of Civil Marriage Celebrants of New South Wales & ACT	41.0%	48.6%	10.5%	105
Association of Civil Marriage Celebrants of South Australia	30.9%	56.8%	12.3%	81
Celebrants Australia Inc	26.3%	64.9%	8.8%	57
Advertising Affiliated Alliance of Authorised Civil Marriage Celebrants	22.1%	62.3%	15.6%	77
North Queensland Celebrants Networking Group	17.1%	73.2%	9.8%	41
South East Australia Civil Marriage Celebrants Association	13.6%	75.0%	11.4%	44
Australian Alliance of Quality Celebrants	13.3%	61.7%	25.0%	60
Humanist Celebrant Network	10.3%	76.9%	12.8%	39
Total				903

CELEBRANT ASSOCIATIONS

Do you feel your membership represents good value?



CELEBRANT ASSOCIATIONS

Why did you (or why would you) join your association?

Response	%	Count
For Ongoing Professional Development courses	84.2%	1055
For advice on ceremonies and procedures from peers	76.0%	952
To meet other celebrants	61.9%	775
To receive regular newsletters	60.1%	753
To attend celebrant discussion groups and meetings	60.1%	753
For information on business issues	54.3%	681
For a free listing on the association website	51.6%	646
For representation to the government	46.3%	580
Total		1,365



TRAINING & OPD

TRAINING AND OPD

Have you completed either the Certificate IV in Marriage Celebrancy or the Certificate IV in Celebrancy ?

Response	%	Count
Neither	56.3%	768
Certificate IV in Marriage Celebrancy	35.2%	481
Certificate IV in Celebrancy	2.9%	40
Both	5.6%	76
Total		1,365

Note:

We were obviously too focussed on the Certificate IV level qualification - particularly as it seems as though OPD in 2010 and onward will focus on the new Certificate IV as well. But by doing so we neglected to include an option for those celebrants who had earned a higher qualification. Sorry about that!



TRAINING AND OPD

Which Registered Training Organisation (RTO) conducted your training and how would you rate their performance?

Response	Excellent	Average	Poor	Count
Qualtrain Australia	80.4%	19.6%	0.0%	56
Metropolitan South Institute of TAFE	75.0%	25.0%	0.0%	12
Gordon Institute of TAFE	70.6%	20.6%	8.8%	34
Australian Adult Training Services Pty Ltd	70.6%	17.6%	11.8%	17
Australian Institute of Education and Training	68.1%	27.7%	4.3%	47
Australian Celebrations Training Pty Ltd	66.1%	27.0%	6.9%	289
Box Hill Institute of TAFE	65.8%	28.9%	5.3%	38
Wide Bay Institute of TAFE	64.3%	31.0%	4.8%	42
Challenger TAFE	63.6%	27.3%	9.1%	11
International College of Celebrancy	62.6%	32.5%	4.9%	123
Assentecs	62.5%	31.3%	6.3%	16
Victoria University	62.1%	34.5%	3.4%	29
Mission Australia Training Institute	61.8%	32.4%	5.9%	34
Hornsby Ku-Ring-Gai Community College Inc	60.0%	40.0%	0.0%	15
Celebrancy Institute	58.5%	35.6%	5.9%	118
RTOs with less than 10 responses	39.6%	50.0%	10.4%	48
Total				872

Do you plan on completing the new Certificate IV Celebrancy?

Response	%	Count
Yes	11.4%	155
Unsure	48.3%	657
No	40.3%	549
Total	100%	1,361

How would you prefer to complete the Certificate IV Celebrancy?

Response	%	Count
Classroom / Theatre	39.2%	386
Distance / External	20.0%	197
Online	40.8%	401
Total	100%	984

How would you prefer to complete your OPD in 2010?

Response	%	Count
Classroom / Theatre	56.8%	781
Distance / External	11.3%	155
Online	32.0%	440
Total	100%	1,376

TRAINING AND OPD

What are the skill areas you feel you would like to improve?

Response	Would Like To Improve	Don't Need To Improve	Count
Additional wedding ceremony training	78.44%	21.78%	909
Additional funeral ceremony training	74.39%	25.61%	742
Business training	73.88%	26.24%	827
Ceremony performance	71.33%	28.67%	907
Ceremony planning	70.14%	29.86%	941
Customer service / soft sales training	66.35%	33.65%	734
Computer training	61.31%	39.08%	765
Presentation training	60.39%	39.61%	722
Total			1,315



ADVERTISING

ADVERTISING

What advertising avenues have you explored in the last twelve months?

Response	%	Count
Celebrant websites	72.2%	889
Wedding websites	52.2%	643
Phone/business directories (paper)	44.2%	544
Newspapers	40.1%	494
Bridal / Wedding expos	33.5%	412
Wedding directories (paper)	27.9%	344
Email marketing	13.8%	170
Letterbox Drops / Leaflets	9.3%	115
Direct mail	4.6%	57
Radio	2.2%	27
Television	1.0%	12
Total		1,231

ADVERTISING

Which of the following printed materials do you use?

Response	%	Count
Personalised business cards	96.8%	1280
Personalised stationery (letterheads, etc)	51.1%	676
Personalised ceremony stationery (presentation folder, etc)	42.3%	559
Brochures and flyers	38.9%	514
Total		1,322

Do you have your own website?

Response	%	Count
Yes	51.5%	717
No	48.5%	676
Total		1,393

A smiling woman with short dark hair and blue eyes, wearing a white blazer, is sitting at a desk. A laptop is visible in the bottom left corner. The background is bright and slightly blurred.

WEBSITES

WEBSITES

Do you plan to have a website of your own?

Response	%	Count
Yes	47.1%	321
Unsure	34.7%	236
No	18.2%	124
Total		681

What's your budget for your website?

Response	%	Count
Not sure	58.9%	338
< \$500	25.1%	144
\$500 to \$1,000	13.9%	80
\$1,000 to \$5,000	2.1%	12
More than \$5,000	0.0%	0
Total		574

WEBSITES

Who created your website?

Response	%	Count
A professional web company	46.0%	350
A family member or friend	28.3%	215
I did it myself!	25.8%	196
Total		761

What did it cost to create your website?

Response	%	Count
< \$500	50.6%	376
\$500 to \$1000	19.2%	376
\$1,000 to \$5,000	13.1%	97
\$5,000 to \$10,000	0.8%	6
More than \$10,000	0.4%	3
Not sure	15.9%	118
Total		743

WEBSITES

Do you find it easy to make changes to your website?

Response	%	Count
Very easy	58.1%	421
OK with a bit of effort	31.8%	230
Almost impossible	10.1%	73
Total		724

Do you know your annual hosting costs?

Response	%	Count
No idea	13.0%	99
Less than \$100 per year	39.8%	303
\$100 to \$500 per year	13.1%	97
\$5,000 to \$10,000	0.8%	6
More than \$10,000	0.4%	3
Not sure	15.9%	118
Total		743

WEBSITES

How effective has your website been in generating enquiries and bookings?

Response	%	Count
No idea	16.0%	119
Not effective	19.4%	145
Reasonably effective	44.0%	328
Very effective	20.6%	154
Total		746

Aside from your own website and that of your association, do you currently advertise with any wedding or celebrant websites?

Response	%	Count
Yes	55.3%	715
No	44.7%	578
Total		1,293



INTERNET ADVERTISING

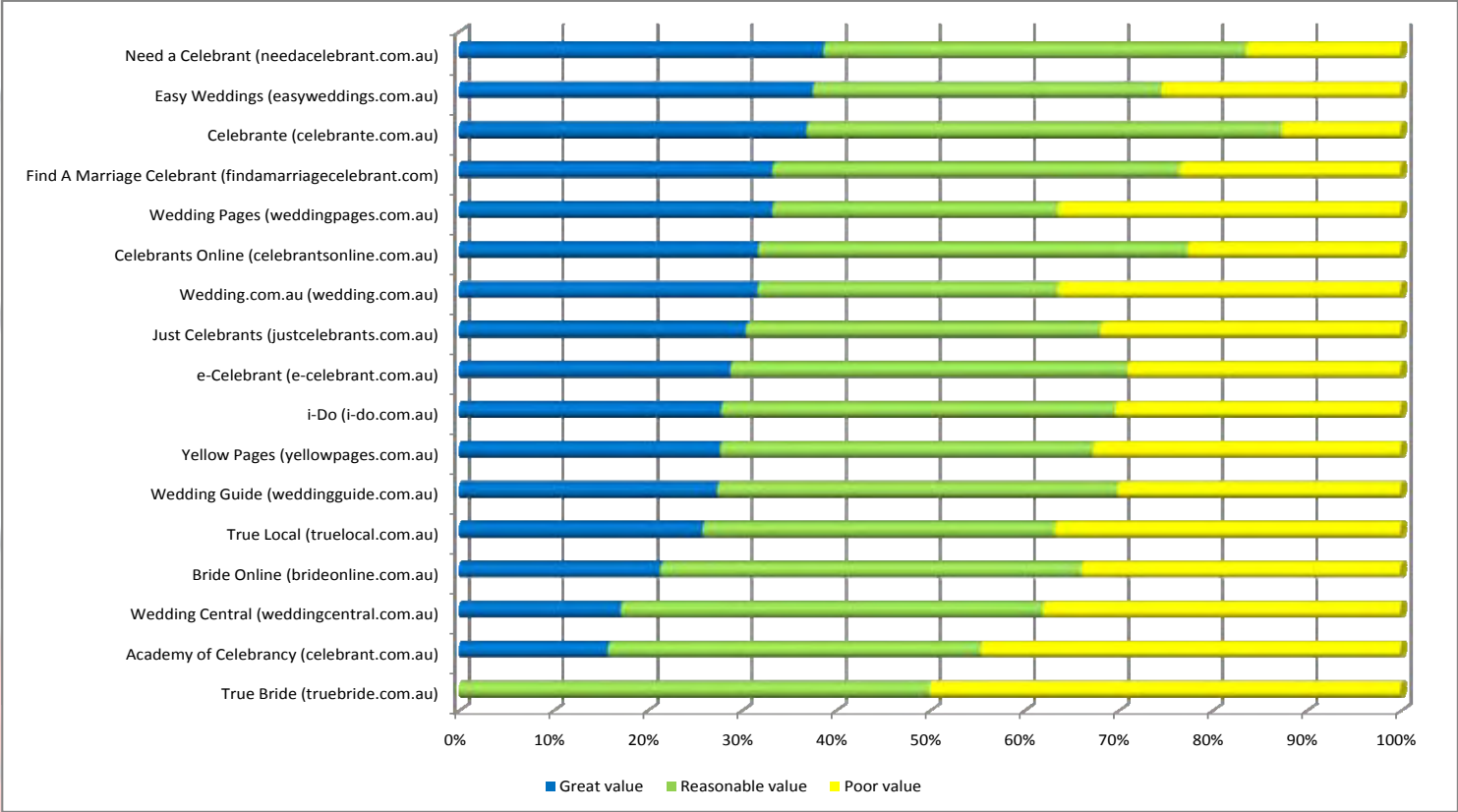
INTERNET ADVERTISING

If “yes”, which of the following sites do you advertise with and do you believe that they represent good value as an advertising avenue?

Response	Great Value	Reasonable Value	Poor Value	Count
Need a Celebrant (needacelebrant.com.au)	39%	45%	16%	49
Easy Weddings (easyweddings.com.au)	38%	37%	25%	154
Celebrante (celebrante.com.au)	37%	50%	13%	324
Find A Marriage Celebrant (findamarriagecelebrant.com)	33%	43%	23%	81
Wedding Pages (weddingpages.com.au)	33%	30%	36%	33
Celebrants Online (celebrantsonline.com.au)	32%	46%	23%	204
Wedding.com.au (wedding.com.au)	32%	32%	36%	22
Just Celebrants (justcelebrants.com.au)	31%	38%	32%	226
e-Celebrant (e-celebrant.com.au)	29%	42%	29%	38
i-Do (i-do.com.au)	28%	42%	30%	43
Yellow Pages (yellowpages.com.au)	28%	40%	33%	331
Wedding Guide (weddingguide.com.au)	28%	43%	30%	40
True Local (truelocal.com.au)	26%	37%	37%	139
Bride Online (brideonline.com.au)	21%	45%	34%	121
Wedding Central (weddingcentral.com.au)	17%	45%	38%	29
Academy of Celebrancy (celebrant.com.au)	16%	39%	45%	157
True Bride (truebride.com.au)	0%	50%	50%	12
Total				784

INTERNET ADVERTISING

If “yes”, which of the following sites do you advertise with and do you believe that they represent good value as an advertising avenue?



INTERNET ADVERTISING

Which of the following factors would you give a POSITIVE response to for these sites?

Response	Overall	Advertising Help	Billing Enquiries	Response Time	Technical Assistance	Count
Celebrante (celebrante.com.au)	65.3%	61.3%	50.8%	59.7%	39.5%	248
Just Celebrants (justcelebrants.com.au)	58.0%	56.0%	32.0%	48.0%	39.0%	100
Bride Online (brideonline.com.au)	54.4%	66.2%	30.9%	52.9%	29.4%	68
Need a Celebrant (needacelebrant.com.au)	53.3%	64.4%	26.7%	57.8%	35.6%	45
Easy Weddings (easyweddings.com.au)	50.0%	64.7%	32.4%	52.9%	27.5%	102
i-Do (i-do.com.au)	50.0%	62.5%	21.9%	46.9%	25.0%	32
Wedding Guide (weddingguide.com.au)	50.0%	41.7%	25.0%	37.5%	16.7%	24
Find A Marriage Celebrant (findamarriagecelebrant.com)	49.0%	51.0%	33.3%	39.2%	19.6%	51
Celebrants Online (celebrantsonline.com.au)	48.1%	56.6%	24.8%	34.1%	19.4%	129
Wedding.com.au (wedding.com.au)	44.4%	55.6%	11.1%	27.8%	16.7%	18
Yellow Pages (yellowpages.com.au)	43.3%	63.4%	26.2%	23.2%	17.1%	164
Wedding Pages (weddingpages.com.au)	42.1%	57.9%	36.8%	57.9%	31.6%	19
True Bride (truebride.com.au)	41.7%	41.7%	8.3%	41.7%	8.3%	12
True Local (truelocal.com.au)	40.4%	56.1%	17.5%	40.4%	21.1%	57
Academy of Celebrancy (celebrant.com.au)	39.5%	39.5%	13.2%	37.7%	21.9%	114
e-Celebrant (e-celebrant.com.au)	37.0%	55.6%	14.8%	44.4%	18.5%	27
Wedding Central (weddingcentral.com.au)	31.6%	47.4%	5.3%	42.1%	21.1%	19
Total						597

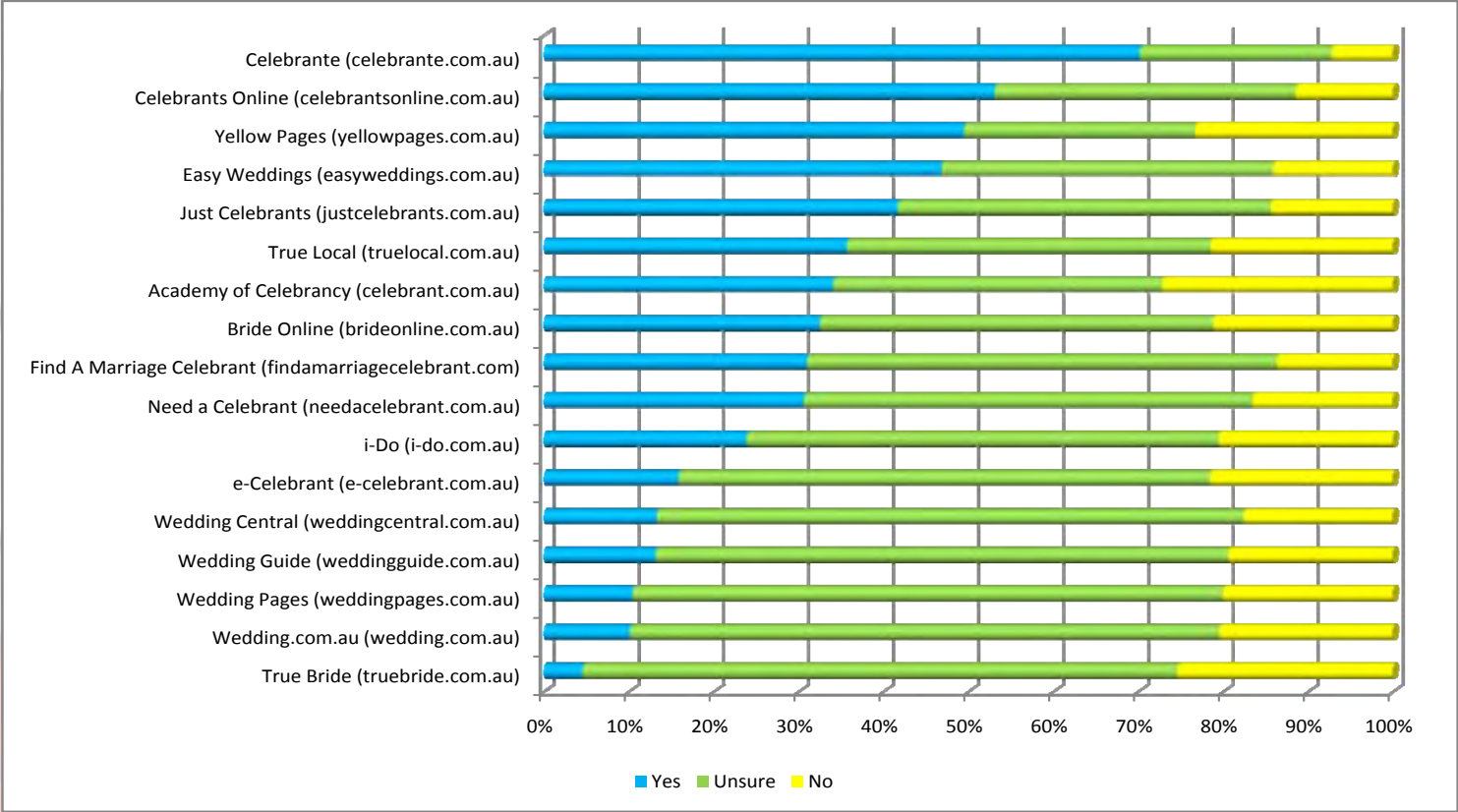
INTERNET ADVERTISING

Would you recommend this site to other celebrants?

Response	Yes	Unsure	No	Count
Celebrante (celebrante.com.au)	70.2%	22.6%	7.2%	349
Celebrants Online (celebrantsonline.com.au)	53.1%	35.5%	11.4%	211
Yellow Pages (yellowpages.com.au)	49.5%	27.2%	23.3%	305
Easy Weddings (easyweddings.com.au)	46.9%	39.1%	14.1%	192
Just Celebrants (justcelebrants.com.au)	41.7%	43.9%	14.3%	223
True Local (truelocal.com.au)	35.7%	42.9%	21.4%	154
Academy of Celebrancy (celebrant.com.au)	34.2%	38.7%	27.2%	243
Bride Online (brideonline.com.au)	32.5%	46.4%	21.1%	166
Find A Marriage Celebrant (findamarriagecelebrant.com)	31.1%	55.3%	13.6%	132
Need a Celebrant (needacelebrant.com.au)	30.7%	52.8%	16.5%	127
i-Do (i-do.com.au)	23.9%	55.6%	20.5%	117
e-Celebrant (e-celebrant.com.au)	15.9%	62.6%	21.5%	107
Wedding Central (weddingcentral.com.au)	13.4%	69.1%	17.5%	97
Wedding Guide (weddingguide.com.au)	13.3%	67.3%	19.4%	98
Wedding Pages (weddingpages.com.au)	10.5%	69.5%	20.0%	95
Wedding.com.au (wedding.com.au)	10.2%	69.4%	20.4%	98
True Bride (truebride.com.au)	4.6%	70.1%	25.3%	87
Total				735

INTERNET ADVERTISING

Would you recommend this site to other celebrants?



A photograph of a woman with short, styled white hair, smiling warmly. She is seated on a white sofa, holding an open magazine in her lap. She is wearing a light-colored, possibly cream or beige, long-sleeved top. The background consists of horizontal window blinds, suggesting an indoor setting with natural light. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the word 'MAGAZINES' in a large, black, stylized font.

MAGAZINES

MAGAZINES

Do you currently receive / read a celebrant magazine?

Response	%	Count
No	82.9%	1,107
Yes	17.1%	229
Total		1,336

Do you believe a national, independent celebrant magazine would be worth subscribing to?

Response	%	Count
Yes	50.0%	661
Only if it was free	40.7%	538
No	9.4%	124
Total		1,323

MAGAZINES

If such a magazine was produced, what sort of content would you want to see in it?

Response	%	Count
Training news and issues	90.2%	1,145
Legislative news and issues	87.3%	1,108
"How To.." columns	78.5%	996
Business advice and information	78.4%	995
Equipment reviews (PAs, microphones, etc)	78.1%	991
Supplier reviews (stationery, websites, advertising, etc)	76.9%	976
Sales and marketing advice and information	72.7%	922
Humourous stories of ceremonies	60.5%	768
Celebrant profiles	43.7%	554
Motor vehicle reviews	8.0%	101
Total		1,269



THANK YOU

THANK YOU

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

My thanks, in alphabetical order, go to:

		Angie Taylor	
Ann Dally	Clive Beaton	Ilka Brookes	Joanne de Vries
Lance Tapsell	Lynette Maguire	Peter Mery	Robyn Rodda
Sally Cant	Sandy Bayly	Stuart Gordon	Terese Tanner
	Vanessa Macoboy	Warren Edwards	

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
david@celebrante.com.au
02 9808 1890

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 made by participants.

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.