

METROPOLITAN
CEMETERIES BOARD



Customer Satisfaction Survey Snapshot

June 2024

Survey prepared by Research Solutions
Snapshot prepared by
Metropolitan Cemeteries Board

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge that the land allocated for the cemeteries that are managed by the Metropolitan Cemeteries Board are on Aboriginal land. We recognise the strength, resilience and capacity of the Nyoongah people in this land and we acknowledge and respect their continuing culture and the contributions they make to the life of this city and this region.

DID YOU KNOW?

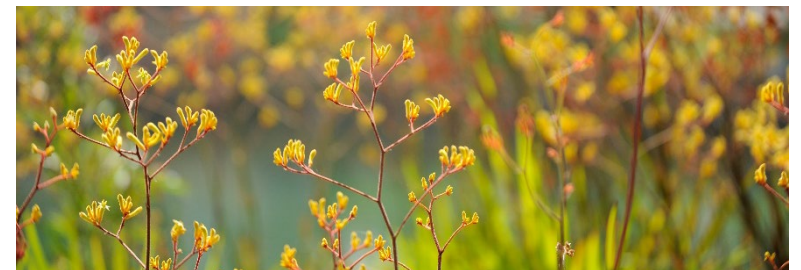
In the grounds of Karrakatta Cemetery is **The Keeping Place** - a holding place for the remains of Indigenous people who are awaiting repatriation to country or who have been previously kept in museums and are unable to be identified for repatriation to country. This is the first of its kind in Australia.

Behind The Keeping Place is a **War Memorial** to Aboriginal servicemen killed in conflict and buried overseas during World Wars I and II.



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Executive Summary

The MCB has a commitment to delivering excellent customer service to the people of Western Australia. A customer satisfaction survey is undertaken each year to monitor the ongoing performance of the MCB and provide Key Performance Indicators (KPI) for inclusion in the Annual Report.

The scope of the survey was changed in 2012 to more accurately reflect the MCB's reportable outcome - **Funerals and memorial services that meet the needs and expectations of the community**. This is the thirteenth year the survey has been conducted using the new measures.

2000 administrators were invited to participate in the mail survey, or use the online response option, which ran from 2 March 2024 to 18 June 2024. After an invitation and a reminder to those who'd not returned their survey form and after accounting for returns to sender and opt outs, 28.4% participated in the survey. The sample of 541 has a maximum sampling error of +3.98%.

Kathlene Oliver
Chief Executive Officer



COMPASSION

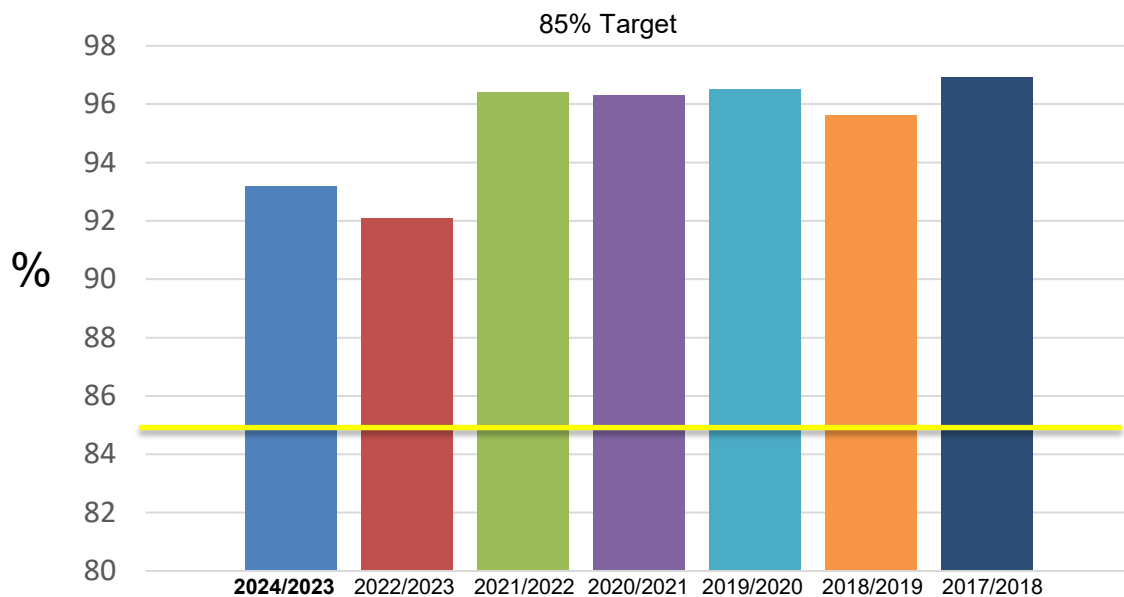
INTEGRITY

CONNECTION

Key Findings - Overall

There continues to be an exceptionally high level of satisfaction with the service received from the Metropolitan Cemeteries Board.

Overall Customer Satisfaction



Satisfaction continues to be strong and above the KPI target.

Overall satisfaction with the service received from MCB for 2023/24 is **93.2%** (rating 6-10/10).

Satisfaction has improved slightly¹ on two of the three metrics this year, reversing last year's falls. 52.5% of survey participants were completely satisfied with the service they'd received from the MCB, slightly up from 46.5%.

69.6% were highly satisfied, rating the MCB 9-10/10, up slightly from 63.6%. Overall satisfaction is similar to last year.

¹ Statistically significant at the less rigorous 90% confidence interval.



Key Findings - Cleanliness

Satisfaction with the cleanliness and tidiness of grounds and facilities remains strong overall and is similar to last year for all nine areas and facilities measured.

All the MCB's facilities continue to be rated highly for cleanliness and tidiness, with no major areas of concern arising.

The chapel and the condolence lounge received the highest ratings. Almost 4 in 5 rated the chapel (79.3%) and 3 in 4 rated the condolence lounge (77.0%) extremely clean and tidy.

The areas in the middle tier of results included the memorial gardens, natural burial section, mausoleum, café, and toilets – rated as extremely clean and tidy by between half and 7 in 10 survey participants.

The two main burial sections – the lawn burial section and the monumental burial section – again formed the lower tier of results. They were the only areas where fewer than half the survey participants who visited them rated them extremely clean and tidy.

KPI Tracking (extremely and very) Sorted by 2023/2024	2023/2024 %	2022/2023 %	2021/2022 %	2020/2021 %	2019/2020 %	2018/2019 %
Chapels	98.4	98.5	97.6	98.2	99.7	97.7
Condolence lounges	97.7	99.1	98.1	98.1	98.9	96.7
Cafes	93.1	92.0	92.0	94.1	95.7	90.1
Natural burial areas	93.0	89.0	93.0	94.3	92.4	94.0
Mausoleum	92.9	93.3	90.5	99.5	97.4	89.8
Memorial gardens	90.5	94.0	96.0	97.7	97.9	93.8
Lawn burial areas	87.8	85.7	93.7	95.1	95.4	92.6
Toilets	85.9	87.6	92.3	88.8	92.1	86.7
Monumental burial areas	80.9	85.3	84.6	88.3	86.4	82.1



98.4% said our chapels were extremely or very clean and tidy



97.7% said our condolence lounges were extremely or very clean and tidy



Key Findings – Cultural Consideration

Survey participants felt the Metropolitan Cemeteries Board’s facilities accommodated their loved one’s religious, cultural and/or secular beliefs well.



89.1%

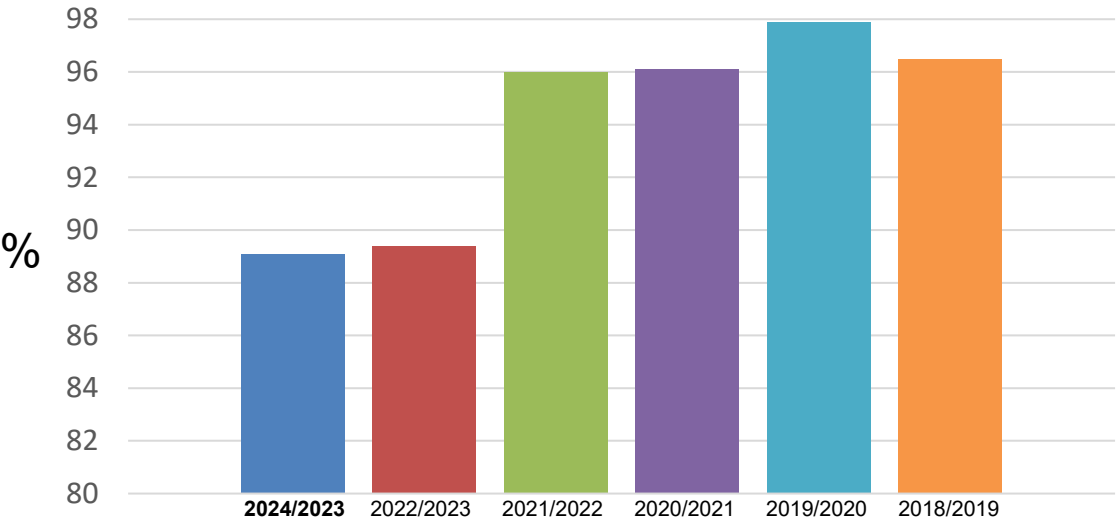
said the MCB accommodated their loved ones religious, cultural and/or secular beliefs extremely well or very well



49.6%

said religious, cultural and/or secular beliefs were important for the funeral service

Cultural Consideration



Key Findings – Service by Staff

Satisfaction with the service provided by Metropolitan Cemetery Board staff continues to be highly rated.

76.5% of administrators responding to the survey personally had contact with staff at the cemetery up from 63.5% last year. They continue to do this mostly in person and by phone.

The service provided by the MCB staff continues to be rated very highly.

The staff were rated as **professional (93.8%)** and **compassionate (88.6%)**, the **information received was easy to understand (92.4%)**, and survey participants felt that **staff understood their needs well (92.5%)** and **responded promptly to their enquiries (86.6%)**.

KPI Tracking (extremely and very) Sorted by 2022/2023	2023/2024 %	2022/2023 %	2021/2022 %	2020/2021 %	2019/2020 %
Professional	93.8	92.2	93.3	94.8	96.2
Understanding the clients' needs	92.5	91.0	93.5	95.2	94.8
Information given was easy to understand	92.4	91.8	92.0	96.2	96.0
Compassionate	88.6	91.1	91.4	92.6	93.8
Responding to enquiries promptly	86.6	86.1	87.3	93.3	92.9

There was one slight² change from last year. Extremely professional fell from 59.6% to 53.0%.

² Statistically significant at the less rigorous 90% interval.



Key Findings – Appointments & Products

The majority of those surveyed have not (yet) made an appointment to see staff. Amongst those who have, ease of getting an appointment was similar to last year.

42.1% of survey participants organised an appointment to meet with a member of staff, up from 33.9% last year. Amongst that group, 36.4% found it extremely easy to get an appointment at a time that suited them, and 71.1% found it extremely or very easy.

KPI Tracking (extremely and very)	2023/2024	2022/2023	2021/2022	2020/2021	2019/2020
	%	%	%	%	%
Ease of getting an appointment time that suited them	71.1	75.1	76.4	79.3	79.6

The Metropolitan Cemeteries Board has a range of products and services that meet clients’ needs.

The MCB seeks to provide a range of products and services at prices which enable everyone to find something to meet their needs. This is largely achieved.

75.6% of survey participants found it extremely or very easy to find a grave, memorial location or crypt to meet their needs and 73.7% found it extremely or very easy to find a memorial plaque, granite base or urn to meet their needs.

KPI Tracking (extremely and very)	2023/2024	2022/2023	2021/2022	2020/2021	2019/2020
	%	%	%	%	%
Grave, memorial or crypt location	75.6	81.5	82.0	87.3	88.3
Memorial plaque, granite base or urn	73.7	74.1	78.8	84.9	88.5



Complaints

There were 304 complaints recorded from 1 July 2023 to 30 June 2024, up from 109 in the previous year.

The majority were received in the last four days of June in the form of a form letter campaign on cemetery renewal. This followed a discussion of complaints in Parliament on 26 June 2024 that revealed that MCB had received only a small number of complaints about cemetery renewal up to that point.

96.2% of complaints were acknowledged within five working days and 91.4% responded to within 15 working days.

Those that were finalised after 15 days were kept informed of developments and assured that the investigation was ongoing. 79.9% of complaints were investigated and resolved within two working days. 96.7% of complaints were resolved without further incident.

KPI Tracking	2023/2024 %	2022/2023 %	2021/2022 %	2020/2021 %	2019/2020 %
Acknowledged within 5 working days	96.2	94.5	98.0	100.0	97.6
Responded to within 15 days	91.4	89.9	98.0	98.5	99.5
Investigated and responded to within 2 working days (exceeding the requirement of 15 days)	79.9	33.9	59.2	55.0	54.8

The MCB's complaints handling system is consistent with the Australian Standard on Complaints Handling AS ISO 10002-2006.

The 304 complaints the MCB received in the 12 months to 30 June 2024 met the following criteria:

- Acknowledged within 5 working days 96.2%
- Responded to within 15 working days 91.4%
- Resolved without further incident 96.7%.

The largest category of complaints related to cemetery renewal.

	2023/2024 %	2022/2023 N	2021/2022 %	2020/2021 N	2019/2020 %	2018/2019 N
Accidents	0.0	0.0	0.0	0.0	0.0	0.0
Facilities	3.9	12.0	12.8	14.0	24.5	36.0
Grounds / Operations	11.5	35.0	33.0	36.0	38.1	56.0
Products and services	3.9	12.0	44.0	48.0	32.7	48.0
Renewal	79.3	241	0.9	1.0	1.4	2.0
Other	1.3	4.0	9.2	10.0	3.4	5.0
Total³	100.0	304	100.0	109	100.0	147

³ Percentages may not add due to rounding.

The Next Step

Suggestions for Improving Customer Satisfaction

Satisfaction levels continue to be high. Just over 1 out of every 2 customers who comes through the gate is completely satisfied. Just under 2 out of every 3 are completely or very satisfied. And 9 out of every 10 customers are satisfied overall.

These results have improved slightly from last year, but that is no reason for MCB to rest on its laurels. Most administrators don't organise funerals frequently. And fewer than half of them look for information before speaking to a funeral director. In fact, 47% of the survey participants went straight to a funeral director they knew of and 7.5% had the benefit of the deceased having already made at least some of the arrangements.

Only 3.5% of survey participants contacted the MCB (either online or otherwise) prior to speaking to a funeral director. For many, it is on the day of the funeral that they first get to experience the service MCB has to offer.

As a strong-performing agency, the challenge for MCB is to identify where it can improve, particularly as it has limited influence on customers ahead of the funeral. This year's results provide some insight into how MCB could maintain and improve customer satisfaction.

It's all about staff

The survey measures five broad areas in which MCB is impacting on customer satisfaction – the presentation of grounds and facilities; how well facilities accommodate customers' religious, cultural and/or secular needs; being able to find a product that meets their needs; the nature of the service delivered by staff; and ease of getting an appointment at a time that suits.

Of the five, it is the service provided by staff that has the greatest impact on overall satisfaction with the service provided by MCB. This is true for customers overall, and for the two main types of funeral service – cremations and burials.

A closer look at the service provided by staff: be prompt and be compassionate

Five attributes or aspects of the service delivered by staff are measured – compassion, professionalism, understanding of customer needs, promptness of response and provision of easy-to-understand information. This can also be explored alongside ease of getting a suitable appointment time as that is linked to staff availability, which also influences the other aspects of service delivered by staff. Two of those were universally important – promptness of response and being compassionate. These two are also quite different in how they can influence overall satisfaction.

Being compassionate is something that can have both a positive and a negative impact on overall satisfaction. Done well, and it has the ability to delight customers; done poorly, and they can be very unhappy indeed.

In contrast, promptness of response to enquiries is the entry standard that is expected of good customer service. Prompt response does not delight, but slow or no response leaves customers extremely unhappy.

The Next Step

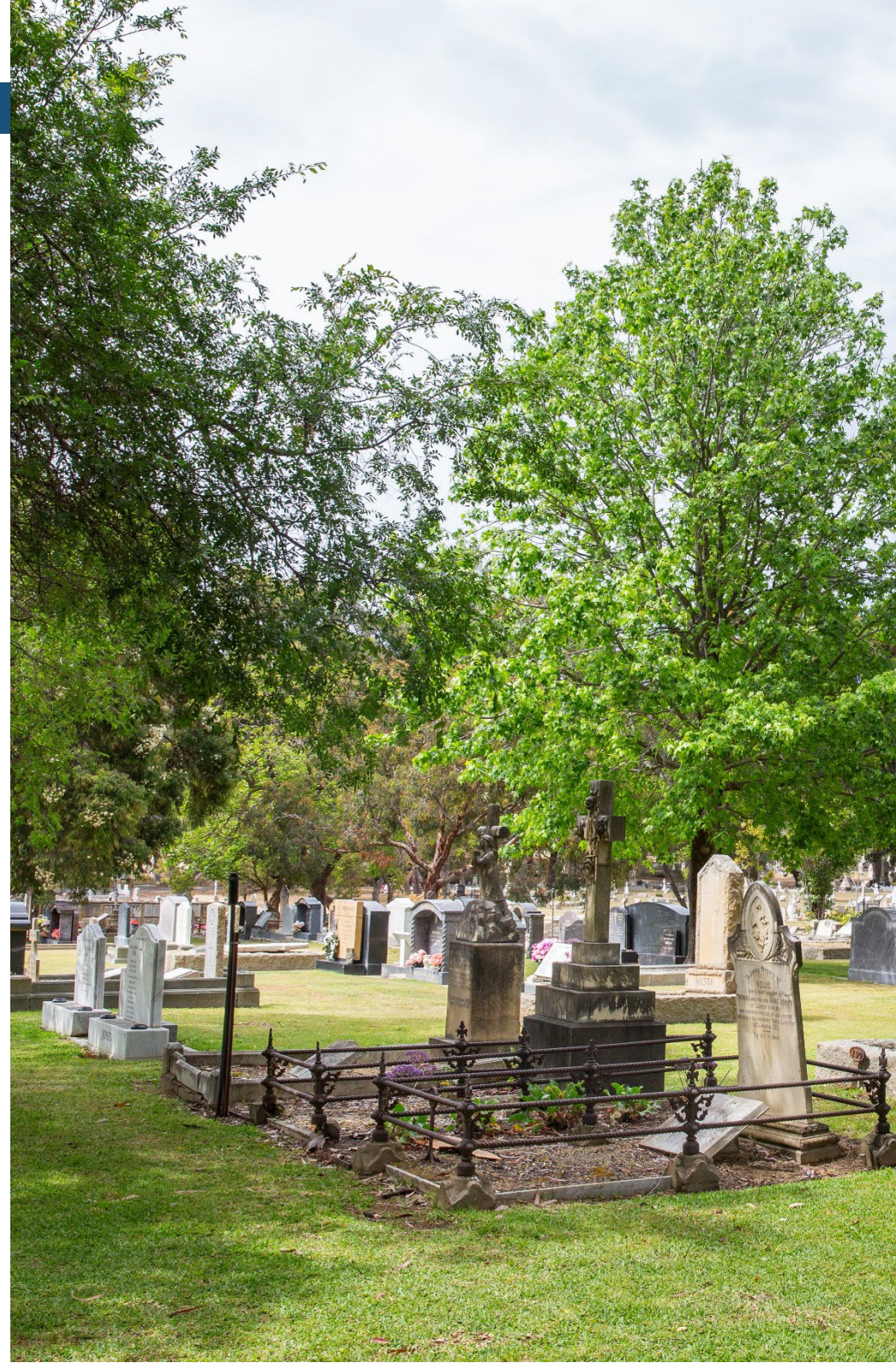
Tangibles matter to burials customers

The presentation of the grounds and facilities and easy to find products were the second and third most important of five broad areas in which MCB is impacting on customer satisfaction for burials customers.

This makes sense – they are more likely than cremations customers to visit the cemetery after the funeral.

Within that group, four aspects were relatively more important to burials customers.

- **Ease of finding a location for the grave.** This is part product availability and part service (assistance in finding a suitable location). Once the location has been chosen it is permanent, so has the ability to delight or disappoint on repeat visits.
- **Clean and tidy monumental burial section.** The questionnaire doesn't identify where in the cemetery a survey participant's loved one is interred. However, visiting the cemetery will often involve walking past various sections of it. Comments from survey participants giving low rating to the monumental burial section identifies day of funeral issues (lack of shade, lack of seating and lack of a smooth pathway to walk to the grave) and longer-term issues such as the area being sandy, dusty and dirty, with leaf litter and twigs on the ground.
- **Clean and tidy toilets.**
- **Facilities that accommodate the loved one's religious, cultural and/or secular beliefs.**



Where We Are

Our Locations

KARRAKATTA CEMETERY

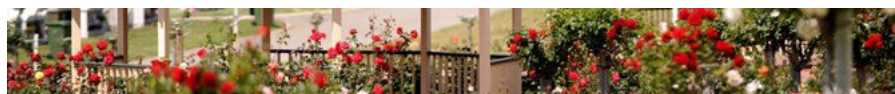
RAILWAY RD, KARRAKATTA, EST.1899, 97.7 HECTARES



Within the grounds of Karrakatta, you'll find the Aboriginal Keeping Place, the first of its kind in Australia. The Keeping Place houses the remains of Aboriginal people for repatriation to country, and those of Aboriginal people who cannot be identified for repatriation, including those whose remains have been returned from museums. Karrakatta Cemetery serves a wide range of denominations with large sections tied to Roman Catholic, Jewish, Chinese and various Orthodox communities, supported by a large mausoleum and Jewish Prayer Hall.

FREMANTLE CEMETERY

CNR CARRINGTON ST & LEACH HWY, PALMYRA, EST.1898, 45.7 ha



Fremantle Cemetery is the final resting place of Australia's most visited grave, Bon Scott, who you will also find on the cemetery's Heritage Walk Trail. Fremantle has a rich history with the Italian, Croatian and Portuguese communities that extends to the cemetery. The Chapel of the Holy Apostles and Our Lady of the Angels Chapel is located in our award-winning mausoleum. Here, we conduct Easter Mass and All Souls' Day Mass for the Catholic community each year. Our new Gage Landing section also pays homage to Fremantle's fishing and maritime history that has been a large part of the southern European immigrant community.

PINNAROO VALLEY MEMORIAL PARK

WHITFORDS AVE, PADBURY, EST.1978, 116 HECTARES



Pinnaroo Valley Memorial Park is surrounded by natural bushland, featuring native plant species and wildlife, including kangaroos. Instead of traditional headstones, graves are marked by flat bronze plaques with no monuments permitted. There are no denominational areas at Pinnaroo.



ROCKINGHAM REGIONAL MEMORIAL PARK

MILLAR RD, BALDIVIS, EST.2007, 60.9 HECTARES



Rockingham Regional Memorial Park serves the existing and rapidly growing population of the south west corridor. Whilst mostly non-denominational, it offers a large Muslim burial section at the northern section of the site, has three lawn burial sections, and a burial plaque section, surrounded by the serene memorial gardens.

MIDLAND CEMETERY

MYLES RD, SWAN VIEW, EST.1903, 23.7 HECTARES



Midland Cemetery reflects the traditions of many cultures, including the Italian and Croatian community, many of whom were pioneers in the area. There is also a special section for the Chinese community with a classic pagoda to mark the entrance to this section.

The Midland Mausoleum offers crypts that are mainly utilised by the Roman Catholic community. This mausoleum is fully occupied however below ground burial vaults are another option for those who prefer entombment over a burial.

GUILDFORD CEMETERY

KALAMUNDA RD, SOUTH GUILDFORD, EST.1890, 30.7 HECTARES



Guildford Cemetery caters for burials for many denominations, it has large Muslim, and Jewish burial sections, with a Jewish Prayer Hall that was opened in 2019. Due to the short-notice nature of Muslim and Jewish burials, the burials team often have pre-dug graves ready for these communities who may need to perform a weekend burial. The Swan Region Mausoleum is an open air, Mediterranean style garden crypt that caters to the Roman Catholic community and is fully occupied.

GNANGARA ABORIGINAL CEMETERY

SYDNEY RD, GNANGARA, EST 2016, 1.1 HECTARES



In December 2019, the care, control and management of this cemetery was vested in the Metropolitan Cemeteries Board, who have a MOU with the Nyoongah Community Aboriginal Corporation, under which the corporation approves applications for burials within the cemetery. It is intended to be a place where people of Aboriginal descent and their families can be buried.

