

The Heart of Centennial Park:

The Strategy Guiding Us
2022-2026



Centennial Park is a place for the living; a vibrant community hub. A place where life is cherished, commemorated, contemplated, and celebrated.

Purpose

Our stunning botanical grounds are a welcoming sanctuary for all who visit; promoting peace, sustenance, healing, renewal and hope, enabling connection to each other and those no longer with us.

We empower families and the wider community with knowledge, care and compassion when someone dies or is dying, so they are aware of the choices available to them and are in control of the decisions to be made.

We encourage discussions and pre-planning for end-of-life and memorial decisions to assist people to communicate their wishes.



Guiding Principles

We champion the importance of memorialisation—a physical place and meaningful anchor point to strengthen enduring human connection and care.

We foster a culture of equality, kindness, respect and dignity, and physical & mental wellbeing.

We value individuality and personal choice for our community as they plan, say goodbye, grieve and continue to remember their loved ones.

We are passionate about managing the Park and its assets to not only sustain them but to regenerate them for current and future generations.



Strategic Pillars

Knowledge from our community and around the world will guide us. We will provide clear information so people can make choices that best suit them.



Information, Transparency & Choice

Continual regeneration of our Park, its assets, and our stunning natural botanical environment will ensure it is sustainably enriched and enhanced.



Our Natural Environment

Connecting and collaborating with others will enable us to maximise the value we provide our community.



Connections and Collaboration

People and our care for them are at the heart of who we are and what we do.



A People-First Culture



Information, Transparency & Choice

Knowledge from our community and around the world will guide us. We will provide clear information so people can make choices that best suit them.

Continual learning through active community engagement and research will ensure we meet the needs of our families and enhance the value we provide to the community.

Information and innovative solutions will be provided with clarity and care to enable people to make the best end-of-life choices for themselves and their families.

We will be courageous when communicating about end-of-life to normalise the conversations, welcome questions and encourage curiosity.

We will empower people with information to encourage them to plan for their end-of-life wishes and to communicate those wishes to their loved ones.

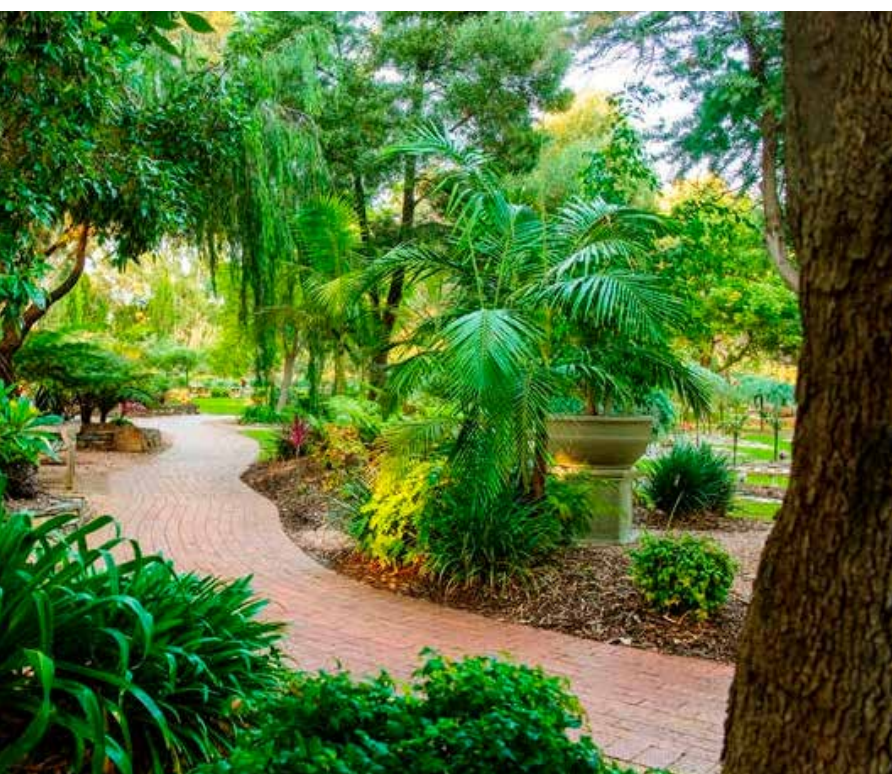
We value individuality and diversity and embrace our multicultural community. We have a thirst for knowledge of customs and to share that knowledge to grow community understanding and tolerance.

Encouraging visitation to and engagement with the Park will build mutually sustainable connections and change perceptions of how cemeteries can be.

We will communicate the benefits of memorialisation to enable a priceless and enduring connection to life, renewal, and hope.

We will use technology where it enhances our offerings, makes it easier for families to understand the choices available to them, and where it reinforces the importance of human connection.





Our Natural Environment

Continual regeneration of our Park, its assets, and our stunning natural botanical environment will ensure it is sustainably enriched and enhanced.

Our beautiful, valuable green space in the inner suburbs will be preserved for all to enjoy the healing benefits of its flora and fauna, including the precious wildlife corridor it offers.

We are a tranquil place for people to feel nurtured and renewed as they enjoy our many amenities; when visiting a memorial, attending a service, walking, cycling, or attending our onsite cafe or an event.

We value a healthy, natural environment and will actively contribute to improving it through reducing emissions, responsibly managing our energy, water use, and wastage, and enhancing our abundance of green space, including increasing plantings.

As current custodians of the Park, we will engage with and educate the community about environmental sustainability to deliver a valuable legacy for future generations.



Connections and Collaboration

Connecting and collaborating with others will enable us to maximise the value we provide to the community.

We will work closely with funeral directors, celebrants, and others to innovate and meet the needs of our customers better.

We will partner with our stakeholders, including owner councils and environmental and sustainability experts, to inform our responsible management of resources and operations.

We will build long-term relationships with those whose values and commitment to the utmost respect and dignity of life align with our own.





A People-First Culture



People and our care of them are at the heart of who we are and what we do.

We embrace opportunities to enrich lives in innovative ways and will connect with families, customers and stakeholders to show that care is at the heart of what we do and who we are.

We are clear about our values and our expectations of our team members, building their capacity and providing opportunities for growth and development to ensure we are well-positioned to deliver our services in the future.

We demonstrate compassion, respect, and empathy in helping families when they are grieving, and we acknowledge the impact this has on our team. We will always make the physical and mental health of our team and our visitors the highest priority and implement ways to care for them.



