Vision

That we embrace and are embraced by our community

Strategic Intent

- Offering burial and memorial services that are dignified, affordable and accessible to communities across Melbourne's inner east
- Caring for and protecting our heritage, gardens and history, for the people here now and those who'll come after us
- Working closely with our community to support connection, reflection, remembrance, learning and participation
- Setting the standard for Victoria's Class B cemeteries through sustainable practice, innovation and quality service
- Managing our finances responsibly to stay strong and sustainable for the long term

Values and Principles

Dignity & Compassion

We honour every life and support every family with care

Community & Belonging

We serve our diverse and evolving community faithfully

Stewardship

We preserve our history and our landscape and value our people

Excellence & Innovation

We embrace contemporary practice and continuous improvement

Sustainability & Responsibility

We act ethically, we are financially responsible and we are environmentally sustainable

Strategic Pillars

Pillar 1

Future Focused Operational Excellence

Work together with other cemeteries to share resources, cut costs and tackle shared challenges

Pillar 2

Financial Performance

Build a financially strong Cemetery that can invest in the future and protect and develop our assets

Pillar 3

Services

Grow our services to meet changing needs, as families look for more choice, personalisation and digital options in end-of-life care

Pillar 4

Stewardship and Community Engagement

Bring our history to life as a living asset for the whole community to enjoy and learn from

Pillar 5

Governance and Workforce

Strong leadership, and the right people in the right roles

	1	2	3	4	5
PILLAR	**FUTURE FOCUSED OPERATIONAL EXCELLENCE** Efficiency, effectiveness, innovation and leadership in cemetery operations	**FINANCIAL PERFORMANCE** Fiscal responsibility, profitability and ongoing sustainability	**SERVICES** Growing our memorial, interment and end-of-life capacity and services	**STEWARDSHIP AND COMMUNITY ENGAGEMENT** Preserving, showcasing and sharing our history, heritage and living landscapes	**GOVERNANCE AND WORKFORCE** Building organisational resilience and capacity through leadership, people and culture
STRATEGIC OBJECTIVE	Strengthen Sector Sustainability and Influence	Achieve Financial Sustainability to Secure the Cemetery's Future	Expand our Capacity and Offering to Meet the Evolving Community Demand	Transform our Heritage into a Living Community Asset	Exceptional Leadership
GOALS	1. Leverage our operational expertise to develop fee-for-service offerings to generate new revenue streams 2. Lead Class B Cemetery collaboration through our skills and experience	1. Build long-term financial sustainability 2. Enable community giving and philanthropic support 3. Generate new revenue streams by activating our heritage assets and physical environment	1. Diversify our memorialisation offerings 2. Develop technology-led community engagement 3. Embrace and support a broader element of family 4. Capture opportunities to support interment with new services	1. Greater engagement with our community 2. Activate our horticultural landscape 3. Leverage the Cemetery as a living classroom and research environment 4. Enhance accessibility	1. An enabled, capable and agile 21st century workforce 2. Governance and compliance excellence 3. Operational excellence and continuous improvement 4. We are recognised for our environmental leadership