

The background of the poster features a dramatic sunset over a rocky coastline. The sun is partially obscured by a dark rock formation on the left, creating a lens flare effect. The sky is a mix of orange, yellow, and blue. The word 'Nelson' is written in a large, white, cursive font across the top. A white banner with a gold border is positioned on the right side, containing the text 'Gold Standard' and 'Celebrating excellence and reaching new heights'. In the bottom left corner, the text 'Funeral Directors ASSOCIATION OF NZ' is displayed in white.

# Nelson

**Gold  
Standard**

Celebrating  
excellence and  
reaching  
new heights

**Funeral Directors**  
ASSOCIATION OF NZ

**2025**  
**CONFERENCE**

Rutherford Hotel,  
Nelson

**10-12 FEBRUARY**

[funeraldirectors.co.nz/2025-conference](https://funeraldirectors.co.nz/2025-conference)

## THANK YOU TO OUR SUPPORTERS

We thank our 2025 Conference sponsors for their exceptional support in making our "GOLD STANDARD" event a reality. Your dedication to excellence not only aligns with our mission but also enables us to deliver a conference that celebrates and upholds the highest standards of our Association. It is through partnerships like ours that we can continue to achieve and exceed our goals.

**Please support our sponsors by visiting their trade tables and entering to win a complimentary registration for the 2026 conference.**



## DELEGATE INFORMATION

Please find below some important information to help make your conference experience seamless:

### DRESS CODE

➤ **EDUCATION SESSIONS**

**Wear:** Business casual

➤ **OPENING FUNCTION @ PIC'S PEANUT BUTTER WORLD**

**Wear:** Casual **Bring:** Cash/card – Pic's products available to purchase on the night

➤ **NELSON DASH, DECIPER, DISCOVER AMAZING RACE**

**Wear:** Jacket and casual clothing suitable for weather on the day, plus comfortable walking shoes

**Bring:** Cash/card if you wish to purchase additional drinks

➤ **GOLDEN GALA DINNER**

**Wear:** Formal – Gold Glamour (gold and glitzy theme)

**Bring:** Cash/card if you wish to purchase additional drinks

---

### VENUE

Rutherford Hotel, 27 Nile Street West, Nelson

---

### ACCOMMODATION

You will have booked your own accommodation, please check your bookings before arrival.

---

### PARKING

Onsite car parking is available for \$10 per day, undercover car parking for \$15 per day. Four EV chargers are available at \$15 per night including parking fee. Enquire at hotel reception.

---

### REGISTRATION DESK

Open from **2:00pm – 5:00pm** on Monday 10 February in the **Matai 2 Foyer** at the Rutherford Hotel, Nelson. When you arrive, please pick up your lanyard and delegate bag from the registration desk.

For those arriving Tuesday or Wednesday morning the registration desk will be open from 8:00am.

---

### DIETARY REQUIREMENTS

We have a list of those who have told us they have a dietary requirement; this will be forwarded to our catering suppliers for the conference. If you do have a dietary requirement, please check your conference registration to ensure we have this.

---

## LANYARDS

For security purposes, please wear your lanyard at all times throughout the conference, including during events and dinners. At the Golden Gala Dinner, there will be a designated recycle box where you can place your lanyard, so you won't need to wear it throughout the evening.

---

## DELEGATE CODE OF CONDUCT

The Funeral Directors Association aims to provide a safe and enjoyable environment for everyone involved in its conference. All delegates are expected to show respect and courtesy in their interactions with others.

## PROGRAMME – 10.5 THCs

*All education sessions held in the Rutherford Hotel - Matai 1 Room*

You will receive a pocket programme in your lanyard at the registration desk. We have a programme packed with informative and engaging sessions and some great social events so please make sure you are in the right place at the right time.

---

### **Monday 10 February 2025**

**5:30pm - 10:00pm OPENING FUNCTION @ PIC'S PEANUT BUTTER WORLD**

*Sponsored by Ferno*

#### **TIMETABLE**

5:15pm	Meet in the Rutherford Hotel foyer. Bus departs @5:30pm
6:00pm	Drinks & canapes on arrival
6:30pm	Factory tour and Cooking Demo
8.00pm	Buffet dinner
9:30pm	Bus departs

---

### **Tuesday 11 February 2025**

**8:00am Registration desk open**

---

**8:30am Housekeeping**

---

**8:35am Karakia/National Anthem**

---

**8:45am President welcome**

---

**9:00am KEYNOTE SPEAKER: A RETIREMENT HOBBY GONE BAD**

*Sponsored by Mortech Industries*

**Speaker: Pic Picot**

Pic Picot retired from teaching sailing at 55 and enrolled in a creative writing course. He retained a small laundromat behind his office at the Nelson Marina to keep him in pocket money. When forced to close the laundromat, he began selling peanut butter at the Nelson Market. Today Pic's Peanut Butter World produces 25 000 jars of peanut butter a day, and at 72, Pic is having another crack at retiring. He is looking forward to sharing his story with us at our conference in February.

---

**10:00am MORNING TEA**

*Sponsored by Windsor Industries*

---

**10:30am COMPLAINTS RESOLUTION WORKSHOP**

*Sponsored by Orthometals*

**Speaker: Susan Taylor, Financial Ombudsman and CEO, Financial Services Complaints Ltd (FSCL)**

Managing complaints with compassion and professionalism is crucial for maintaining a funeral home's reputation and trustworthiness. This session will equip you with the skills to handle complaints empathetically and uphold service excellence.

Key topics include:

- Understanding complaints: Recognize why people complain and how to identify a complaint.
- Risks of ignoring complaints: Understand the dangers to your business of not addressing complaints.
- Effective response strategies: Best practices for taking ownership and resolving complaints swiftly and empathetically.
- Crafting thoughtful responses: Techniques for effective verbal and written communication, avoiding defensiveness.
- Dealing with challenging behaviour: Managing difficult individuals professionally and empathetically.

*\*Association Standards: Put the family first - Listen, best possible service within their needs. Informed understanding of bereavement process\**

---

**11:30am LOOKING AFTER THE LIVING, WHILE RESPECTING THE DECEASED**

**Speaker: Gavin Murphy, General Manager InvoCare**

While respecting the deceased is fundamental to the role of a funeral director, equally important is

respecting the health and well-being of the living.

Over the last two years, InvoCare has implemented a suite of mortuary upgrades, and health and safety process changes across their business to better meet funeral home obligations under the Health and Safety at Work Act 2015. InvoCare NZ General Manager, Gavin Murphy will share their journey, explaining the key changes they identified, the resources and support they called on to implement them and the staff change management process necessary to ensure better compliance.

*\*Association Standards: Respect the Deceased - Treat deceased with dignity at all stages of care\**

---

### **12:30pm LUNCH**

*Sponsored by Windsor Industries*

---

### **2:00pm - 9:30pm NELSON DASH, DECIPER & DISCOVER EVENT**

*Race sponsored by Taylormade Caskets/Return to Sender*

*Drinks sponsored by Western Caskets*

*Dinner sponsored by Windsor Industries*

#### **TIMETABLE**

2:15pm	Delegates meet in Rutherford Hotel Matai foyer
2:30pm	Nelson Amazing Race
5:30pm	Delegates arrive at secret location – drinks on arrival
6:00pm	Speeches and prize giving
6:30pm – 9:30pm	Dinner & drinks. Location is within walking distance to the hotel.

---

## **Wednesday 12 February 2025**

**8:30am Notices**

---

### **8:35am ASSOCIATION NEWS**

**Speakers: President/CEOs from Australian Funeral Directors Association (AFDA) and Funeral Directors Association of NZ**

*\*Association Standards - Support the Association - Support aims and objectives and support development and progress of the profession and Association\**

---



## **9:05am CONTENT MARKETING MASTERY: AUTHENTIC DIGITAL CONNECTIONS IN THE FUNERAL INDUSTRY**

*Sponsored by Coveted*

**Speaker: Lisa Garrud, Content Director, MasterJack Marketing**

In today's digital age, you have a unique opportunity to connect with your communities through thoughtful, value-driven content marketing. We'll learn about developing a distinctive brand voice that resonates with your audience across multiple digital platforms. We'll also learn how to create content that provides genuine value, fostering trust and connection. We'll explore strategies for repurposing content across various channels to maximise impact and how to leverage AI tools for content creation with an authentic voice.

*\*Association Standards: Honour the funeral profession - Quality service that can be relied upon in hour of need. Act honestly, provide competent personnel and quality facilities\**

---

## **10:05am MORNING TEA**

*Sponsored by Windsor Industries*

---

## **10:35 DIA UPDATE**

**Speaker: Russell Burnard, General Manager Operations and Registrar General of Birth Deaths and Marriages**

---

## **10:45am POWER SLOT**

**Speaker: Mark Chaafe, Lucentt**

---

## **11:15am PERSONAL STYLE WORKSHOP - TIPS, TRICKS, AND RULES TO MAKE SURE YOU ARE SUITABLE ATTIRED**

*Sponsored by Open Polytechnic NZ*

**Speaker: Christine Hobby, Style Coach, Style and Shine Ltd**

A fun, informative and interactive Personal Style Workshop designed to help you enhance your professional and personal image. This workshop covers a wide range of topics to ensure you present yourself confidently and suitably in any situation. Discover what your clothes say about you from a perception perspective and learn the essentials of professionalism, including posture, confidence, eye contact, and personal grooming. Dive into the specifics of dressing for different body shapes, with tailored advice for both men and women. Explore the nuances of office attire, client visits, and service attire, with style ideas to help you make the best impression. Learn how to express your individuality within uniform guidelines, making it easier for others to relate to you.

*\*Association Standards: Honour the funeral profession - Quality service that can be relied upon in hour of need. Act honestly, provide competent personnel and quality facilities\**

---

## **12:15pm LUNCH**

*Sponsored by Windsor Industries*

---

## **1:15pm GET ONBOARD - THE MERCHANDISING EXCELLENCE EXPRESS**

**Speaker: Peter MacLeod, ACC Higgins**

Peter will take you on an imaginary train ride to a rural property in Victoria, Australia. Along the journey, he will share with you merchandising initiatives that will enhance your skills and assist you in improving your customer's experience

This light-hearted ride will equip you with practical and proven ideas to motivate your staff and ultimately enhance your business...while introducing you to a few of the more interesting creatures – including cockatoos, border collies and brown snakes – you may encounter on your merchandising journey.

*\*Association Standards: Put the family first - Listen, best possible service within their needs. Informed understanding of bereavement process\**

---

## **2:15pm FUNERALS ARE DEAD - LONG LIVE THE FUNERAL!**

*Sponsored by Reterniti*

**Hosted by: Bradley Shaw & Richard Martin**

A proactive discussion session that promises to get you thinking about an innovative future for the funeral industry.

*\*Association Standards: Support the Funeral Directors Association -to make every effort to assist the development and progress of the profession and the Association\**

---

## **3:15pm NOTICES - END**

---

## **3:30pm FREE TIME**

---

## **6:00pm OFFICIAL CONFERENCE PHOTO**

*Rutherford Hotel foyer on the staircase*

---

## **6:30pm - late GOLDEN GALA DINNER**

*Sponsored by Lucentt*

*Rutherford Hotel – Matai 2 Room*

Join us for an unforgettable evening where everything glitters gold.

Adorn yourself in your finest golden attire and prepare for a night of opulence and fun.

Kick off the evening with bubbles on arrival, indulge in deluxe platters showcasing the best of Nelson's cuisine, and dance the night away with live music from The Underground band.

Capture your golden memories at our glitzy photobooth.

Don't miss this chance to be part of an exquisite celebration!

---

*\*Please note, this programme is subject to change.*



## SPEAKERS

### KEYNOTE SPEAKER: A RETIREMENT HOBBY GONE BAD

#### Pic Picot - Owner and Founder of Pic's Peanut Butter



Pic Picot moved from Auckland to Nelson in 1993. His widely varied career included leather work, furniture making, a gift ware company, boat building and voyaging around the Pacific, a restaurant, a charter boat directory and a sailing school before becoming a peanut butter maker. Shortly after the opening of Peanut Butter World in 2019 he wrote an autobiography paying tribute to the remarkable New Zealanders he has known, worked with and loved. These days he spends much of his time at Marahau on the edge of the Abel Tasman National Park, with occasional forays to Peanut Butter World and guest spots at New Zealand and overseas Food Shows.

#### **ABSTRACT:**

*Pic Picot retired from teaching sailing at 55 and enrolled in a creative writing course. He retained a small laundromat behind his office at the Nelson Marina to keep him in pocket money. When forced to close the laundromat, he began selling peanut butter at the Nelson Market. Today Pic's Peanut Butter World produces 25,000 jars of peanut butter a day, and at 72, Pic is having another crack at retiring. He is looking forward to sharing his story with us at our conference in February*

---

### LOOKING AFTER THE LIVING, WHILE RESPECTING THE DECEASED

#### SPEAKER: Gavin Murphy, General Manager InvoCare



Gavin is a highly respected funeral director, manager and former President of the Association. A passionate supporter of the Association and its values and standards, Gavin also now leads the InvoCare NZ group of funeral homes.

#### **Abstract:**

*While respecting the deceased is fundamental to the role of a funeral director, equally important is respecting the health and well-being of the living. Over the last two years, InvoCare has implemented a suite of mortuary upgrades, and health and safety process changes across their business to better meet funeral home obligations under the Health and Safety at Work Act 2015. InvoCare NZ General Manager, Gavin Murphy will share their journey, explaining the key changes they identified, the resources and support they called on to implement them and the staff change management process necessary to ensure better compliance.*

---

## COMPLAINT RESOLUTION: EFFECTIVE COMMUNICATION AND RESPONSE STRATEGIES

**SPEAKER:** Susan Taylor, Financial Ombudsman and CEO, Financial Services Complaints Ltd (FSCL)



Susan Taylor is the Financial Ombudsman and CEO of Financial Services Complaints Ltd (FSCL). With over 25 years of experience in dispute resolution, she investigates consumer complaints and has the authority to make binding decisions up to \$500,000 where a complaint is upheld, and a direct financial loss has been suffered by the consumer. Prior to FSCL, Susan was the Deputy Banking Ombudsman and is a qualified lawyer. She also serves as a public member of the Advertising Standards Appeal Board.

### **ABSTRACT:**

*Managing complaints with compassion and professionalism is crucial for maintaining a funeral home's reputation and trustworthiness. This session will equip you with the skills to handle complaints empathetically and uphold service excellence.*

### **Key topics include:**

- **Understanding complaints:** Recognize why people complain and how to identify a complaint.
- **Risks of ignoring complaints:** Understand the dangers to your business of not addressing complaints.
- **Effective response strategies:** Best practices for taking ownership and resolving complaints swiftly and empathetically.
- **Crafting thoughtful responses:** Techniques for effective verbal and written communication, avoiding defensiveness.
- **Dealing with challenging behaviour:** Managing difficult individuals professionally and empathetically.
- **Case studies:** Real-life examples of successful complaint resolution and lessons learned.

---

## CONTENT MARKETING MASTERY: AUTHENTIC DIGITAL CONNECTIONS IN THE FUNERAL INDUSTRY



**SPEAKER:** Lisa Garrud, Content Director, MasterJack Marketing

Lisa is a seasoned marketing professional with 28 years of industry experience, including a decade of specialised focus in content marketing. As the Content Director of MasterJack Marketing, Lisa brings a wealth of knowledge and a unique perspective to the field of digital engagement and brand storytelling. With a diverse background spanning sales, graphic design, and workflow management, Lisa has successfully

run multiple businesses, giving her a comprehensive understanding of both the operational and strategic aspects of marketing.

**ABSTRACT:**

*In today's digital age, you have a unique opportunity to connect with your communities through thoughtful, value-driven content marketing. We'll learn about developing a distinctive brand voice that resonates with your audience across multiple digital platforms. We'll also learn how to create content that provides genuine value, fostering trust and connection. We'll explore strategies for repurposing content across various channels to maximise impact and how to leverage AI tools for content creation with an authentic voice.*

---

**PERSONAL STYLE WORKSHOP: TIPS, TRICKS AND RULES FOR BEING SUITABLY ATTIRED**

**SPEAKER: Christine Hobby, Style Coach, Style and Shine Ltd**



A proud Cantabrian by heart, Christine has always had a deep passion for style and creativity. Now based in Nelson/Richmond, she runs her business, Style and Shine Ltd, where she loves helping people highlight their unique features and downplay others, allowing their true personality to shine through.

With a background in the corporate world, Christine has long been fascinated by how people perceive and present themselves, both consciously and subconsciously. She believes that small changes can make a significant difference not just in appearance but in how one feels about themselves.

As an accredited Style Coach and a member of the International Association of Style Coaches, she brings expertise and a personalised touch to every client she works with.

**ABSTRACT:**

*A fun, informative and interactive Personal Style Workshop designed to help you enhance your professional and personal image. This workshop covers a wide range of topics to ensure you present yourself confidently and suitably in any situation. Discover what your clothes say about you from a perception perspective and learn the essentials of professionalism, including posture, confidence, eye contact, and personal grooming. Dive into the specifics of dressing for different body shapes, with tailored advice for both men and women. Explore the nuances of office attire, client visits, and service attire, with style ideas to help you make the best impression. Learn how to express your individuality within uniform guidelines, making it easier for others to relate to you.*

---

## GET ONBOARD – THE MERCHANDISING EXCELLENCE EXPRESS

**SPEAKER: Peter MacLeod, ACC Higgins**



Peter joined Melbourne-based funeral company Tobin Brothers in 1986 and has enjoyed a successful and diverse career covering funeral directing, marketing, merchandising, training and general management.

In 2002, Peter was appointed as Managing Director of Amalgamated Casket Company (ACC Higgins). Under his leadership, the company has grown from one factory in Victoria to five nationwide (WA, Queensland, SA and NSW). Key to this growth is the merchandising expertise and support that ACC Higgins provides to funeral directors.

MBA qualified, Peter was the inaugural recipient of the Chipper Scholarship (now AFDA scholarship). Peter is an alumni of Leadership Victoria, and he is also a graduate of the Australian Institute of Company Directors.

### **ABSTRACT:**

*Peter will take you on an imaginary train ride to a rural property in Victoria, Australia. Along the journey, Peter will share with you merchandising initiatives that will enhance your skills and assist you in improving your customer's experience.*

*This light-hearted ride will equip you with practical and proven ideas to motivate your staff and ultimately enhance your business...while introducing you to a few of the more interesting creatures – including cockatoos, border collies and brown snakes – you may encounter on your merchandising journey.*

---

## EVENTS/DINNERS

### **WELCOME DINNER @ Pic's Peanut Butter World**

**Monday 10 February 5:30pm - 10:00pm**



Pic's Peanut Butter World, the home of all things Pic's Peanut Butter! This extraordinary venue, an architecturally designed factory and spiritual homeland, has been a cherished tourist attraction since its grand opening in 2019.

A red-carpet entrance, complete with canapés and drinks will set the tone for the evening.

You will be taken on an exclusive tour of Pic's Peanut Butter factory and be captivated by a live cooking



demonstration featuring delectable desserts from the Pic's Really Good Recipe Book, showcasing creative ways to enjoy their peanut butter.

A time to mix and mingle with industry peers.

The following morning, be inspired by Pic Picot himself as he shares his remarkable journey as our keynote speaker.

---

### ACTIVITY: Nelson Dash, Decipher & Discover

**Tuesday 11 February**



Get ready to hit the streets of Nelson for an action-packed afternoon! You will be put into teams and will need to bring your A-game to tackle a series of fun and interactive challenges that will take you to some of Nelson's most iconic gems. Each task will test your wits and teamwork.

After an exhilarating afternoon of racing and exploring, all teams will converge at a secret location for the grand finale. Feel the excitement build as we announce the winners and present fabulous prizes.

Then, it's time to unwind and celebrate! Enjoy casual mingling, mouth-watering food inspired by Nelson's local flavours, a cold bevy, and lively entertainment.

---

### GOLDEN GALA DINNER @ Rutherford Hotel

**Wednesday 12 February 6:30pm - late**



Join us for an unforgettable evening where everything glitters gold.

Adorn yourself in your finest golden attire and prepare for a night of opulence and fun.

Kick off the evening with sparkling bubble drinks on arrival, indulge in deluxe platters showcasing the best of Nelson's cuisine, and dance the night away with live music from The Underground band.

Capture your golden memories at our glitzy photobooth.

Don't miss this chance to be part of an exquisite celebration!

---

## OPTIONAL ADD ON DAY TRIP

Thursday 13 February 9:00am - 6:00pm



For delegates interested in extending their stay and exploring the breath-taking Nelson Tasman region, we can offer an optional day trip to Abel Tasman National Park on Thursday, 13 February. Please note that this excursion is available at an additional cost, with tickets limited to 30 participants.

### ITINERARY OVERVIEW:

9:30am	Depart By coach from Nelson
10:20am	Board Boat at Kaiteriteri
10:30am	Vista Cruise departs to travel along the spectacular granite coast, pausing for photographs at famous Split Apple Rock.
11:16am	Disembark at Torrent Bay
12:00pm	Your lunch is served at our exclusive Torrent Bay Lodge. After lunch you can relax & take a short walk, cruise or explore the beach.  (Cruise option) Rejoin the boat for a full park cruise to Totaranui and return to Kaiteriteri
1:20pm	or (short walk option) Enjoy a 2 hour walk along the coastline to Anchorage.
3:30pm	Rejoin the Vista Cruise to travel back along the coast, pausing to view seals on Adele Island.
4:15pm	Arrive back at Kaiteriteri, board bus back to Nelson

**Contact:** Events & Marketing Manager, Linda Hartstonge [linda@funeraldirectors.co.nz](mailto:linda@funeraldirectors.co.nz) or 021 900518