

9,500,000

units of **unwanted** marketing material is posted to the deceased **every year in Australia**

For most of us, receiving 'junk mail' is an annoyance but receiving direct mail addressed to a deceased loved one is an unexpected, distressing reminder of grief.

The Australian Bereavement Register is a free consumer service helping to stop unwanted direct mail to the deceased

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The Australian Bereavement Register

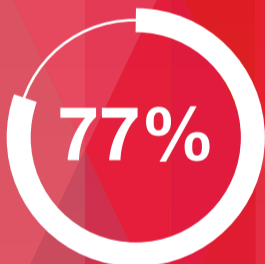
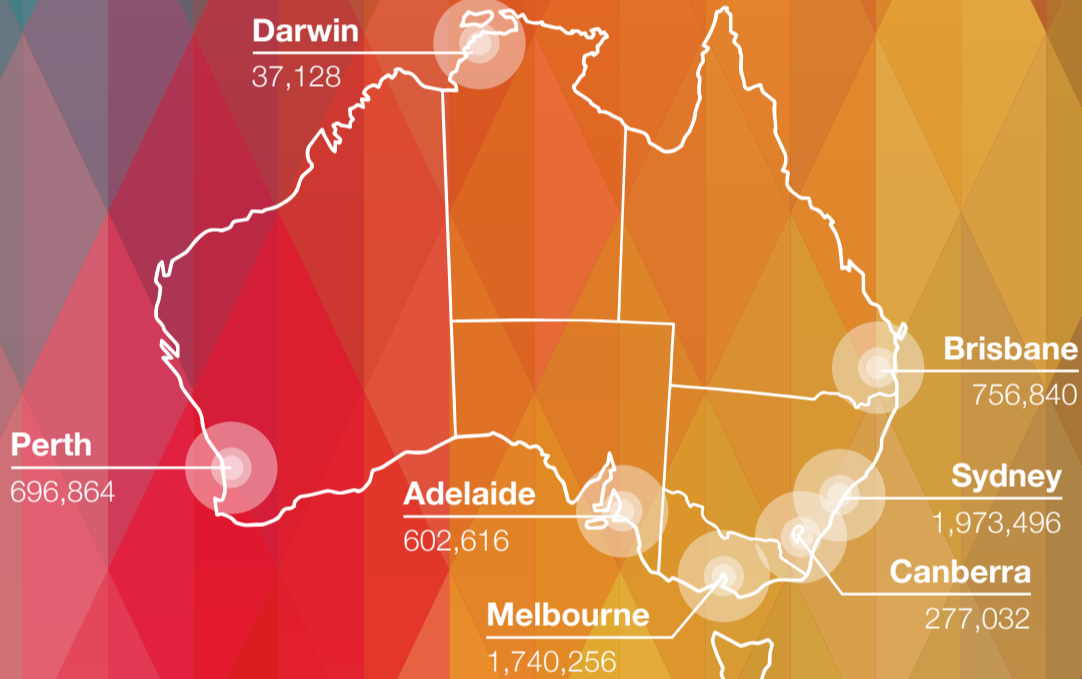
The Australian Bereavement Register

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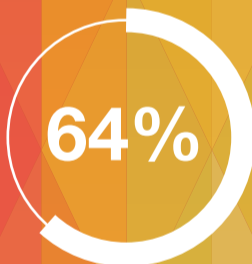
Free for consumers

Ranked by capital cities

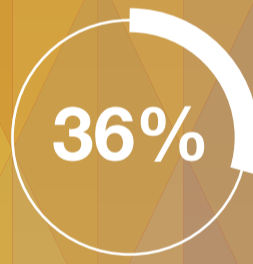
Number of Direct Mailings per year



Over three quarters (77%) mailings go to NSW, VIC and QLD



64% mailings go to capital cities (6.0m mailings)



36% mailings go to areas outside capital cities (3.5m mailings)



After someone passes away

In the first year **68 pieces** of unwanted direct mail is sent to the recently deceased



Every year in Australia

9.5million units of direct mail are sent to the deceased at a conservative cost of \$17 million to generate tonnes of promotional paper mostly put straight into suburban rubbish bins



In the lead up to Christmas

1.7 million units of direct mail are sent to the deceased (Oct – Dec)

