



GOLD COAST

Pet Angel Funerals on the Gold Coast enjoys strong growth in cremation business

A Gold Coast business dealing with death is enjoying a boon – but there is more to the tale. [READ THE FULL STORY](#)

Emily Toxward, Gold Coast Bulletin

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ALPACAS, chickens, snakes, koi fish and rats are some of the 200 pets collected and cremated at Tom Jorgensen's family-owned pet crematorium business each week.

Offering a pick-up and delivery service, Pet Angel Funerals offers the option of a lock of hair or fur, a paw print, a cremation certificate, an individualised engraved plaque as well as a wooden urn made at its Molendinar factory using Australian products.

Families usually spend between \$330-\$350 for the cremation and creation of a keepsake.



📷 Pet Angel Funerals crematorium founder and owner Tom Jorgensen. Photo Scott Powick


Mr Jorgensen recently expanded to open a factory in Brisbane to enable his business to service the entire south east region, including northern NSW.

He said he's proud to be the only locally-owned pet crematorium business in the area after multinational corporations InvoCare and Greencross, owned by ASX-listed company TPG, scooped up his major competitions Pets in Peace and Pets Eternal.

He said over the years he's turned down several multimillion-dollar offers from corporate giants hoping to buy him out.

“We never got to talk about money because when I was approached I said I wasn't interested in selling,” Mr Jorgensen said.



 Pet Angel Funerals crematorium owner Tom Jorgensen with one of his customers Yasmina Despot collecting her beloved pet. Photo Scott Powick

“Then they went away and came back but I told them I still wasn’t interested in selling.

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“I’m not in this business for the money. I’m in it to make a difference in the lives of our clients. Losing a pet is hard enough, we want to make that process easier for people.”

Mr Jorgensen, a former commercial building company owner, started [Pet Angels Funerals](#) in 2015 and said at one stage his business was growing at 6 per cent a month every month for two years.

He now has 14 staff and in 2020 recorded a 59 per cent spike in business, which he attributes, in part, to a change in the psyche of people as a result of the COVID pandemic.

“I think more and more Australians are looking at the problems in China and turning inward and looking at what’s on offer locally. We’re a family-owned business and we get a lot of referrals from vets who prefer to work with us,” he said.



📷 As example of the keepsakes that pet owners can get from Pet Angel Funerals. Photo: Scott Powick

“My dad was a vet and I’ve always had pets so to me it’s all about looking after our customers who are usually incredibly overwhelmed and emotional as they cope with the death of their beloved animal.

“We get both ends of grief, people crying uncontrollably and those who are angry because their dog or cat may have drowned in a swimming pool, been hit by a car or had another unexpected accident.

“It’s incredibly important we get everything right, so we use a unique system whereby pets are fitted with stainless steels discs, similar to toe tags, so when they are cremated we can track them to ensure we never deliver the wrong pet.

“Whether it’s a cat, dog, lizard, water dragon, mouse or a bird, our clients know their pets are in the care of people who will give them a graceful and dignified service.”

Mr Jorgensen said the business was always reinventing itself and would soon offer premium collection service whereby pets were collected in luxury vehicles.

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