

Catherine Ashton

Empowering end-of-life conversations

Founder of Critical Info

Host of Don't Be Caught Dead Podcast

Award-Winning Speaker & MC

Soon to be Published Author (September 2025)

Advocate for End-of-Life Planning

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🌐 www.criticalinfo.com.au

🎙 [Don't Be Caught Dead podcast](#)



Inspire. Empower. Prepare

Catherine Ashton is the driving force behind Critical Info, a platform devoted to end-of-life planning and awareness. Her journey, shaped by personal adversity—surviving a serious car accident in 2019 and the unexpected loss of a close friend in 2023—ignited her passion to create a resource that empowers individuals to make informed decisions about their legacies.

An award-winning speaker and MC, Catherine has collaborated with notable companies such as Price Waterhouse Coopers Eldercare network, Griefline, Mornington Peninsula Shire, Australian Funeral Directors Association, Australian Home Funeral Alliance, Frankston City Council, and Frankston Social Enterprise Hub. Catherine has appeared in numerous publications and news platforms including SBS World News, Channel 31, 98.7 RPP Radio – Mornington radio, Frankston City Council Positive Ageing Together Newsletter, Mornington Peninsula Magazine, Mornington Peninsula Shire Positive Ageing Newsletter, Australian Funeral Directors Association Newsletter and Lived Experience Australia eNews. Catherine was awarded the BRONZE in the 2024 *AusMumpreneur Awards - One to Watch*.

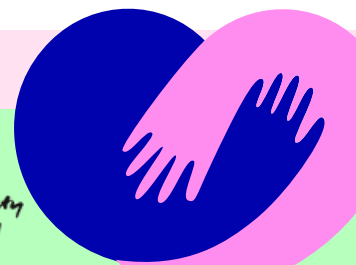
Catherine's personal story is one of resilience and overcoming trauma. From the tragic murder of her best friend and her mother at the age of six to various professional roles, including programming at Melbourne's Royal Botanic Gardens Victoria and professional boxing, Catherine has a unique ability to engage with people from all walks of life. She bravely discusses taboo subjects and draws from her own grief to empower others.

Catherine is on a mission to break the silence around death by providing the tools and knowledge necessary for comprehensive end-of-life planning. Through her platform, Critical Info, and her podcast, *Don't Be Caught Dead*, she continues to support and empower individuals facing the realities of mortality.

Catherine Ashton is available for speaking engagements, workshops, and seminars. Her expertise and compassionate approach make her an engaging and informative speaker on topics related to death, bereavement, and end-of-life planning.



FEATURED IN THE PRESS



TALKS

End-of-life planning involves organising all aspects of your life with your death in mind. From your finances and memories to relationships and medical preferences, it helps ensure that your wishes are honoured after you're gone. Let's explore how this applies to different groups:

Succession Planning & Crisis Recovery for Small Business

As a small business owner, have you thought about what happens to your business if you're no longer able to work due to illness or death? Whether you're a sole trader, company or in a partnership, key questions arise:

- Who will pay wages or suppliers?
- Who will take over your responsibilities?

This session equips small business owners with succession planning and crisis recovery strategies, ensuring your business can thrive even in challenging times. Learn from industry experts how to safeguard your operations and create a resilient future.

Challenging Conversations, Made Simple

Juggling the needs of growing children and ageing parents? What if one of them became seriously ill?

- Do you know their financial details, such as bank accounts and superannuation?
- Would you be prepared to handle their affairs?

This talk provides practical guidance on how to initiate essential conversations with loved ones about end-of-life planning. You'll learn what documents to gather and how to ensure you're prepared for any situation.

*This program is aligned with the **National Aged Care Data and Digital Strategy and Action Plan 2024–2029**; Outcome 1: Older people and their support networks can navigate and actively participate in their care and wellbeing. Building and sustaining digital literacy and using this to increase people's health literacy should enable people to take greater control of their own ageing and age well.*

End-of-life Planning Made Easy

Are you interested in pre-planning your funeral but unsure where to start? This talk helps you understand your options, from legal documentation to funeral services:

- What are the necessary end-of-life documents?
- How can you ensure your wishes are respected?

We'll connect you with expert resources and break down complex topics, making end-of-life planning straightforward and manageable.

Improve Your End-of-life Planning Support

This talk is tailored to the needs of clients and their families in aged, residential care or hospice, and palliative care settings. It focuses on:

- Where to begin with end-of-life discussions
- How to have meaningful conversations about personal wishes
- Connecting you with specialist services that provide guidance

This program serves as an excellent foundation for further workshops Critical Info offers.

Pricing

Talk by Catherine Ashton	Online	1 hour	5-50 pax/ \$350	5 attendees \$70 per person
Talk by Catherine Ashton	In-person	1.5 hrs + Q & A	20-200 pax/ \$1,240	20 attendees/\$62 per person

WORKSHOPS

My Loved One Has Died, What Do I Do Now?

This workshop provides essential guidance for those dealing with the death of a loved one.

Catherine Ashton draws from personal experiences to help participants navigate the logistical and emotional challenges that follow:

- Managing immediate responsibilities
- Practical steps to handle administrative tasks
- Connecting with organisations for grief support

Each participant will receive a downloadable copy of the guide *My loved one has died, what do I do now?*, valued at \$38.



Critical Info Platform

A simple system to sort your personal paperwork for when your information becomes critical. (Available April 2025)

In this hands-on workshop, Catherine Ashton helps you organise your most crucial documents in a concise, accessible format.

During this workshop, you will:

- Receive your answers transcribed and returned to you in a PDF.
- Nominate two Key Contacts to ensure your documents are easily accessible
- Compile a comprehensive list of personal information
- Create a To-Do List for missing documents
- Gain access to Step-by-Step guides to complete outstanding tasks

Each participant will need to purchase an annual Critical Info account profile, valued at \$99.

Pricing for Workshops

Workshop by Catherine Ashton	In-person	3 hours	20-30 pax/ \$2,000	20 attendees/\$100 per person
Workshop by Catherine Ashton	Online	3 hours	10-30 pax/ \$800	10 attendees/\$80 per person
One-on-One Support (Standard)	In-person	7 hours	1/\$1,050	1 attendee/ \$1,050 per person

These tailored talks and workshops provide expert guidance for diverse groups, ensuring that every individual is prepared for the unexpected while supporting their loved ones.

To schedule a talk or workshop, please get in touch with Catherine on 0419 883 443 or email via catherine.ashton@criticalinfo.com.au