

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



catherine.ashton@criticalinfo.com.au



www.criticalinfo.com.au



[Don't Be Caught Dead podcast](#)

**Founder | Speaker |
Advocate | Social Entrepreneur**



Catherine Ashton is the Founder of Critical Info, a certified social enterprise on a mission to change the way Australians think about death, dying, and legacy. As a trauma survivor, social entrepreneur, and national voice in death literacy, Catherine delivers keynote talks and workshops that are grounded in lived experience, practical wisdom, and a deep understanding of what really matters.

Her engaging keynotes blend real-life storytelling with step-by-step tools, offering audiences meaningful insights and immediate actions to reduce stress, prepare for loss, and leave a legacy of love and clarity.

Catherine Ashton is a powerful voice for purpose-led change. After a life-altering car accident in 2019 left her with permanent injuries, she turned personal crisis into national impact, founding Critical Info — Australia's first end-of-life planning platform and death literacy social enterprise.

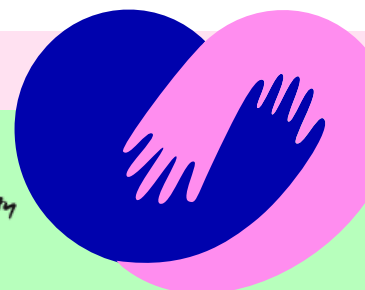
Today, Catherine delivers keynotes that gently challenge the status quo, inspire courage in the face of uncertainty, and give audiences the tools to take action, no matter where they're starting from.

Her talks are compassionate, practical, and human — designed to leave people feeling informed, inspired, and in control of what matters most.

Speaking Style

- Warm, relatable, and authentic.
- Story-driven with practical takeaways.
- Comfortable with grief-informed content.
- Suited to live, hybrid or virtual events.
- Available as Keynote, Workshop, or Panel Guest.
- Can include interactive audience Q&A and optional digital tools.

FEATURED IN THE PRESS



TOPICS

What Now? A Human Approach to End-of-Life Administration

Perfect for: HR leaders, aged care teams, community groups, carers

“When someone dies, it’s not just grief — it’s paperwork, passwords, and pressure.”

This compassionate keynote walks audiences through what really happens after a death — and how to prepare ahead or support others when loss strikes. Based on the nationally recognised Guide: My Loved one died, what do I do now? Catherine shares tools, stories, and systems that demystify end-of-life admin. Catherine equips people to navigate death admin with clarity, care, and confidence.

Takeaways include:

- What to expect when someone dies (legal, financial, and digital).
- Tools to help others navigate the chaos of loss.
- The conversations that can change everything.

The Invisible Load: Turning Overwhelm into Legacy

Perfect for: Women’s leadership events, carers, health professionals, conferences
“What if the stress you’re carrying could become a gift for those you love?”

In this empowering keynote, Catherine speaks directly to the “Sandwich Generation” — the women quietly holding everything together. With humour and humility, she explores how caregiving, crisis, and chronic stress can be transformed into a legacy of clarity and love.

Takeaways include:

- 5 simple and free actions to reduce future chaos.
- How to honour your role while prioritising your own peace.
- Real stories that validate, support, and inspire.

Five End-of-Life Planning Tasks You Can Tick Off Today (Without Spending a Cent)

Perfect for: Community groups, aged care providers, local councils, libraries
“Planning ahead doesn’t have to cost a thing — just 10 minutes and a cup of tea.”

This practical session makes end-of-life planning simple, accessible, and even enjoyable. Catherine walks participants through five powerful, no-cost steps to protect their loved ones, clarify their wishes, and reduce the burden on others.

Takeaways include:

- Confirm organ donation and emergency contacts.
- Nominate pet care and super beneficiaries.
- Start “the conversation” that changes everything.

Behind the Headlines: Turning Pain into Purpose and Chaos into Clarity

Perfect for: Mental health summits, lived experience conferences, leadership retreats
“From trauma to transformation — a story of rebuilding and impact.”

In this powerful keynote, Catherine shares her journey through childhood grief, public tragedy, and a devastating accident that changed her life. Her story is one of reinvention, resilience, and the creation of Critical Info. Audiences walk away with a renewed sense of purpose and the tools to start again — no matter where they are.

Takeaways include:

- How to lead with lived experience.
- Tools for building purpose from pain.
- A fresh lens on resilience, grief, and healing.

The Hidden Cost of Chaos: Why Every Small Business Needs a Legacy Plan

Perfect for: Small business owners, freelancers, industry networks, chambers
“If your business relies on you — it needs a plan for life without you.”

This keynote brings a crucial yet often overlooked risk into focus for small business leaders: what happens if you're suddenly unavailable? Catherine shares five simple, free steps to safeguard your business, protect your clients, and leave a clear legacy.

Takeaways include:

- How to create a business continuity plan.
- End-of-life planning for sole traders and microbusinesses.
- Lessons from lived experience and entrepreneurship.

Testimonials

“Had the pleasure of attending a presentation by Catherine this morning. Really insightful on all aspects of what happens, or should happen, after a loved one dies...and so much more information. Catherine is a terrific presenter, knowledgeable and compassionate. Highly recommend Catherine and her work.” – **Jeff Rogut, Advisor, Transcend**

“As someone who has seen the behind-the-scenes development of "Critical Info," I am genuinely excited about its potential impact. This app isn't just a tool; it's a testament to thoughtful, user centric design and development. I eagerly anticipate its launch and am confident that it will offer a truly enriching user experience”.

– **Vicky, Dandenong**

“Catherine's insights at our inaugural Startup Spotlight panel were truly invaluable. Her willingness to openly share her personal journey and dedication to supporting the startup network exemplify her commitment to nurturing innovation. Catherine's guidance and genuine connection with aspiring entrepreneurs highlight her commitment to fostering a thriving entrepreneurial community”

– **Joanne Petrillo, Business and Industry Support Officer, Mornington Peninsula Shire.**

“If I had had access to something like this in the past, it would have been a really powerful support for me, I think so I'm grateful that you're doing it” – **Libby, Thornbury**

“The grief period of losing someone, you just got to pick yourself up and move into this other space of preparing for funerals and informing friends and family and then potentially backing up someone's life and managing that element. So, there's so much to it. So, I think it's a fantastic piece of work and, and I really hope it goes well.”

– **James, Somerville**



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



critical info.

