

9.30am	Registration Opens
10.00 – 5:00pm	Alan Clayton's – The Great Fundraising masterclass
12.00 – 12.30pm	Lunch
2.30 – 3.20pm	Afternoon Tea
5.00pm	Close

The FIA Fundraisers' Gala Awards Dinner on Thursday 28 February 2019 is proudly sponsored by:



THURSDAY 28 – FEB 2019

DAY ONE OF CONFERENCE

7.00am	Registration Opens							
7.15 – 8.00am	Networking & Breakfast in Exhibition							
	GIFTS IN WILLS	COMMUNITY & EVENT	INDIVIDUAL GIVING		PARTNERSHIPS	PHILANTHROPY	THE BIGGER PICTURE	DIGITAL TRENDS & INNOVATION
8.00 – 9.00am	The magic of legacies Alan Clayton, Alan Clayton Associates	Knock, knock. Who's there? 50,000 volunteers! Andrew Hill, Estelle McGuigan & Jess Lucas, The Salvation Army	Bangin' beats or the sound of silence? How fundraiser training can inspire your F2F and phone teams...or send them off to sleep! Adam Watson, Fundraising Partners Paul Tavatgis, Whipbird Jenny Kearney, Cancer Council NSW Mark Anscombe, WWF Australia		The research is in! Consumers are driving brands to put more money in your missions and more mission in their money Abby Clemence, Inifinity Sponsorship	Initiating, building and restoring major gift relationships Earle Johnston MFIA CFRE, The Salvation Army Grant Hooper, Equity Trustees	Taking care of frontline teams Deli Baker, Psychologist	Online zero to hero: digital transformation for small-to-medium-sized organisation Ben Littlejohn & Tim Sadler, Act for Peace
9.10 – 10.10am	Reinventing an established gifts in wills program Sally Biles & Leila Davis, Guide Dogs NSW/ACT	The turnaround – how the CEO Sleep Out reversed their fundraising decline Catherine Braybon, St Vincent de Paul Society Australia	The speedy guide to mid-value nirvana: AND a quick boost to YOUR tax campaign... Sean Triner, Moceanic		Creating value through partnerships Samantha Brown, Cancer Council Australia	Sustainable major gift relationship development during a world of transition Jennifer Doubell FFIA CFRE & Carl Young, Peter MacCallum Cancer Foundation	Focus on building long-term and sustainable capacity Andrea Mason CFRE, ViTreo Group, Canada	An undeniable force – how to embrace and harness the potential of social media to power your organisational objectives and drive change in today's world Elana Harari, Loud Days Agency Lachlan Dale, Pareto Fundraising Samara Gentle, St Vincent de Paul Society
10.10 – 10.50am	Morning Tea in Exhibition							
10.50 – 11.50am	Legacy giving and the digital frontier Melanie Verges, UNICEF Australia	Growing a grassroots peer-to-peer campaign in a small organisation (Case Study: Do it in a Dress) Jez Hunghanfoo, One Girl Australia	We can do better than two appeals a year! Helen Forde, Jesuit Mission Dan Geaves, Marlin Communications		Corporate partnerships support – in-house, out-source or maybe both? Abby Clemence, Infinity Sponsorship Sacha Koltun, Leukemia Foundation Additional panelists to be confirmed	Crisis Fundraising: Using relationships to secure major gifts under the most difficult fundraising circumstances Dan Kneipp, Orygen Youth Mental Health	Team Building a-go-go! Professor Anne Lytle, Monash University	Becoming agile – being ready to leverage key moments for organisational growth Eddie O'Loughlin, Amnesty International
12.00 – 1.00pm	Lesson from overseas: Applying international insights to gifts and wills fundraising Professor Russell James, Texas Tech University Helen Merrick, Include a Charity Vicki Rasmussen, Charlies Research Foundation Nadia Aden, The Fred Hollows Foundation	Starting from scratch – creating a new fundraising event (Case Study: Up All Night) Killian Feehan, Ronald McDonald House Charities WA	It's about the journey...not the product Speakers to be confirmed		Collaborative corporate partnerships Amelia Hart, Redkite	Major donors only give to universities?! What should the rest of us do? Micah Demmert MFIA, Oxfam Australia	Innovation: Adding method to the madness Marlene Cirillo, Cancer Council Victoria	Artificial Intelligence, chatbots & the intersection between fundraising, support and automation: Where does artificial end and intelligence begin? Michael Turnley, UNHCR Brendan Scott, RunGopher
1.00 – 2.00pm	Lunch in Exhibition							
2.00 – 4.30pm	Factors driving exceptional fundraising success in Australia: What do you need to know? Adrian Sargeant, The Philanthropy Centre Ltd (UK) Myth Smashers To include FIA Fellows Recognition							
4.35pm	CONFERENCE CLOSE							
6.30pm – Late	Fundraisers' Gala Awards Dinner – proudly sponsored by Robejohn, Precision Fundraising & MonDial							

9.00am	Registration Opens
9.30 – 3.30pm	Masterclass
12.00 – 12.30pm	Lunch
2.00pm	Conference Registration & Exhibition Hall Opens
2.40 – 3.30pm	Afternoon Tea
3.30pm	Masterclasses close
3.45pm	Opening plenary Session to include: <ul style="list-style-type: none"> • Official Welcome – Katherine Raskob • Syd Herron Oration • Opening Plenary – A new ambition, Alan Clayton
5.45 – 7.30pm	Welcome Drinks in Exhibition
7.00pm	Fellows, CFRE & First-Time Attendees' Function
7.00pm	Emerging Leaders' Networking Drinks
7.00pm	First-Time Attendees' Networking

A reminder that delegates can attend one masterclass only. Limited numbers apply. See fiaconference.org.au for full details of each masterclass.

DAY TWO OF CONFERENCE

7.30am Registration Opens

BIG ROOM SESSIONS – ONE

8.30 – 9.15am You can't say that about me! How should we respect our beneficiaries in our communications?
 Luke Edwards, Elevate Fundraising
 Adrian Sargeant, The Philanthropy Centre (UK)
 Shannon Fleming, Action Aid
 Jan Chisolm, Royal Melbourne Women's Hospital

9.25 – 10.25am	GIFTS IN WILLS	COMMUNITY & EVENT	INDIVIDUAL GIVING
Communication and conversations that inspire existing gifts in wills supporters to become confirmed Heather Stott, Royal Flying Doctors QLD	Movember – changing the face of fundraising Rachel Carr, Movember Foundation	Driving response from the middle Fiona McPhee, Pareto Fundraising	

BIG ROOM SESSIONS – TWO

Doing more than just ticking the box – How do we become more diverse and inclusive in practice?
 Gavin Coopey, More Strategic
 Bisi Alimi, Bisi Alimi Foundation
 Shannan Dodson, UTS Indigenous Department
 Donna Purcell, Comm Bank

9.25 – 10.25am	PARTNERSHIPS	PHILANTHROPY	THE BIGGER PICTURE	DIGITAL TRENDS & INNOVATION
Professional Identity – The role of a corporate partnership manager in a charity Karen Laws, LifeFlight	Disruption is reshaping funding models for not-for-profit organisations: What does it mean for you as a fundraiser? Christopher Thorn AM, Ernst & Young	Get real – the ratios that matter for realistic growth Martin Paul, More Strategic	Getting to the heart of giving: how cutting-edge technology and biometric testing can be used to understand your donors better and deliver truly donor-centric experiences Karen Armstrong, More Strategic Dr Elvira Fischer, iMotions	

10.25 – 11.00am MORNING TEA IN EXHIBITION

11.00 – 12.00pm Everything that research can tell us about gifts in Wills fundraising Professor Adrian Sargeant, The Philanthropy Centre UK	The comeback story – revitalising a declining event (Case Study: MS Gong Ride) Tamsin Loy, MS Limited Luke Edwards, Elevate Fundraising	New tools in the telemarketing toolbox Ashley Rose, MonDial Georgina Murray, UNICEF
12.10 – 1.10pm Protecting the future value of your gifts in wills program Roewen Wishart FFIA CFRE, Xponential Philanthropy	Developing a supporter journey segmented by participant engagement, not just behaviour Speakers to be confirmed	Defining the inspirational ask: A process and the lessons for nailing your fundraising proposition Lisa Cheng, Camp Quality Alice Anwar, CARE Australia

One industry... one cause Leigh Cleave, Brien Holden Vision Institute Foundation	Impact investing: Threat or opportunity? Nigel Harris, Mater Foundation Christopher Thorne, Ernst & Young Jackie Coates, Telstra Foundation	A multi-charity fundraising co-operative. It can be done! Alan Godfrey, Royal Life Saving WA	Reducing the five-year lag – How Disney, design, and self-help solve customer service Eva Ross, Sandle
Making partnerships work for the smaller charity – partnerships that care Susie Greig-Rouffignac, The Royal Women's Hospital Foundation	How to adapt your fundraising to connect with donors in this age of disruption Andrea McManus, ViTreo Group, Canada	The political landscape Matt Tinkler, Save the Children & Nick Martin, Fred Hollows	Wellways tries new ways – how taking a risk with social media raised their profile and funds Natasha Howson, Wellways Ross Howe, Fansdonate Curtis Moore, Fansdonate

1.10 – 2.30pm LUNCH IN EXHIBITION

2.30 – 3.30pm Talking law – legal issues for gifts in wills fundraisers Ross Anderson Lachlan McKenzie, Moores Legal Martin Williams, Australian Red Cross Bethan Hazell, Peter MacCallum Cancer Foundation	The future of P2P fundraising in Australia Panellists to be confirmed.	40 first impressions - reviewing Australia's top charities as a first time donor Paul Bailey, Amplify Fundraising
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How peer-to-peer fundraising can build a more impactful charity-corporate partnership Justine Curtis, Inspired Adventures	Relationship fundraising 3.0: Using philanthropic psychology to enhance donor wellbeing and double giving Professor Adrian Sargeant, The Philanthropy Centre UK	Storytelling Speakers to be confirmed.	What we can learn from cats? The power of digital film to increase fundraising results and engage supporters Nicola Long, DTV Group Kristy Blake, RSPCA NSW
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3.30 – 4.30pm CLOSING PLENARY – BISI ALIM

4.30 – 5.30pm FAREWELL DRINKS

FUNDRAISERS' GALA AWARDS DINNER

Champions of Change
 Thursday 28 February 6.30pm until late
 Venue: MCEC, Melbourne Room
 Join us to celebrate the Champions of Change at the FIA 2019 Awards for Excellence.
 Ticket prices:
 Members: \$175
 Staff of Organisational Members: \$190
 Non-Members: \$210
 Conference and Dinner Packages available.
 Members save over \$75.
 Sponsored by:

WELCOME RECEPTION

Wednesday, 27 February 5.45 – 7.30pm
 The official welcome reception of the FIA 2019 Conference! Network with friends and colleagues over a drink and some canapes in the exhibition hall.
 Ticket included in conference registration.
 Additional tickets at: \$75 each.

FIRST-TIMERS NETWORKING FUNCTION

Wednesday, 27 February 7.00pm
 Is this your first time at the conference? Come along and get to know other first time conference delegates. Network with your peers and make lasting connections at #FIAConf2019!
 Ticket included in conference registration.

FELLOWS AND CFRE FUNCTION

Wednesday, 27 February 7.00pm
 If you are a Fellow or CFRE, you are invited to this special function to network with fundraising colleagues over a drink or two.
 Ticket included in conference registration.
EMERGING LEADERS NETWORKING FUNCTION
 Wednesday, 27 February 7.00pm
 Under 35 and keen to meet other like-minded, young professionals in the fundraising sector? This is the conference event for you! This casual networking event, specifically for young fundraisers, offers you a unique opportunity to deepen your relationships with fellow emerging leaders from across the country.
 Ticket included in conference registration.

FAREWELL DRINKS

Friday, 1 March 4.30 – 5.30pm
 Unwind at the end of the conference and network with the new friends you've made at the farewell drinks following the closing plenary session.
 Ticket included in conference registration.
 National Scholarship Program
 State-based conference scholarships are now available for members – see fiaconference.org.au for details and selection criteria.
 Applications close 4 January 2019!
 Sponsored by Strategic Grants

