

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



THURSDAY 28 – FEB 2019

DAY ONE OF CONFERENCE

7.00am	Registration Opens							
7.15 – 8.00am	Networking & Breakfast in Exhibition							
8.00 – 9.00am	GIFTS IN WILLS	COMMUNITY & EVENT	INDIVIDUAL GIVING		PARTNERSHIPS	PHILANTHROPY	THE BIGGER PICTURE	DIGITAL TRENDS & INNOVATION
	The magic of legacies Alan Clayton, Alan Clayton Associates	Knock, knock. Who's there? 50,000 volunteers! Andrew Hill MFIA, 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! Mark Anscombe, WWF Australia Jenny Kearney, Cancer Council NSW Paul Tavatgis MFIA, Whiplingbird Adam Watson MFIA, Fundraising Partners		The time in now! How to put more money in your mission and more mission in your partner's money Abby Clemence MFIA, Infinity 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 MFIA, Act for Peace Tim Sadler, Act for Peace
9.10 – 10.10am	Reinventing an established gifts in Wills program Sally Biles, Guide Dogs NSW/ACT Leila Davis MFIA, 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 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 Lachlan Dale, Pareto Fundraising Samara Gentle, St Vincent de Paul Society Elana Harari, Loud Days Agency
10.10 – 10.50am	Morning Tea in Exhibition							
10.50 – 11.50am	Legacy giving and the digital frontier Melanie Verges MFIA, 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! Dan Geaves MFIA, Marlin Communications		Corporate partnerships support – in-house, out-source or maybe both? Abby Clemence MFIA, Infinity Sponsorship Sacha Koltun, Leukemia Foundation Karen Laws, RACQ LifeFlight Rescue Eddie Skelic, Good2Give	Crisis Fundraising: Using relationships to secure major gifts under the most difficult fundraising circumstances Dan Kneipp MFIA, Orygen Youth Mental Health	Team Building a-go-go! Professor Anne Lytle, Monash University & Leda Pty Ltd	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 MFIA, Include a Charity Vicki Rasmussen FFIA CFRE, 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 Louise Bonomi, Animals Australia Tom Duggan CFRE, Plan International Australia Yani Ferdinandus, CanTeen Australia Scott Nicholson MFIA, Make-A-Wish		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 MonDial, Precision Fundraising, Robejohn & DCA							

9.00am	Registration Opens
9.30 – 3.30pm	Masterclass
12.00 – 12.30pm	Lunch
2.00pm	Conference Registration & Exhibition Hall Opens
3.30pm	Masterclasses close
3.45pm	Opening plenary Session to include: • Official Welcome – Katherine Raskob • Syd Herron Oration • Opening Plenary – A new ambition, Alan Clayton
5.45 – 7.30pm	Welcome Drinks in Exhibition
6.30pm	Fellows, CFRE & First-Time Attendees' Function

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 MFIA, Elevate Fundraising
 Shannon Fleming MFIA, Action Aid
 Jan Chisolm MFIA, Royal Melbourne Women's Hospital

BIG ROOM SESSIONS – TWO

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

	GIFTS IN WILLS	COMMUNITY & EVENT	INDIVIDUAL GIVING	PARTNERSHIPS	PHILANTHROPY	THE BIGGER PICTURE	DIGITAL TRENDS & INNOVATION
9.25 – 10.25am	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 Gavan Duffy, Movember Foundation	Driving response from the middle Fiona McPhee, Pareto Fundraising	Professional Identity – The role of a corporate partnership manager in a charity Karen Laws, RACQ LifeFlight Rescue	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 FFIA, 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 FFIA CFRE, More Strategic

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 MFIA, Elevate Fundraising	New tools in the telemarketing toolbox Ashley Rose MFIA, MonDial Georgina Murray, UNICEF	One industry... one cause Leigh Cleave FFIA CFRE, Brien Holden Vision Institute Foundation	Impact investing: Threat or opportunity? Jackie Coates, Telstra Foundation Nigel Harris FFIA CFRE, Mater Foundation Christopher Thorn, Ernst & Young	A multi-charity fundraising co-operative. It can be done! Alan Godfrey FFIA, Royal Life Saving WA	Reducing the five-year lag – How Disney, design, and self-help solve customer service Eva Ross, Sendle
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12.10 – 1.10pm	Protecting the future value of your gifts in wills program Roewen Wishart FFIA CFRE, Xponential Philanthropy	The March Charge + Digital Acquisition & multi-channel supporter journey = fundraising success Helen Van Nooten, Cancer Council NSW	Defining the inspirational ask: A process and the lessons for nailing your fundraising proposition Alice Anwar, CARE Australia	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 CFRE, ViTreo Group, Canada	The ever-changing political landscape – the challenges and opportunities for the sector Nigel Harris FFIA CFRE, Mater Foundation Pam Anders, Oxfam Australia Nick Martin, Fred Hollows Mat Tinkler, Save the Children	Wellways tries new ways – how taking a risk with social media raised their profile and funds Fiona Gillen MFIA, Wellways Ross Howe MFIA, Fansdonate Curtis Moore, Fansdonate
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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 Luke Edwards MFIA, Elevate Fundraising Marcus Bleas FFIA, Donor Republic	40 first impressions - reviewing Australia's top charities as a first time donor Paul Bailey MFIA CFRE, Amplify Fundraising	How peer-to-peer fundraising can build a more impactful charity-corporate partnership Justine Curtis MFIA, Inspired Adventures	Relationship fundraising 3.0: Using philanthropic psychology to enhance donor wellbeing and double giving Professor Adrian Sargeant, The Philanthropy Centre UK	Storytelling Elaine Herlihy, PayPal Giving Fund Mia Garlick, Facebook	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 – BISIALIMI

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.

FELLOWS, CFRE & FIRST TIME ATTENDEES FUNCTION

Wednesday, 27 February 6.30pm - 7.30pm

If you are a Fellow or CFRE, you are invited to this special function to network with fundraising colleagues over a drink or two. Or if it's 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.

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.