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FIA CONFERENCE



Vision.
Collaboration.
Transformation.
FIA 2020

26-28 FEBRUARY
BRISBANE

FIA Conference 2020 – Program

WEDNESDAY 26 February 2020

Timing	Event
8.30am	Masterclass registration opens
9.00 - 3.00pm	Masterclasses – click here to view all masterclasses
1.30pm	Conference registration & exhibition hall opens
2.45 - 3.30pm	Afternoon tea in exhibition hall
3.30 - 5.15pm	Opening plenary session Official welcome Katherine Raskob, FIA Chief Executive Officer Syd Herron Oration Annabelle Chauncy OAM, School for Life Foundation Keynote Esther Kwaku, The Nerve Network
5.15-7.30pm	Welcome reception in exhibition hall <i>Sponsored by AskRIGHT</i>
5.15 – 6.00pm	Speed networking
6.45 – 7.45pm	Fellows & CFRE Function
6.45 – 7.45pm	Emerging leaders networking drinks

THURSDAY 27 February 2020

Timing	Event						
7.00am	Registration opens						
7.15 - 8.00am	Networking & breakfast in Exhibition						
	Personal Effectiveness <i>Sponsored by Windsor Group</i>	Creativity & Innovation <i>Sponsored by Vega.works</i>	Individual Giving <i>Sponsored by FundraisingForce</i>	Middle & Major Donors <i>Sponsored by FR&C</i>	Community, Events & Corporates <i>Sponsored by Chil Fundraising</i>	Building Trust & Accountability	Fundraising How To...
8.00 – 9.00am	Young, talented and transformational Esther Kwaku, The Nerve Network	Evolve or die! An overview of the why, what and how of innovation within fundraising Ben Littlejohn MFIA, Act for Peace Ruth Wicks MFIA, More Strategic	Successful growth – a unique story of going from good to great Damian Topp EMFIA, PA Research Foundation	How you can create a more philanthropic culture Dr Ruth Knight, QUT ACPNS Alumni Chapter	Are you ready for a corporate partnership? Tasman Cassim, Black Dog Institute	Effective, respectful bequest promotion amid concerns about abuse of elderly people Dr Daniel McDiarmid, AskRIGHT	How to.... develop and refresh your regular giving program Lizzie Borwick MFIA, Amnesty International Australia Dan Geaves, Marlin Communications
9.10 – 10.10am	Fundraising career journeys – choosing the right path Panellists: Nigel Harris FFIA CFRE, Mater Foundation ; Cara Morrison MFIA CFRE, Cancer Council NSW ; Bec Stott EMFIA, Anglicare WA ; Wendy Farrow MFIA, Prince of Wales Hospital Foundation ; Craig Gravestain FFIA CFRE, Xponential Philanthropy	How to ensure your organisation is ready for innovation Olivia Jary MFIA, Sydney Children’s Hospitals Foundation	The psychology of a three-headed fundraising monster: why donors give, why fundraisers ask and why organisations can make it or break it Chantel Plum MFIA	Direct marketing, major gifts & gifts in Wills – why can’t we get along and forget the silos? Bill Maddock & Erin Kiely, Royal Flying Doctor Service - QLD	Starting from nothing and making the “Bloody Long Walk” a national success Sean Murray, Mito Foundation Luke Edwards MFIA, Elevate Fundraising	Truly putting the focus on your donor in an all new way Lisa Kastaniotis CFRE, Cancer Council Victoria	How to.... keep your regular giving suppliers regular Jonathan Storey, Environment Victoria Tom Duggan CFRE, Plan International Australia

10.10 – 10.50am	Morning tea in exhibition hall & FIA Annual General Meeting						
10.50 – 11.50am	Authentic conversations for uncovering a better you and a better fundraiser Sally Foley-Lewis, Sally Foley-Lewis People & Productivity	How an iconic Australian charity adopted a new fundraising approach Belinda Dimovski, Australian Red Cross	How to make sure your phone calls are supporting your individual giving program Nicola Kaufman & Beth Cross, Plan International Australia	Learn from your peers. How we did it: middle donor showcase Rose Young, Baptist World Aid Australia Ruthann Richardson MFIA, Act for Peace Dan Geaves, Marlin Communications	Case study: “Hair with Heart” – a best practice community fundraiser Penelope Sinton MFIA, Variety – the Children’s Charity of NSW	A new narrative for better presenting our profession Paula Attfield, Stephen Thomas Ltd Ian MacQuillin, Rogare - The Fundraising Think Tank	How to.... measure and manipulate data for campaign success Andy Tidy, Slingshot Data
12.00 – 1.00pm	Coaching your fundraising team to excellence Heather Hill CNM CFRE, KEES	If two heads are better than one... imagine what 15,000 can do Kelly McAuliffe Queensland Police Service (QPS)	Innovation within face-to-face regular giving Jennifer Shailer Australian Red Cross	Learn from your peers. How we did it: major gifts showcase Sebastian Grodd, Life Flight NZ Elizabeth Grady MFIA, Australia for UNHCR Stephanie Hart, Taronga Conservation Society Australia	The serious business of having fun. Gamification that works Marcus Blease FFIA, Donor Republic Natasha Duncan, Multiple Sclerosis Limited Paige Gibbs MFIA, Harry Perkins Institute of Medical Research	Where to next? Join the conversation on how the FIA should develop a strategic approach to inclusion and diversity. Gavin Coopey FFIA, More Strategic Kaz McGrath, Koowee Mide Akerewusi, AgentsC inc.	How to.... build donor-centric communications with a great supporter survey Christina Hoey CFRE, Save the Children New Zealand Sean Triner, Moceanic
1.00 - 2.10pm	Lunch in exhibition hall						
2.10 – 3.30pm	Plenary session The future of fundraising. What fundraising has to do if it’s to recover the fractured love and trust of donors Ken Burnett Fellows recognition						
3.30 – 4.00pm	Afternoon tea in exhibition hall						

4.00 – 5.00pm	Thrive or Survive Louise Healy, Mind U Services	Calling all “intrapreneurs” – i.e. employees who can be innovative Vanessa Byrne, Australian Red Cross	Examining the building blocks for a new individual giving program Julie Mullen MFIA CFRE, Queensland Symphony Orchestra	How to handle the toughest major donor conversations and achieve the results you want Penny Tribe, Western Sydney University Mark Quigley FFIA, Social Venture Consultants	Opening the lid on success stories such as “The May 50K” campaign and raising \$2.1 million dollars in a first-year campaign Susan Williams MFIA, MS Research Australia Luke Edwards MFIA, Elevate Fundraising	Confessions of an FIA code breaker Katherine Raskob, FIA CEO and mystery speakers	How to.... build a gifts in Wills program Jakki Travers, The Smith Family
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7.00pm – Late Fundraisers’ Gala Awards Dinner
Sponsored by [Mondial Telephone Fundraising](#) and [Precision Fundraising](#)

FRIDAY 28 February 2020

7.15am	Registration opens						
7.30 - 8.30am	Networking & breakfast in exhibition hall						
	Personal Effectiveness <i>Sponsored by Windsor Group</i>	Creativity & Innovation <i>Sponsored by Vega.works</i>	Individual Giving <i>Sponsored by FundraisingForce</i>	Middle & Major Donors <i>Sponsored by FR&C</i>	Community, Events & Corporates <i>Sponsored by Chil Fundraising</i>	Building Trust & Accountability	Fundraising How To...
8.30 – 9.15am	Myth Smashers Alexandra Growden, Catherine House Adelaide , Ellaine Hislop EMFIA, Surf Life Saving Western Australia , Lauren McDermott MFIA, Harry Perkins Institute of Medical Research , Greg Potent, Leukaemia Foundation Host: Claire Hughes MFIA , MS Queensland						
9.25 – 10.25am	Horse whispering: the gentle art of persuasive presentations Andrew Martin, The Fundraising Agency	Putting yourself out there with more innovative technology Duncan Barker MFIA, Near Field Creative Chris Zhong, Blockchain Philanthropy Foundation Tim Sadler MFIA, Act For Peace Tim Paris, Dataro	Measuring, monitoring and reporting on your gifts in Wills program Ligia Pena CFRE, Greenpeace International	The rewards of reaching every group and sector in our very diverse society Mide Akerewusi, AgentsC inc.	Digital friendraising and fundraising Bruce Nean, Childhood Cancer Support Inc & Digital for Good	Buying power: when donorcentrism becomes donor dominance Heather Hill CNM CFRE, KEES	How to provide a brilliant donor experience Ken Burnett
10.25 – 11.00am	Morning tea in exhibition hall						

11.00 – 12.00pm	How to work more effectively with your board Benjamin Cox FFIA, Gold Coast Hospital Foundation	A conversation starts with a Ripple Louise Baxter, Starlight Children's Foundation	No face-to-face program? No worries. How to tackle big, social problems and recruit thousands of regular givers at the same time Simone Owens, PA Research Foundation Jonathon Grapsas, Flat Earth Direct	Measure, analyse, report ... repeat Erin Hamalainen, The Fred Hollows Foundation Andy Tidy, Slingshot Data	Two decades of trust - Oxfam and Deloitte – partnership secrets revealed Gillian Bent, Oxfam Australia Gerry Wilde, Responsible Business and The Deloitte Foundation	Experiencing tough data regulations in the UK – implications for Australian fundraisers Olivia Jary MFIA, Sydney Children's Hospitals Foundation	How to.... learn from recent direct mail success stories Nicole Lovelock, Bush Heritage Australia Claire Baxter MFIA, Kidney Health Australia Kelly Nicholls, Refugee Council of Australia
12.10 – 1.10pm	The fundraising skills you need for success Martin Paul FFIA, More Growth	Human-centred design: a new approach to better creativity and donor engagement Dr Ruth Knight, QUT ACPNS Alumni Chapter <i>Note: this session will run until 1.25pm.</i>	Latest lessons from Canada for better fundraising results Paula Attfield & Steve Thomas CFRE, Stephen Thomas Ltd	Maximising the donor experience Ken Burnett	The start of something great: how you can achieve long-term wins from your community fundraising Rowan Foster MFIA, Endeavour Foundation	Measuring fundraising effectiveness Andy Davis, BoardSource	How to.... maximise the impact of digital on your fundraising program. Maisa Lopes Gomes De Paiva MFIA, Cerebral Palsy Alliance
1.10 - 2.20pm	Lunch in exhibition hall Exhibition closes at 2.20pm						
2.20 – 3.20pm	Mental wellbeing in the fundraising space Nigel Harris FFIA CFRE & Greg McGahan, Mater Foundation Lorelle Silveira MFIA, Foodbank Queensland	Closer to the heart: what fundraisers can learn from the storytelling masters Ben Holgate MFIA, Multiple Sclerosis Limited	So much more to gain by integrating your silos – there's work involved but it's worth it Erin McCabe, Legacy Brisbane	Communications: beyond clever words – using evidence to convince your donors Jo Garner FFIA CFRE, Strategic Grants Harriett Carter, Leukaemia Foundation	The art & science of exceptional event fundraising: five key lessons from around the world Meredith Dwyer FFIA CFRE, HomeMade Digital Australia	The psychology of giving: why values matter Dr Jo Sneddon, University of Western Australia	How to.... learn from some epic fundraising failures Jonathon Grapsas, Flat Earth Direct
3.30 – 4.30pm	Closing plenary session <i>I Wish I Thought of That</i>						

4.30 – 5.30pm Farewell drinks

Program subject to change. See fiaconference.org.au for program updates.