

IT'S YOUR CONFERENCE

FIA CONFERENCE 2022
YOUR PASSION • YOUR PEOPLE • YOUR PLACE

23-25 FEB 2022 • SYDNEY



FIA Conference 2022 – Program Template

International Conference Centre (ICC), Sydney

WEDNESDAY 23 February 2022

Timing	Event
8.30am	Masterclass Registration Opens
9.00am-3.00pm	Masterclasses – click here to view all masterclasses
1.30pm	Conference Registrations Open
2.45pm-3.30pm	Afternoon Tea in expo
3.30pm-5.15pm	Opening plenary Session To include: <ul style="list-style-type: none">• Official Welcome Katherine Raskob, FIA Chief Executive Officer• Keynote 1: Sam Bloom• Keynote 2: Zoe Amar, Zoe Amar Digital
5.15-7.15pm	Welcome reception in exhibition hall
5.15-6.00pm	Speed networking
7.00-8.00pm	Fellows & CFRE Function
7.00-8.00pm	Emerging leaders networking drinks

THURSDAY 24 February 2022

Timing	Event					
7.00am	Registration opens					
7.15 - 8.00am	Networking & breakfast in Exhibition					
DAY ONE CONFERENCE STARTS						
	Individual Giving <i>Sponsored by</i> <u><i>Synergy Fundraising</i></u>	Middle, Major & Philanthropy <i>Sponsored by</i> <u><i>FR&C</i></u>	Community, Events & Corporates <i>Sponsored by</i> <u><i>HomeMade</i></u>	Emerging issues and global trends <i>Sponsored by</i> <u><i>Strategic Grants</i></u>	Fundraising How To.... <i>Sponsored by</i> <u><i>Robejohn</i></u>	Gifts in Wills <i>Sponsored by</i> <u><i>Gatheredhere</i></u>
8.00 – 9.00am	Fundraising with Impact: How Amnesty built a fundraising acquisition program that puts human rights impact at the heart of everything we do <i>Frances Lee & Aleysha Shafique, Amnesty International Australia</i>	Building and sustaining a successful major gifts and grants strategy – the key success factors <i>Stephen Lewin, Youth Insearch; Jo Garner FFIA CFRE, Strategic Grants</i>	How fostering collaboration and innovation grew Black Dog Institute's partnerships by 400% in one year <i>Tasman Cassim, Black Dog Institute</i>	Collaboration for scale <i>Kerren Morris MFIA, Emergency Action Alliance Trudi Mitchell FFIA, Australia for UNHCR</i>	How to supercharge your email appeals <i>Lachlan Dale Donor Republic & other speakers to be advised</i>	Ensuring gifts in Wills success – No matter your size or budget <i>Ellaine Hislop EMFIA CFRE, Surf Life Saving Western Australia</i>
9.10 – 10.10am	Small Yet Mighty – how one small charity in Southern Tasmania is punching above its weight - the	Applying Benchmarking Results for Improvement <i>Antonia Makkar MFIA, Baker Heart</i>	Lessons from live streaming: How to maximise P2P fundraising from going live	What if donors trusted us more – and faster? <i>Wendy Scaife FFIA, Australian Centre For Philanthropy and</i>	How to create a winning case for support <i>Robin Cabral CFRE, Development</i>	Gifts in Wills conversations: The who, what, why, where and when <i>Jakki Travers FFIA,</i>

	<p>Hobart City Mission story</p> <p>Michelle Folder MFIA, <i>Hobart City Mission</i></p>	<p><i>and Diabetes Institute;</i> Roewen Wishart FFIA CFRE, <i>Xponential</i></p>	<p>Matthew Geraghty, <i>Starlight Children's Foundation</i></p>	<p><i>Nonprofit Studies, QUT</i></p>	<p><i>Consulting Solutions</i></p>	<p><i>The Smith Family;</i> Ashley Rose FFIA, <i>MonDial Fundraising</i></p>
10.10 – 10.50am	Morning tea in exhibition area & FIA Annual General Meeting					
10.50 – 11.50am	<p>Who are the new regular givers? Latest research suggests there could be a completely new engaged audience we are ignoring</p> <p>Gavin Coopey FFIA, <i>More Insight;</i> Nicola Long MFIA, <i>DTV Group</i></p>	<p>Impact investing and the PAF's that invest</p> <p>TBC Speaker</p>	<p>How One Small Foundation Moved A Hospital – Giving Days</p> <p>Vicki Rasmussen FFIA CFRE, <i>Charlies Foundation for Research</i></p>	<p>Rock Around the World - uniting charities in event fundraising, to be strong together</p> <p>Tim Ryan, <i>Lord Somers Camp and Powerhouse</i></p>	<p>How I accidentally started a charity in my garage</p> <p>Carly Fradgley, <i>Baby Give Back;</i> Kirsty Graham, <i>flat earth direct</i></p>	<p>Life after death; the impact of estates</p> <p>Ian Lawton, <i>Heart Foundation</i></p>
12.00 – 1.00pm	<p>Panel discussion: Strengths based fundraising</p> <p>Ronnie Alonzo, <i>ChildFund;</i> Laura Henry, <i>Wayside Chapel;</i> Rebecca Oates, <i>Baptist World Aid;</i> Sani Dowa, <i>Every African Woman.</i> Facilitated by Mary</p>	<p>Unleashing the power and influence of culture</p> <p>Nigel Harris FFIA CFRE, <i>Nigel Harris and Associates;</i> Dr Ruth Knight, <i>QUT ACPNS;</i> Rob Needham, <i>Endeavour Foundation</i></p>	<p>Step up with STEPtember: 11 years on and still going strong</p> <p>Joshua O'Rourke & Maisa Lopes Gomes, <i>Cerebral Palsy Alliance NSW</i></p>	<p>Accepting Gifts in Crypto Currency – donors without borders</p> <p>Ruth Molloy & Mathew Jones, <i>Medecins Sans Frontieres Australia</i></p>	<p>How to retain your donors: a best in class retention showcase</p> <p>Jody Crooks, <i>World Wide Fund for Nature Australia;</i> Tori Burns, <i>Plan International Australia.</i> Hosted by Fiona McPhee, <i>Philanthropy &</i></p>	<p>Achieving remarkable results through an integrated gifts in Wills program: A case study from Bendigo Health Fundraising & Foundation</p> <p>Rachel Mason MFIA & Carlie Ryan, <i>Bendigo Health Fundraising & Foundation</i></p>

	Anne Plummer MFIA, <i>Exuberance</i>				<i>Fundraising Australia & New Zealand</i>	
1.00 - 2.10pm	Lunch in exhibition area					
2.10 – 3.30pm	Plenary session Mind the Gap Owen Valentine Pringle, <i>ActionAid International</i> Fellows Recognition					
3.30 – 4.00pm	Afternoon tea in exhibition area					
4.00 – 5.00pm	Hooked on a feeling: Transforming emotions into memorable donor experiences Francesco Ambrogetti, <i>UNICEF</i>	Creating mid value from nothing. How Plan International Australia reimagined existing resources to build a mid-value program in 12 months Tom Duggan CFRE & Beth Cross, <i>Plan International Australia</i>	Community fundraising: Working together to achieve great things Nicole Guerini, <i>Scott's Great Walk</i>	Machine learning case study Tim Paris, <i>Dataro</i> ; Lisa Shipman, <i>The Heart Research Institute</i>	How NOT to: Mistakes, face-palms and fundraising fails Jonathon Grapsas, <i>flat earth direct</i> with fundraising friends from around the world	Boosting bequests online: global trends Aaron Zelman, <i>Willed</i> ; Ashley Rowthorn, <i>Legacy Futures UK</i>
7.00pm – Late	Fundraisers' Gala Awards Dinner Sponsored by Mondial Telephone Fundraising and Precision Fundraising					

FRIDAY 25 February 2022

Timing	Event					
7.15am	Registration opens					
7.30 - 8.30am	Networking & breakfast in exhibition area					
DAY TWO CONFERENCE STARTS						
	Individual Giving <i>Sponsored by</i> <u><i>Synergy Fundraising</i></u>	Middle, Major & Philanthropy <i>Sponsored by</i> <u><i>FR&C</i></u>	Community, Events & Corporates <i>Sponsored by</i> <u><i>HomeMade</i></u>	Emerging issues and global trends <i>Sponsored by</i> <u><i>Strategic Grants</i></u>	Fundraising How To.... <i>Sponsored by</i> <u><i>Robejohn</i></u>	Leadership <i>Sponsored by</i> <u><i>Gembridge</i></u>
8.30 – 9.15am	Myth Smashers					
9.25 – 10.25am	Case study on Lifeline's 50% growth in regular giving - without spending an additional cent <i>Rochelle Nolan, Lifeline Australia</i>	Can any organisation run a multi-million dollar fundraising campaign? Best practice fundraising and key learnings from the Los Angeles LGBT Center Campaign and other local case studies <i>Rebekah Trachsel CFRE; James Garland FFIA CFRE; Peter Dalton FFIA CFRE,</i>	No Half Measures In The HalfCut Challenge: A Story Of Passion And Purpose <i>James Stanton-Cooke & Jessica Clarke, HalfCut</i>	How To Smash Your Targets With Facebook Fundraising And Build Lasting Supporter Relationships <i>Nick Burne, Givepanel</i>	The good, the bad, the great & the ugly: How to manage agency relationships <i>Coby Hailes MFIA, Australian Conservation Foundation; Lisa Miller MFIA, Synergy Fundraising</i>	5 key killer themes for high achieving women in fundraising <i>Cath Hoban, CARE Australia</i>

		<i>Dalton Garland Blanchard (DGB Group)</i>				
10.25 – 11.00am	Morning tea in exhibition area					
11.00 – 12.00pm	Integration for Impact: How to deliver meaningful campaigns from ideation through to supporter experience Amanda Schofield & Alan White, <i>Asylum Seeker Resource Centre</i>	How to build a strong mid-value case for support. Creating rich story-driven experiences for mid-value donors Leonard Elario, <i>Australian Red Cross</i> ; Jasmine Coronado, <i>Marlin Communications</i>	The rise (or rebirth) of QR Code technology in event fundraising Duncan Barker, <i>Near Field Creative</i> ; Steven Currie, <i>Harry Perkins Institute of Medical Research</i>	The Global Muslim Heartbeat Omar Hamid, <i>Launch Good</i> ; Saman Kazmi, <i>Australia for UNHCR</i>	Secrets of building successful fundraising strategy in a post pandemic world Tatiana Isaacs, <i>RedKite</i>	Leaders at all levels Louise Baxter, <i>Starlight Children's Foundation</i>
12.10 – 1.10pm	Telemarketing - making the right call. A deep dive into the trends, benchmarks, drivers and future of telemarketing in Australia Ruth Wicks FFIA, <i>More Growth</i> ; Cherie Barker, <i>Pareto Phone</i>	The checklist: The must-haves for a successful philanthropic program Shivangi Chaturvedi, <i>Childhood Dementia Initiative</i>	Redkite and Coles Australia's most successful corporate partnership Kate Ross, <i>RedKite</i> ; Julia Balderstone, <i>Coles Group</i>	Giving Over the Rainbow - GiveOut Day 2020 Georgina Matthews & Tracey Martinovich, <i>GiveOut</i>	Demystifying Data for Fundraisers Tim Landsbergen, <i>Australia for UNHCR</i>	Courage comes first: understanding the impact of you Sarah Wetton MFIA CFRE, & Nikki Firmin, <i>Prometheus Bound</i>
1.10 -2.20pm	Lunch in exhibition area <i>Exhibition closes at 2.20pm</i>					

2.20 – 3.20pm	<p>Panel discussion: Future Gazing: what's next with face-to-face fundraising</p> <p>Lauren James, <i>Cornucopia Consultancy</i>; Adam Watson MFIA, <i>Fundraising Partners</i>; Lauren Jenkins MFIA, <i>Royal Flying Doctor Service VIC</i>; Julia Cameron, <i>Peter MacCallum Cancer Foundation</i>. Moderated by Jenny Kearney, <i>Cancer Council NSW</i></p>	<p>The role of NFPs in Impact Investing</p> <p>Laura Scott, <i>Save the Children</i></p>	<p>Shitbox Rally: Humour, adventure, community and a solid partnership bring research with rare results!</p> <p>James Freeman OAM, <i>Box Rallies</i></p>	<p>Cultural Philanthropy Showcase Panel</p>	<p>Yellow Brick Road – the why and how of Direct Mail</p> <p>Liesha Hanekroot, Laura Carolan-Scott, Felicia Setyabudi, <i>Medecins Sans Frontieres Australia</i></p>	<p>Showcasing Sustainable And High-Impact Programs For First Nations (And Other Historically Marginalised) Communities</p> <p>Adam Davids</p>
3.30 – 4.30pm	<p>Closing Plenary Session Syd Herron Oration presented by Nic Marchesi OAM & Lucas Patchett OAM, <i>OrangeSky Australia</i></p>					
4.30 – 5.30pm	<p>Farewell drinks</p>					

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