

# IT'S YOUR CONFERENCE

**FIA CONFERENCE 2022**  
YOUR PASSION • YOUR PEOPLE • YOUR PLACE

2-4 JUNE 2022 • SYDNEY



## FIA Conference 2022 – Program Template

International Conference Centre (ICC), Sydney

Thursday 2 June 2022

Timing	Event
8.30am	Masterclass Registration Opens
9.00am-3.00pm	Masterclasses – <a href="#">click here to view all masterclasses</a>
2.30pm	Conference Registrations Open
3.30pm-5.30pm	<b>Opening plenary Session</b> To include: <ul style="list-style-type: none"><li>• Official Welcome <b>Katherine Raskob, FIA Chief Executive Officer</b></li><li>• Keynote 1: <b>Sam Bloom</b></li><li>• Keynote 2: <b>Zoe Amar, Zoe Amar Digital</b></li></ul>
5.30-7.00pm	Welcome reception
6.00-7.00pm	Emerging leaders networking drinks
7.00-8.00pm	Fellows & CFRE Function

## Friday 3 June 2022

Timing	Event					
7.00am	Registration opens					
<b>DAY ONE CONFERENCE STARTS</b>						
	<b>Individual Giving</b>  <i>Sponsored by Synergy Fundraising</i>	<b>Middle, Major &amp; Philanthropy</b>  <i>Sponsored by FR&amp;C</i>	<b>Community, Events &amp; Corporates</b>  <i>Sponsored by HomeMade</i>	<b>Emerging issues and global trends</b>  <i>Sponsored by Strategic Grants</i>	<b>Fundraising How To....</b>  <i>Sponsored by RobeJohn</i>	<b>Gifts in Wills</b>  <i>Sponsored by Gatheredhere</i>
8.00 – 9.00am	<b>Hooked on a feeling: Transforming emotions into memorable donor experiences</b>  Francesco Ambrogetti, UNICEF	<b>Building and sustaining a successful major gifts and grants strategy – the key success factors</b>  Stephen Lewin, Youth Insearch; Jo Garner FFIA CFRE, Strategic Grants	<b>Redkite and Coles   Australia's most successful corporate partnership</b>  Tatiana Isaacs, RedKite; Julia Balderstone, Coles Group	<b>Collaboration for scale</b>  Kerren Morris MFIA, Emergency Action Alliance Trudi Mitchell FFIA, Australia for UNHCR	<b>Yellow Brick Road – the why and how of Direct Mail</b>  Liesha Hanekroot, Laura Carolan-Scott, Felicia Setyabudi, Medecins Sans Frontieres Australia	<b>Ensuring gifts in Wills success – No matter your size or budget</b>  Ellaine Hislop EMFIA CFRE, Surf Life Saving Western Australia
9.10 – 10.10am	<b>Small Yet Mighty – how one small charity in Southern Tasmania is punching above its weight - the Hobart City Mission story</b>  Michelle Folder MFIA,	<b>Applying Benchmarking Results for Improvement</b>  Antonia Makkar MFIA, Baker Heart and Diabetes Institute; Roewen Wishart FFIA CFRE, Xponential	<b>Lessons from live streaming: How to maximise P2P fundraising from going live</b>  Matthew Geraghty, Starlight Children's Foundation	<b>What if donors trusted us more – and faster?</b>  Wendy Scaife FFIA, Australian Centre For Philanthropy and Nonprofit Studies, QUT	<b>How to get people to care</b>  Tim Kachuriak, NextAfter   Marlin Communications	<b>Gifts in Wills conversations: The who, what, why, where and when</b>  Jakki Travers FFIA, The Smith Family; Ashley Rose FFIA, MonDial Fundraising

	<i>Hobart City Mission</i>					
10.10 – 10.30am	Morning tea in foyer					
10.30 – 11.30am	<b>Who are the new regular givers? Latest research suggests there could be a completely new engaged audience we are ignoring</b>  Gavin Coopey FFIA, <i>More Insight</i> ; Nicola Long MFIA, <i>DTV Group</i>	<b>The Checklist: The must-haves for a successful Philanthropic program</b>  Shivangi Chaturvedi, <i>Childhood Dementia Initiative</i>	<b>How One Small Foundation Moved A Hospital – Giving Days</b>  Vicki Rasmussen FFIA CFRE, <i>Charlies Foundation for Research</i>	<b>Rock Around the World - uniting charities in event fundraising, to be strong together</b>  Tim Ryan, <i>Lord Somers Camp and Powerhouse</i>	<b>How I accidentally started a charity in my garage</b>  Carly Fradgley, <i>Baby Give Back</i> ; Kirsty Graham, <i>flat earth direct</i>	<b>Life after death; the impact of estates</b>  Ian Lawton, <i>Heart Foundation</i>
11.40 – 12.40pm	<b>Panel discussion: Strengths based fundraising</b>  Rebecca Oates, <i>Baptist World Aid</i> ; Sani Dowa, <i>Cure Brain Cancer Foundation   Founder of Every African Woman</i> ; Lisa Allan, <i>The Smith Family</i> . Facilitated by Mary Anne Plummer MFIA, <i>Exuberance</i>	<b>Unleashing the power and influence of culture</b>  Nigel Harris FFIA CFRE, <i>Nigel Harris and Associates</i> ; Dr Ruth Knight, <i>QUT ACPNS</i> ; Rob Needham, <i>Endeavour Foundation</i>	<b>Step up with STEPTember: 11 years on and still going strong</b>  Katherine Spiller & Maisa Lopes Gomes EMFIA, <i>Cerebral Palsy Alliance NSW</i>	<b>Accepting Gifts in Crypto Currency – donors without borders</b>  Matthew Jones, <i>Medecins Sans Frontieres Australia</i>	<b>Secrets of building successful fundraising strategy in a post pandemic world</b>  Tatiana Isaacs, <i>RedKite</i>	<b>Unlocking The Potential Of Digital And DRTV To Inspire Gifts In Wills</b>  Jeremy Bennett, <i>Bigfoot Fundraising</i> ; Laurie McPherson, <i>DTV Group</i>
12.40 -1.10pm	Lunch in foyer					
1.10 – 2.10pm	<b>Plenary session</b> <b>Syd Herron Oration</b> presented by Lucas Patchett OAM & Laura Stokes, <i>OrangeSky Australia</i>					

	<b>A tribute to Simone Joyaux.</b> How she inspired you and what she taught you					
2.10 – 3.30pm	Exhibition Opening & Showcase (light afternoon tea included)					
3.30 – 4.30pm	<b>Telemarketing - making the right call. A deep dive into the trends, benchmarks, drivers and future of telemarketing in Australia</b>  Ruth Wicks FFIA, <i>More Growth</i> ; Cherie Barker, <i>Pareto Phone</i>	<b>Creating mid value from nothing. How Plan International Australia reimaged existing resources to build a mid-value program in 12 months</b>  Tom Duggan CFRE; Beth Cross & Madeleine Richards, <i>Plan International Australia</i>	<b>Community fundraising: Working together to achieve great things</b>  Nicole Guerini, <i>Scott's Great Walk</i>	<b>Using AI To Combat COVID With Heart Research Institute</b>  Tim Paris, <i>Dataro</i> ; Lisa Shipman, <i>The Heart Research Institute</i>	<b>How NOT to: Mistakes, face-palms and fundraising fails</b>  Jonathon Grapsas, <i>flat earth direct</i> with fundraising friends from around the world	<b>Boosting bequests online: global trends</b>  Aaron Zelman, <i>Willed</i> ; Ashley Rowthorn, <i>Legacy Futures UK</i>
4.30 – 6.00pm	Happy Hour in exhibition					

## Saturday 4 June 2022

Timing	Event					
7.15am	Registration opens					
7.30 - 8.30am	Networking & breakfast in exhibition					
<b>DAY TWO CONFERENCE STARTS</b>						
	<b>Individual Giving</b>  <i>Sponsored by</i> <u><i>Synergy Fundraising</i></u>	<b>Middle, Major &amp; Philanthropy</b>  <i>Sponsored by</i> <u><i>FR&amp;C</i></u>	<b>Community, Events &amp; Corporates</b>  <i>Sponsored by</i> <u><i>HomeMade</i></u>	<b>Emerging issues and global trends</b>  <i>Sponsored by</i> <u><i>Strategic Grants</i></u>	<b>Fundraising How To....</b>  <i>Sponsored by</i> <u><i>Robejohn</i></u>	<b>Leadership</b>  <i>Sponsored by</i> <u><i>Gembridge</i></u>
8.30 – 9.15am	<b>Myth Smashers</b>					
9.25 – 10.25am	<b>Case study on Lifeline's 50% growth in regular giving - without spending an additional cent</b>  Rochelle Nolan, <i>Lifeline Australia</i>	<b>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</b>  Rebekah Trachsel CFRE; James Garland FFIA CFRE; Peter Dalton FFIA CFRE,	<b>No Half Measures In The HalfCut Challenge: A Story Of Passion And Purpose</b>  James Stanton-Cooke & Jessica Clarke, <i>HalfCut</i>	<b>How To Smash Your Targets With Facebook Fundraising And Build Lasting Supporter Relationships</b>  Danni Adam, <i>Givepanel</i>	<b>The good, the bad, the great &amp; the ugly: How to manage agency relationships</b>  Coby Hailes MFIA, <i>Australian Conservation Foundation</i> ; Lisa Miller MFIA, <i>Synergy Fundraising</i>	<b>Tips &amp; Tricks To Becoming A Boss Lady Of Fundraising</b>  Cath Hoban, <i>CARE Australia</i>

		<i>Dalton Garland Blanchard (DGB Group)</i>				
10.25 – 11.00am	Morning tea in exhibition area					
11.00 – 12.00pm	<b>Integration for Impact: How to deliver meaningful campaigns from ideation through to supporter experience</b>  Amanda Schofield & Alan White MFIA CFRE, <i>Asylum Seeker Resource Centre</i>	<b>How to build a strong mid-value case for support. Creating rich story-driven experiences for mid-value donors</b>  Leonard Elario, <i>Australian Red Cross</i> ; Jasmine Coronado, <i>Marlin Communications</i>	<b>Running a successful physical event post COVID-19</b>  Rob Novotny, <i>Ronald McDonald House Charities Sydney</i> ; Luke Edwards <i>Elevate Fundraising</i>	<b>The Global Muslim Heartbeat</b>  Saman Kazmi, <i>Australia for UNHCR</i> ; Gina Chowdhury & Tamara Kahlil, <i>Swim Sisters</i>	<b>How to supercharge your email appeals</b>  Umesh Paramasivam, <i>Foodbank NSW &amp; ACT</i> ; Lachlan Dale & Katie Farina, <i>Donor Republic</i>	<b>Courage comes first: understanding the impact of you</b>  Sarah Wetton MFIA CFRE, & Nikki Firmin, <i>Prometheus Bound</i>
12.10 – 1.10pm	<b>The Start of a Beautiful Relationship – The science of acquiring donor love</b>  Andrew Martin, <i>The Fundraising Agency (TFA)</i>	<b>Taronga Conservation Society Australia Capital Campaign</b>  Helen Wright & Bridgit Allingham, <i>Taronga Conservation Society Australia</i>	<b>How fostering collaboration and innovation grew Black Dog Institute's partnerships by 400% in one year</b>  Tasman Cassim, <i>Black Dog Institute</i>	<b>GiveOUT Day- Growing The Pot Of Gold Under The Rainbow In Support Of The LGBTIQ+ Community</b>  Georgina Matthews, <i>Australian Community Foundation</i> ; Tracey Martinovich, <i>GiveOut</i>	<b>Demystifying Data for Fundraisers</b>  Tim Landsbergen, <i>Australia for UNHCR</i>	<b>From young fundraisers to sector leaders: Investing in tomorrow's leaders today</b>  Steffi Chang MFIA CFRE, <i>Plan</i> Alan White MFIA CFRE, <i>Asylum Seeker Resource Centre</i> Stacey Irving, <i>Karrkad-Kandji Trust</i>

						Hosted by: Meredith Dwyer FFIA CFRE, <i>Homemade Digital</i>
1.10 -2.30pm	Lunch in exhibition					
2.30 – 3.30pm	<p><b>Panel discussion: Future Gazing: what's next with face-to-face fundraising</b></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><b>The role of NFPs in Impact Investing</b></p> <p>Julianne Wilkin, <i>Save the Children</i></p>	<p><b>Shitbox Rally: Humour, adventure, community and a solid partnership bring research with rare results!</b></p> <p>James Freeman <i>OAM, Box Rallies</i></p>	<p><b>Mind the Gap</b></p> <p>Owen Pringle, <i>former ActionAid International</i></p>	<p><b>How to retain your donors: a best in class retention showcase</b></p> <p>Jody Crooks, <i>World Wide Fund for Nature Australia</i>; Maree Daniels, <i>Pet Rescue</i>; Tori Burns, <i>Plan International Australia</i>. Hosted by Fiona McPhee, <i>Philanthropy &amp; Fundraising Australia &amp; New Zealand</i></p>	<p><b>Leaders at all levels</b></p> <p>Louise Baxter, <i>Starlight Children's Foundation</i></p>
3.30 – 4.00pm	Afternoon tea in exhibition					
4.00 – 4.45pm	<p><b>Closing Plenary Session</b> <b>Stan Grant</b></p>					
7.00pm – Late	<p>Fundraisers' Gala Awards Dinner Sponsored by <a href="#">Mondial Telephone Fundraising</a> and <a href="#">Precision Fundraising</a></p>					