

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 – click here to view all masterclasses
2.30pm	Conference Registrations Open
3.30pm-5.30pm	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
5.30-7.00pm	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					
DAY ONE CONFERENCE STARTS						
	Individual Giving <i>Sponsored by Synergy Fundraising</i>	Middle, Major & Philanthropy <i>Sponsored by FR&C</i>	Community, Events & Corporates <i>Sponsored by HomeMade</i>	Emerging issues and global trends <i>Sponsored by Strategic Grants</i>	Fundraising How To.... <i>Sponsored by RobeJohn</i>	Gifts in Wills <i>Sponsored by Gatheredhere</i>
8.00 – 9.00am	Hooked on a feeling: Transforming emotions into memorable donor experiences Francesco Ambrogetti, UNICEF	Building and sustaining a successful major gifts and grants strategy – the key success factors Stephen Lewin, Youth Insearch; Jo Garner FFIA CFRE, Strategic Grants	Redkite And Coles A Red Hot Partnership To Support Kids With Cancer Tatiana Isaacs, RedKite; Julia Balderstone, Coles Group	Collaboration for scale Kerren Morris MFIA, Emergency Action Alliance Trudi Mitchell FFIA, Australia for UNHCR	Yellow Brick Road – the why and how of Direct Mail Liesha Hanekroot, Laura Carolan-Scott, Felicia Setyabudi, Medecins Sans Frontieres Australia	Ensuring gifts in Wills success – No matter your size or budget Ellaine Hislop EMFIA CFRE, Surf Life Saving Western Australia
9.10 – 10.10am	Small Yet Mighty – how one small charity in Southern Tasmania is punching above its weight - the Hobart City Mission story Michelle Folder MFIA, Hobart City Mission	Applying Benchmarking Results for Improvement Antonia Makkar MFIA, Baker Heart and Diabetes Institute; Roewen Wishart FFIA CFRE, Xponential	Lessons from live streaming: How to maximise P2P fundraising from going live Matthew Geraghty, Starlight Children's Foundation	Can Design Thinking Help Nonprofits Fundraise? Dr Ruth Knight, QUT ACPNS;	How to get people to care Tim Kachuriak, NextAfter Marlin Communications	Gifts in Wills conversations: The who, what, why, where and when Jakki Travers FFIA, The Smith Family; Ashley Rose FFIA, MonDial Fundraising

10.10 – 10.30am	Morning tea in foyer					
10.30 – 11.30am	<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>The Checklist: The must-haves for a successful Philanthropic program</p> <p>Shivangi Chaturvedi, <i>Childhood Dementia Initiative</i></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>The Benchmarking Project – Emerging Trends you need to know</p> <p>Fiona McPhee, <i>Philanthropy & Fundraising Australia & New Zealand</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>
11.40 – 12.40pm	<p>Panel discussion: Strengths based fundraising</p> <p>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>. Sean Triner, <i>Moceanic</i>. Facilitated by Mary Anne Plummer MFIA, <i>Exuberance</i></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>Katherine Spiller & Maisa Lopes Gomes EMFIA, <i>Cerebral Palsy Alliance NSW</i></p>	<p>Accepting Gifts in Crypto Currency – donors without borders</p> <p>Matthew Jones, <i>Medecins Sans Frontieres Australia</i></p>	<p>Secrets of building successful fundraising strategy in a post pandemic world</p> <p>Tatiana Isaacs, <i>RedKite</i></p>	<p>Unlocking The Potential Of Digital And DRTV To Inspire Gifts In Wills</p> <p>Jeremy Bennett, <i>Bigfoot Fundraising</i>; Laurie McPherson, <i>DTV Group</i></p>
12.40 -1.10pm	Lunch in foyer					
1.10 – 2.10pm	<p>Plenary session Syd Herron Oration presented by Lucas Patchett OAM & Laura Stokes, <i>OrangeSky Australia</i> A tribute to Simone Joyaux. How she inspired you and what she taught you</p>					
2.10 – 3.30pm	Exhibition Opening & Showcase (light afternoon tea included)					

3.30 – 4.30pm	<p>Telemarketing - making the right call. A deep dive into the trends, benchmarks, drivers and future of telemarketing in Australia</p> <p>Ruth Wicks FFIA, <i>More Growth</i>; Cherie Barker, <i>Pareto Phone</i></p>	<p>Creating mid value from nothing. How Plan International Australia reimaged existing resources to build a mid-value program in 12 months</p> <p>Tom Duggan CFRE; Beth Cross & Madeleine Richards, <i>Plan International Australia</i></p>	<p>Community fundraising: Working together to achieve great things</p> <p>Nicole Guerini, <i>Scott's Great Walk</i></p>	<p>Using AI To Combat COVID With Heart Research Institute</p> <p>Tim Paris, <i>Dataro</i>; Lisa Shipman, <i>The Heart Research Institute</i></p>	<p>How NOT to: Mistakes, face-palms and fundraising fails</p> <p>Jonathon Grapsas, <i>flat earth direct</i> with fundraising friends from around the world</p>	<p>Boosting bequests online: global trends</p> <p>Aaron Zelman, <i>Willed</i>; Ashley Rowthorn, <i>Legacy Futures UK</i></p>
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					
DAY TWO CONFERENCE STARTS						
	Individual Giving <i>Sponsored by Synergy Fundraising</i>	Middle, Major & Philanthropy <i>Sponsored by FR&C</i>	Community, Events & Corporates <i>Sponsored by HomeMade</i>	Emerging issues and global trends <i>Sponsored by Strategic Grants</i>	Fundraising How To.... <i>Sponsored by Robejohn</i>	Leadership <i>Sponsored by Gembridge</i>
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 Rochelle Nolan, <i>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 Rebekah Trachsel CFRE; James Garland FFIA CFRE; Peter Dalton FFIA CFRE, <i>Dalton Garland</i>	No Half Measures In The HalfCut Challenge: A Story Of Passion And Purpose James Stanton-Cooke & Jessica Clarke, <i>HalfCut</i>	How To Smash Your Targets With Facebook Fundraising And Build Lasting Supporter Relationships Danni Adam, <i>Givepanel</i>	<i>No session</i>	Tips & Tricks To Becoming A Boss Lady Of Fundraising Cath Hoban, <i>CARE Australia</i>

		<i>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 MFIA CFRE, <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>	Walk Me Home: Launching a physical event with heart Rob Novotny, <i>Ronald McDonald House Charities Sydney</i> ; Luke Edwards <i>Elevate Fundraising</i>	The Global Muslim Heartbeat Saman Kazmi, <i>Australia for UNHCR</i> ; Gina Chowdhury & Tamara Kahlil, <i>Swim Sisters</i>	How to supercharge your email appeals Umesh Paramasivam, <i>Foodbank NSW & ACT</i> ; Lachlan Dale & Katie Farina, <i>Donor Republic</i>	Courage comes first: understanding the impact of you Sarah Wetton MFIA CFRE, & Nikki Firmin, <i>Prometheus Bound</i>
12.10 – 1.10pm	The Start of a Beautiful Relationship – The science of acquiring donor love Andrew Martin, <i>The Fundraising Agency (TFA)</i>	Taronga Conservation Society Australia Capital Campaign Helen Wright & Bridgit Allingham, <i>Taronga Conservation Society Australia</i>	How fostering collaboration and innovation grew Black Dog Institute's partnerships by 400% in one year Tasman Cassim, <i>Black Dog Institute</i>	GiveOUT Day- Growing The Pot Of Gold Under The Rainbow In Support Of The LGBTIQ+ Community Georgina Matthews, <i>Australian Community Foundation</i> ; Tracey Martinovich, <i>GiveOut</i>	Demystifying Data for Fundraisers Tim Landsbergen, <i>Australia for UNHCR</i>	From young fundraisers to sector leaders: Investing in tomorrow's leaders today 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>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>Julianne Wilkin, <i>Save the Children</i></p>	<i>No session</i>	<p>Mind the Gap</p> <p>Owen Pringle, <i>former ActionAid International</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>; Maree Daniels, <i>Pet Rescue</i>; Tori Burns, <i>Plan International Australia</i>. Hosted by Fiona McPhee, <i>Philanthropy & Fundraising Australia & New Zealand</i></p>	<p>Anyone can lead</p> <p>Louise Baxter, <i>Starlight Children's Foundation</i></p>
3.30 – 4.00pm	Afternoon tea in exhibition					
4.00 – 4.45pm	<p>Closing Plenary Session</p> <p>Stan Grant</p>					
7.00pm – Late	<p>Fundraisers' Gala Awards Dinner</p> <p>Sponsored by Mondial Telephone Fundraising and Precision Fundraising</p>					

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