



# FIA Conference 2023 – Program Template

## Melbourne Conference & Exhibition Centre (MCEC), Melbourne

**WEDNESDAY 22 February 2023**

Timing	Event
8.30am	Masterclass Registration Opens
9.00 – 3.00pm	Masterclasses ( <a href="#">see website</a> for full details)
3.30 – 5.15pm	<b>Opening plenary Session</b> <ul style="list-style-type: none"> <li>• Official Welcome</li> <li>• Opening Plenary Session: Simon Scriver, <i>Fundraising Everywhere</i>, 'What Are Your Donors Going Through'</li> <li>• Syd Herron Oration: Naomi Steer, <i>Australia for UNHCR</i></li> </ul>
2.30pm	Conference registration opens
5.15 – 7.15pm	Welcome Reception in Exhibition
5.15 – 6.00pm	Speed Networking
6.45 – 7.45pm	Emerging Leaders Networking
6.45 – 7.45pm	CFRE & Fellows Function

## THURSDAY 23 February 2023

7.00am	Registration Opens						
7.15am – 8.00am	Networking Breakfast in Exhibition. <i>Sponsored by FundraisingForce</i>						
<b>TRACKS</b>	<b><i>Individual Giving</i></b> <i>Sponsored by</i> <u><i>Synergy</i></u>	<b><i>Middle, Major &amp; Philanthropy</i></b> <i>Sponsored by</i> <u><i>FR&amp;C</i></u>	<b><i>Community &amp; Events</i></b>	<b><i>Emerging Issues and Global Trends</i></b> <i>Sponsored by</i> <u><i>Strategic Grants</i></u>	<b><i>Fundraising How To...</i></b> <i>Sponsored by</i> <u><i>RobeJohn</i></u>	<b><i>Gifts in Wills</i></b> <i>Sponsored by</i> <u><i>Gathered Here</i></u>	<b><i>Leadership</i></b> <i>Sponsored by</i> <u><i>Gembridge</i></u>
8.00 – 9.00am	<p><b>Three key ways SMS can improve retention, add to your appeal and boost an emergency campaign</b></p> <p>Adrian Smith, <i>RunGopher</i> and charity partners</p>	<p><b>Developing a culture of cooperation: The importance of internal relationships in program planning, outcomes reporting and donor relationships</b></p> <p>Jo Garner FFIA CFRE, <i>Strategic Grants</i>; Naomi Lehrer, <i>Royal Flying Doctor Service Victoria</i></p>	<p><b>Choosing Hope – making award winning impact on a shoestring budget</b></p> <p>Jennifer Thomas, <i>Bears of Hope Pregnancy and Infant Loss Support</i></p>	<p><b>Women in philanthropy</b></p> <p>Kimberly Downes EMFIA CFRE, <i>Philanthropy and Fundraising Advisor</i></p>	<p><b>Singing the same tune: How a consistent storytelling architecture can result in record breaking campaigns</b></p> <p>Lia Alexandrou &amp; Nicole Ilacqua, <i>Sydney Children’s Hospital</i></p>	<p><b>Developing a digital blueprint for gifts in Wills success</b></p> <p>Jeremy Bennett, <i>Bigfoot Fundraising &amp; charity partner</i></p>	<p><b>Fight imposter syndrome: you CAN apply for your boss’ job!</b></p> <p>Sue Parkes, <i>St Vincent’s Hospital Melbourne</i>; Karen McComiskey MFIA CFRE, <i>Reventure</i>; Steffi Chang MFIA CFRE, <i>Plan International</i>; Michelle Varcoe, <i>Gembridge</i></p> <p>Moderated by June Steward MFIA, <i>June’s Fundraising Letters</i></p>

9.10 – 10.10am	<b>The sound of authenticity: a closer look at telemarketing donor retention</b>  Erin McCabe MFIA, <i>Royal Flying Doctor Service (QLD Section)</i> ; Peter Coleman MFIA, <i>Fundraising Partners</i>	<b>How to make your prospect engagement events, engaging</b>  Antonia Makkar MFIA, <i>Baker Heart &amp; Diabetes Institute</i> ; Brian Holmes FFIA CFRE, <i>Xponential</i>	<b>Campaign project management, a unique beast</b>  Ariane Forsythe & Bella Kent, <i>Black Dog Institute</i>	<b>Embedding crypto in your charity giving</b>  Panel discussion facilitated by Jason Ruffell, <i>Marlin Communications</i>	<b>Saving the Bilby one step at a time: How one organisation went from \$170K to \$1million in just a few years</b>  Sara Mansfield & Kevin Bradley, <i>Save the Bilby Fund</i>	<b>Why do people include a charity in their Will? What does that mean for me?</b>  Aaron Zelman, <i>Willed</i> ; Dan Monheit, <i>Hardhat</i>	<b>Predicting the future: Donor confidence in unpredictable times</b>  Rick Dunham, <i>Dunham+Company</i>
10.10 – 10.50am	Morning Tea in Exhibition & FIA Annual General Meeting						
10.50 – 11.50am	<b>Emotions are not what you think</b>  Fiona McPhee MFIA, <i>Philanthropy &amp; Fundraising Australia &amp; New Zealand</i>	<b>The Joy of Giving – how to transform your major gifts program from Whoa to Go on a shoestring</b>  Lori Kravos, <i>Zoos Victoria</i>	<b>Grow your fundraising through physical events! Best practice for charities large and small</b>	<b>Representation &amp; inclusion in the charity space</b>  Teigan Butchers, <i>Cerebral Palsy Alliance</i>  Meret Hassanen	<b>Who stole the cookies? Strategies to re-engineer your Facebook, Google Ads and take your digital fundraising to the next step</b>  Meredith Dwyer FFIA CFRE & Alex Struthers, <i>Homemade Digital</i>	<b>Making moves count: Journeys for stewarding your gifts in Wills supporter pipeline</b>  Panel discussion including Lisa Matthews, <i>Guide Dogs NSW/ACT</i> ; Renee McLoughlin, <i>Cancer Council VIC</i> . Moderated by Karen Armstrong FFIA CFRE, <i>More Impact</i>	<b>Why aren't there more fundraisers on For Purpose Boards?</b>  Sophie Davidson MFIA, <i>WWF-Australia</i> ; Victoria McKenzie-McHarg, <i>Women's Environmental Leadership Australia</i> ;  Moderated by Dr Erica Myers-Davis MFIA, <i>Xponential</i>

12.00 – 1.00pm	<p><b>CARE Australia pivot in brand and culture - a lesson for many traditional charities</b></p> <p>Alice Anwar &amp; Olivia Zinzan, <i>CARE Australia</i></p>	<p><b>Life in the middle – our journey on developing a unique mid value program</b></p> <p>Emma Palmer &amp; Chandini Devasahayam, <i>Australia for UNHCR</i></p>	<p><b>Creating a successful concept</b></p> <p>Luke Edwards, <i>Elevate Fundraising</i>; presenting with <i>Children's Cancer Institute</i></p>	<p><b>Panel Discussion: Artificial intelligence &amp; machine learning</b></p> <p>Panellists include: Dan Wilson MFIA, <i>The Data Collective</i>; Billy-Jay Porter, <i>St Vincent de Paul QLD</i>; Dave Lyndon, <i>Dataro &amp; others</i>.</p> <p>Moderated by Maisa Lopes Gomes, <i>Cerebral Palsy Alliance</i></p>	<p><b>#DonorLove in a virtual world</b></p> <p>Simon Scriver, <i>Fundraising Everywhere</i></p>	<p><b>How Greenpeace is redefining the best practice for gifts in Wills calling</b></p> <p>Alexis Escavy, <i>Greenpeace</i>; Sonya Tirtajaya, <i>Community Shapers</i></p>	<p><b>Ensuring ethical, best-practice fundraising to retain trust and confidence: Reflections on FIA Code compliance</b></p> <p>Jonathan Ande <i>Fundraising Institute Australia</i>; Darren Musilli MFIA, <i>Apple Marketing Group</i>; Debbie Kosh <i>International Fund for Animal Welfare</i>; Karen Shields, <i>Great Barrier Reef Foundation</i></p>
1.00 - 2.10pm	Lunch in Exhibition						
2.10 – 3.30pm	<p><b>Plenary Session: Owen Valentine Pringle, <i>Leaders Quest</i></b></p> <p><b>Fellows Recognition</b></p>						
3.30 – 4.00pm	Afternoon Tea in Exhibition						
4.00 – 5.00pm	<p><b>The Great Donor Acquisition Debate: Direct Mail vs. Digital</b></p>	<p><b>Capital campaigns and multi-million dollar gifts</b></p>	<p><b>Pulling off a federated P2P campaign in 2 ½ months</b></p> <p>Sebastien Krantz &amp;</p>	<p><b>Charity Streams: a new era of P2P fundraising with digital content creators</b></p>	<p><b>Raising and giving in turbulent times: How to start your inclusion and</b></p>	<p><b>The Great Donor Acquisition Debate: Direct Mail vs. Digital</b></p>	<p><b>The behaviours of great fundraising Leaders</b></p>

	Bethan Hazell, <i>Peter MacCallum Cancer Foundation</i> ; Paul Bailey MFIA, <i>Amplify Fundraising</i> ; Katie Badman, <i>Garvan Institute</i> . Moderated by Sean Triner MFIA, <i>Moceanic</i>	Tessa Irwin EMFIA CFRE, <i>Museum of Applied Arts and Science</i>	Katherine Ash, <i>Royal Flying Doctor Service (QLD section)</i>	Rachael Lance & Patrick Sukawiratmo, <i>WWF-Australia</i>	<b>diversity journey in fundraising</b> Dr Ryan Storr, Diversity & Inclusion Consultant	Bethan Hazell, <i>Peter MacCallum Cancer Foundation</i> ; Paul Bailey MFIA, <i>Amplify Fundraising</i> ; Katie Badman, <i>Garvan Institute</i> . Moderated by Sean Triner MFIA, <i>Moceanic</i>	Fiona McPhee MFIA, <i>Philanthropy &amp; Fundraising Australia &amp; New Zealand</i>
7.00pm – Late	Fundraisers’ Gala Awards Dinner: Rio Carnival Proudly sponsored by <a href="#">Precision Fundraising</a> & <a href="#">Mondial Telephone Fundraising</a>						

## FRIDAY 24 February 2023

7.15am	Registration Opens						
7.30 – 8.30am	Networking & Breakfast in Exhibition						
<b>TRACKS</b>	<b><i>Individual Giving</i></b> <i>Sponsored by</i> <u><i>Syneray</i></u>	<b><i>Middle, Major &amp; Philanthropy</i></b> <i>Sponsored by</i> <u><i>FR&amp;C</i></u>	<b><i>Community &amp; Events</i></b>	<b><i>Emerging Issues and Global Trends</i></b> <i>Sponsored by</i> <u><i>Strategic Grants</i></u>	<b><i>Fundraising How To...</i></b> <i>Sponsored by</i> <u><i>Robejohn</i></u>	<b><i>Gifts in Wills</i></b> <i>Sponsored by</i> <u><i>Gathered Here</i></u>	<b><i>Corporate Partnerships</i></b>
8.30am – 9.15am	<b>Myth Smashers</b>						
9.25 – 10.25am	<b>Best practices for driving donor loyalty</b>	<b>Building a matched giving campaign with mid-level donors</b>  Lee Ferraro, <i>RSPCA Victoria</i>	<b>Creating portfolio sustainability in events with a structured approach to new product development</b>  Adelaide Thompson, <i>Cancer Council NSW</i>	<b>Creating effective fundraising partnerships with indigenous communities</b>	<b>Unlocking the secrets to grant funding</b>  Janine Owen, <i>Grant'd</i>	<b>Ten years of gifts in Wills insights that should change your supporter engagement activities</b>  Bethan Hazell, <i>Peter MacCallum Cancer Foundation</i> ; Sean Triner, <i>Moceanic</i>	<b>Workwear Group and The Big Issue: Learn what happens when a corporate goes searching for a charity partner</b>  Simone Busija, <i>The Big Issue</i> ; Carly Little, <i>Workwear Group</i>
10.25 – 11.00am	Morning Tea in Exhibition						
11.00 – 12.00pm	<b>Love is in the Air. How leading with their mission and values online helped Wayside grow from \$3.9m to \$9m in</b>	<b>Trusts and Foundations are donors too</b>  Emma Watts MFIA <i>CFRE, Second Bite</i>	<b>Data drives decisions: 5 must-knows for community fundraising and event planning in 2023</b>	<b>We are in the stormy waters of an economic crisis; how can fundraisers chart the best course through?</b> David	<b>Going new places with digital integration</b>  Marcus Blease <i>FFIA, Donor Republic</i>	<b>Gifts in Wills Report 2023: Insights from 15,000 Online Wills</b>  Heather Bruer, <i>Climate Council</i> ; Lucy	<b>Shared valued corporate fundraising programs: How to develop deeper and richer relationships</b>

	<b>fundraising income</b>  Laura Henry, <i>Wayside Chapel</i> ; Jennifer Arceo, <i>Elevate Fundraising</i>		Megan Maya & Karen Armstrong <i>FFIA CFRE, More Impact</i>	Pettigrew, <i>Nourish NFP</i>		McMorron, <i>Gathered Here</i> ;  	<b>across organisations through events, fundraising and volunteerism</b>  Ryan Lonsdale, <i>Tour de Cure</i>
12.10 – 1.10pm	Session to be confirmed	<b>The Charitable Triad: How characteristics of donors, beneficiaries and fundraisers all influence giving</b>  Dr Cassandra Chapman, <i>University of Queensland</i>	<b>Give before asking: Lessons from The Push-Up Challenge founder Nick Hudson.</b> Nick Hudson, <i>The Push-up Challenge</i>	<b>Creativity &amp; innovation in digital fundraising</b>  Shanelle Newton-Clapham & Victoria Alvarez, <i>Parachute Digital</i>	<b>Where the rubber hits the road: Turning nonprofit insights into impact</b> Panel discussion led by Jason Hincks, <i>Salesforce.org</i> With charity panellists	<b>How you can help your supporters to avoid the top ten pitfalls in their Wills</b>  Christine Robinson, <i>WWF Australia</i> ; Maureen Koegel, <i>Bequest Assist</i>	<b>What creates, makes and sustains a great corporate/not-for-profit partnership?</b>  Ruth Lee, <i>Origin Energy Foundation</i> ; Ken Murphy, <i>SolarBuddy</i> ; Sarah Matthee, <i>Foundation for Rural &amp; Regional Renewal (FRRR)</i>
1.10 – 2.20pm	Lunch in Exhibition  <i>Exhibition closes at 2.20pm</i>						
2.20 – 3.20pm	<b>World Vision International’s global case study of activating</b>	<b>Raising the donor ambition</b>  Heather Little MFIA & Lisa	<b>The Future of Fundraising Events</b>	<b>Transformational leadership</b>	<b>I Wish I’d Thought Of That</b>	<b>Online Wills and the law: everything you need to know</b>	<b>Corporate Partnerships: Together, we’re stronger</b>

	<b>Millennial donors to give</b>  Elisha Smallcombe, <i>World Vision Australia</i> ; Richenda Vermeulen, <i>ntegrity</i>	Mitchell, <i>Monash University</i>	Panel Session including  Emily Dougan <i>MFIA, Donor Republic</i> ; Luke Edwards, <i>Elevate Fundraising</i> ; Meredith Dwyer <i>FFIA CFRE, Homemade</i> ; Simon Sriver, <i>Fundraising Everywhere</i>	Owen Valentine Pringle, <i>Leaders Quest</i>	Hosted by Jonathon Grapsas, <i>flat earth direct</i>	Adam Lubofsky & Isabelle Marcarian, <i>Safewill</i>	Janet Grima, <i>Bully Zero</i> ; Hailey Cavill-Jaspers, <i>BePartnerReady.com</i>
3.30 – 4.30pm	<b>Closing Plenary Session</b>						
4.30 – 5.30pm	Farewell Drinks						