



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 (see website for full details)
3.30 – 5.15pm	Opening plenary Session <ul style="list-style-type: none"> • Official Welcome • Opening Plenary Session: Simon Scriver, <i>Fundraising Everywhere</i>, 'What Are Your Donors Going Through' • Syd Herron Oration: Naomi Steer, <i>Australia for UNHCR</i>
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>						
TRACKS	<i>Individual Giving</i> <i>Sponsored by</i> <u><i>Synergy</i></u>	<i>Middle, Major & Philanthropy</i> <i>Sponsored by</i> <u><i>FR&C</i></u>	<i>Community & Events</i>	<i>Emerging Issues and Global Trends</i> <i>Sponsored by</i> <u><i>Strategic Grants</i></u>	<i>Fundraising How To...</i> <i>Sponsored by</i> <u><i>RobeJohn</i></u>	<i>Gifts in Wills</i> <i>Sponsored by</i> <u><i>Gathered Here</i></u>	<i>Leadership</i> <i>Sponsored by</i> <u><i>Gembridge</i></u>
8.00 – 9.00am	<p>Three key ways SMS can improve retention, add to your appeal and boost an emergency campaign</p> <p>Adrian Smith, <i>RunGopher</i> and charity partners</p>	<p>Developing a culture of cooperation: The importance of internal relationships in program planning, outcomes reporting and donor relationships</p> <p>Jo Garner FFIA CFRE, <i>Strategic Grants</i>; Naomi Lehrer, <i>Royal Flying Doctor Service Victoria</i></p>	<p>Choosing Hope – making award winning impact on a shoestring budget</p> <p>Jennifer Thomas, <i>Bears of Hope Pregnancy and Infant Loss Support</i></p>	<p>Women in philanthropy</p> <p>Kimberly Downes EMFIA CFRE, <i>Philanthropy and Fundraising Advisor</i></p>	<p>Singing the same tune: How a consistent storytelling architecture can result in record breaking campaigns</p> <p>Lia Alexandrou & Nicole Ilacqua, <i>Sydney Children’s Hospital</i></p>	<p>Developing a digital blueprint for gifts in Wills success</p> <p>Jeremy Bennett, <i>Bigfoot Fundraising & charity partner</i></p>	<p>Fight imposter syndrome: you CAN apply for your boss’ job!</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	The sound of authenticity: a closer look at telemarketing donor retention Erin McCabe MFIA, <i>Royal Flying Doctor Service (QLD Section)</i> ; Peter Coleman MFIA, <i>Fundraising Partners</i>	How to make your prospect engagement events, engaging Antonia Makkar MFIA, <i>Baker Heart & Diabetes Institute</i> ; Brian Holmes FFIA CFRE, <i>Xponential</i>	Campaign project management, a unique beast Ariane Forsythe & Bella Kent, <i>Black Dog Institute</i>	Embedding crypto in your charity giving Panel discussion facilitated by Jason Ruffell, <i>Marlin Communications</i>	Saving the Bilby one step at a time: How one organisation went from \$170K to \$1million in just a few years Sara Mansfield & Kevin Bradley, <i>Save the Bilby Fund</i>	Why do people include a charity in their Will? What does that mean for me? Aaron Zelman, <i>Willed</i> ; Dan Monheit, <i>Hardhat</i>	Predicting the future: Donor confidence in unpredictable times Rick Dunham, <i>Dunham+Company</i>
10.10 – 10.50am	Morning Tea in Exhibition & FIA Annual General Meeting						
10.50 – 11.50am	Emotions are not what you think Fiona McPhee MFIA, <i>Philanthropy & Fundraising Australia & New Zealand</i>	The Joy of Giving – how to transform your major gifts program from Whoa to Go on a shoestring Lori Kravos, <i>Zoos Victoria</i>	Grow your fundraising through physical events! Best practice for charities large and small Melinda Graetz, <i>Grassrootz</i> Jonny Miller, <i>Sydney Children’s Hospital Foundation</i> Lauren Kara-George, <i>Sydney Children’s Hospital Foundation</i>	Representation & inclusion in the charity space- drawing from the lived experience of cerebral palsy Teigan Butchers, <i>Cerebral Palsy Alliance</i> Meret Hassanen, <i>Cerebral Palsy Alliance</i>	Who stole the cookies? Strategies to re-engineer your Facebook, Google Ads and take your digital fundraising to the next step Meredith Dwyer FFIA CFRE & Alex Struthers, <i>Homemade Digital</i>	Making moves count: Journeys for stewarding your gifts in Wills supporter pipeline 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>	Why aren’t there more fundraisers on For Purpose Boards? 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>CARE Australia pivot in brand and culture - a lesson for many traditional charities</p> <p>Alice Anwar & Olivia Zinzan, <i>CARE Australia</i></p>	<p>Life in the middle – our journey on developing a unique mid value program</p> <p>Chandini Devasahayam, <i>Australia for UNHCR</i></p>	<p>Creating a successful concept</p> <p>Luke Edwards, <i>Elevate Fundraising</i>; presenting with <i>Children's Cancer Institute</i></p>	<p>Panel Discussion: Artificial intelligence & machine learning</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 & others</i>.</p> <p>Moderated by Maisa Lopes Gomes, <i>Cerebral Palsy Alliance</i></p>	<p>#DonorLove in a virtual world</p> <p>Simon Scriver, <i>Fundraising Everywhere</i></p>	<p>How Greenpeace is redefining the best practice for gifts in Wills calling</p> <p>Alexis Escavy, <i>Greenpeace</i>; Sonya Tirtajaya, <i>Community Shapers</i></p>	<p>Ensuring ethical, best-practice fundraising to retain trust and confidence: Reflections on FIA Code compliance</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>Plenary Session: Owen Valentine Pringle, <i>Leaders Quest</i></p> <p>Fellows Recognition</p>						
3.30 – 4.00pm	Afternoon Tea in Exhibition						
4.00 – 5.00pm	<p>The Great Donor Acquisition Debate: Direct Mail vs. Digital</p>	<p>Capital campaigns and multi-million dollar gifts</p>	<p>Pulling off a federated P2P campaign in 2 ½ months</p>	<p>Charity Streams: a new era of P2P fundraising with digital content creators</p>	<p>Raising and giving in turbulent times: How to start your inclusion and</p>	<p>The Great Donor Acquisition Debate: Direct Mail vs. Digital</p>	<p>The behaviours of great fundraising Leaders</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>	Sebastien Krantz & Katherine Ash, <i>Royal Flying Doctor Service (QLD section)</i>	Rachael Lance & Patrick Sukawiratmo, <i>WWF-Australia</i>	diversity journey in fundraising 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 & Fundraising Australia & New Zealand</i>
7.00pm – Late	Fundraisers’ Gala Awards Dinner: Rio Carnival Proudly sponsored by Precision Fundraising & Mondial Telephone Fundraising						

FRIDAY 24 February 2023

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

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

	Millennial donors to give Elisha Smallcombe, <i>World Vision Australia</i> ; Richenda Vermeulen, <i>ntegrity</i>	Mitchell, <i>Monash University</i>	Panel Session including Emily Dougan MFIA, <i>Donor Republic</i> ; Luke Edwards, <i>Elevate Fundraising</i> ; Meredith Dwyer FFIA CFRE, <i>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	Closing Plenary Session						
4.30 – 5.30pm	Farewell Drinks						