



# 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)
2.30pm	Conference registration opens
3.30 – 5.15pm	<b>Opening plenary Session</b> <ul style="list-style-type: none"> <li>● Official Welcome</li> <li>● Syd Herron Oration: Naomi Steer, <i>Australia for UNHCR</i></li> <li>● Opening Plenary Session: Doug Taylor, <i>The Smith Family</i></li> </ul>
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 <u>Synergy</u></i>	<b><i>Middle, Major &amp; Philanthropy</i></b> <i>Sponsored by <u>FR&amp;C</u></i>	<b><i>Community &amp; Events</i></b> <i>Sponsored by <u>Homemade Digital</u></i>	<b><i>Emerging Issues and Global Trends</i></b> <i>Sponsored by <u>Strategic Grants</u></i>	<b><i>Fundraising How To...</i></b> <i>Sponsored by <u>RobeJohn</u></i>	<b><i>Gifts in Wills</i></b> <i>Sponsored by <u>Gathered Here</u></i>	<b><i>Leadership</i></b> <i>Sponsored by <u>Gembridge</u></i>
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></p> <p>Abby McPharlin, <i>Hope Media</i></p> <p>Samantha Jovceski, <i>The Smith Family</i></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>Ellen Marshall &amp; Nicole Ilacqua, <i>Sydney Children’s Hospitals Foundation</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	<p><b>What 1,137 minutes of listening can teach you about donor retention</b></p> <p>Erin McCabe MFIA, <i>Royal Flying Doctor Service (QLD Section)</i>; Peter Coleman MFIA, <i>Fundraising Partners</i></p>	<p><b>How to make your prospect engagement events engaging</b></p> <p>Brian Holmes FFIA CFRE, <i>Xponential</i></p>	<p><b>Pulling off a federated P2P campaign in 2 ½ months</b></p> <p>Katherine Ash &amp; Sebastien Krantz, <i>Royal Flying Doctor Service (QLD Section)</i></p>	<p><b>Embedding Crypto Philanthropy in Your Charitable Giving Strategy</b></p> <p>Panel discussion with Michael Earley, <i>The Giving Block</i>; Facilitated by Jason Ruffell, <i>Marlin Communications</i></p>	<p><b>Saving the Bilby one step at a time: How one organisation went from \$170K to \$1million in just a few years</b></p> <p>Sara Mansfield, <i>Save the Bilby Fund</i></p>	<p><b>Why do people include a charity in their Will? What does that mean for me?</b></p> <p>Aaron Zelman, <i>Willed</i>; Dan Monheit, <i>Hardhat</i></p>	<p><b>Predicting the future: Donor confidence in unpredictable times</b></p> <p>Rick Dunham, <i>Dunham+Company</i></p>
10.10 – 10.50am	Morning Tea in Exhibition						
10.50 – 11.50am	<p><b>Emotions are not what you think</b></p> <p>Fiona McPhee MFIA, <i>Philanthropy &amp; Fundraising Australia &amp; New Zealand</i></p>	<p><b>The Joy of Giving – how to transform your major gifts program from Whoa to Go on a shoestring</b></p> <p>Lori Kravos, <i>Zoos Victoria</i></p>	<p><b>Grow your fundraising through physical events! Best practice for charities large and small</b></p> <p>Melinda Graetz, <i>Grassrootz</i> Jonny Miller, <i>Sydney Children’s Hospitals Foundation</i></p>	<p><b>Representation &amp; inclusion in the charity space- drawing from the lived experience of cerebral palsy</b></p> <p>Teigan Butchers, <i>Cerebral Palsy Alliance</i> Meret Hassanen, <i>Cerebral Palsy Alliance</i></p>	<p><b>Who stole the cookies? Strategies to re-engineer your Facebook, Google Ads and take your digital fundraising to the next step</b></p> <p>Meredith Dwyer FFIA CFRE &amp; Alex</p>	<p><b>Making moves count: Journeys for stewarding your gifts in Wills supporter pipeline</b></p> <p>Panel discussion including Lisa Matthews, <i>Guide Dogs NSW/ACT</i>; Renee McLoughlin, <i>Cancer Council</i></p>	<p><b>Why aren’t there more fundraisers on For Purpose Boards?</b></p> <p>Sophie Davidson MFIA, <i>WWF-Australia</i>; Victoria McKenzie-McHarg, <i>Women’s Environmental</i></p>

			Lauren Kara-George, <i>Sydney Children's Hospitals Foundation</i>		Struthers, <i>Homemade Digital</i>	VIC. Moderated by Karen Armstrong FFIA CFRE, <i>More Impact</i>	<i>Leadership Australia;</i>  <i>Alex Herlihy, Social Ventures Australia;</i>  Moderated by Dr Erica Myers-Davis MFIA, <i>Xponential</i>
12.00 – 1.00pm	<b>CARE Australia pivot in brand and culture - a lesson for many traditional charities</b>  Alice Anwar & Olivia Zinzan, <i>CARE Australia</i>	<b>Life in the middle – our journey on developing a unique mid value program</b>  Chandini Devasahayam, <i>Australia for UNHCR</i>  Aylin Salt, <i>Australia for UNHCR</i>	<b>How to create a concept that connects, inspires and converts</b>  Luke Edwards, <i>Elevate Fundraising</i>  Rachel Jamieson <i>Children's Cancer Institute</i>	<b>Using AI in fundraising - the good, the challenges and the opportunities</b>  Panellists include Dan Wilson MFIA, <i>The Data Collective</i> ; Billy-Jay Porter, <i>St Vincent de Paul QLD</i> ; Dave Lyndon, <i>Dataro</i> & Paula Gething, <i>Anglicare VIC</i>  Moderated by Maisa Lopes Gomes, <i>Cerebral Palsy Alliance</i>	<b>Session to be confirmed</b>  Andrew Sabatino, <i>Donor Republic</i>	<b>How Greenpeace is redefining the best practice for gifts in Wills calling</b>  Alexis Escavy, <i>Greenpeace</i> ; Sonya Tirtajaya, <i>Community Shapers</i>	<b>Ensuring ethical, best-practice fundraising to retain trust and confidence: Reflections on FIA Code compliance</b>  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>

1.00 - 2.10pm	Lunch in Exhibition (1.10pm FIA Annual General Meeting)						
2.10 – 3.30pm	<b>Plenary Session: Will The Future Charity Leader Please Stand Up</b> Owen Valentine Pringle, <i>Leaders Quest</i>  <b>Fellows Recognition</b>						
3.30 – 4.00pm	Afternoon Tea in Exhibition						
4.00 – 5.00pm	<b>The Great Donor Acquisition Debate: Direct Mail vs. Digital</b>  Bethan Hazell, <i>Peter MacCallum Cancer Foundation</i> ; Paul Bailey MFIA, <i>Amplify Fundraising</i> ; Katie Badman, <i>Garvan Institute</i> ; Erin Anderson, <i>The Smith Family</i> . Moderated by Sean Triner MFIA, <i>Moceanic</i>	<b>Capital campaigns and multi-million dollar gifts</b>  Tessa Irwin EMFIA CFRE, <i>Museum of Applied Arts and Science</i>	<b>Reactivating major fundraising events post COVID</b>  Ben Pritchard, <i>Multiple Sclerosis Ltd.</i>	<b>Charity Streams: a new era of P2P fundraising with digital content creators</b>  Rachael Lance & Patrick Sukawiratmo, <i>WWF-Australia</i>	<b>Raising and giving in turbulent times: How to start your inclusion and diversity journey in fundraising</b>  Dr Ryan Storr, Diversity & Inclusion Consultant	<b>The Great Donor Acquisition Debate: Direct Mail vs. Digital</b>  Bethan Hazell, <i>Peter MacCallum Cancer Foundation</i> ; Paul Bailey MFIA, <i>Amplify Fundraising</i> ; Katie Badman, <i>Garvan Institute</i> ; Erin Anderson, <i>The Smith Family</i> . Moderated by Sean Triner MFIA, <i>Moceanic</i>	<b>The behaviours of great fundraising Leaders</b>  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>	<i>Individual Giving</i> <i>Sponsored by</i> <i><u>Syneray</u></i>	<i>Middle, Major &amp; Philanthropy</i> <i>Sponsored by</i> <i><u>FR&amp;C</u></i>	<i>Community &amp; Events</i> <i>Sponsored by</i> <i><u>Homemade Digital</u></i>	<i>Emerging Issues and Global Trends</i> <i>Sponsored by</i> <i><u>Strategic Grants</u></i>	<i>Fundraising How To...</i> <i>Sponsored by</i> <i><u>Robejohn</u></i>	<i>Gifts in Wills</i> <i>Sponsored by</i> <i><u>Gathered Here</u></i>	<i>Corporate Partnerships</i> <i>Sponsored by</i> <i><u>Microsoft</u></i>
8.30am – 9.15am	<b>Myth Smashers</b>						
9.25 – 10.25am	<b>Direct Mail – the fundamentals of developing a holistic, integrated appeal</b>  <i>Nuz Hameed, Taronga Conservation Society Australia</i>	<b>Building a matched giving campaign with mid-level donors</b>  <i>Lee Ferraro, RSPCA Victoria</i>	<b>Creating portfolio sustainability in events with a structured approach to new product development</b>  <i>Adelaide Thompson, Raise Foundation</i>  <i>Lauren Clarke, Cancer Council NSW</i>	<b>Creating effective fundraising partnerships with indigenous communities</b>  <i>Stacey Irving &amp; Dean Yibarbuk, Karrkad-Kanjdi Trust</i>	<b>Unlocking the secrets to grant funding</b>  <i>Janine Owen, Grant'd</i>	<b>Ten years of gifts in Wills insights that should change your supporter engagement activities</b>  <i>Bethan Hazell, Peter MacCallum Cancer Foundation; Sean Triner MFIA, Moceanic</i>	<b>Workwear Group and The Big Issue: Learn what happens when a corporate goes searching for a charity partner</b>  <i>Simone Busija, The Big Issue; Carly Little, 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</b>	<b>Trusts and Foundations are donors too</b>	<b>Data drives decisions: 5 must-knows for community</b>	<b>Money matters: the meaning of money and the</b>	<b>Going new places with digital integration</b>	<b>Gifts in Wills Report 2023: Insights from 15,000 Online Wills</b>	<b>Shared valued corporate fundraising</b>

	<p><b>values online helped Wayside grow from \$3.9m to \$9m in fundraising income</b></p> <p>Laura Henry, <i>Wayside Chapel</i>; Jennifer Arceo, <i>Elevate Fundraising</i></p>	<p>Emma Watts MFIA CFRE, <i>Second Bite</i></p>	<p><b>fundraising and event planning in 2023</b></p> <p>Megan Maya &amp; Karen Armstrong FFIA CFRE, <i>More Impact</i></p>	<p><b>Cost of Living Crisis</b></p> <p>Martin Paul FFIA, <i>More Growth</i></p>	<p>Marcus Blease FFIA, <i>Donor Republic</i></p> <p>Jasmine Hooper, <i>Cancer Council NSW</i></p> <p>Paige Gibbs FFIA, <i>Harry Perkins Institute of Medical Research</i></p>	<p>Heather Bruer, <i>Climate Council</i>; Lucy McMorron, <i>Gathered Here</i>;</p>	<p><b>programs: How to develop deeper and richer relationships across organisations through events, fundraising and volunteerism</b></p> <p>Ryan Lonsdale, <i>Tour de Cure</i></p>
12.10 – 1.10pm	<p><b>Harnessing creativity and collaboration to achieve maximum fundraising impact for Amnesty's "Relentless" Tax Appeal</b></p> <p>Clayton Thomas, <i>Marlin Communications</i>;</p> <p>Hannah Allsopp &amp; Tom Beech, <i>Amnesty International Australia</i></p>	<p><b>The Charitable Triad: How characteristics of donors, beneficiaries and fundraisers all influence giving</b></p> <p>Dr Cassandra Chapman, <i>University of Queensland</i></p>	<p><b>Give before asking: Lessons from The Push-Up Challenge founder Nick Hudson.</b></p> <p>Nick Hudson, <i>The Push-up Challenge</i></p>	<p><b>Creativity &amp; innovation in digital fundraising</b></p> <p>Shanelle Newton-Clapham &amp; Victoria Alvarez, <i>Parachute Digital</i></p>	<p><b>Where the rubber hits the road: Turning nonprofit insights into impact</b></p> <p>Panel discussion with Cath Hoban, <i>CARE Australia</i> and Stuart Evans, <i>Stroke Foundation</i> <i>Hosted by Jason Hincks, Salesforce for Nonprofits</i></p>	<p><b>How you can help your supporters to avoid the top ten pitfalls in their Wills</b></p> <p>Christine Robinson, <i>WWF Australia</i>; Maureen Koegel, <i>Bequest Assist</i></p>	<p><b>What creates, makes and sustains a great corporate/not-for-profit partnership?</b></p> <p>Ruth Lee, <i>Origin Energy Foundation</i> (recently retired); Holly Bond, <i>SolarBuddy</i>; Sarah Matthee, <i>Foundation for Rural &amp; Regional Renewal (FRRR)</i></p>

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 Millennial donors to give</b>  Elisha Smallcombe, <i>World Vision Australia</i> ; Richenda Vermeulen, <i>ntegrity</i>	<b>Raising the donor ambition</b>  Heather Little MFIA & Lisa Mitchell, <i>Monash University</i>	<b>The Future of Fundraising Events</b>  Panel Session including  Emily Dougan MFIA, <i>Donor Republic</i> ; Luke Edwards, <i>Elevate Fundraising</i> ; Meredith Dwyer FFIA CFRE, <i>Homemade</i>	<b>Transformational leadership</b>  Owen Valentine Pringle, <i>Leaders Quest</i>	<b>I Wish I’d Thought Of That</b>  Hosted by Jonathon Grapsas, <i>flat earth direct</i>  Christine Anderson FFIA CFRE, <i>Australian Conservation Foundation</i>  Adam Walsh, <i>Kids Under Cover</i>  Damian Topp, <i>PA Research Foundation</i>  Kirsty Kennedy, <i>Prostate Cancer Foundation Australia</i>  Tom Thurmer, <i>flat earth direct</i>	<b>Online Wills and the law: everything you need to know</b>  Adam Lubofsky & Isabelle Marcarian, <i>Safewill</i>	<b>Corporate Partnerships: Together, we’re stronger</b>  Janet Grima, <i>Bully Zero</i> ; Hailey Cavill-Jaspers, <i>BePartnerReady.com</i>
3.30 – 4.30pm	<b>Closing Plenary Session: Amna Karra-Hassan</b>						
4.30 – 5.30pm	Farewell Drinks						