



Principal partner



PROGRAM OVERVIEW_v13

All details are correct at time of printing but may be subject to change. All times are AEST

DAY ONE: Tuesday 29 August 2023



8am	REGISTRATION & ARRIVAL TEA/COFFEE
8:30 - 10:00am	JONES <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>
	SESSION 1A - Masterclass 1 (part 1) Individual Giving: Tried & tested fundraising strategy essentials ANDREW SABATINO, Director & Co-founder, <i>Donor Republic</i> KATE McMILLAN, Group Account Director, <i>Donor Republic</i>
10:00 - 10:20am	MORNING TEA
10:20 - 12:20pm	SESSION 2A - Masterclass 1 (part 2)
12:20 - 1:10pm	LUNCH
1:10 - 3:10pm	JONES <i>Chair: Clare Joyce, Content Director, F&P</i>
	SESSION 3 - Masterclass 2 (part 1) <i>Introduction: Andrew Sabatino, Co-Founder & Director, Donor Republic</i> Creating a culture of fundraising - how to get your organisation on board ALAN CLAYTON, CEO, <i>Revolutionise, UK</i> <i>Sponsored by</i> 
3:10 - 3:30pm	AFTERNOON TEA
3:30 - 5pm	SESSION 4 - Masterclass 2 (part 2)

DAY TWO: Wednesday 30 August 2023

8:15 - 9am	REGISTRATION & ARRIVAL TEA/COFFEE
9am - 10am	WATTLE/THOMAS/BROADWAY/JONES <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>
	SESSION 5 <i>Introduction: Andrew Sabatino, Co-Founder & Director, Donor Republic</i> How to accelerate a fundraising organisation (to greatness) ALAN CLAYTON, CEO, <i>Revolutionise, UK</i> <i>Sponsored by</i> 

10-10:30am	MORNING TEA <div>Sponsored by </div>	
10:30 – 11:15am	WATTLE/THOMAS <i>Chair: Clare Joyce, Content Director, F&P</i>	BROADWAY/JONES <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>
	SESSION 6A.1 Serious but spicy: How to fundraise when your cause doesn't make it easy PAIGE GIBBS, Chief Development Officer, <i>Harry Perkins Institute of Medical Research</i> // LAUREN McDermott, Impact Manager, <i>Harry Perkins Institute of Medical Research</i>	SESSION 6B.1 WWF and RFDS QLD share success of revenue diversification, acquisition and retention FIONA MCPHEE, Co-founder & Director, <i>Insights – The Benchmarking Project</i> // ERIN McCABE, Senior Manager Supporter Engagement, RFDS (QLD) // RACHAEL LANCE, Head of Individual Giving, WWF Australia
11:20 – 12:05	SESSION 6A.2 How UCQ tested 2-step acquisition for RG and achieved a \$381 CPA SAMARA GENTLE, Head of Digital Fundraising & Marketing, <i>Marlin Communications</i> // ANN HUTCHINSON, Senior Manager- Fundraising, <i>Uniting Care, QLD</i>	SESSION 6B.2 Unlocking the secrets of digital giving: Top 5 lessons for successful appeals KYLE VERMEULEN, Creative Director, <i>ntegrity</i> // OPHELIE LECHAT, Client Success Lead, <i>ntegrity</i>
12:05 – 1:05pm	LUNCH	
1:05 – 1:50pm	WATTLE/THOMAS <i>Chair: Clare Joyce, Content Director, F&P</i>	BROADWAY/JONES <i>Chair: Fiona Atkinson, Content Creator, F&P</i>
	SESSION 7A.1 You've got e-mail: A Fundraising Forum interactive workshop (part1) CHRISTINE ANDERSON, Director of Fundraising, <i>Australian Conservation Foundation</i>	SESSION 7B.1 DRTV – Busting the myths & explaining the strategy NICOLA LONG, Head of <i>DTV, Australia & NZ</i> // JO COULTER, Head of Fundraising <i>Australia & NZ, World Animal Protection</i> // LISA ALLAN, Head of Fundraising, <i>The Smith Family</i> // MARCUS LEWIS, Managing Director, <i>Sanctuary Media</i>
1:55 – 2:40pm	SESSION 7A.2 You've got e-mail: A Fundraising Forum interactive workshop (part2)	SESSION 7B.2 Mystery, intimacy and sensuality: Motivating major donors to give TONY BRETHERTON, Senior Consultant, <i>AskRIGHT</i>
2:40 – 3:10pm	AFTERNOON TEA <div>Sponsored by </div>	
3:10 – 4pm	WATTLE/THOMAS/BROADWAY/JONES <i>Chair: Fiona Atkinson, Content Creator, F&P</i>	
	SESSION 8.1 There's no going back. How the Smith Family is changing their approach to fundraising & marketing to inform a more constructive conversation about poverty and to support their social impact LOUISE WOODS, Marketing Group Manager, <i>The Smith Family</i>	
4:05 – 4:55pm	SESSION 8.2 Who owns the fundraising story? JUNE STEWARD, Director, <i>June's Fundraising Letter</i>	
4:55 – 5:55pm	NETWORKING DRINKS <div>Sponsored by </div>	

DAY THREE: Thursday 31 August 2023

8:15 – 9am	REGISTRATION & ARRIVAL TEA/COFFEE	
9am – 9:55am	WATTLE/THOMAS/BROADWAY/JONES <i>Chair: Clare Joyce, Content Director, F&P</i>	
	SESSION 9 Fundraising to drive societal change. How Amnesty International Australia moved from a traditional fundraising model to co-designing campaigns with people with lived experience ALEYSHA SHAFIQUE, Individual Giving Lead – Acquisition & Loyalty, <i>Amnesty International Australia</i> FRANCES LEE, Acquisition Specialist, <i>Amnesty International, Australia</i>	
9:55 – 10:25am	MORNING TEA	
10.25 – 11.10am	WATTLE/THOMAS <i>Chair: Fiona Atkinson, Content Creator, F&P</i>	BROADWAY/JONES <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>
	SESSION 10A.1 Deconstructing direct mail: A Fundraising Forum interactive session (PART 1) NUZ HAMEED, Fundraising Manager, <i>Taronga Conservation Society</i>	SESSION 10B.1 Increasing the value of your regular givers – more than just an upgrade call TORI MANICOM, Regular Giving Manager, <i>Plan International</i> <i>Session sponsored by</i> 
11.15 – 12.00	SESSION 10A.2 Deconstructing direct mail: A Fundraising Forum interactive session (PART 2)	SESSION 10B.2 Face-to-face fundraising: pre-COVID, post-COVID and everything in between JULIA CAMERON, Individual Giving Manager, <i>Peter MacCallum Foundation</i> // MICHELE WILKINSON, Consultant & General Manager, <i>The FIN Agency</i>
12:00 – 1:00pm	LUNCH	
1:00 – 1:45pm	WATTLE/THOMAS <i>Chair: Fiona Atkinson, Content Creator, F&P</i>	BROADWAY/JONES <i>Chair: Clare Joyce, Content Director, F&P</i>
	SESSION 11A.1 The 10 creative characteristics of a \$1 million appeal ANDREW SABATINO, Director & Co- founder, <i>Donor Republic</i> // KATE McMILLAN, Group Account Director, <i>Donor Republic</i>	SESSION 11B.1 Weathering the storm. Can we build relationships during these turbulent times? VICKI RASMUSSEN, CEO, <i>Charlies Foundation for Research</i> <i>Session sponsored by</i> 
1:50 – 14:35	SESSION 11A.2 Behavioural science drives innovation in donor survey lead generation MARTIN PAUL, Director, <i>More Strategic</i>	SESSION 11B.2 How to make AI work for your fundraising: A UNICEF case study TAYLOR SCHULZ, Marketing Specialist – Retention, <i>UNICEF Australia</i>
2:35 – 3:05pm	AFTERNOON TEA	

3.05 – 3:55pm	WATTLE/THOMAS/BROADWAY/JONES <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>
	SESSION 12 How to build a high-performing fundraising team ALAN CLAYTON, CEO, <i>Revolutionise, UK</i>
3:55 – 4pm	Closing remarks

PRINCIPAL PARTNER



MAJOR PARTNERS

Australian
Ethical



EXHIBITORS

