



FUNDRAISING FORUM - 2025

Australia's Specialty IG Conference

MELBOURNE
26-28
AUGUST

Principal partner



PROGRAM SCHEDULE



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

DAY ONE: Tuesday 26 August 2025

8am	REGISTRATION & ARRIVAL TEA/COFFEE	
8:30 - 10:00am	STRADBROKE ROOM	DELACOMBE ROOM
	MASTERCLASS 1 (part 1) The strategies that drive effective donor retention - a road map for fundraisers ANDREW SABATINO, Director & Co-Founder, <i>Donor Republic</i> // JOSIE PEACH, Account Director, <i>Donor Republic</i> // BRENT FREWEN, Group Account Director- Individual Giving	MASTERCLASS 2(part 1) Supercharge your fundraising with AI. Tools, templates & policy tips to work smarter and build stronger donor relationships CATHERINE BROOKS, Founder & CEO, <i>Equitable Philanthropy</i>
10:00 - 10:20am	MORNING TEA	
10:20am - 12:20pm	MASTERCLASS 1 (part 2)	MASTERCLASS 2(part 2)
12:20 - 1:10pm	LUNCH	
1:10 - 3:10pm	WATTLE	DELACOMBE ROOM
	MASTERCLASS 3 (part 1) Digital integration for Individual Giving fundraisers MARCUS BLEASE, Director & Co-Founder, <i>Donor Republic</i> // CARRIE FLETCHER, Group Account Director, <i>Donor Republic</i>	MASTERCLASS 4 (part 1) How to create compelling donor journeys NICK DUBÉ, Founder, Head of Digital, <i>Heartburst</i> // ROB VAN DER END, CEO, <i>Heartburst</i>
3:10 - 3:30pm	AFTERNOON TEA	
3:30 - 5pm	MASTERCLASS 3 (part 2)	MASTERCLASS 4(part 2)

DAY TWO: Wednesday 27 August 2025

8:15 – 9am	REGISTRATION & ARRIVAL TEA/COFFEE	
9am – 10am	BALLROOMS 1 & 2	
	<p>Session 3</p> <p>Investing for impact: where fundraisers should spend their energy now FI MCPHEE, Co-Founder & Head of Insights, <i>The Benchmarking Project</i> and Co-Founder & Managing Director, <i>Revolutionise</i></p> <p>Session sponsor </p>	
10-10:30am	MORNING TEA	
10:30 – 11:20 am	BALLROOMS 1 & 2	BALLROOM 3
	<p>SESSION 4A</p> <p>Putting supporters at the heart of fundraising: lessons from the Leukaemia Foundation ALEXANDRA RYAN, Head of Campaigns and Products, <i>Leukaemia Foundation</i> // BREE JOHNSON, Insights and Product Development Manager, <i>Leukaemia Foundation</i></p>	<p>SESSION 4B</p> <p>How Orange Sky implemented a new mid-value program SONYA TUFNELL, Senior Fundraising Manager, <i>Orange Sky</i> // BETH COOKSON, Fundraising Coordinator, <i>Orange Sky</i></p>
11:25 – 12:15	<p>SESSION 5A</p> <p>Implementing a new CRM – from a fundraiser's point of view TOM DUGGAN, Head of Fundraising, <i>Médecins Sans Frontières Australia</i> and <i>Médecins Sans Frontières New Zealand</i> // MOIRA CLARKSON, Associate Director of Giving, <i>Plan International Australia</i> // LYRIAN FLEMING-PARSLEY, Head of Division, Fundraising and Communications, <i>Cancer Council Victoria</i> // NICOLA NORRIS, Director of Fundraising and Marketing, <i>Australia for UNHCR</i></p>	<p>SESSION 5B</p> <p>How one video can sell your mission, unite your team and boost your fundraising (and how to ensure it actually gets watched) WILL CORDUKES, Director, <i>Laundry Lane</i></p>
12:15 – 1:15pm	LUNCH	
1:15 – 2:05pm	BALLROOMS 1 & 2	BALLROOM 3
	<p>SESSION 6A</p> <p>Breaking down fundraising silos to build lifetime value and the best donor experience – a Stroke Foundation case study ROSLYN HOLLOWAY, National Manager Philanthropy, <i>Stroke Foundation</i> // FRANKIE SCHEPISI, National Manager Gifts in Wills, <i>Stroke Foundation</i></p>	<p>SESSION 6B</p> <p>From fine print to frontline – How Vision Australia makes fundraising data governance a reality FAN YANG, Fundraising Operations & Analytics Manager, <i>Vision Australia</i></p>
2:10 – 3:00pm	<p>SESSION 7A</p> <p>How MSF is using benchmarking data to drive fundraising success TOM DUGGAN, Head of Fundraising, <i>Médecins Sans Frontières Australia</i> and <i>Médecins Sans Frontières New Zealand</i> // PETER COLEMAN, Director, <i>The Benchmarking Project</i></p>	<p>SESSION 7B</p> <p>Fundraising for the ages – data insights on generational giving habits and preferences to drive your success ASHER OZDEMIR-SIMPSON, Enterprise Account Director, <i>Blackbaud Pacific</i> // NICOLE SHORE, Grants, Bequests and Fundraising Manager, <i>RSL LifeCare</i></p>

3:00 – 3:30pm	AFTERNOON TEA
3:30 – 4:20pm	BALLROOMS 1 & 2
	SESSION 8 They say culture eats strategy for breakfast... but what really feeds fundraising success? An RFDS Queensland case study. KATHERINE ASH Head of Fundraising & Philanthropy, <i>Royal Flying Doctor Service (Queensland Section)</i> // RUTH WICKS, Senior Consultant, More Strategic
4:20 – 5:15pm	SESSION 9 Movers & Shakers 2025 – the big reveal! <i>Sponsored by</i>  
5:15 – 6:15pm	NETWORKING DRINKS

DAY THREE: Thursday 28 August 2025		
8:15 – 9am	REGISTRATION & ARRIVAL TEA/COFFEE	
9:00 – 10:00am	BALLROOMS 1 & 2	
	SESSION 10 The secrets to direct mail success: a case study from Alannah & Madeline Foundation ZOE ROBBINS, Head of Fundraising & Supporter Engagement, <i>Alannah & Madeline Foundation</i> NICK LAMB, Account Director, <i>Donor Republic</i>	
10:05 – 10:55am	BALLROOMS 1 & 2	BALLROOM 3
	SESSION 11A Finding, developing, using and making the most of compelling case studies and the right voices DOMINIQUE ANTARAKIS, Founder & CEO, Change & Co // LUCY QUINN, Fundraising Programs Manager, <i>LifeFlight Australia</i>	SESSION 11B Big lessons in Gifts in Wills (for charities big AND small) from Cancer Council NSW's big bequest program BROOKE MANZIONE, Gifts in Wills Lead, <i>Cancer Council NSW</i>
10:55 – 11:25am	MORNING TEA	
11:25 – 12:15pm	BALLROOMS 1 & 2	BALLROOM 3
	SESSION 12A Donor acquisition and income diversification through e-commerce – a road less travelled and why it works for WWF-Australia THOMAS CLARK, Head of Lifecycle, Performance & Insights, <i>WWF Australia</i>	SESSION 12B What I learned in higher education fundraising that I've taken with me into the charity sector HEATHER LITTLE, Chief Philanthropy Officer, <i>Australian Wildlife Conservancy</i> // COLIN ALLEN, Chief Philanthropy Officer, <i>Sydney Children's Hospitals Foundation</i>
12:20 – 1:10pm	SESSION 13A	SESSION 13B
	No donor left behind. How Sydney Children's Hospitals Foundation solved its retention problem TIMOTHY TALTY, Head of Patient and Donor Engagement, <i>Sydney Children's Hospitals Foundation</i>	Designing for donors who want more: The power of campaigns that combine brand, advocacy and fundraising OPHELIE LECHAT, Partner, Client Success and Squad Lead, <i>ntegrity</i>

1:10 – 2:10pm	LUNCH	
2:10 – 3:00pm	BALLROOMS 1 & 2	BALLROOM 3
	SESSION 14A Rethinking the fundraising story: moving beyond the 'Hero Donor' JUNE STEWARD, Founder, <i>Creagivity</i>	SESSION 14B How to achieve lead gen success through a portfolio approach ANDREW MARTIN, Co-founder & Chief Strategist, <i>The Fundraising Agency</i>
3:05 – 3:55pm	BALLROOMS 1 & 2	
	SESSION 15 Diversifying donor acquisition: How Australia for UNHCR is rethinking regular giving NICOLA NORRIS, Director of Fundraising and Marketing, Australia for UNHCR	
3:55 – 4pm	Closing remarks	

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