F&P
FUNDRAISING & PHILANTHROPY

Big4 FUNDRAISING 2017

Major gifts // Corporate partnerships
Trusts & foundations // Bequests

Novotel Melbourne on Collins
1 & 2 November 2017

fpmagazine.com.au/big4-2017

PROGRAM

Accelerate your fundraising growth for the future

WELCOME

ON BEHALF OF THE TEAM AT *F&P* - WELCOME TO BIG4 2017! We hope that you will find these two days informative and gain lots of insights, tips & tricks to take back to your workplace to help you raise more money.

You will notice that for much of the program, there are two concurrent streams that you can choose between. Take some time to study this program and decide which sessions best suit your needs, and move between the two adjacent rooms as you see fit.

Feedback forms are distributed at the beginning of both days. We would be grateful if you could pick one up and complete it as you go through the day. Your comments are taken on board and considered when we are planning the next program.

If there is anything that any of the *F&P* team can do to make you time more enjoyable, please ask and we will do our very best to oblige.

– *The F&P Team*

PLEASE NOTE

- A link to the PowerPoint presentations presented at this conference will be forwarded to all registered delegates after the conference
- **To connect to WiFi**
  Connect to Novotel Conference Wireless
  When prompted use code: 'CONF17'

Day 1 Wednesday 1 November

Major gifts // Trusts & foundations

8am	REGISTRATION AND ARRIVAL TEA/COFFEE	
	AUSTRALIA ROOM 2/3/4 CHAIR Jeremy Bradshaw, *Publisher F&P*	
8.45am – 9.40am	**SESSION 1A.1 // Cornerstones of a major gifts program** Frankie Airey *Founder & Director, Philanthropy Squared* A major gifts program is a strategic exercise in engaging and exciting your highest capacity donors to support your organisation with large and often transformational donations. Frankie Airey will explain the different steps, stages and timing of a major gifts program, as well as the structures and resources you'll need. She will also discuss the critical nature of leadership in this type of fundraising program – who should lead, what their roles should be, and how to get the best out of them. Lastly, one of the most important ingredients of a major gifts program is a strong and persuasive case for support. Frankie will explain the case, its key content and how to use it. This session will provide you with an overview of the critical elements you need to have in place to ensure the success of your major gifts program.	
	AUSTRALIA ROOM 2/3/4 CHAIR Jeremy Bradshaw, *Publisher F&P*	**AUSTRALIA ROOM 1** CHAIR Lise Taylor, *Editor F&P*
9.45am – 10.35am	**SESSION 1A.2** **How to find and research your major donors** Molly Masiello *Research Manager, Fundraising Research & Consulting* In this presentation, you will learn how to analyse and investigate your existing donor base to unearth major donor prospects, as well as learn about opportunities to find potential major donors outside your current supporters. Once you have identified a pool of prospects, you need to know everything you can about them to ensure your approach is appropriate, engaging and hits all the right buttons for the donor. Building a prospect profile is critical, and you will learn about the different research options, techniques, tactics and tools to help you with this.	**Session 1B.2 // Creating cut-through applications** Jo Garner *CFRE, Founder & Director, Strategic Grants* With the grant making landscape becoming increasingly competitive, nonprofits need to go that extra mile to ensure that their funding applications have the best chance of success. So, what makes a truly standout submission? This session will provide you with a host of vital tips, tactics and pointers to empower you to create cut-through applications. From a checklist of 'must haves' before you put pen to paper, to explaining what funders are looking for, Jo Garner will discuss in detail the craft of writing effective grant submissions. To make the session especially practical, Jo will work through a dummy application, illustrating the difference between good and great responses. From essential grammar tips to how to best organise your information in a way that leaves no question unanswered, Jo will share the tricks of the trade that have helped hundreds of organisations collectively win millions in grant funding. If grant seeking falls into your job description, this session is a must-attend.

10.35am – 11.05am MORNING TEA — Sponsored by GLOBAL PHILANTHROPIC

	AUSTRALIA ROOM 2/3/4 CHAIR Jeremy Bradshaw, *Publisher F&P*	AUSTRALIA ROOM 1 CHAIR Lise Taylor, *Editor F&P*

11.05am – 11.50am

AUSTRALIA ROOM 2/3/4

SESSION 2A.1 // Insights into the Australian major giving landscape

John McLeod *Independent Philanthropy Consultant*

In the last few years major giving has changed quite rapidly in Australia. In this session John McLeod will provide an overview of the trends, facts and figures of major giving in Australia and the forces driving change in major philanthropy.

Part of the presentation will include commentary and analysis on private ancillary funds (PAFs) including how the wealthy are using them to support their philanthropic endeavours. First-hand insights into how the wealthy make decisions on which causes to support and their approach to giving will be shared.

AUSTRALIA ROOM 1

Session 2B.1 // Good governance critical in the eyes of funders

FACILITATOR Catriona Fay
National Manager – Philanthropy & Nonprofit Services, Perpetual

PANELLISTS
Phil Butler *Not for Profit Sector Leader, Australian Institute of Company Directors* // **Maree Sidey** *CEO, Australian Communities Foundation*
Wendy Brooks *Managing Director, Wendy Brooks & Partners*

Evidence of sound governance is one of the top three things funders consider before investing in a nonprofit, according to the *Giving Australia 2016: Philanthropy and Philanthropists* report. So, what exactly is meant by the term 'sound governance'? What methods are best used to measure and demonstrate it when applying for funds? What are some of the emerging issues involving governance that grant seekers need to be aware of?

Catriona Fay will lead this session with a panel of trust and foundation executives. This session is important for anyone involved in the grant seeking process and will help you to establish your organisation's governance record and assets, as well as provide greater depth and clarity around this increasingly important topic.

AUSTRALIA ROOM 2/3/4
CHAIR Jeremy Bradshaw, *Publisher F&P*

11.55am – 12.45pm

SESSION 2A.2 // In conversation with philanthropists

Jill Reichstein *OAM, Chair, Reichstein Foundation*
Paul Wheelton *AM, KSJ, Chairman, Wheelton Group*

In this 'Parkinson style' interview with two leading philanthropists, you'll learn first-hand about their journey into philanthropy, how they started, their approach to giving and more. The interview will touch on subjects such as: why they give; how they decide what causes to support; what they do and don't enjoy about their interactions with the organisations to which they donate and how nonprofit organisations can engage better with major donors.

The two philanthropists featured in this interview are Paul Wheelton, AM KSJ, and Jill Reichstein OAM. They came to philanthropy from different paths, but they share a desire to grow giving and the conversation around it. This candid 'fireside chat' is a rare insight into how major donors think about and approach their giving and will help shape your thinking about how to engage better with your own major donors.

12.45pm – 1.45pm LUNCH

	AUSTRALIA ROOM 2/3/4 CHAIR Jeremy Bradshaw, *Publisher F&P*	AUSTRALIA ROOM 1 CHAIR Lise Taylor, *Editor F&P*

1.45pm – 2.45pm

AUSTRALIA ROOM 2/3/4

SESSION 3A.1 // The art of asking

Nick Jaffer *President & CEO (Asia Pacific), Global Philanthropic*

Ultimately major gift fundraising means asking someone for money face-to-face. Not an easy task, and not a natural thing in many ways. But if you are going to be successful in major gift fundraising, you need to be successful in major gift solicitation.

Struggling to find the best approach strategy to ask for money? Not sure how to get to the point of asking? Looking to find the correct words? Attend this practical session and learn the strategic overview of major donor solicitation; review the elements that influence a decision; examine the psychology of a successful ask and the secrets to success; and have fun participating in solicitation role play.

AUSTRALIA ROOM 1

Session 3B.1 // How to think like a funder

FACILITATOR **Jo Garner** *CFRE, Founder & Director, Strategic Grants*

PANELLISTS
Lea-Anne Bradley *Grants Manager, Helen MacPherson Smith Trust*
Venetia Taylor *Program Manager, RE Ross Trust*
Louise Arkles *Program Manager, The Ian Potter Foundation*

If grant-seeking forms part of your role, you have no doubt caught yourself wishing you could see inside the mind of a funder. What exactly are trusts and foundations looking for? How do I build the relationship? How can I help funders see the merit in supporting my cause, and my particular program or project? These and other questions will be explored with a panel of executives from some of Australia's leading trusts and foundations.

Join this session for a look into the thought processes that determine which grant applications make it to their target destination - the approved list - and how to ensure they remain there over the longer term.

Day 1 Wednesday 1 November

Major gifts // Trusts & foundations

2.50pm – 3.35pm

SESSION 3A.2 // The University of Melbourne transforms major gifts to raise $500M for the 'Believe' campaign

Alex Furman *Director of Development, The University of Melbourne*

When *The University of Melbourne* set a fundraising goal of $500 million for its 'Believe' campaign, the goal seemed very ambitious. However, a revamped approach to major gifts fundraising has not only seen the goal achieved, but adjusted to a higher target.

In this case study, Alex Furman will explain how *The University of Melbourne* transformed its approach to major gifts. He will discuss some of the key success factors such as the importance of communicating the mission, the critical involvement of leaders, and building infrastructure and skills.

However, there have been some hurdles along the way, and Alex will discuss some of the key learnings from these. He will also share case studies of how specific major gifts were secured and outline key findings from new research about the motivations of the university's major donors.

Session 3B.2 // New gen donors are changing the philanthropic conversation

Sarah Davies *CEO, Philanthropy Australia*

As the new breed of young philanthropists increases in number and voice, so does their impact on the future of giving and its direct effect on social change.

But philanthropy brings more than money to the table, and many of these young entrepreneurial philanthropists want to use their voices and influence to advocate for change. So, what kind of conversations should nonprofit organisations be having with these new and emerging donors? How do nonprofit organisations ensure that the giving from these generous individuals meets the true needs of organisations?

Join Sarah Davies as she helps to define the future conversation – and be empowered by the simple actions and key messages of change that our collective sector can embrace. This is a conversation in which we should all take part.

3.35pm – 4.05pm AFTERNOON TEA

AUSTRALIA ROOM 2/3/4
CHAIR Jeremy Bradshaw, *Publisher F&P*

AUSTRALIA ROOM 1
CHAIR Lise Taylor, *Editor F&P*

4.05pm – 4.50pm

SESSION 4A // Successful long-term stewardship of your major donors

Roewen Wishart *Director, Exponential Strategy*

You have just secured your first major gift from a new donor, and you, your organisation, and the donor are all basking in the afterglow of this generous act. But what next?

With their first big gift, a new donor is often 'testing the waters' to see what the experience is like of supporting a particular organisation. If the organisation treats their donors well and engages with them in appropriate ways, then major donors often give again and again.

But successful long-term engagement of major donors is often not done well, discouraging further major gifts. In this presentation, you will learn how to:

- steward and engage a major donor over several years
- create an individual stewardship plan for a major donor and understand its components
- observe the personal motivations of major donors, and select stewardship to match
- plan a suitable variety of different nurturing activities that can be done with major donors
- progress the donor along the pipeline to the next ask

SESSION 4B // Walter and Eliza Hall Institute on track with $50M major gifts program

Susanne Williamson *Head of Fundraising, Walter & Eliza Hall Institute*

When the *Walter + Eliza Hall Institute (WEHI)* decided to leverage its upcoming anniversary as a major gifts fundraising opportunity, challenges such as a short lead time and an inexperienced team had to be overcome.

Despite these and other challenges, *WEHI* has gone on to build a very successful major gifts program that has so far raised $25 million and is on track to meet its goal of $50 million by 2019.

In this case study, Susanne Williamson will discuss important aspects of the campaign such as: the importance of a strong case for support; how the campaign served to focus and unify the staff and leadership team; how donors are recognised and stewarded; the importance of being flexible in meeting donors' needs; examples of marketing materials used to engage supporters and anecdotes of how some of the gifts were secured.

4.50pm – 4.55pm CLOSING COMMENTS | CLOSING COMMENTS

Day 2 Thursday 2 November

Stream A // Bequests (Australia Room 1 & 2)

Stream B // Corporate partnerships (Australia Room 3 & 4)

8.15am — REGISTRATION AND ARRIVAL TEA/COFFEE

BEQUESTS // AUSTRALIA ROOM 1 & 2
CHAIR Jeremy Bradshaw, *Publisher F&P*

CORPORATE PARTNERSHIPS // AUSTRALIA ROOM 3 & 4
CHAIR Lise Taylor, *Editor F&P*

9am – 9.50am

SESSION 5A.1 // Domestic and international bequest research: key insights and what they mean for practice

A/Prof. Wendy Scaife *Director, Australian Centre for Philanthropy and Nonprofit Studies*

What are the attitudes and perceptions of everyday Australians about leaving a bequest? How are charities performing in their marketing of bequests? How likely are people to leave a bequest to their favourite causes and how many are actually writing charity and nonprofit organisations into their wills?

These and numerous other issues will be discussed by one of Australia's chief researchers in the philanthropic field, Associate Professor Wendy Scaife. Wendy has been leading the landmark Giving Australia research project over the last two years, of which bequests have been one area of focus. She will discuss both qualitative and quantitative findings in her presentation, as well as drawing on research from the USA, Britain, and Europe to give some international bequest insights.

While this presentation promises to distil a host of key learnings about bequests, it will also contain practical insights that may help you encourage more supporters to leave gifts in their wills.

SESSION 5B.1 // The future of corporate partnerships

Simon J Robinson *Director, LBG Australia & New Zealand – Corporate Citizenship*

How are companies evolving their approach to supporting the charity and nonprofit sector? What are companies looking for in their future charity and nonprofit partners?

Simon Robinson will review some of the latest research, trends and factors driving change in corporate partnerships. He will also discuss the implications and challenges for charity and nonprofit organisations and what they need to do to position themselves to successfully partner with corporates in the future. Case studies will be shared to show examples of how corporates and nonprofit organisations are progressing the partnership model.

If you are looking for ideas and insights into how to improve your corporate partnership program and better engage with companies into the future, this presentation is for you.

9.55am – 10.45am

SESSION 5A.2 // How to set up a bequest program from scratch

Chris Downes *CEO, DVA Navion*

This session will help you understand all the key steps, stages and considerations of how to set up a comprehensive bequest program from scratch. Key learnings and take-aways include:

- the building blocks of a comprehensive bequest program
- the resources required to build and maintain a bequest program
- an overview of different bequest acquisition and stewardship strategies
- timing of the different steps and stages of setting up a bequest program
- an understanding of the typical challenges and issues you may face during set up
- an overview and samples of the key marketing materials used in a bequest program

If you are thinking about setting up a bequest program from scratch, or if you have a fledgling or small bequest program that you want to grow, this presentation will help you understand all the important elements, activities and timing to get your bequest program launched.

SESSION 5B.2 // Getting a seat at the table

Sam Trattles *Founder/Director, Other Side of the Table*

How do I get a seat at the table with the big brands? I can't even get a call back, let alone a meeting time! How do I change this?

If you ponder these questions, this session is designed to help you improve your sponsorship discussion success rate. Securing a meeting with a corporate brand to discuss an opportunity can be time consuming, disheartening and exhausting. But it doesn't have to be like that.

Sam Trattles will help you understand life on the 'buy-side' of the conversation with examples and practical tips. She will also give you a framework to create a more efficient process for securing more conversations with potential partners that really fit with your brand. Mixing theory with discussion and practical examples, this session will help you to:

- view your prospect list through a different lens to increase your success rate
- consider different approaches to get in front of potential corporate partners
- articulate the value of your brand to corporates
- speak the language to which corporates respond

You will leave this session armed with knowledge to have more productive discussions with the corporates with whom you secure a meeting.

10.45pm – 11.15pm — MORNING TEA

Day 2 Thursday 2 November

Stream A // Bequests (Australia Room 1 & 2)

Stream B // Corporate partnerships (Australia Room 3 & 4)

	BEQUESTS // AUSTRALIA ROOM 1 & 2 CHAIR Jeremy Bradshaw, *Publisher F&P*	CORPORATE PARTNERSHIPS // AUSTRALIA ROOM 3 & 4 CHAIR Lise Taylor, *Editor F&P*
11.15am – 12.05pm	**SESSION 6A.1** **What's next for bequest practice?** **Fiona McPhee** *Head of Insight & Strategy, Pareto Fundraising* This session will take a peek at new and emerging developments in how charity and nonprofit organisations are approaching their bequest marketing. Using examples from the US, UK and Australia, you will learn about new methods being trialled and the increasing use of technology to support bequest prospecting, engagement and data management. If you are looking for ideas and inspiration on how you can evolve your bequest program, this presentation promises to provide an insight into what's next for bequests.	**SESSION 6B.1 // Redkite – lessons from a charity leader in corporate partnerships** **Monique Keighery** *General Manager Marketing & Fundraising, Redkite* *Redkite* is a sector leader in building high impact and enduring corporate partnerships - more than 50% of the organisation's revenue comes from corporate partnerships. Its partners include fashion retailers, supermarkets and Australia's fastest growing electronics and hardware retailer. Over the last 10 years, Monique Keighery has been integral to the development of deeply connected and tailored partnerships for *Redkite*, spanning cause-related marketing campaigns, brand alignment, team fundraising initiatives and consumer engagement. Monique will share case study insights on successful corporate partnerships as well as practical tips, insights and lessons learned to help you maximise outcomes for both your organisation and your corporate partners.
	BEQUESTS // AUSTRALIA ROOM 1 & 2 CHAIR Jeremy Bradshaw, *Publisher F&P*	CORPORATE PARTNERSHIPS // AUSTRALIA ROOM 3 & 4 CHAIR Lise Taylor, *Editor F&P*
12.10pm – 12.55pm	**SESSION 6A.2 // Cerebral Palsy Alliance achieves record bequest results with integrated digital strategy** **Maisa Paiva** *Gifts in Wills and Special Projects Manager, Cerebral Palsy Alliance* // **Lisa Miller** *Head of Direct Marketing & Donor Services, Cerebral Palsy Alliance* In this session, you will learn how *Cerebral Palsy Alliance* increased its warm bequest leads by 790% (considers and planners) by developing an integrated bequest strategy that was assisted by transferring digital knowledge and expertise from other areas of the organisation. Maisa Paiva and Lisa Miller will provide insights into their fully integrated approach on data targeting; multi-channel communications mapping; digital integration; innovative donor care; budgeting and reporting, which achieved a return-on-investment (ROI) four times greater in the number of confirmed bequestors acquired per year, in comparison to three of the four previous years. If you are working on your bequest strategy and need to develop a business case for why your organisation needs to invest in digital marketing to drive bequest success, then this is the session for you.	**SESSION 6B.2 // How to evolve and re-invent your partnership to stay relevant** **Tracy Adams** *CEO, yourtown/Kids Helpline* **Helen Masiano** *Associate Director Community Sustainability, Optus* When it comes to longevity, the *Kids Helpline (KHL)* and *Optus* relationship stands out in the crowd. What is it that makes this relationship last the distance? For 17 years the two have worked together to help connect people – from launching online counselling in the early 2000's, through to streaming KHL counsellors to more than 20,000 students and teachers in classrooms across Australia in 2017. Join Tracy Adams and Helen Maisano as they share this corporate/charity success story on how their partnership has evolved and reinvented itself to remain relevant and valuable for both parties. How much hard work is involved? How do they measure impact? What tips do they recommend for achieving true shared value alignment in changing times?
12.55pm – 1.55pm	LUNCH	

BEQUESTS // AUSTRALIA ROOM 1 & 2
CHAIR Jeremy Bradshaw, *Publisher F&P*

CORPORATE PARTNERSHIPS // AUSTRALIA ROOM 3 & 4
CHAIR Lise Taylor, *Editor F&P*

1.55pm – 2.45pm

SESSION 7A.1 // Peter Mac achieves record bequest results despite resource challenges

Carl Young *Fundraising Director Peter MacCallum Cancer Foundation* // Bethan Hazell *Bequests & Estates Manager, Peter MacCallum Cancer Foundation*

Over recent years, the *Peter MacCallum Cancer Foundation* has focused on building a comprehensive bequest program and in the 2016 financial year it received a record $23 million in bequest income. During FY15/16, the bequest program experienced resourcing challenges through staff transition, however the organisation still managed to achieve record results for the number of confirmed bequestors for the year and went on to further eclipse these results in FY16/17.

This presentation will provide an overview of *Peter Mac's* bequest program including:

- what is working for quality bequest lead generation
- how to identify and prioritise prospects
- lead generation through to conversion process
- how to empower bequest staff
- how to forecast bequest income

This presentation will provide plenty of practical ideas, tips and tactics you can use in your own bequest program. Come and learn from one of the organisations leading the way with bequests in Australia. *Peter Mac* was a finalist in the *FIA 2017 Awards for Excellence* in the bequest category and the winner of the Donor Renewal category (charities over $5 million).

SESSION 7B.1 // Toyota and Road Safety Education Limited – the journey of a long-term partnership

Katarina Persic *Corporate Citizenship Manager, Toyota Australia* // Terry Birss *CEO/Managing Director, Road Safety Education Limited (RSE)*

This year is the 10th anniversary of the corporate partnership between *Toyota* and *Road Safety Education Limited (RSE)*, a nonprofit organisation committed to reducing trauma on our roads by educating young people in senior high school through its flagship RYDA program.

RSE relies heavily on donations and corporate support to fund its programs. Senior executives from both *RSE* and *Toyota* will share the journey of how this corporate partnership originated; how it has grown over time; the challenges and hurdles; the benefits each organisation receives and much more.

It is not often that a corporate partnership is sustained for a decade. This presentation will provide a window into the key factors required to maintain a successful corporate partnership over the long-term.

BEQUESTS // AUSTRALIA ROOM 1 & 2
CHAIR Jeremy Bradshaw, *Publisher F&P*

CORPORATE PARTNERSHIPS // AUSTRALIA ROOM 3 & 4
CHAIR Lise Taylor, *Editor F&P*

2.50pm – 3.35pm

SESSION 7A.2 // Update on legislation impacting bequests to charities

Michael Labiris *Senior Lawyer, Moore's Legal*

In recent years, there has been increased awareness that courts in Australia remain vigorous in upholding proper family provision verses bequests left to charities – but is this the only legal consideration you need to be aware of when dealing with gifts in wills?

Michael Labiris will share the latest legislative updates that are impacting charities. He will provide you with up to date information on the most recent developments in family provision law, as well as important changes to legislation regarding executor's commission.

If bequests are a significant revenue stream for your organisation, Michael's experience working with family provision claims, will/probate challenges, trust and equity proceedings, executor removal, and other relevant issues can provide great learnings for charities and practical considerations that can inform your bequest strategy.

SESSION 7B.2 // Myer develops new approach to corporate partnerships

Kate Driessen *Community Relations Advisor, Myer*

When Kate Driessen joined *Myer* three years ago, a key part of her brief was to put in place a revamped corporate community investment strategy.

Kate will discuss some key elements and objectives of the new program such as greater engagement with customers and staff. She will also discuss some of the partnerships that *Myer* has embarked on with various charities such as the *Salvation Army* and *White Ribbon Australia*.

One of the recently created flagship partnerships is the innovative 'Give Registry' project with the *Salvation Army* which helps women suffering from domestic violence. Kate will explain the origins of the partnership, how it is being implemented and measured, and the results and benefits for both *Myer* and the *Salvos*. She will also discuss some of the challenges and learnings that have come out of the project.

This presentation will provide an insight into how a leading retail company is looking to leverage partnerships with charity and nonprofit organisations to create better relationships with customers and staff while at the same time providing tangible benefits for charity partners.

3.35pm – 4.05pm

AFTERNOON TEA

Day 2 Thursday 2 November

Stream A // Bequests (Australia Room 1 & 2)

Stream B // Corporate partnerships (Australia Room 3 & 4)

	BEQUESTS // AUSTRALIA ROOM 1 & 2 CHAIR Jeremy Bradshaw, *Publisher F&P*	CORPORATE PARTNERSHIPS // AUSTRALIA ROOM 3 & 4 CHAIR Lise Taylor, *Editor F&P*
4.05pm – 4.50pm	**SESSION 8A** **Greenpeace innovates with life writing** Ian Lawton *Planned Giving Manager, Greenpeace Australia Pacific* A recently confirmed bequestor to *Greenpeace* wrote a note saying, "it was meant to be". Including a charity in your will can include a sense of destiny because it taps into story and legacy. There are many ways to engage with donors and potential bequestors, but *Greenpeace* has been trialling a new method called "life writing". This method builds connection with supporters by helping them relate their lives to *Greenpeace* in the form of stories. While the bequest program has been small and passive for a long time, the new life writing approach plus other tactics to proactively identify and nurture potential bequestors is witnessing a resurgence in the program. In this presentation, you will learn how to create a bequest program that is story-focused and supporter-centric; how to start seeing your database as a storyboard rather than just names and numbers; and how to create story-based supporter journeys to keep prospects and confirmed bequestors engaged for the long-term.	**SESSION 8B // Scenic World adopts new approach to community support** Julia Keady-Blanch *Director, The XfactorCollective* Of the $17.5 billion of business philanthropy in Australia in 2015/16, more than half came from small to medium-sized enterprises (SME's). Given that SME's constitute more than 90% of Australian businesses, are they perhaps one of the most over-looked sources of 'corporate philanthropy'? In this session, Julia Keady-Blanch will bring to life the story of how *Scenic World*, a third-generation family business based in the Blue Mountains in NSW, has revamped its CSR program ("Scenic World Shared") to be far more strategic and in touch with the local community. *Scenic World* gives away 3% of its profits each year, and has moved away from traditional notions of CSR and adopted a 'shared value' approach to supporting the community. This case study will help you better understand the differences between corporates and medium-sized enterprises, and help you engage more effectively with the SME sector.
4.50pm – 4.55pm	CLOSING COMMENTS	CLOSING COMMENTS

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