


Doltone House, Darling Island Wharf, Sydney




## PROGRAM OVERVIEW

Conference Partner

**paretofundraising**

EXPERTISE | INTEGRITY | PASSION

DAY ONE: Tuesday 28 <sup>th</sup> August		
7:30am	Registration & arrival tea/coffee	
8am - 10am	<b>PARKVIEW ROOM</b> <b>SESSION 1 - Masterclass 1</b> Boards are from Mars; fundraisers are from Venus GAVIN COOPEY, <i>Director, More Strategic</i> BEN HOLGATE, <i>General Manager - Strategic Fundraising, MS Ltd</i> STEF KESSLER, <i>General Manager - Supporter Engagement, Indigenous Community Volunteers</i>	
10am - 10:30am	Morning tea	
10:30am - 12noon	SESSION 2 - Masterclass 1 (cont.)	
12noon - 1pm	Lunch	
1pm - 3pm	<b>SESSION 3 - Masterclass 2</b> How to create a new, proven cross-platform, relationship-building strategy BILL TOLIVER, <i>Founder &amp; Director, The Matala Line, USA</i> Sponsored by <b>paretofundraising</b> <small>EXPERTISE   INTEGRITY   PASSION</small>	
3pm - 3:30pm	Afternoon tea	
3:30pm - 5pm	<b>SESSION 4 - Masterclass 2 (cont.)</b> Sponsored by <b>paretofundraising</b> <small>EXPERTISE   INTEGRITY   PASSION</small>	
DAY TWO: Wednesday 29 <sup>th</sup> August		
8:15am - 9am	Arrival tea/coffee	
9am - 10am	<b>NORTH &amp; MID WHARF</b> <b>SESSION 5</b> Embracing a new ecosystem for social impact BILL TOLIVER, <i>Founder &amp; Director, The Matala Line, USA</i> Sponsored by <b>paretofundraising</b> <small>EXPERTISE   INTEGRITY   PASSION</small>	
10am - 10:30am	Morning tea Sponsored by 	
10:30am - 11:15am	<b>NORTH &amp; MID WHARF</b> <b>SESSION 6A</b>	<b>PARKVIEW ROOM</b> <b>SESSION 6B</b>
	<b>6A.1</b> <b>Tactics you can employ today to improve retention and increase revenue</b> FIONA MCPHEE, <i>Strategy Director, Pareto Fundraising</i>	<b>6B.1</b> <b>UNICEF adopts more donor-centric approach to telefundraising</b> ASHLEY ROSE, <i>CEO Mondial Fundraising</i> GEORGINA MURRAY, <i>Direct Marketing Manager - Loyalty, UNICEF Australia</i>
	<b>6A.2</b> <b>Fred Hollows builds mid-value donor program beyond expectations</b> ROZ BROWN, <i>Retention Manager, The Fred Hollows Foundation</i>	<b>6B.2</b> <b>Plan rejuvenates regular giving program with new product</b> TOM DUGGAN, <i>Fundraising Manager (Regular Giving), Plan International Australia</i>
11:20am-12:05pm		

12:05pm-1:05pm	<b>Lunch</b>	
1:05pm-1:55pm	<b>NORTH &amp; MID WHARF</b> <b>SESSION 7.1</b> <b>Disrupting with Delighters and #DonorLove</b> SIMON SCRIVER, CFRE, <i>Coach, Consultant &amp; Trainer, Changefundraising.com, Ireland</i> Sponsored by 	
2pm - 3pm	<b>NORTH &amp; MID WHARF</b>	<b>PARKVIEW ROOM</b>
	<b>7A.2</b> <b>Face-to-Face - maximising outcomes in a changing world</b> PANEL CONVENOR: PAUL TAVATGIS, <i>Advisory Partner, Lambrook Hampton</i> PANELLISTS: SOPHIE HELOU, <i>Donor Acquisition Manager, Red Cross Australia</i> // PETER HILLS-JONES, <i>CEO, Public Fundraising Authority</i> // RACHEL BRINE, <i>Co-Founder &amp; Director, The Fundraising People Australia &amp; NZ</i>	<b>7B.2</b> <b>Going to the Chapel - acquisition goes off the charts with an attraction-based brand</b> LEE COOPER, <i>Head of Innovation, Strategy &amp; Social Impact, The Wayside Chapel</i> LUKE EDWARDS, <i>Director, Elevate Fundraising</i>
3pm - 3:30pm	<b>Afternoon tea</b>	
3:30pm - 4.20pm	<b>8A.1</b> <b>Always on - The Smith Family's new multi-channel approach to regular giving acquisition</b> JAMES WATKINS, <i>Child Sponsorship Manager, The Smith Family</i> LISA ALLAN, <i>Head of Marketing, The Smith Family</i>	<b>8B.1</b> <b>Direct response fundraising for small charities - starting from ground zero</b> JONATHON GRAPSAS, <i>Founder &amp; Director, flat earth direct</i>
4.25pm - 5pm	<b>NORTH &amp; MID WHARF</b> <b>SESSION 8.2</b> <b>Not so serious - stories from the frontlines of fundraising</b> PANEL CONVENOR: ANDREW MARTIN, <i>Senior Consultant, Pareto Fundraising</i> Sponsored by 	
5pm - 7pm	<b>Networking Drinks</b> Sponsored by 	
<b>DAY THREE: Thursday 30<sup>th</sup> August</b>		
8:15am - 9am	<b>Arrival tea/coffee</b>	
9am - 10am	<b>NORTH &amp; MID WHARF</b> <b>SESSION 9</b> <b>From Gandhi to Google - harnessing the higher potential of new media</b> BILL TOLIVER, <i>Founder &amp; Director, The Matala Line, USA</i>	
10am - 10:30am	<b>Morning tea</b>	
10:30am - 11:15am	<b>NORTH &amp; MID WHARF</b> <b>SESSION 10A</b> <b>Vision Australia adopts new bequest approach and 50-year horizon</b> MARCUS BLEASE, <i>Co-founder &amp; Director, Donor Republic</i> LUKE BELL <i>General Manager Fundraising, Vision Australia</i>	
11:20am - 12.05pm	<b>10A.2</b> <b>Small Budget, Big Impact</b> SIMON SCRIVER, CFRE, <i>Coach, Consultant &amp; Trainer, Changefundraising.com, Ireland</i>	<b>10B.2</b> <b>ActionAid Australia pilots new peer-to-peer campaign with impressive results</b> SHANNON FLEMING, <i>Head of Fundraising, ActionAid Australia</i> RACHAEL PHILLIPS, <i>Digital Strategist, ActionAid Australia</i>

12:05pm-1:05pm	<b>Lunch</b>	
1:05pm-1:50pm	<b>NORTH &amp; MID WHARF SESSION 11A</b>	<b>PARKVIEW ROOM SESSION 11B</b>
	<b>11A.1</b> <b>Revealed - the drivers of powerful fundraising organisations - exclusive research findings</b>  MARTIN PAUL, <i>Director, More Strategic</i>	<b>11B.1</b> <b>Peter Mac trials DRTV, Facebook and value exchange for successful regular giving acquisition</b>  ANNA JONES, <i>Communications Manager, Peter MacCallum Cancer Foundation</i> JULIA CAMERON, <i>Fundraising Direct Marketing Manager, Peter MacCallum Cancer Foundation</i>
1:55pm - 2:40pm	<b>11A.2</b> <b>The future of fundraising, as foretold by the world's top fundraisers</b>  DOMINIQUE ANTARAKIS, <i>Head of Content Strategy, heart for causes</i>	<b>11B.2</b> <b>Shepherd Centre future-proofs through diversification and identifying new source of supporters</b>  TATIANA ISAACS, <i>Director of Fundraising and Communications, The Shepherd Centre</i>
2:40pm - 3:10pm	<b>Afternoon tea</b>	
3:10pm - 4:10pm	<b>NORTH &amp; MID WHARF</b>	
	<b>SESSION 12.1</b> <b>Donor acquisition - what's working and what's not -panel discussion</b> FACILITATOR: RUTH WICKS, <i>Senior Consultant, More Strategic</i> PANELLISTS: JAZZMIN FAREY, <i>Direct Marketing Manager, Barnardos</i> //WAYNE SAMPSON, <i>Direct Marketing Manager, Vision Australia</i> //LUKE EDWARDS, <i>CEO, Elevate Fundraising</i> //MAGDA KUBICKA, <i>Direct Marketing Manager, Médecins Sans Frontières</i> //PAUL BENJAMIN, <i>Annual Giving Director, The Salvation Army, Eastern Territory</i>	
4:10pm - 5.05pm	<b>SESSION 12.2</b> <b>Let's all mystery shop together! Donor relations lessons from the trenches</b>  SIMON SCRIVER, <i>CFRE, Coach, Consultant &amp; Trainer, Changefundraising.com, Ireland</i>	
5:05 - 5:15pm	<b>Closing remarks</b>	

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