







26,27 & 28 October, 2021

**PROGRAM OVERVIEW – V12**


*All times are AEDT*

<b>DAY ONE: Tuesday 26th October 2021</b> <b>MASTERCLASSES</b>		
0900 – 0910	<b>Welcome &amp; Opening Remarks</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Publisher F&amp;P</i>	<b>Welcome &amp; Opening Remarks</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i>
0910- 1010	<b>MASTERCLASS 1 – CORPORATE PARTNERSHIPS</b> <b>Session 1A (part 1)</b> <b>How to create a proposition that attracts the right corporate partners</b> RICHARD WOODWARD, Principal, <i>Richard Woodward &amp; Associates</i>	<b>MASTERCLASS 2 – GIFTS IN WILLS</b> <b>Session 1B (part 1)</b> <b>Unlocking the potential of gifts-in-wills</b> LIGIA PÉNA, CFRE, President, <i>Globetrotting Fundraiser, Montreal Canada</i> Sponsored by 
1010 - 1020	Screen break (10 mins)	
1020 - 1120	<b>MASTERCLASS 1 – CORPORATE PARTNERSHIPS</b> <b>Session 1A (part 2)</b>	<b>MASTERCLASS 2 – GIFTS IN WILLS (part 2)</b> <b>Session 1B (part 2)</b> Sponsored by 
1120 - 1130	Screen break (10mins)	
1130 - 1230	<b>MASTERCLASS 1 – CORPORATE PARTNERSHIPS</b> <b>Session 1A (part 3)</b>	<b>MASTERCLASS 2 – GIFTS IN WILLS</b> <b>Session 1B (part 3)</b> Sponsored by 
1230 - 1330	VIRTUAL EXHIBITION/ VIRTUAL NETWORKING/ LUNCH (60 mins)	
1330 -1340	<b>Welcome &amp; Opening Remarks</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Publisher, F&amp;P</i>	
1340 - 1440	<b>Session 2 (part 1)</b> <b>MASTERCLASS 3 - MAJOR GIFTS</b> <b>Ready set go - launch your major gifts program</b> MARK QUIGLEY, Director, <i>Social Venture Consultants</i>	
1440 -1450	Screen break (10mins)	
1450 - 1550	<b>Session 2 (part 2)</b> <b>MASTERCLASS 3- MAJOR GIFTS</b>	
1550 - 1600	Screen break (10 mins)	
1600 - 1655	<b>Session 2 (part 3)</b> <b>MASTERCLASS 3- MAJOR GIFTS</b>	
1655 - 1700	Closing remarks	

**DAY TWO: Wednesday 27th October 2021**  
**MAJOR GIFTS/ TRUSTS & FOUNDATIONS**

0900 - 0906	<p align="center"><b>Welcome &amp; Opening Remarks</b>  <i>Chair: Jeremy Bradshaw, Founder &amp; Publisher, F&amp;P</i></p>	
0906- 1003	<p align="center"><b>Session 3</b>  <b>Philanthropy Interview - All in the Family - In conversation with Charles Curran AC and Jeremy Byrne</b>            Interviewer - LOUISE WALSH, Founder and CEO of <i>Walsh Capital</i>,  <i>Sponsored by</i>  </p>	
1003 - 1013	<p align="center"><i>Screen break (10 mins)</i></p>	
1013 - 1105	<p align="center"><b>Session 4</b>  <i>Chair: Clare Joyce, Content Director, F&amp;P</i>  <b>How Plan International succeeded in rejuvenating its major gift program</b>            STEFFI CHANG, Key Relationships Manager- Philanthropy, <i>Plan International Australia</i>            SALLY TREEBY, Board Chair, <i>Plan International Australia</i></p>	
1105 - 1115	<p align="center"><i>Screen break (10mins)</i></p>	
1115 - 1207	<p align="center"><b>Session 5A</b>  <i>Chair: Clare Joyce, Content Director, F&amp;P</i>  <b>There's no place like home! The Dorothy Principle and other learnings from a capital campaign</b>            TIFFANY HARDY, Major Gifts Specialist and Senior Philanthropy Manager, <i>MS Queensland</i></p>	<p align="center"><b>Session 5B</b>  <i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i>  <b>How to build an endowment fund</b>            GAVAN WOINARSKI, Principal Consultant, <i>GDZW Philanthropy at its Best</i></p>
1207 - 1307	<p align="center"><i>Virtual Exhibition/ Networking Session/ Lunch break (60 mins)</i></p>	
1307 - 1359	<p align="center"><b>Session 6A</b>  <i>Chair: Jeremy Bradshaw, Founder &amp; Publisher, F&amp;P</i>  <b>Campaign Readiness Assessments - What Can They Really Tell You?</b>            ROEWEN WISHART, CFRE FFIA, High Value and Strategy Director, <i>Xponential</i></p>	<p align="center"><b>Session 6B</b>  <i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i>  <b>How to find the rights grant for you</b>            KATE WILSON, Grants Strategist, <i>The Grants Hub</i></p>
1359 - 1409	<p align="center"><i>Screen break (10 mins)</i></p>	
1409 - 1501	<p align="center"><b>Session 7A</b>  <i>Chair: Jeremy Bradshaw, Founder &amp; Publisher, F&amp;P</i>  <b>Injecting personality into your major gifts program ... and seeing a cash injection as a result!</b>            SHELLEY MASON, Key Relationships Manager, <i>The Harry Perkins Institute of Medical Research</i>.</p>	<p align="center"><b>Session 7B</b>  <i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i>  <b>Started from the bottom, now we're here: How the Salvos built their major gifts program</b>            WENDY LOBB, Territorial Gifting and Philanthropy Manager, <i>The Salvation Army NZ/Fiji/Tonga/Samoa</i></p>
1501 - 1511	<p align="center"><i>Screen break (10 mins)</i></p>	
1511 - 1603	<p align="center"><b>Session 8</b>  <i>Chair: Clare Joyce, Content Director, F&amp;P</i>  <b>How to fundraise AND be brave - remaining independent and taking on governments</b>            DAVE RITTER, CEO, <i>Greenpeace Australia Pacific</i> // STEVE CASTAN, Chair, <i>National Justice Project</i> // KATY TYRRELL, Fundraising &amp; Communications Manager, <i>National Justice Project</i></p>	
1603-1605	<p align="center"><b>Closing remarks</b></p>	

**DAY THREE: Thursday 28th October 2021**  
**GIFTS-IN-WILLS /CORPORATE PARTNERSHIPS**

0900 - 0910	<b>Welcome &amp; Opening Remarks</b> <i>Chair: TBA</i>	<b>Welcome &amp; Opening Remarks</b> <i>Chair: TBA</i>
	<b>GIFTS-IN-WILLS</b>	<b>CORPORATE PARTNERSHIPS</b>
0910 -1000	<b>Session 9A</b> <i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i> <b>Okay, Boomers! How COVID-19 has primed the world for legacies</b> KIMBERLEY BLEASE, Executive Vice President, <i>Blakely Fundraising (Ontario, Canada)</i> // STEPHEN GEORGE, Fundraising & Leadership Coach and Consultant ( <i>London, UK</i> )	<b>Session 9B</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i> <b>PANEL DISCUSSION: Blink and you'll miss it! Corporate giving is evolving</b> JO BOOTH, Relationship Manager, Corporate Partnerships, <i>The Smith Family</i> / TASMAN CASSIM, Senior Manager, Partnerships, <i>Black Dog Institute</i> / HOLLY BROWN, Unit Manager, Philanthropy, <i>Cancer Council NSW</i>
<b>1000 - 1010</b>	<i>Screen break (10 mins)</i>	
1010- 1102	<b>Session 10A</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i> <b>Seven great ways to market and communicate your gifts-in-wills program</b> CHRIS DOWNES, CEO, DVA Navion Australasia	<b>Session 10B</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Publisher, F&amp;P</i> <b>In boots 'n' all - ChildFund partners with Rugby World Cup</b> CHRIS MASTAGLIO, Sport for Development Director, <i>ChildFund Australia</i>
<b>1102 - 1112</b>	<i>Screen break (10 mins)</i>	
1112 - 1204	<b>Session 11A</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i> <b>Hit the Ground Running: Overhauling your Gifts in Wills Program</b> SAM MEISNER-LEMON, Planned Giving Co-ordinator, <i>The Shepherd Centre</i> <i>Sponsored by</i> 	<b>Session 11B</b> <i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i> <b>Using workplace giving to get a foot in the corporate door</b> JO BOOTH, Relationship Manager, Corporate Partnerships, <i>The Smith Family</i> // WYN NGUYEN, Philanthropy Operations Manager, <i>The Smith Family</i>
<b>1204 - 1214</b>	<i>Screen break (10 mins)</i>	
1204 - 1256	<b>Session 12</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Publisher, F&amp;P</i> <b>A step-by-step guide to creating a powerful gift in will proposition and brilliant ideas to take it to market</b> MARCUS BLEASE, Co-founder & Director, <i>Donor Republic</i> JAMES WATKINS, Account Director, <i>Donor Republic</i>	
<b>1256 - 1356</b>	<i>Networking/Virtual Exhibition/Lunch break (60 mins)</i>	
1356 - 1448	<b>Session 13A</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i> <b>RFDS QLD innovates with Gifts-in-Wills acquisition</b> LINDSEY WILKINSON, Fundraising Strategy and Projects Advisor, <i>Royal Flying Doctor Service QLD</i> // RUTH WICKS, Senior Consultant, <i>More Strategic</i>	<b>Session 13B</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Publisher, F&amp;P</i> <b>Hyundai and NextSense - driving a long-term partnership</b> MITCHELL WATSON, Corporate Partnerships and Community Fundraising Manager, <i>NextSense</i> // BILL THOMAS, GM Public Relations, <i>Hyundai Motor Company Australia</i>
<b>1448 - 1458</b>	<i>Screen break (10 mins)</i>	
1458 -1550	<b>Session 14A</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Publisher, F&amp;P</i> <b>Online Wills: Your questions answered from the charity perspective</b>	<b>Session 14B</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i> <b>How to steward and renegotiate your corporate partnerships</b> SAM TRATTLES, Founder, <i>Other Side of the Table</i>

	<p>PANELLISTS: EMILY DUDGEON, Key Relationships Manger – Gifts in Wills, <i>Plan International Australia</i> // CAROL O’CARROLL, Relationship Manager Gift in Wills, <i>Cerebral Palsy Australia</i> // HELEN TRUSSLER, Gifts in Wills Manager, <i>RSPCA NSW</i></p> <p>MODERATOR: ADAM LUBOFSKY, CEO, Safewill</p>	
<b>1550 - 1600</b>	<i>Screen break (10 mins)</i>	
<b>1600 - 1652</b>	<p style="text-align: center;"><b>Session 15A</b></p> <p style="text-align: center;"><i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i></p> <p style="text-align: center;"><b>How World Animal Protection is using Facebook to drive GiW leads</b></p> <p style="text-align: center;">JOANNE MEREDITH, Gifts-in-Wills Manager, <i>World Animal Protection – Australia &amp; NZ</i> // PAULA O’SULLIVAN, Social Media Strategist and Owner, <i>Possum Digital</i></p>	<p style="text-align: center;"><b>Session 15B</b></p> <p style="text-align: center;"><i>Chair: Jeremy Bradshaw, Founder &amp; Publisher, F&amp;P</i></p> <p style="text-align: center;"><b>Lifeline and Domino’s – an appetite for growth</b></p> <p style="text-align: center;">TRACY LLEWELYN, Head of Communications, <i>Domino’s</i>, and General Manager, <i>Give for Good</i> // BRONWYN WOOD, Partnership Manager, <i>Lifeline Australia</i></p>
<b>1652 - 1700</b>	<b>Closing Remarks</b>	<b>Closing Remarks</b>

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