



As professional fundraisers it's time to gather momentum and conquer challenges, seek opportunities and reap rewards.

It's all about new approaches to fundraising campaigns.

Fundraising Institute Australia
WA annual state conference . . . ●

***momentum*2015**

● CHALLENGES ● OPPORTUNITIES ● REWARDS

JOIN US for the ultimate annual event for professional fundraisers who aspire to develop professionally and personally.

Wednesday 16th September 2015 @ The University Club, UWA

This is your opportunity to hear from experts in the fundraising sector - check out this year's program of speakers.

Proud supporters of the WA State Conference



WA State Sponsors



FIA is proudly supported by



momentum2015

• CHALLENGES • OPPORTUNITIES • REWARDS

- Conquer challenges
- Seek opportunities
- Reap rewards

Time	Topic / Speaker	
8.00 – 8.30	Registration and Networking	
8.30 – 8.45	Welcome and Introduction Intro State Chair Anne Smith EMFIA	
8.45 – 9.30	Key Note Speaker Dale Alcock – Managing Director, ABN Group and Director, ABN Charitable Foundation	
9.35 – 10.15	To take or not to take, that is the question... Nigel Harris FFIA CFRE – CEO, Mater Foundation Brisbane	
10.15 – 10.45	<i>Morning Tea and Networking</i>	
10.45 – 11.30	Turning Likes into Dollars – maximising your online revenue through social media and digital and mobile optimisation Meredith Campbell EMFIA CFRE – Managing Director, CauseForce	
11.35 – 12.20	You Have to be in it to Win it – converting lottery donors to Regular Givers – How did they do it? Darren Musilli MFIA – CEO, Apple Marketing Group Sally Shepherd – National Direct Marketing Manager, Vision Australia	
Breakout Sessions	Room 1	Room 2
12.25 – 1.10	Setting Yourself Apart - developing a fundraising brand that drives engagement with your supporters Gavin Coopey EMFIA – Director, More Strategic	Management of Corporate Volunteers and Relationships Rebecca Stott MFIA – Corporate Partnerships Executive, Ronald McDonald House Charities Wendy Gauci – Volunteer Program Manager, Bankwest
1.15 – 2.00	<i>Speed Working Lunch – “Where to now” with Nigel Harris, Gavin Coopey and Rob Edwards – CEO FIA. Grab your lunch and enjoy this lively panel discussion – includes Q&A session</i>	
2.05 – 2.50	Major Gifts – what you need to know before starting your program Vicki Rasmussen FFIA CFRE – Director, Xponential Philanthropy	One Small Step for Man...combining DM/Email for appeals – taking your first steps Anil Nair MFIA – Strategic Development Manager, Mail Makers Deanna Campisi MFIA – Donor Relations Manager, Cancer Council WA
2.55 – 3.20	<i>Afternoon Tea and Networking</i>	
3.25 – 4.10	Yes WE Can...the importance of collaboration between organisations Nigel Harris FFIA CFRE – CEO, Mater Foundation	Climbing for Cash: crowd funding campaign - lessons learned Heiko Plange FFIA CFRE – Director, WA Museum Foundation
4.15 – 5.00	Closing Session - Maximising the Value of Peer-to-Peer Fundraisers – lessons from research into City2Surf participants Gavin Coopey EMFIA – Director, More Strategic	
5.05 – 5.15	<i>WRAP UP AND CLOSE</i>	
5.15 – 6.00	<i>Additional Networking Opportunities – Drinks and discussion at UWA Club Bar</i>	

KEYNOTE
SPEAKER**Dale Alcock** Managing Director, ABN Group

Dale is a homegrown success story, from bricklayer to leading WA home builder. His reputation has become synonymous with quality, excellence and distinction.

Commencing his career as an apprentice bricklayer in 1979 Dale learned practical skills that would stay with him for life. But more importantly, he gained valuable tactical knowledge and experience that would shape his career and ultimately the future of Australia's building industry.

In 1987, Dale moved to Perth and became a registered builder. Soon after that, he joined partners, Garry Brown-Neaves and John Webb, to launch Dale Alcock Homes. Expanding from this foundation, Dale went on to establish what would become one of Australia's leading construction, property and finance companies – the ABN Group.

Dale is also an avid believer in the social responsibility of his companies. He provides valuable support to industry training programs and promotes career opportunities within the building industry. What's more, in 2006, he and Garry established the ABN Charitable Foundation, which, over the last seven years, has donated more than \$7.5million to various worthy causes, including medical research, relief work and the environment.

**Gavin Coopey** EMFIA Director, More Strategic

Gavin has a broad range of experience from a long career in the Australian and UK not-for-profit sector. He has been responsible for developing fundraising strategies and marketing activities for a number of charities as well as being an internationally recognised expert in innovation and corporate partnerships.

He has advised a great range of charities as a strategic consultant on a variety of Marketing, Communications and Fundraising challenges, often working with Boards and CEOs to drive positive organisational change.

Nigel Harris FFIA CFRE
CEO, Mater Foundation Brisbane

Nigel Harris is the Chief Executive Officer of Brisbane-based Mater Foundation, one of Australia's largest health care foundations. He has been with Mater for 20 years and has worked in fundraising for over 30 years, specialising in the health and disability sectors.

Holding an MBA, majoring in fundraising, as well as qualifications in public relations and marketing, Nigel is also a Certified Fundraising Executive (CFRE). In 2012 he was recognised as the Arthur Venn Fundraising Professional of the Year. He is a Fellow and Past Chair of FIA and has also served on the CFRE International Board.

Nigel is currently a director of Act for Kids and is also a member of the Australian Institute of Management, Australian Institute of Company Directors and the Rotary Club of Albany Creek. He has been active in community and sporting organisations for over 35 years.

Darren Musilli MFIA
CEO, Apple Marketing Group

Darren leads a team of campaign strategists and has been involved in all forms of fundraising for more than 12 years working with charities and not for profit organisations across the medical research, social services, health, disability and mental health sectors. He is passionate about finding new and innovative fundraising solutions, which continue to transform the ways in which Apple Marketing delivers success for its clients, including the Heart Foundation, The Salvation Army and Vision Australia.

Darren believes Australia's fundraising industry is increasingly moving towards the digital environment with online donor engagement, data analysis and integrated regular giving strategies shaping new strategic approaches at Apple Marketing.

Meredith Campbell EMFIA CFRE
Managing Director, CauseForce

Meredith has worked as a professional fundraiser for over 20 years, both for NGOs and as a consultant. For the last 4 years as Managing Director of CauseForce, she has led the development of the Ride to Conquer Cancer and Weekend to End Women's Cancers event series to raise over \$80 million in Australia and New Zealand. She is now expanding her role in the sector with leading global digital agency, Homemade, helping charities raise more money online.

Sally Shepherd
National Direct Marketing Manager, Vision Australia

Sally is the National Direct Marketing Manager at Vision Australia where she manages the direct mail, telemarketing, lottery, merchandise and regular giving and F2F programs for Vision Australia and Seeing Eye Dogs Australia. Her portfolio involves increasing donor numbers through acquisition and appeal programs and implementing retention programs such as conversion, upgrade and reactivation.

Sally has held other senior executive roles including National Fundraising and Communications Manager for Ronald McDonald House Charities, Fundraising and Development Manager at Sunnyfield. Prior to joining the not-for-profit sector she worked in various roles in marketing, client services, events, PR, recruitment and exhibition management.

“When you see an obstacle approaching, grab your courage and speed up.”

Angela Lynne Craig *Pivot Leadership: Small Steps...Big Change*

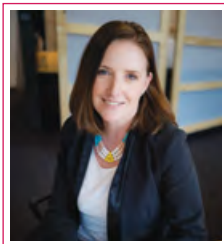
Wendy Gauci

Volunteer Program Manager, Bankwest

Wendy has been the Volunteer Program Manager at Bankwest since 2011. Since that time she has facilitated the massive growth and evolution of Bankwest's colleague volunteering program, through the development of mutually beneficial volunteering partnerships with a number of Perth and eastern states based community organisations.

Wendy has also spoken at the 2014 International Association for Volunteer Effort conference alongside Volunteering WA & Woodside about a skilled volunteering program pilot that was developed in WA.

When she's not busy working in the best part time job in the world and helping her daughters navigate the trials and tribulations of the pre-teen and teen years, she is planning for her next hot glass-art making creation.

**Rebecca Stott** MFIACorporate Partnerships Executive,
Ronald McDonald House Charities

Throughout her varied career, Bec has produced the international comedians for 3 seasons of the Melbourne International Comedy Festival; helped to program Australia's largest free festival for the 2006 Melbourne Commonwealth Games and has even written a strategic organisational analysis of the Melbourne Fringe Festival! But it is her role at Ronald McDonald House which brings her the most joy and satisfaction and which she says is the best job in the world. Bec works closely with all stakeholders to build and maintain relationships and ultimately ensure that the doors of the House remain open for the 18 families that call it their home every night of the week – 365 days a year. Bec is incredibly passionate about the work that Ronald McDonald House does for regional WA families and looks forward to the opening of the new House in November this year and being able to help many more families at a time when they most need it.

Vicki Rasmussen FFIA CFRE

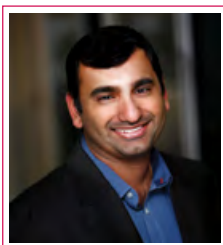
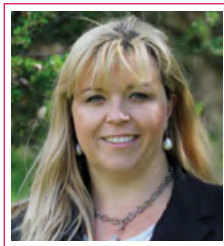
Managing Consultant, Xponential Philanthropy

For over 20 years Vicki has been working in the not-for-profit sector including the Cancer Council WA, Mission Australia, the Heart Foundation WA Division and The Salvation Army.

She is currently the Managing Consultant for Xponential Philanthropy and is responsible for operations on the West Coast.

Vicki is a Fellow of FIA and accredited as a Certified Fund Raising Executive (CFRE) and until the end of 2014 was WA State President of FIA. She is currently International Conference Chair for the 2016 FIA conference that will be held in Melbourne.

Over her career, Vicki has been personally responsible for several multimillion dollar campaigns. She has first-hand experience working with leading philanthropists, business leaders and campaign advocates, ensuring their journey is successful and impactful. This coupled with her experience across all areas of fundraising provides her with a strong analytical and strategic approach to tasks.

**Anil Nair** MFIA

Strategic Development Manager, Mail Makers

Anil is the Strategic Development Manager at Mail Makers Integrated, a boutique direct marketing agency that specialises in providing specialist counsel and service to some of Australia's best-known charitable organisations – helping to grow their fundraising income through customised programs.

Having worked in a variety of roles in broadcast media, advertising and marketing since 1997, Anil has spent the last 8 years working on the strategic planning and creative execution of direct marketing fundraising campaigns – both online and offline – including donor stewardship and acquisition initiatives, as well as post-campaign analysis.

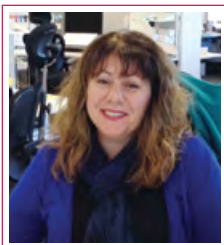
Anil is a passionate football (round ball code) fan who's trained in political science.

Deanna Campisi MFIA

Donor Relations Manager, Cancer Council WA

Deanna is the Donor Relations Manager at Cancer Council Western Australia. Deanna has been in this role since March 2015 and is responsible for providing the direction and management of Cancer Council WA's Donor Relations program, consisting of donor mail, face-to-face fundraising and planned giving in line with the Cancer Council WA's strategic plan.

Deanna has a marketing background and has worked at Cancer Council WA in various strategic and development roles since 2013. Prior to this appointment Deanna worked for a fundraising consultancy assisting many not-for-profit organisations to achieve their major gifts fundraising goals.

**Heiko Plange** FFIA CFRE

Director, WA Museum Foundation

Heiko has extensive experience in developing and executing strategic marketing, major gifts fundraising and corporate partnership programs. He has previously worked across health, medical research, educational, community, and charitable organisations throughout Australia. Heiko holds a Graduate Diploma in Applied Finance Investment and Graduate Certificate in Social Impact.

Heiko has achieved the internationally recognised fundraising certification of CFRE and is a Fellow of the Fundraising Institute of Australia.