

# Media Release

## from the fundraising sector

September 15, 2011

### **Marketing guru to head up peak fundraising body**

Fundraising Institute Australia chairman Leo Orland today announced the appointment of Rob Edwards as the FIA's new chief executive officer.

"The Board is delighted to make this announcement," Mr Orland said.

"This is an exciting appointment for the FIA. Rob brings an incredible amount of experience, not only in running a membership organisation, but also in the areas of board governance, government relations, marketing, links with other professional organisations and membership development.

"The FIA Board looks forward to an amazing future for our institute and for the profession of fundraising in Australia."

Mr Orland said Mr Edwards's primary task will be to work with the Board to drive a reform agenda to enhance the FIA's engagement with its members, volunteers and other stakeholders, including government and business.

"Drawing on his many years of senior executive experience, the Board is confident Rob will successfully lead the FIA through a period of organisational change as we build stronger relationships with government, business and the media," Mr Orland said.

"But perhaps more importantly, Rob's 18 years at the helm of the Australian Direct Marketing Association – a major membership-based organisation – has equipped him with the skills and knowledge to ensure the FIA embraces its members and volunteers.

"Our members and our volunteers are the soul of the FIA, and Rob will ensure they are empowered to attain the benefits they deserve from their engagement with the FIA.

"The Board has no doubt Rob's leadership of the national office will place FIA in the best possible position to secure a strong and resilient future for professional fundraising in Australia," Mr Orland said.

Mr Edwards said he looked forward to the challenges ahead in his new role.

"This is a very important time for the fundraising sector. This is the first time this sector has faced a national overhaul of industry-specific legislation, and the FIA

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**FIA MEDIA RELEASE: Marketing guru to head up peak fundraising body (cont.)**

needs to be at the forefront of bedding down any changes. Ensuring the FIA is in a leadership position regarding regulatory matters at this crucial time will be one of my primary concerns,” Mr Edwards said.

“But my focus won’t just be regulatory. FIA also needs to direct energies to provide service to members and to interact with members. One of the key issues for any industry association is driving membership value – that will be another major focus for me.

Mr Edwards said he was “no stranger” to the FIA.

“At ADMA, I liaised closely with FIA on several regulatory issues over the years. I have also been directly involved in the not-for-profit sector as general manager of marketing at the MS Society of NSW which will prove invaluable experience in my new role at the FIA,” Mr Edwards said.

Mr Edwards will take up his position as FIA CEO on September 26.

Rob Edwards has just stepped down after 18 years as ADMA’s CEO. Previous roles include general manager of marketing at the MS Society of NSW, and general manager of marketing and operations at Pacific Aviation, an Ansett subsidiary.

**Media contact: Gail Knox 02 9410 5911 / 0400 020 574**

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