

FUNDRAISING
INSTITUTE
AUSTRALIA
ANNUAL REPORT 2015



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About Fundraising Institute Australia

FIA, an association of professionals, advances philanthropy through encouraging and supporting people and organisations to ethically practice excellence in fundraising.

The core activities through which FIA fulfils this mission include professional development, mentoring, credentialing, research and advocacy.

Since its establishment in 1968 (originally under the banner of 'The Australasian Institute of Fundraising'), FIA has had a profound impact on increasing professionalism in fundraising. Our purpose is to make the world a better place by advancing professional fundraising through promotion of standards, professional development pathways and measurable credentials so that our members achieve best practice.

Membership of FIA

FIA is the only professional association to exclusively serve the needs and interests of Australia's fundraising professionals. Members of the Institute are men, women and organisations who are engaged substantially, in the profession of fundraising. They share a common bond in their commitment to their profession and to the ideals of philanthropy.

FIA continues to take a lead role in the direction and development of fundraising in Australia and has achieved significant outcomes for the sector and for fundraisers individually.

FIA membership acknowledges the commitment of individuals and organisations to demonstrate ethical fundraising practice and reflects their leadership in the not-for-profit sector.

Members are signatory to FIA's Principles and Standards of Fundraising Practice, and therefore uphold the ethical and professional standards of fundraising.

To succeed in the fundraising sector today you need:

- ✓ strong credentials
- ✓ the latest fundraising information
- ✓ excellent networking opportunities
- ✓ access to sector-specific training

Make sure you have access to all this and more.

Advancing Professional Fundraising

The work of the Institute falls into three key areas:



PROTECTION



Active participation in key government committees and meetings on the charity regulatory reform process.



Submissions to Federal and State Government on various aspects of fundraising regulatory reform.



Advocacy for the sector on postage rates. FIA's Postal Affairs Committee has worked with Australia Post to minimise the timing and impact of any proposed price increases for charity mail. At the same time extending charity mail concessions to other mail categories.



Premium SMS giving: FIA led a sector-wide push to establish premium SMS as a viable fundraising medium. A trial is currently underway by the Telco Together Foundation.

Principles and Standards of Fundraising Practice

The Principles and Standards of Fundraising Practice are the fundraisers' guide to ethical, accountable and transparent fundraising. They are critical to how the fundraising profession is viewed by donors, government and the community, and indeed by fundraisers themselves.

Self-regulation through the use of industry developed codes of practice is encouraged by the federal and various state governments to ensure informed involvement by practitioners. The FIA Principles and Standards were developed in consultation with individual members, charities, government and industry stakeholders. They are reviewed by the FIA Codes Taskforce to ensure their continued relevancy.

The Principles of Fundraising Practice conform to the International

Statement of Ethical Principles of Fundraising and serve to mark the aspirations of FIA. The Ethical Principles detailed below guide the development of the Principles and Standards.

- Honesty** FIA members should act honestly and truthfully so that public trust is protected and donors and beneficiaries are not misled.
- Respect** FIA members should act with respect for the dignity of their profession and their organisation and with respect for the dignity of donors and beneficiaries.
- Integrity** FIA members should act openly and with regard to their responsibility for public trust. They shall disclose all actual or potential conflicts of interest and avoid any appearance of ethical, personal or professional misconduct.
- Empathy** FIA members should work in a way that promotes their purpose and encourages others to use the same professional standards and engagement. They shall value individual privacy, freedom of choice and diversity in all its forms.
- Transparency** FIA members should stimulate clear reports about the work they do, the way donations are managed and disbursed, costs and expenses in an accurate and clear manner.

HOW DO THE PRINCIPLES AND STANDARDS WORK?

The Principles are the overarching ethical codes that apply to all fundraisers and the Standards focus on specific disciplines of fundraising practice.

Principles of Fundraising Practice

- Code of Ethics and Professional Conduct
- Fundraiser's Promise to Donors
- Code of Acceptance and Refusal of Donations
- FIA Complaints Process

Standards of Fundraising Practice

- Standard of Social Media Fundraising Practice
- Standard of Bequest Fundraising Practice
- Standard of Charitable Gaming Fundraising Practice
- Standard of Charitable Telemarketing Fundraising Practice
- Standard of Direct Mail Fundraising Practice
- Standard of Electronic Fundraising Practice
- Standard of Events Fundraising Practice
- Standard of Face to Face Fundraising Practice
- Standard of Grants Fundraising Practice
- Standard of Overseas Aid Fundraising Practice
- Standard of School Fundraising Practice
- Standard of Workplace Giving Fundraising Practice



PROMOTION



Active promotion of the ethics and professionalism of our sector in both mainstream and sector media.



Media response protocols established by FIA continue to enable a far more coordinated and effective response to mainstream media enquiries.



A regular column in Fundraising & Philanthropy magazine, in which FIA's Chief Executive Officer writes about current fundraising issues.

Public Acknowledgement of Membership

The Institute encourages members to promote their commitment to professionalism through their association with FIA by publicly displaying these logos.



Individual membership demonstrates ethical fundraising practice and signifies you as a professional fundraiser.

This logo is a public demonstration of that commitment, in particular to the Code of Ethics and Professional Conduct.

Individual members are also entitled to use post-nominals which acknowledge their level of experience as a professional fundraiser.



This logo is a symbol to donors and stakeholders of the member organisations commitment to ethical fundraising practice.

This logo can appear on letterheads, promotional materials and websites.

EDUCATION



Hosting the sector's 38th national fundraising conference which attracted more than 750 delegates.



73 Certificate in Fundraising graduates in 2015.



Over 512 people completed our short courses throughout the year.



Launch of seven new short courses in 2015 - Creating Transformational Mass Participation Events, Feel Good Major Gifts Masterclass, Join the Bequest Revolution Masterclass, I Gave at the Office – Workplace Giving Masterclass, Data Analytics for the Empowered Fundraiser, Digital Storytelling for Fundraisers and Fundraising Change Leadership.



Over 2249 people around Australia attended local networking, professional development events and state conferences.

FIA'S PROFESSIONAL DEVELOPMENT PROGRAM



Short Courses & Masterclasses

- Copywriting for Fundraisers
- Creating Transformational Mass Participation Events
- Creative for Fundraisers
- Data Analytics for the Empowered Fundraiser
- Digital Storytelling for Fundraisers
- Fundraising Change Leadership
- Fundraising Essentials
- I Gave at the Office – Workplace Giving Masterclass
- In-House Training

Networking & Continuing Education

- State events
- National Conference
- Mentoring
- eLearning
- Bookshop

Credentials

- Certificate in Fundraising
- FIA Diploma in Fundraising
- Certified Fund Raising Executive (CFRE)*
- Beyond FIA – tertiary options & international conferences



State of the Sector

Charities in Australia are well-managed, well regarded and highly regulated and rate as the third most trusted organisations or institutions in Australia according to a 2015 survey – only doctors and police hold higher public trust ratings.

Research released by the Australian Charities & Not-for-Profits Commission (ACNC) confirms Australian charities are held in high esteem by Australians. The ACNC released their Public Trust and Confidence in Australian Charities Report¹ which found most respondents to their survey assumed charities were responsible, honest and trustworthy and that knowledge of a national charity regulator increased overall levels of trust.

Australia ranked 6th out of 135 countries in the Charities Aid Foundation's 2014 World Giving Index which ranks countries against measures including donating money, volunteering time and willingness to help a stranger.

The number of economically significant not-for-profits (defined as having revenue greater than \$50,000 per annum) remains steady at about 57,000 but their contribution to the economy has increased by 42 per cent in the five years to June 2013. Australian charities employ more than 1 million Australians – approximately eight per cent of the Australian workforce² and more than 1.8 million volunteers.

The future of the ACNC remained uncertain in 2015 with a positive declaration by Social Services Minister Scott Morrison in September³ followed by a more opaque statement by his successor in the role, Christian Porter in December⁴ who would not commit to keeping the regulator but would continue to review its role.

The sector has faced significant change with three Social Services Ministers in the space of a year. Kevin Andrews held the portfolio for a year followed by Scott Morrison, who held it for nine months. Mr Morrison was succeeded by Christian Porter in September as cabinet was reshuffled following Prime Minister Malcolm Turnbull's successful leadership challenge.

NAB's Charitable Giving Index revealed national growth in charitable giving had slowed to 4.9 per cent down from 7.8 per cent growth the previous year. Growth at the state level, largely reflected economic activity in each state. Notably, Western Australia's growth in charitable giving dropped from 15.8 per cent to 5.1 per cent mirroring the decline in the resources boom.

NAB's Consumer Anxiety Surveys showed Australians had cut back on charitable donations over the past year as consumer confidence faltered. On a more positive note, those who gave, gave more with average annual donation size rising by \$9 to \$346 per donor.

The NAB Charitable Index⁵ reported market share by charity category was largely unchanged with Humanitarian Services receiving the most support from Australians to capture 35 per cent of total donations.

¹ Australian Charities & Not for Profits Commission (ACNC) 2015 Research: Public Trust and Confidence in Australian Charities

² ABS Cat. No 5256.0 Australian National Accounts: Non Profit Institutions Satellite Account, 2012-13

³ Pro Bono Australia: <http://www.probonoaustralia.com.au/news/2015/09/government-not-abolishing-acnc>

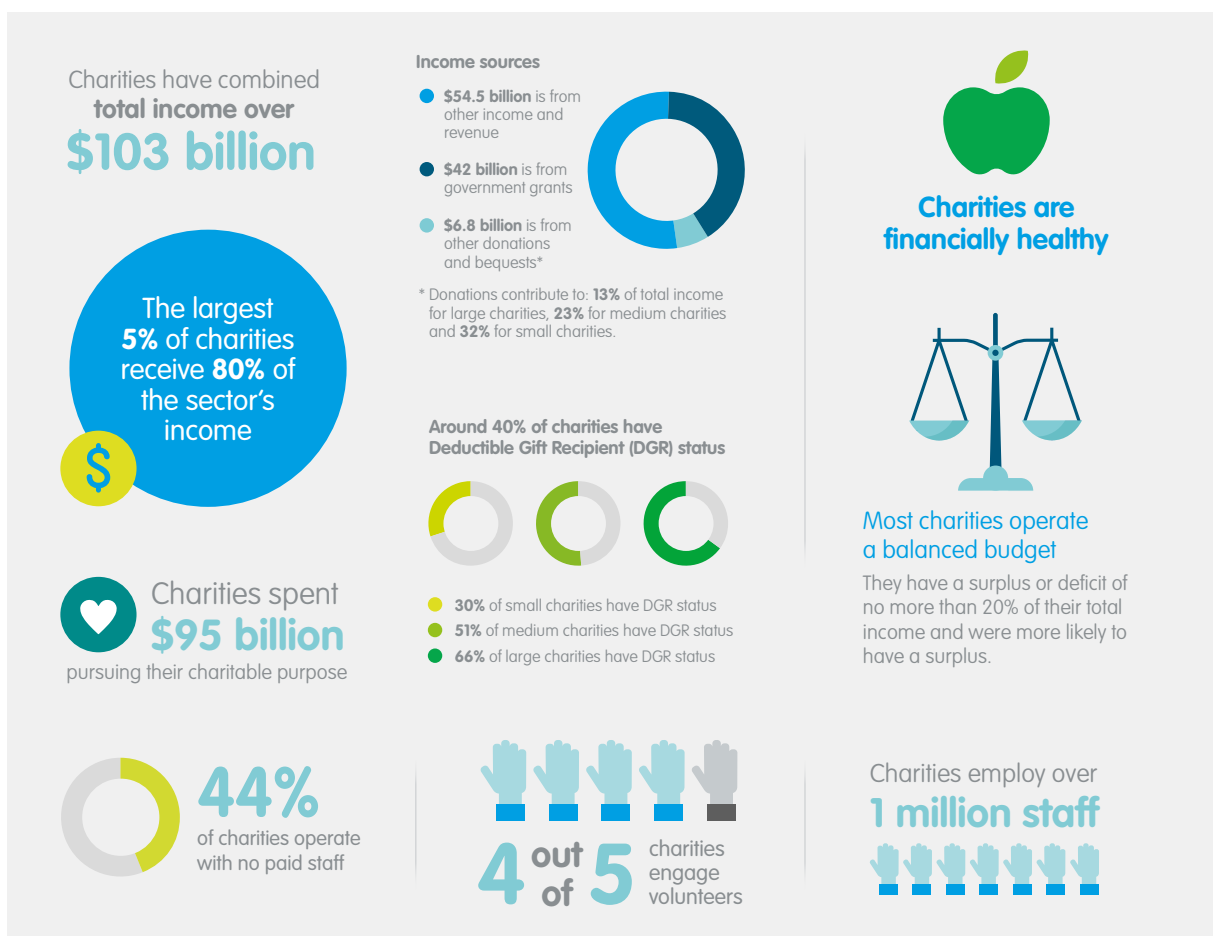
⁴ Pro Bono Australia <http://www.probonoaustralia.com.au/news/2015/12/porter-will-not-commit-keeping-acnc>

⁵ NAB Charitable Index 12 months to August 2015

Health and Disability and Charitable Lotteries have the second largest shares of giving with each receiving 12 per cent, followed by Community Services at 11 per cent, Cancer (nine per cent) Animals and Environment at eight per cent and “Other charities” at seven per cent.

The 2015 Koda Capital Australian Giving Review⁶ reviewed Australian Tax Office and other data and found just 7.3 per cent of Australians give more than \$1000 per year, but are responsible for more than two-thirds of all deductible giving by individuals.

The Australian Charities Report 2014⁷, released by the ACNC in December 2015 has analysed the most recent data about the finances and sustainability of Australia’s charity sector (see below). The report was produced by the Centre for Social Impact in partnership with the Social Policy Research Centre at the University of New South Wales.



Source: The Australian Charities Report 2014

⁶ 2015 Koda Capital Australian Giving Review

⁷ Cortis, N., Lee I., Powell, A., Simnett, T. and Reeve, R. (2015) Australian Charities Report 2014. Centre for Social Impact and Social Policy Research Centre, UNSW Australia

Chair's Report



I am pleased to submit this report on behalf of the FIA Board of Directors for 2015.

This past year has seen FIA continue to take a lead role in the direction and development of fundraising in Australia and the significant outcomes for the sector mirror those of the previous year.

In the first year of a new three year Strategic Plan the Board has commissioned research around levels of engagement with charity CEOs and Fundraising Directors as the continued numerical growth of Organisational Members is critical to FIA's development and particularly relevance within the regulatory sector. A significant base had been established to ensure the goals of the Strategic Plan are realised.

Through its advocacy FIA continues to represent the interests of both members, and the sector, at all levels of government. The work of our CEO, Rob Edwards, in his active participation in key government committees and meetings regarding the charity regulatory reform process, has ensured that our organisation retains its status as a peak body within our sector. The ACNC is also engaged through the CEO's office and this collaboration will hold FIA in good stead into the future.

The much-anticipated introduction of Premium SMS for donations has taken longer to roll out than had been anticipated, however the trial currently underway will eventually lead to this new income stream becoming available to the fundraising community in the near future.

The 2015 FIA National Awards for Excellence in Fundraising provided a platform to showcase the sectors collective good work and the impact achieved within our communities of interest.

The Awards continue to be a fantastic opportunity to showcase original campaigns, to promote outstanding fundraising results and to increase the profile of exceptional individual fundraisers and volunteers. Continuing the trend from last year, a record number of entries were received for the 2016 Awards and we would like to recognise all those who took the time and effort to submit entries. I encourage all members to enter the 2017 Awards and to have your efforts acknowledged by your peers.

Over the last several years FIA has engaged far more actively with mainstream media to promote fundraising, the great work of our sector, and to educate journalists about the challenges. In 2012, FIA established a media response protocol and positioning statements with the sector. This has enabled a far more coordinated and effective response to media enquiries and 2015 was no exception. Given some of the concerns raised through the United Kingdom media around fundraising practices and ethics it is heartening that we have undertaken much groundwork to mitigate against a repeat here in Australia.

In addition to activity with mainstream media, FIA continues to have strong relationships with the fundraising and not-for-profit sector media. The Chief Executive Officer's regular column in *Fundraising & Philanthropy Magazine* provides an effective avenue for FIA to discuss current fundraising issues and provide insight to the sector on FIA initiatives.

A significant amount of work has been undertaken by the secretariat within the education space as professional development is a cornerstone of FIA's offerings to members. The much-anticipated on-line *Diploma in Fundraising* will be introduced in coming months, along with a host of new education courses.

It is very pleasing to report that FIA is now in the strongest financial position in its history, and, whilst profit alone is not our reason for existence, it is obvious that a robust financial base is vital to underwrite the plans at hand to secure the future of the Institute. I must pay tribute to the excellent work of our CEO and the staff within the secretariat for all that they have done to achieve this position. It has been a pleasure to work with Rob Edwards in achieving the strong position FIA now occupies and I pay tribute to his astuteness, team leadership and vision. Rob has built a very strong team who deliver at the highest levels and he, and they, should be very proud of their achievements.

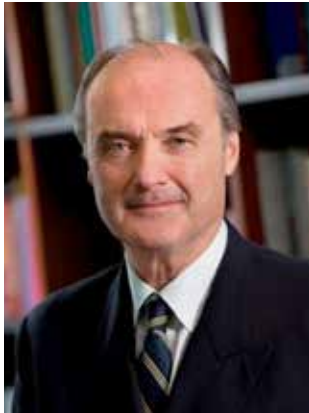
I wish to thank the significant number of fundraising sector professionals who assist FIA to carry out our valuable work, including our education course tutors and all our State and Territory Committees. Thank you for your dedication to the sector and to the Institute.

Six years ago Joe Shannon was elected as an Independent Director, now a Board appointed Director; Joe has now completed six years and must retire as per our Constitution. Joe has contributed a great deal to Board deliberations and his business acumen and financial expertise have been of much comfort to both Directors and staff. Also retiring from the Board this year are Neil Venables and Lizzie Borwick, our thanks to you all.

The 2016 Annual General Meeting also marks the completion of my six years' consecutive service to the Board and I thank past Directors for their encouragement and current Directors for their service and commitment. I consider it a privilege to have led FIA and I wish incoming Chair Nigel Harris a productive and rewarding term.



Peter Burnett FFIA CFRE
Chair



I am pleased to report that following strong growth in all areas, Conference, Education and Membership activities, excellent member engagement at a state level and tight control of our operational costs, we will return the FIA's best financial result this year.

Not that we are all about profit, but we have undertaken to secure the future of FIA by building a sustainable business model for the long term that will allow investment in both capacity and capability to enable better service delivery to members.

Membership numbers remained strong in 2015 with growth in both individual and organisational members but articulating what FIA offers to members remains a combination of the tangible and intangible. When people are putting down cold hard cash it befits any membership-based organisation to make the most compelling offer it can to members.

The past year has seen significant investment in our education offering and the development of our online learning platform. In consultation with sector leaders we have reviewed our flagship education products, resulting in the launch of new online offerings *Certificate in Fundraising* and the new *Diploma in Fundraising* for 2016.

A key element of the Board's strategic plan is to offer members more networking and informal training opportunities. A Special Interest Group Program has been developed to assist in this area and will commence roll-out in 2016. This follows the 2015 launch of our popular professional development webinars, another free benefit of membership hosted by Stephen Mally MFIA CFRE and our corporate sponsor GoFundraise.

FIA's 2015 Conference in Brisbane saw nearly 800 professional fundraisers meet for three days of intensive professional development and networking opportunities. This was a record attendance in Queensland for our annual conference and a reflection of the outstanding work performed by the 2015 Conference Program Committee led by Chair Lesley Ray FFIA CFRE and the FIA Conference & Events team.

While the team is now working tirelessly to ensure another successful conference in 2016, we will also take the time to evaluate our event to ensure we remain relevant to the needs of the sector and the market leader in this area.

FIA's weekly Jobs Bulletin continues to grow with a nearly 50 per cent increase in job ads - exceeding growth and income targets. This reflects the sector's appreciation of FIA's reach in the fundraising community amongst members and non-members with more than 5000 individual subscribers.

FIA secretariat's internal capacity has been reskilled to support the needs of members and the challenges demanded by our strategic plan. We have recruited managers into our vacant roles in Education & Training and Marketing, Communications & Membership and appointed an additional coordinator to support both the Conference & Events team and the Education & Training team.

The day-to-day operations of the Include a Charity Campaign were integrated in to FIA's secretariat this year, all Include a Charity supporters are now also FIA members.

Over five years the campaign, managed by a dedicated committee of volunteers, has invested \$1.34 million into public awareness advertising and publicity. This investment from supporter charities has delivered \$6.24million in media value Australia wide driving the shift in the number of Australians aged over 55 making gifts in wills from 7.5 per cent in 2010 to 12 per cent in 2013.

2015's campaign, led by Campaign Director Karen Armstrong, reached potential bequestors through an advertising and editorial campaign aimed at women aged 55+ paired with an ongoing telemarketing campaign inviting solicitors to help effect social change by asking their clients if they have considered leaving a gift in their will.

FIA's support will extend the reach of the campaign and we urge more of our members to take advantage of the opportunity to change the conversation in Australia about leaving gifts in wills. Next year, the Include a Charity team will be extending the campaign to partnering with industry and greater advocacy with government and other stakeholders.

This is consistent with the Board plan for FIA as a whole. In 2016 we will continue to work behind the scenes to advocate with all levels of government, regulators and industry stakeholders. We will continue our work towards fundraising regulation harmonisation with the ACNC and state regulators.

During the year, FIA's Charity Mail Group worked with Australia Post on a range of matters and was able to negotiate a delay in price rises in one instance and keep proposed price increases for Charity Mail 20 per cent lower than those for business while also initiating the trial of new charity mail products. Australia Post's willingness to listen to the needs of this sector is much appreciated.

There is little doubt that we will continue to have much to deal with on the media and regulatory front next year, much of it brought about by consumer backlash at what is perceived as aggressive fundraising techniques.

This includes a current suggestion from both the Minister for Communications and Arts and the Australian Communications and Media Authority on whether the charity exemption from having to comply with the Do Not Call Register is appropriate and whether the industry practice of data pooling and list swapping is acceptable.

The unfavourable developments in UK fundraising have not escaped our attention and we are looking at how we can bolster trust and confidence in our sector.

Much of our work would not be possible without the valuable assistance from our major sponsors, GoFundraise and the Blue Star Group and of course the many others who support both our national and state events. In that vein, I'd like to thank the many volunteers who contribute much to our continued success and viability, including the State and Territory Committee members who drive member engagement and our Board of Directors, led so ably by its Chair Peter Burnett who provides strategic direction and governance to the affairs of your Institute. And, lastly a huge thank you to the FIA staff without whom none of this would be possible. Bravo all.



Rob Edwards
Chief Executive Officer

Honorary Treasurer's Report



It is my pleasure as your Treasurer for 2015 to present the Financial Report for the year ended 31 December 2015. The financial report, as presented has been reviewed by our auditors K S Black.

Summary of the Financial Results

FIA finished the year in a very positive position exceeding the expectations of the forecast projections made in the 3rd quarter of 2015 with a surplus of \$411k. This is a very pleasing result that puts FIA in a good place as we embark on the 2nd year of the roll out of the new strategic plan.

This result builds on the outcomes achieved over the last few years and highlights the importance of a successful conference and the positive impact of focusing on building our suite of education products.

This year more than 3,000 fundraisers attended FIA professional development and networking events around the country. Fundraisers have seen the value in attending FIA events designed by fundraisers for fundraisers specifically to expand their skills. FIA's education program meets the needs of the fundraisers.

Operating Environment

This year has seen a substantial change to FIA's operating environment. Whereas in recent years the budget was developed within the context of continuing to build the financial sustainability of FIA with a focus on the development of a suite of educational offerings for members, the 2015 budget was framed in the context of implementing the recommendations from the review of the 2014 - 2017 strategic plan. This entailed anticipating and forecasting the timing of the roll out which has significant resource implications for FIA.

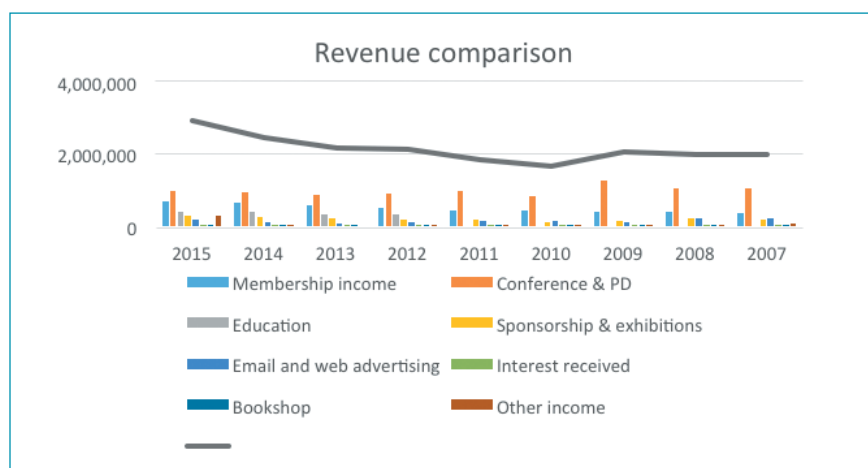
Significantly, 2015 saw the incorporation of the social change campaign Include a Charity into FIA with the Include a Charity company then deregistered and the workflow of the campaign integrated within the FIA business plan. The FIA team has worked hard to achieve this while continuing to provide a full service to our members and we now have a fully integrated communications, marketing and educational program for 2016. A remarkable achievement! FIA has also invested in the redevelopment of the *Certificate in Fundraising* and produced an online version of this product which complements the completely new online *Diploma in Fundraising* with both products to be launched to the market in 2016.

Income

FIA has reached income of over \$2.9m this year, which is a 77% increase on income in 2010 and shows the growth achieved by the educational products, successful conferences and now the successful integration of the Include a Charity campaign. It should be noted by members that the income from contributors to the campaign is only applied to the campaign and FIA effectively 'ring fences' this income for that purpose.

Membership income also increased as a result of minor pricing changes on similar numbers, and the FIA jobs bulletin produced a nearly 50% increase in the number of job ads placed in 2015 which shows the continuing strength of this income stream. There was also an increase in attendance and sponsorships for state and territory events with all of the local committees developing their member engagement work and SA and the ACT achieving outstanding attendances at events held locally. This growth across a number of areas points to increasing sector engagement and is a key indicator of the achievement of strategic goals.

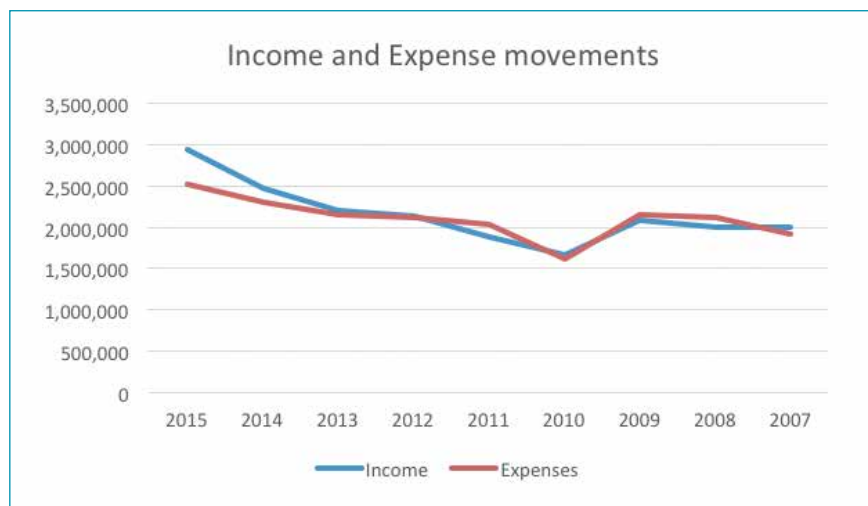
The chart below shows the income contribution from each revenue stream. We can see from this that FIA is working towards reducing its reliance on conference as the major source of funding to the organisation but that this area of the business currently remains the most significant income contributor.



Expenses

FIA achieved significant savings on expenditure of \$213k on that budgeted, a major component of this, \$180k, being from salaries. So much was achieved this year with so few! Other savings arose with timing differences in strategic plan implementation and ongoing savings in education and conference costs. The final result has seen expenses come in at 2.5% below that forecast. Across the board, expenses have been contained and savings have been made in many areas.

The chart below shows the movement of total income and expenses from 2007 to 2015 which highlights the impact of the strategic changes made this year, additional income stream generation and cost reductions over the years.



The revenue growth since 2010 shows a compound annual/average growth rate of 9.9% with expenses contained to 7.7%, a good combination.

Our Financial Position

FIA's surplus this year builds on the results achieved over the last few years. The surplus of \$411k for year end 2015 has seen FIA exceed its goal of building reserves to a minimum of \$500k. This funding provides a baseline of reserves which will support the organisation as it pursues the achievement of the key components of the strategic plan. A net asset position of \$773k gives the financial support necessary to meet business goals. The 2015 attendance and revenue results combined with a focus on maintaining or reducing costs across all functions has seen a net cash inflow of \$642k this year, strengthening cash holdings at year end.

Finance and Audit Committee

I would like to take this opportunity to thank my fellow committee colleagues for their support, guidance and dedication to FIA:

Peter Burnett FFIA CFRE
 Brian Holmes FFIA CFRE
 Jeremy Maxwell FFIA CFRE
 Joe Shannon B. Comm CA

In closing this report I would like to thank all Directors for their diligence and active participation in the financial stewardship of FIA, and I commend the staff of FIA for their laudable efforts in achieving the outcomes reported here for 2015.

Copies of the full audited Financial Report for 2015 are available on the FIA website.

I recommend that this Treasurer's Report be accepted alongside the audited Financial Statements of the Fundraising Institute Australia as an accurate account of the financial position in 2015.

Zoe Karkas FFIA
 Honorary Treasurer

Financial Reports

for Year Ended 31 December 2015

Statement of Profit or Loss and Other Comprehensive Income for the year ended 31 December 2015

	Note	2015 \$	2014 \$
Revenue	2	2,937,843	2,471,960
Administration expenses		(146,196)	(153,425)
Conference, workshop and campaign expenses		(1,355,469)	(1,116,077)
Occupancy expenses		(92,026)	(90,353)
Employee benefits expense		(927,578)	(913,191)
Depreciation and amortisation	3	(4,671)	(27,823)
		<hr/>	<hr/>
		(2,525,940)	(2,300,869)
Surplus before income tax		411,903	171,091
Surplus after income tax expenses		411,903	171,091

Statement of Financial Position as at 31 December 2015

		2015	2014
	Note	\$	\$
ASSETS			
Current assets			
Cash and cash equivalents	6	2,239,051	1,597,166
Receivables	7	307,094	171,559
Other assets	8	6,000	500
Total current assets		2,552,145	1,769,225
Non-current assets			
Software, plant and equipment	9	17,440	8,496
Development costs	18	-	-
Total non-current assets		17,440	8,496
TOTAL ASSETS		2,569,585	1,777,721
LIABILITIES			
Current liabilities			
Payables	10	237,404	149,929
Provisions	12	75,104	78,880
Deferred income	11	1,453,082	1,165,551
Funds held on trust		19,751	21,526
Total current liabilities		1,785,341	1,415,886
Non-current liabilities			
Provisions	12	10,506	-
Total non-current liabilities		10,506	-
TOTAL LIABILITIES		1,795,847	1,415,886
NET ASSETS		773,738	361,835
EQUITY			
Accumulated funds		773,738	361,835
TOTAL EQUITY		773,738	361,835

Statement of Changes in Equity for the year ended 31 December 2015

2014	Accumulated Funds	Total
	\$	\$
Balance at 1 January 2014	190,744	190,744
Surplus for the year	171,091	171,091
Balance at 31 December 2014	361,835	361,835

2015	Accumulated Funds	Total
	\$	\$
Balance at 1 January 2015	361,835	361,835
Surplus for the year	411,903	411,903
Balance at 31 December 2015	773,738	773,738

Statement of Cash Flows for the year ended 31 December 2015

		2015	2014
	Note	\$	\$
Cash from operating activities:			
Receipts from members and customers		3,173,143	2,694,416
Payments to suppliers and employees		(2,543,760)	(2,323,416)
Interest received		25,831	22,491
Net cash generated from operating activities	14	655,214	393,491
Cash flow from investing activities:			
Payment for non-current assets		(13,329)	(9,793)
Net cash used in investing activities		(13,329)	(9,793)
Net increase in cash and cash equivalents held		641,885	383,698
Cash and cash equivalents at beginning of financial year		1,597,166	1,213,468
Cash and cash equivalents at end of financial year 6		2,239,051	1,597,166

**AUDITOR'S INDEPENDENCE DECLARATION
TO THE DIRECTORS OF FUNDRAISING INSTITUTE AUSTRALIA
A.B.N. 51 943 541 450**

I declare that, to the best of my knowledge and belief, during the year ended 31 December 2015, there have been no contraventions of:

- i. the auditor independence requirements as set out in the *Australian Charities and Not-for-profit Commission Act 2012* in relation to the audit, and
- ii. any applicable code of professional conduct in relation to the audit.

**K.S. Black & Co
Chartered Accountants**



**Sam Danieli
Partner**

2nd February 2016

Chartered Accountants

ABN: 57 446 398 808

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF FUNDRAISING INSTITUTE AUSTRALIA A.B.N. 51 943 541 450

Report on the Financial Report

We have audited the accompanying financial report of Fundraising Institute of Australia, which comprises the statement of financial position as at 31 December 2015, the statement of profit or loss and other comprehensive Income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies, other explanatory information and the responsible entities' declaration.

Directors' Responsibility for the Financial Report

The Directors are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australia Accounting Standards and the financial reporting requirements of the Australian Charities and Not-for-profits Commission Act 2012. The Directors' responsibility also includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditors Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the company's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entities internal controls. An audit also includes evaluating the appropriateness of accounting policies used and the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the Australian Charities and Not-for-profits Commission Act 2012.

Opinion

In our opinion the financial report of Fundraising Institute Australia is in accordance with the Australian Charities and Not-for-profits Commission Act 2012, including:

- a) giving a true and fair view of the company's financial position as at 31 December 2015 and of its performance for the year ended on that date; and
- b) complying with Australian Accounting Standards and the financial reporting requirements of the Australian Charities and Not-for-profits Regulation 2013.

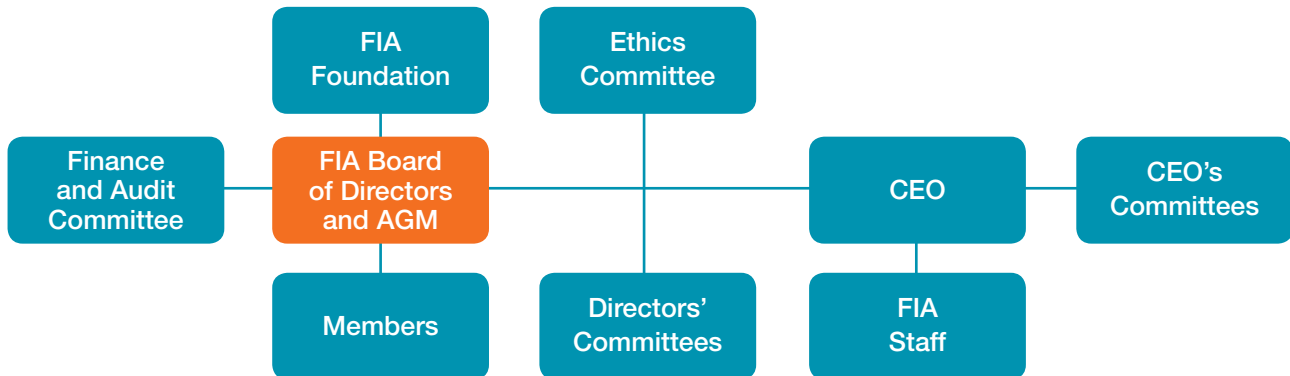
K.S. Black & Co
Chartered Accountants



Sam Danieli
Partner

2nd February 2016

FIA Governance Structure



FIA Board of Directors

The business and affairs of FIA are managed by the Board of Directors. The Board strives to build sustainable value for FIA's members and the fundraising sector and to achieve our mission of advancing philanthropy in partnership with industry and government.

Directors are elected for a two-year term, with the possibility of renewal for a period not exceeding six years. This period allows for the Board to establish continuity of governance, a style of authority and leadership that is compatible with its vision for the organisation and the legal and financial duties and responsibilities of the Board. The manner of their appointment is set out in the Constitution to ensure Directors hold the appropriate range of skills, knowledge and experience necessary to govern.

The Board represents and is accountable for the organisation's operations to members, funding bodies, sponsors and the community.

The Board's responsibilities include, but are not limited to:

- Providing input into and approving management strategies, budgets, programs and policies.
- Assessing performance against strategies to monitor both the performance of management as well as the continuing suitability of strategies.
- Approving and monitoring significant capital expenditure and significant commitments under agreed programs.
- Ensuring the company operates with an appropriate corporate governance structure.
- Ensuring the company operates in accordance with the Constitution.
- Safeguarding the assets of the Company and Trust.

Directors are required to provide information about their business and other interests to the Board at the time of their appointment and this information is updated as required at each Board meeting. A policy document provides guidelines on what constitutes a conflict of interest.

Where appropriate, Directors may seek, with the approval of the Chair, independent professional advice on matters arising in the course of their Board and committee duties.

The Board of Directors is comprised of members elected from each of the six states and the ACT. Organisational Members receive specific representation from the Organisational Member Director. The Board can also appoint up to five Directors to support specific needs of the organisation.

FIA acknowledges the hard work and dedication of those members who served as FIA Directors in 2015 and looks forward to serving with them in 2016.

Directors of Fundraising Institute Australia 2014/2015



Chair 2014/2015

Peter Burnett FFIA CFRE

Occupation:

Director of Development,
Ballarat Grammar Foundation

Experience: Appointed Director 20/02/2010; President FIA Victoria 2008 - 2011; Nominations Committee 2014; Investment Committee 2014; Appointed Chair 2014, Awards Judge 2015



Vice Chair 2015 Chair 2016

Nigel Harris FFIA CFRE

Occupation: Chief Executive Officer,
Mater Foundation

Experience: Appointed Director 29/02/2012; FIA Chairman 2006 - 2010; FIA Deputy Chair 2014 - 2015, Ethics Committee 2008 - 2009; Professional Development Committee 2011- present, Nominations Committee 2015



Treasurer

Zoe Karkas FFIA

Occupation: Principal,
Why Not This & Associates

Experience: Appointed Director 29/02/2012; President FIA VIC 2011 - 2013; Appointed Honorary Treasurer 27/02/14; Chair Finance & Audit Committee 2014; Conference Committee 2014; Awards Judge 2015; Nominations Committee 2015



Director (New South Wales)

Lizzie Borwick MFIA

Occupation:

General Manager - Fundraising,
Camp Quality

Experience: Appointed Director 27/02/2014; Resigned 03/03/16



Director (Queensland)

Benjamin Cox MFIA

Occupation:

Fundraising and Communications
Manager, Brisbane Legacy

Experience: Appointed Director 29/02/2012; President FIA QLD 2012 - 2013; Chair FIA QLD 2014 - present, Awards Judge 2014 - present



Director (South Australia)

Elizabeth Davis EMFIA

Occupation:

Principal, emdf Consultancy

Experience:

Appointed Director 27/02/2014; Deputy President FIA SA/NT 2011 - 2012; President FIA SA/NT 2013; Chair FIA SA/NT 2014 - present



Director (Tasmania)

Sophie Davidson MFIA

Occupation:

Deputy Director Advancement,
University of Tasmania Foundation

Experience: Appointed Director
27/02/2014



Director (Western Australia)

Allan Godfrey EMFIA

Occupation:

General Manager – Marketing, Royal
Life Saving Society Australia

Experience:
Appointed Director 28/2/2013;
Awards Judge 2015



**Organisational Member
Director**

Jennifer Doubell MFIA CFRE

Occupation: Executive Director,
Peter MacCallum Cancer Foundation

Experience:
Appointed Director 19/02/15,
Awards Judge 2014



Board Appointed Director

Joe Shannon MFIA

Member of the Institute of Chartered
Accountants (Australia and Ireland),
Registered Company Auditor,
B.Comm. CA

Occupation:

Director, Moore Stephens Sydney

Experience: Appointed Director
20/02/2010; Finance and Audit
Committee 2008 - present;
Resigned 03/03/16



Board Appointed Director

Major Neil Venables MFIA

Occupation:

Secretary for Communications, The
Salvation Army (Australia Southern
Territory)

Experience: Appointed Director
29/02/2012; Resigned 03/03/16



Board Appointed Director

Marcus Blease MFIA

Occupation: General Manager

Marketing and International
Programs, Cerebral Palsy Alliance

Experience: Appointed Director
19/02/15, Awards Judge 2014 -
present



Board Appointed Director

Trudi Mitchell MFIA

Occupation: Deputy National
Director, Australia for UNHCR

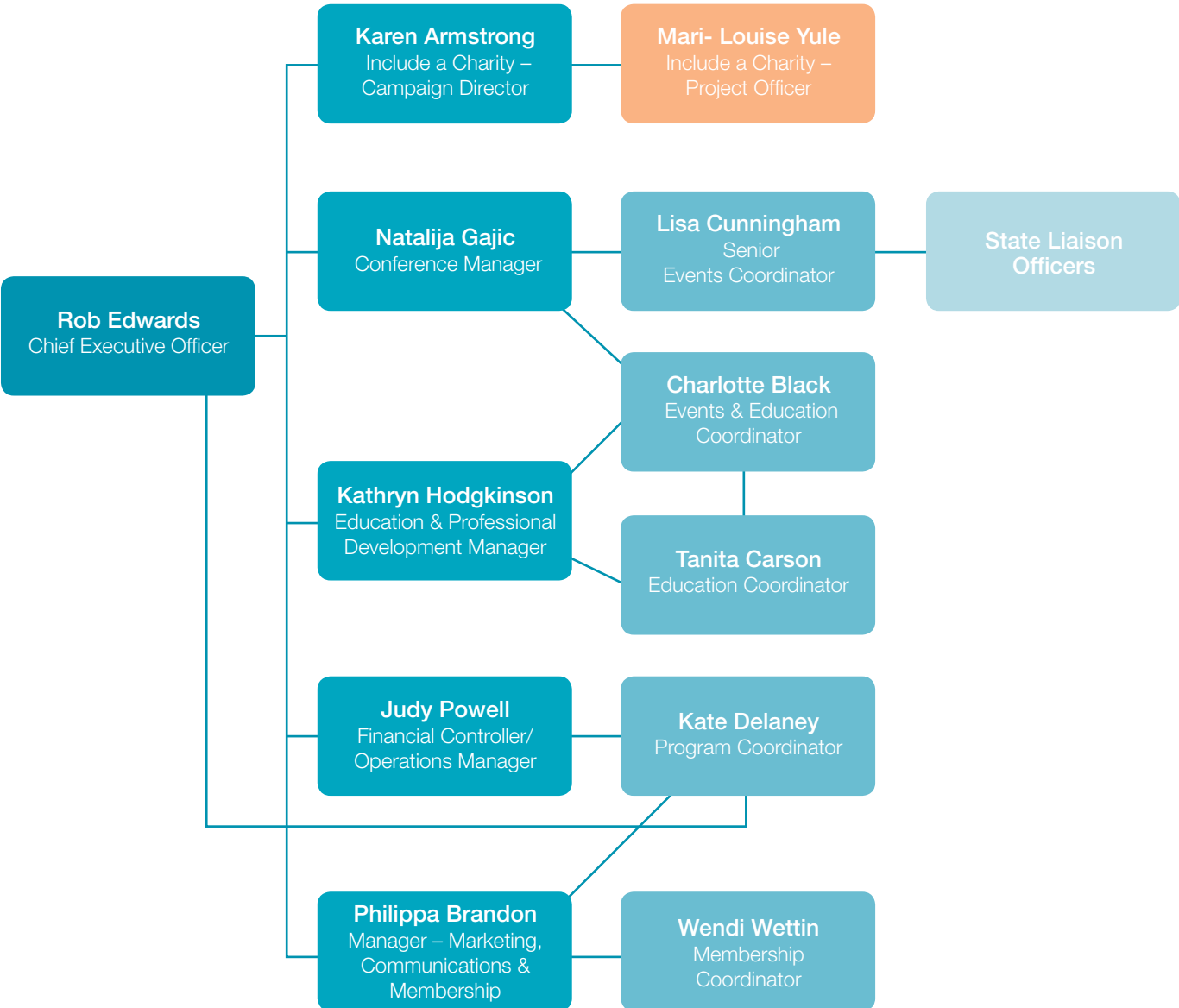
Experience: Appointed Director
19/02/15

FIA Secretariat

Our Service Charter

The day-to-day operations of the Institute are managed by a dedicated team of staff.

- We will be responsive and efficient in all aspects of our work.
- We will address expeditiously and respectfully the needs of members, volunteers, partners and clients, government, business and the public.
- We will provide professionally managed services, evaluate their delivery and act to improve our performance.



FIA Foundation



The FIA Foundation exists primarily to advance and develop the training and education of professional fundraisers by providing access to professional fundraising resources, facilitating industry research, aiding in the development of certification programs for fundraisers and promoting the contributions of professional fundraisers to our community.

The FIA Foundation was created in 1993 and the trustees are the Chair, Vice Chair and Secretary of the FIA Board of Directors. Operating as a DGR status fund, the trustees of the Foundation have a clear vision and purpose to:

- Advance and develop training and education opportunities for fundraisers (including scholarships),
- develop the Library Resource Centre, and
- promote research into the fundraising profession.

The FIA Foundation is about fundraisers supporting their own, and giving back to their Institute which in turn sponsors their professional development.

This year six scholarships were awarded to attend the Certificate in Fundraising.

ARTHUR VENN FUNDRAISING LEADERSHIP SCHOLARSHIP

The Arthur Venn Fundraising Leadership Scholarship pays tribute to one of the founders and teachers of fundraising in Australia.

A volunteer group of experienced FIA members, The Mobys, pay tribute to Arthur Venn, a founding father of the fundraising profession in Australia, through scholarships which support the next generation of Australian fundraising leaders.

Arthur Venn sadly passed away on 18th January 2013. Arthur was a mentor to many fundraisers, a teacher who sought to build pride in those who took up fundraising as a profession. FIA recognises his contribution to fundraising in Australia with the Arthur Venn Fundraiser of the Year Award, which is presented at the FIA Conference.

In 2015, the scholarships funded course fees for seven FIA participants to attend FIA's Fundraising Change Leadership course. These scholarships promote the importance of fundraising leadership and leadership development in the sector and established an ongoing mentoring process for all Arthur Venn Fundraising Leadership Scholars.

2015 Arthur Venn Fundraising Leadership Scholarship recipients:

- Alexandra Struthers MFIA, General Manager - Individual Giving, Make-a-Wish Foundation of Australia
- Charlotte Sangster MFIA, Acting National Development Manager, Frontier Services
- Debbie Shiell MFIA, Foundation Director, Monash Health Foundation
- Jena Clark, Corporate and Donor Relations Specialist, Guide Dogs SA/NT
- Jennifer Turner MFIA, Partnership Development Manager, Harry Perkins Institute of Medical Research
- Nichole Alfreds MFIA, Fundraising Manager, MI Fellowship
- Rebecca Linigen, Direct Marketing Manager, Children's Cancer Institute



Celebrating Distinguished Service

FIA promotes excellence in fundraising by recognising the achievements of our members in our drive to be the best we can as fundraising professionals. The contribution of these members to the fundraising profession, and the community at large, is to be admired.

Our Constitution celebrates the member journey by acknowledging the distinguished service of FIA members by the election of members to a distinguished status.

Fellows as at 31 December 2015

Election as a Fellow is a professional honour that is awarded following intense peer review and careful consideration by the FIA Board of Directors. Fellows are nominated by their peers for their contribution to the profession. Fellows are elected by members at the Annual General Meeting.

John Allen FFIA	Chris Benaud FFIA CFRE
Gail Breen FFIA	Peter Burnett FFIA CFRE
Peter Dalton FFIA CFRE	Tracey Finlay FFIA CFRE
Dr Ted Flack FFIA CFRE	Judy Ford FFIA CFRE
Jo Garner FFIA CFRE	Craige Gravestain FFIA CFRE
Anne Gribbin FFIA CFRE	Nigel Harris FFIA CFRE
Margaret Haydon FFIA	Maurice Henderson FFIA FAHP CFRE
Sharon Hillman FFIA	Mark Hindle FFIA FAHP CFRE
Brian Holmes FFIA CFRE	Lesley Hooper FFIA
Jannine Jackson FFIA CFRE	Sue James FFIA
Kathy John FFIA	Mack Jones FFIA CFRE
Laurence Joseph FFIA	Zoe Karkas FFIA
Clare MacAdam FFIA CFRE	Andrew Markwell FFIA CFRE
Evelyn Mason FFIA CFRE	Tim Matthews FFIA
Jeremy Maxwell FFIA CFRE	Lindsay May FFIA CFRE
Daniel McDiarmid FFIA CFRE	Graham McKern FFIA CFRE
Tracy McNamara FFIA	Brian O'Keefe FFIA
Leo Orland FFIA CFRE	Heiko Plange-Korndorfer FFIA CFRE
Mark Quigley FFIA	Vicki Rasmussen FFIA CFRE
Lesley Ray FFIA CFRE	Libby Rodgers-McPhee FFIA CFRE
Dr Wendy Scaife FFIA	Margaret Scott FFIA CFRE
Helen Smith FFIA	John Townend FFIA CFRE
Alicia Watson FFIA CFRE	Roewen Wishart FFIA CFRE
Bruno Yvanovich FFIA	David Zerman FFIA

This award is bestowed by the FIA Board of Directors on retired members in recognition of their esteemed membership. Emeritus members are announced at the Annual General Meeting.

John Allen FFIA (Emeritus) deceased	Margaret Armstrong FFIA (Emeritus)
Graeme Bradshaw FFIA (Emeritus) CFRE	Lyn Buckley FFIA (Emeritus)
Jennie Cameron FFIA (Emeritus)	Peter Castleton FFIA (Emeritus)
Diane Clarke FFIA (Emeritus)	Ray Crompton MFIA (Emeritus)
Ronald Ellis OAM FFIA (Emeritus)	Peter Fletcher FFIA (Emeritus)
Russell Harris FFIA (Emeritus)	Kenneth Harrison FFIA (Emeritus)
Jenny Marchionni FFIA (Emeritus)	Raymond Morton FFIA (Emeritus) deceased
Dennis O'Reilly FFIA (Emeritus)	David Rose FFIA (Emeritus)
Michelle Trevorrow FFIA (Emeritus)	Arthur Venn FFIA (Emeritus) deceased
Rosemary Wilcox FFIA (Emeritus)	Ann Wood FFIA (Emeritus)

Emeritus Members as at 31 December 2015

Honorary Members as at 31 December 2015

The FIA Board of Directors may, from time to time, elect to honorary membership individuals not otherwise qualified for membership. This honour is granted to those that have made a notable contribution to the fundraising profession in Australia.

Michelle Campbell MFIA (Hon) FAHP CFRE	Douglas Dillon MFIA (Hon) CFRE
Michael Farrell MFIA (Hon)	Ian Fraser MFIA (Hon) FAHP
Mary Love (Bitsy) Henderson MFIA (Hon) FAHP	Paulette Maehara MFIA (Hon) CFRE
Sid Mallory MFIA (Hon)	Bill McGinly MFIA (Hon)
Professor Myles McGregor-Lowndes OAM MFIA (Hon)	Ann Thompson-Haas MFIA (Hon) FAHP
Philip Warner MFIA (Hon)	Andrew Watt MFIA (Hon)

Certified Fund Raising Executives (CFRE) as at 31 December 2015

The Certified Fund Raising Executive (CFRE) designation is a personal and professional achievement that sets standards in philanthropy and is recognised throughout the world. FIA encourages fundraisers to achieve and maintain this credential as a mark of their commitment to the fundraising profession.

“If what we do matters, I mean really matters, then we have to be more than good at our job. We need to strive for professional identity and all it entails - including credentialing.”

Nigel Harris FFIA CFRE, Chief Executive Officer, Mater Foundation



Many of FIA's members have chosen to expand their education and qualifications with the notable CFRE accreditation. FIA would like to acknowledge these individuals for their dedication to their non-profit careers.

Leanne Angel EMFIA CFRE	Maurice Henderson FFIA FAHP CFRE
Karen Armstrong MFIA CFRE	John Herring EMFIA CFRE
Kelly Barrington MFIA CFRE	Mark Hindle FFIA FAHP CFRE
Chris Benaud FFIA CFRE	Brian Holmes FFIA CFRE
Jeff Buchanan MFIA CFRE	Jannine Jackson FFIA CFRE
Peter Burnett FFIA CFRE	Lisa Kastaniotis MFIA CFRE
Meredith Campbell EMFIA CFRE	Matthew Lang MFIA CFRE
Leigh Cleave EMFIA CFRE	Alan Le May EMFIA CFRE
Kerry Cutting EMFIA CFRE	Clare MacAdam FFIA CFRE
Peter Dalton FFIA CFRE	Paulette Maehara MFIA (Hon) CFRE
Douglas Dillon MFIA (Hon) CFRE	Stephen Mally MFIA CFRE
Jennifer Doubell MFIA CFRE	Andrew Markwell FFIA CFRE
Kimberly Downes EMFIA CFRE	Evelyn Mason FFIA CFRE
Kate Eddy MFIA CFRE	Jeremy Maxwell FFIA CFRE
Jackie Evans EMFIA CFRE	Lindsay May FFIA CFRE
Tracey Finlay FFIA CFRE	Karen McComiskey MFIA CFRE
Dr Ted Flack FFIA CFRE	Dr Daniel McDiarmid FFIA CFRE
Judith Ford FFIA CFRE	Graham McKern FFIA CFRE
Anne Frankenberg MFIA CFRE	Rob Needham MFIA CFRE
James Garland EMFIA CFRE	Lorraine Nothling EMFIA CFRE
Jo Garner FFIA CFRE	Leo Orland FFIA CFRE
Simone Garske MFIA CFRE	David Osborne EMFIA CFRE
Craige Gravestein FFIA CFRE	Alison Overton EMFIA CFRE
Alex Green MFIA CFRE	Heiko Plange-Korndoerfer FFIA CFRE
Anne Gribbin FFIA CFRE	Cheryl Pultz EMFIA CFRE
Nigel Harris FFIA CFRE	Vicki Rasmussen FFIA CFRE
Rebecca Hazell EMFIA CFRE	Lesley Ray FFIA CFRE

Trish Roath EMFIA CFRE
Rhonda Robinson EMFIA CFRE
Libby Rodgers-McPhee FFIA CFRE
Margaret Scott FFIA CFRE
Terri Sheahan MFIA CFRE
Lindsay Stokes EMFIA CFRE
Kim Sutton MFIA CFRE
Jane Thompson MFIA CFRE
Sarah Thyssen MFIA CFRE
John Townend FFIA CFRE

Peter Treseder EMFIA CFRE
Sonya Tufnell MFIA CFRE
Judy Turner EMFIA CFRE
Alicia Watson FFIA CFRE
Kerin Welford MFIA CFRE
Darryl Whatmough MFIA CFRE
Maree Whybourne MFIA CFRE
Susanne Williamson EMFIA CFRE
Roewen Wishart FFIA CFRE
Randy Wood MFIA CFRE

TO OUR VOLUNTEERS, SPONSORS AND CONTRIBUTORS TO THE SECTOR, THANK YOU.

FIA works with numerous individuals within the non-profit sector, many of whom donate their time to assist with our various professional development events and projects. Capacities where FIA volunteer members contribute include:

- Constitutional and Directors' Committees
- CEO Committees
- State and Territory Committees
- Include a Charity Committee
- Presenters and tutors at education and training events
- Awards Judges

The work of FIA would not be possible without the generous support of FIA's sponsors. Your support of FIA and specific event related sponsorship makes the ongoing delivery of services possible.

The FIA Board of Directors and staff would like to take this opportunity to thank each and every one of you for your contribution, large or small, to fundraising and to the work of Fundraising Institute Australia.

Constitutional and Directors' Committees

The FIA Board of Directors recognises the contribution of the members of the Constitutional and Directors' Committees who assist the Board in ensuring a sustainable future for the Institute.

ETHICS COMMITTEE

The FIA Ethics Committee processes all complaints received through the FIA Complaints Process. It also ensures that FIA Professional Development Programs, annual presentations and National Ethics Curriculum are based on FIA Principles of Fundraising Practice and that such programs reflect the trends in ethical issues.

Linda Lavarch (Chair)
Dr Ted Flack FFIA CFRE
Professor Myles McGregor-Lowndes OAM MFIA (Hon)
Margaret Scott FFIA CFRE
Naomi Steer
Roewen Wishart FFIA CFRE

[A special thanks to our outgoing Committee member:](#)

Dr Ted Flack FFIA CFRE

FINANCE AND AUDIT COMMITTEE

The Finance and Audit Committee has been established to assist the Board in the discharge of the Board's responsibilities for financial reporting, maintaining a system of internal control, risk management and compliance.

Peter Burnett FFIA CFRE (Chair)
Zoe Karkas FFIA
Brian Holmes FFIA CFRE
Jeremy Maxwell FFIA CFRE
Joe Shannon CA MFIA

NOMINATIONS COMMITTEE

The Nominations Committee lead the process for nominations for appointment and re-appointment of Chair Elect, the Board Appointed Directors, the Director from Organisational Members, nominations to the Ethics Committee and other appointments as required by the Board.

Peter Burnett (Chair) FFIA CFRE
Nigel Harris FFIA CFRE
Zoe Karkas FFIA
Leo Orland FFIA CFRE
Roewen Wishart FFIA CFRE

FELLOWS NOMINATIONS COMMITTEE

The Board established the Fellows Nominations Committee to develop a procedure for the evaluation of nominations and the decision whether or not to recommend such nominee for designation as a Fellow by election at the Annual General Meeting.

Dr Ted Flack FFIA CFRE
Margaret Haydon FFIA
Sharon Hillmann FFIA
Lindsay May FFIA CFRE
Tracy McNamara FFIA
Bruno Yvanovich FFIA

[A special thanks to our outgoing Committee member:](#)

Dr Ted Flack FFIA CFRE

CEO Committees

The FIA Secretariat is supported by dedicated members of the various committees of the CEO. Working tirelessly to provide members with quality professional development opportunities and to raise the standard of professional fundraising, we thank those who donate their time to assist us.

CONFERENCE 2015 PROGRAM COMMITTEE



FIA's 38th Conference was very successful by any measure with the number of delegates equalling those of our previous conference in 2014, our largest to date. The exhibition was the most successful it has been with 42 organisations exhibiting. The Gala Awards Dinner was also a great success with 385 people celebrating the profession.

THANKS TO OUR 2015 CONFERENCE PROGRAM COMMITTEE:

Lesley Ray FFIA CFRE (Chair)	Karen Armstrong MFIA CFRE
Jackie Evans EMFIA CFRE	James Garland EMFIA CFRE
Nigel Harris FFIA CFRE	Stephen Mally MFIA CFRE
Leo Orland FFIA CFRE	Vicki Rasmussen FFIA CFRE
Margaret Scott FFIA CFRE	

CONFERENCE 2016 PROGRAM COMMITTEE

The Committee behind the program for FIA's 39th Conference has done an incredible job of creating a program to meet a wide variety of members' needs. There is still much to be done before members from around Australia and the Asia Pacific region arrive at the Melbourne Convention and Exhibition Centre for the conference from 2 – 4 March 2016.



WITH ONGOING THANKS TO OUR 2016 CONFERENCE PROGRAM COMMITTEE:

Vicki Rasmussen FFIA CFRE (Chair)	Karen Armstrong MFIA CFRE
Meredith Campbell EMFIA CFRE	Gavin Coopey EMFIA
Stephen Ellis AMFIA	Jackie Evans EMFIA CFRE
Melita Griffin MFIA	Zoe Karkas FFIA
Lisa Kastaniotis MFIA CFRE	Stephen Mally MFIA CFRE
Jeremy Maxwell FFIA CFRE	Leo Orland FFIA CFRE
Lesley Ray FFIA CFRE	Alexandra Struthers MFIA

INVESTMENT COMMITTEE 2015

The Investment Committee has been established to advise FIA on the obligations for the investment of assets of the Company and the FIA Foundation. The Committee is responsible for formulating the overall investment policies of FIA, subject to approval by the Board, and establishing investment guidelines in furtherance of those policies. The Committee monitors the management of the portfolio for compliance with the investment policies and guidelines and for meeting performance objectives over time.

Peter Burnett FFIA CFRE Tim Hardy
Katie Whiffen

CODES TASKFORCE 2015

The role of the Codes Taskforce is to ensure the FIA Principles and Standards of Fundraising Practice continue to promote best practice in the sector. The Taskforce undertakes a regular review of the existing codes and where appropriate works to create new codes to meet changing sector needs.

Jeremy Maxwell FFIA CFRE (Chair) Laurence Joseph FFIA
Leo Orland FFIA CFRE Dr Wendy Scaife FFIA

PROFESSIONAL DEVELOPMENT COMMITTEE

The Professional Development Committee provides strategic advice and direction in relation to the content and structure of professional development programs offered by FIA. The Committee is made up of experts in fundraising and we are grateful for the advice and support received from the Committee.

Nigel Harris FFIA CFRE Dr Wendy Scaife FFIA
Margaret Scott FFIA CFRE

MEDIA ADVISORY GROUP

The Media Advisory Group assist FIA by enabling us to establish protocols and positioning statements for media comment and helping to present a united voice for the sector. Thank you to those organisations who participated in the Media Advisory Group.

Amnesty International Appco Group Australia
Australian Red Cross Cancer Council NSW
Cerebral Palsy Alliance Cornucopia Fundraising
Fred Hollows Foundation Heart Foundation
Starlight Children's Foundation World Vision
WWF-Australia

FIA STATE/TERRITORY COMMITTEES

FIA's quality and strength comes from the members who volunteer to be a part of their State/Territory Committees. The Committees exist to deliver professional development and networking programs within their state, in order to provide FIA members with the relevant skills and competencies to act as effective fundraising professionals. FIA acknowledges the amazing work done by all at the state/territory level to provide an outstanding year of service to the wider fundraising community.

A special thank you to our State Liaison Officers who provide that valuable link between committee volunteers and FIA staff, keeping us all on track.

Australian Capital Territory

Rhonda Robinson EMFIA CFRE
(Chair)

Helen Falla MFIA

Dimity May MFIA

Kellie O'Sullivan MFIA

Trevor Capps EMFIA

Diane Kargas AM EMFIA
(resigned 9/6/2015)

Rose Nairn-Stellino

Kate Jennings MFIA (State Liaison Officer)

New South Wales

Andrew Giles MFIA (Chair)

Christine Bullivant EMFIA

Gilbert Lorquet MFIA

Stephen Mally MFIA CFRE

Sarah Pieters (resigned 15/7/2015)

Adelaide Thompson MFIA

Allison Dando MFIA (State Liaison Officer)

Lizzie Borwick (Director)

Adam Drinan MFIA (resigned 19/8/2015)

Alexandra Macaulay MFIA

Kerren Morris MFIA

Len Russell MFIA

Mark Williams MFIA

Queensland

Benjamin Cox MFIA

(Chair & Director)

Jock Beveridge MFIA

Jo Garner FFIA CFRE

Vicki James MFIA

Sara Mansfield EMFIA

Alexandra Struthers MFIA

Joan Flack MFIA (State Liaison Officer)

Leanne Angel EMFIA CFRE

Meredith Campbell EMFIA CFRE

Nigel Harris FFIA CFRE

Alan Le May EMFIA CFRE

Margaret Scott FFIA CFRE

Damian Topp EMFIA

South Australia

Elizabeth Davis EMFIA

(Chair & Director)

Martin Carolan EMFIA

Marcus Gehrig MFIA

Darrin Johnson MFIA

Rebecca Miller MFIA

Andrew Sabatino MFIA

Sam Tolley MFIA (Co-opted)

Marla Nelson AMFIA (State Liaison Officer)

Abhra Bhattacharjee MFIA

Ian Cox MFIA

Ngaire Henderson MFIA

Clare MacAdam FFIA CFRE

Kay Milton MFIA

Eyvette Thomas (resigned 28/8/2015)

Tasmania

Melita Griffin MFIA (Chair) Sophie Davidson MFIA (Director)
Cath Adams MFIA Michelle Folder MFIA
Diana Jarvis MFIA Kalli McCarthy MFIA
Emma Jarvis (State Liaison Officer) (resigned 31/7/2015)
Sharn Hitchins MFIA (State Liaison Officer)

Victoria

Gail Breen FFIA (Chair) Zoe Karkas FFIA (Director)
Angela Goodwin MFIA Sharon Hillman FFIA
Veronica Lyons MFIA Isobel Michael MFIA
Pamela Sutton-Legaud MFIA Jim Weber MFIA
Denise Sheard MFIA (State Liaison Officer)

Western Australia

Anne Smith EMFIA (Chair) Allan Godfrey EMFIA (Director)
Lucinda Ardagh MFIA Joanne Beedie
Vicky Dodds MFIA Hazel Grunwaldt MFIA
Ashlie Hirniak MFIA Lesley Hooper FFIA
Laura Kazmirowicz MFIA Kari Legge MFIA
Heiko Plange-Korndoerfer FFIA CFRE
(resigned 10/12/2015) Dee Taseff EMFIA
Vicki Reynolds MFIA (State Liaison Officer)

Include a Charity

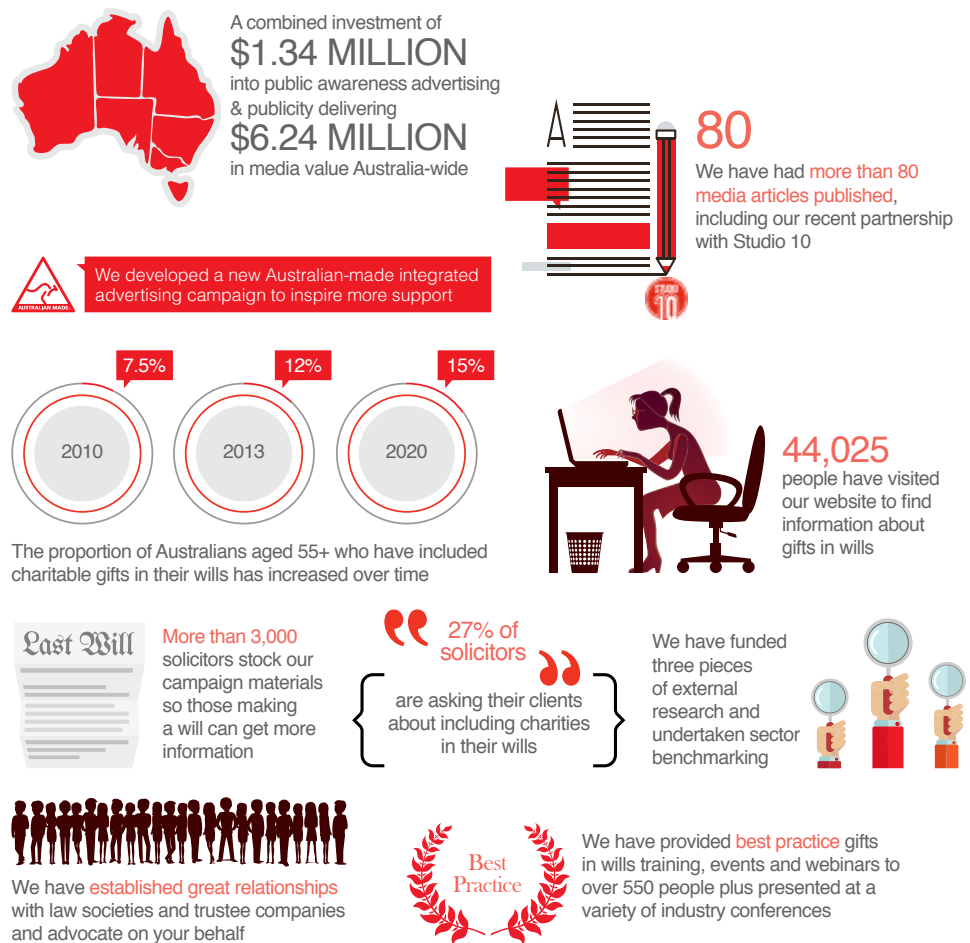
include a charity
 Help the work live on.

FIA is pleased to offer members the opportunity to participate in the Include a Charity campaign, which is a collaboration of many of Australia's most progressive charities that have joined forces to promote the concept of bequest giving to dramatically increase revenues for the work of the charitable sector.

Australia is known to be one of the most generous nations on earth when it comes to charitable giving. 87 per cent of Australians will support a charity in their lifetime by making a donation, taking up a challenge, holding or attending an event or volunteering time.

If the percentage of all Australians making a bequest were to increase to just 12 per cent, an additional \$440 million would be created for charities in Australia every year to help them continue their amazing work.

ACHIEVEMENTS TO DATE:



Education & Training

FIA provides fundraisers with training that is comprehensive, practical and interactive. We aim to ensure that our courses help attendees to expand their skills, improve their results and drive their careers forward. We would like to thank all of those around Australia who assist us in this endeavour.

FIA's 38th Conference - Take Your Fundraising to New Heights



FIA's Conference is the peak event of its kind in the southern hemisphere. The conference program is designed to ensure that fundraisers are provided with information on core and innovative fundraising techniques, disciplines, trends and ideas. Thank you to our speakers who generously volunteer their time to provide this opportunity. We also thank our sponsors and exhibitors who, through their support, ensure that conference remains an affordable training opportunity for the sector.



2015 CONFERENCE SPEAKERS

Tom Ahern
Ross Anderson MFIA
Derek Bell
Dyllys Bertelsen MFIA
Lizzie Borwick
Jeff Buchanan MFIA CFRE
Tanya Busoli MFIA
Dr Noel Chambers
Adrian Coupe
Peter Dalton FFIA CFRE
Jennifer Doubell MFIA CFRE
Marla Edwards CFRE
James Garland EMFIA CFRE
Marcus Gehrig MFIA
Derek Glass
Richard Green MFIA
Melita Griffin MFIA
Nigel Harris FFIA CFRE
Brad Hilyard
Brian Holmes FFIA CFRE
Tatiana Isaacs MFIA
Jane Keteleby
Tom Latchford
Guy Mallabone CFRE
Evelyn Mason FFIA CFRE
Fiona Maxwell
Michael McDade
Dr Daniel McDiarmid FFIA CFRE
Fiona McPhee
Helen Merrick MFIA
Jaclyn Moore
Ruth O'Hanlon MFIA
Martin Paul MFIA
Vicki Rasmussen FFIA CFRE
Anna Robinson
Margaret Scott FFIA CFRE
Christiana Stergiou MFIA
Alice Walter
Heather Watson
Roewen Wishart FFIA CFRE
Claire Wytcherley
Eva E. Aldrich CFRE
Korrin Barrett
Daniel Bernstein MFIA
Marcus Blease MFIA
Nicole Brasz
Tania Burstin
Luke Challenor
Gavin Coopey EMFIA
Bianca Crocker MFIA
Young Dawkins
Rob Edwards
Dr Ted Flack FFIA CFRE
Jo Garner EMFIA CFRE
Andrew Giles MFIA
Jonathon Grapsas MFIA
Henry Gresson
Janet Hall MFIA
Rebecca Hazell EMFIA CFRE
Celia Hodson
Sue Hunt MFIA
Simone P. Joyaux ACFRE
Julie Lamberg-Burnet
Mary Macuga MFIA
Stephen Mally MFIA CFRE
Billie Maunz
Lesleigh Mayes
Jeff McDaniel CFRE
Prof Myles McGregor-Lowndes
MFIA (Hon) OAM
Antonia Mitchell
Erica Myers-Tattersall MFIA
Leo Orland FFIA CFRE
Cameron Prout
Lesley Ray FFIA CFRE
Dr Wendy Scaife FFIA
Alan Sicolo MFIA
Sean Triner MFIA
Kenneth Watkins
Olivia Whitty
Richard Woodward

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Communication Direct	Contact Centres Australia
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FIA Professional Development



Designed specifically for fundraisers, FIA education and professional development courses help to expand skills, improve results and drive careers forward. Our training is comprehensive, practical and interactive.

Throughout 2015, FIA offered a range of new short courses along with the Certificate in Fundraising and Fundraising Essentials.

The semester one program included: Creating Transformational Mass Participation Events Masterclass; Feel Good Major Gifts Masterclass; Join the Bequest Revolution Masterclass; Creative for Fundraisers – Ideas that Work; and Copywriting for Fundraisers.

In semester two FIA presented: I Gave at the Office – Workplace Giving Masterclass; Data Analytics for the Empowered Fundraiser; Digital Storytelling for Fundraisers and Fundraising Change Leadership courses.

No matter where you are in your fundraising career, FIA offers a professional development course to support and improve your skills.



FUNDRAISING ESSENTIALS

Fundraising Essentials is the '101' of fundraising – a big picture overview complete with practical tools. This course has been developed by education specialists along with senior fundraising professionals, to be delivered by experienced tutors who are currently working in the fundraising sector.

Thank you to our 2015 tutors:

Frances Cinelli EMFIA	Bianca Crocker MFIA
Tracey Finlay FFIA CFRE	Melita Griffin MFIA
Stephen Mally MFIA CFRE	Heiko Plange-Korndoerfer FFIA CFRE

CERTIFICATE IN FUNDRAISING

The Certificate in Fundraising is best practice fundraising training for new fundraisers and those wishing to formalise or expand their existing skills. The Certificate is practical and interactive, and enables attendees to learn from Australia's top fundraisers, as well as share ideas with their peers. The Certificate allows participants to expand their knowledge base, whilst progressing in their fundraising careers.

Our tutors are experienced and passionate fundraisers who, with their knowledge, skills and enthusiasm, bring the course material alive.

Thank you to our 2015 tutors:

Daniel Bernstein MFIA	Marcus Blease MFIA
Bianca Crocker MFIA	Tracey Finlay FFIA CFRE
Melita Griffin MFIA	Margaret Haydon FFIA
Clare MacAdam FFIA CFRE	Heiko Plange-Korndoerfer FFIA CFRE
Christiana Stergiou MFIA	Bruno Yvanovich FFIA

FIA CERTIFICATE IN FUNDRAISING SCHOLARSHIP

The FIA Foundation offers a scholarship for one FIA member per state to complete the Certificate in Fundraising. Scholarships have been awarded since 2013 to dynamic and deserving recipients who have undertaken the FIA Certificate in Fundraising course and have expanded their fundraising knowledge and expertise.

The 2015 scholarship recipients were:

Semester 1:

NSW: Victoria Bowring MFIA, Fundraising Assistant and Office Manager, Stillbirth Foundation Australia

QLD: Kirstie Page MFIA, Development Manager, Topology

VIC: Christopher Turner, CRM Administrator, Greening Australia

TAS: Carla Johnson AMFIA, Fundraising and Events Coordinator, Opita Inc

WA: Ashleigh Brown MFIA, Fundraising Coordinator, PlusLife

ACT: Anastasia Davy AMFIA, Director of Ministry Development, Scripture Union ACT

Graduating Students Class of 2015

FIA congratulates the achievement of the 2015 graduates of the Certificate in Fundraising.

Mary Abou Haila MFIA	Mahza Ahadiwand
Janie Alcock MFIA	Debbie Allum
Harriet Auld MFIA	Danielle Awad
Catherine Betihavas	Cassie Bled
Sonia Brennan MFIA	Derrick Brown
Madeleine Buchner	Rachell Buckley
Teneale Cameron	Nancy Chiu
Anastasia Davy AMFIA	Nicholas Dean AMFIA
Stephanie Dobbin AMFIA	Melissa Dodd MFIA
Scott Elmslie AMFIA	Meagan Evans MFIA
Trudy Fick	Hannah Foster
Stephanie Furler	Vanessa Garofalo AMFIA
Stuart Garratt MFIA	Kristy Gatamah
Laxmi Guduguntla	Margaret Hammer AMFIA
Kylie Hancock	Noel Henderson MFIA
Laura Henschke MFIA	Kate Hetherington
Brad Hilyard	Nikki Hinton AMFIA
Philippa Hunt AMFIA	Lauren Jenkins MFIA
Erika Jordan	Louise Jordan
Nicole Jordan MFIA	Jennifer Karmas AMFIA
Delwyn Lawson	Deidrei Lennon
Warren Leo MFIA	Elaine Levine AMFIA
Margaret Malouf	Carolyn Malseed MFIA
Mia Matheson	Lauren McCluskey
Carmel Macmillan AMFIA	Alice Molan MFIA
Lan Nguyen	Kellie O'Sullivan MFIA
Kirstie Page MFIA	Narrelle Paige MFIA
Ellen Park MFIA	Bettina Payne
Kristine Pillai	Amanda Purdie
Jenny Roberts	Ann Ronning MFIA
Ben Sanderson	Amanda Sartor
Grant Simpson MFIA	Janet Simpson MFIA
Maryanne Singline AMFIA	Marnie-Anne Snow AMFIA
Robert Stewart MFIA	Jet Van Batenburg
Petra Velkovski	Anna Welch MFIA
Kylie Weston	Greta Whyte
Nicole Wood	

DIPLOMA IN FUNDRAISING

FIA's Diploma in Fundraising is open to Australian and international students by distance education and provides the skills and knowledge required to enhance the careers of professional fundraisers and those involved in the non-profit sector. Students are guided through the course by expert tutors. We would like to thank:

Joy Barrett CFRE
Margaret Scott FFIA CFRE

Chris Benaud FFIA CFRE

FIA SHORT COURSES

The new short course program offered this year was aimed at skill enhancement specific to the fundraising sector. We would like to thank our tutors who delivered and helped develop a number of these courses.

COPYWRITING FOR FUNDRAISERS

The Copywriting for Fundraisers workshop is a hands-on experience packed with tips and hints to help students become better writers at work. The course demonstrates the value of plain English, with a special focus on fundraising copy.

Thank you to our 2015 tutor:

Frank Chamberlin EMFIA



CREATING TRANSFORMATIONAL MASS PARTICIPATION EVENTS

This highly interactive masterclass helps students to assess and improve their current fundraising events portfolio and teaches them how to establish successful new events. It focuses on how students can create and market emotionally powerful and engaging events to transform their fundraising.

Thank you to our 2015 tutor:

Julie Roberts



CREATIVE FOR FUNDRAISERS: IDEAS THAT WORK

Developed specifically for today's fundraisers and third sector marketers, this course is popular with staff of all levels involved in creating or managing direct marketing campaigns, as well as those wishing to develop their organisation's own marketing material.

Thank you to our 2015 tutor:

Jon Maxim



DATA ANALYTICS FOR FUNDRAISERS

This course teaches students how to build better donor loyalty with insights and evidence from data analytics, reporting and usage. Students learn how to analyse donor behaviour, testing, reactivations, bonding and conversion programs and build an evidence based donor/prospect engagement plan to achieve best practice fundraising.

Thank you to our 2015 tutor:

Kathy John FFIA



DIGITAL STORYTELLING FOR FUNDRAISERS

Great stories can turn a passive browser into a financial supporter. But to do this the story must be relevant to your supporter and to how they think and feel about your brand. In this course, participants learnt how to better meet supporter's expectations.

Thank you to our 2015 tutor:

Shanelle Newton Clapham



FEEL GOOD MAJOR GIFTS: A MASTERCLASS

From the tools to use, to how to tell your story, to the 'ask' and overcoming major donor objections, this masterclass offers expert advice on how to plan smart, work clever and get the major gift. It offers critical training for those who want to be more successful in obtaining major gifts.

Thank you to our 2015 tutor:

Mark Quigley FFIA



FUNDRAISING CHANGE LEADERSHIP

Learn how to achieve dynamic growth in fundraising through 'fundraising change leadership'. Learn how, as a fundraising change leader, you can transform your fundraising program and team from good to great. This course teaches participants the skills they need to succeed.

Thank you to our 2015 tutors:

Peter Dalton FFIA CFRE

Nigel Harris FFIA CFRE



I GAVE AT THE OFFICE: WORKPLACE GIVING MASTERCLASS

Workplace giving is an easy and cost-efficient way to make tax effective donations. Using the experience of leading workplace giving provider Charities Aid Foundation, this course examines workplace giving from both an employer and a charity perspective.

Thank you to our 2015 tutors:

Bonny Bayne

Rachael Beckett



JOIN THE BEQUEST REVOLUTION: A MASTERCLASS

Bequest potential is possibly the single largest untapped income stream, yet incredibly, remains one of the most under-resourced areas of most fundraising teams. This masterclass explores great practical techniques and emerging new ideas to grow bequest programs or start one from greenfields.

Thank you to our 2015 tutor:

Greg Campitelli MFIA



MENTOR PROGRAM

All FIA members are welcome to participate in our Mentoring Program. The program is suitable both for senior industry practitioners and those new to the fundraising profession.

The goal of the program is for the mentor to share their wealth of professional knowledge and life experiences with members new to fundraising, regardless of age, and provide valuable insights, advice and guidance in relation to the mentee's work and career.

The duration of the mentoring arrangement is left entirely up to the participants, but the timing is usually between six and twelve months. It is a flexible arrangement which fits in with the busy schedules of both the mentor and mentee.

Guidelines are provided so that members know what to expect and evaluations are undertaken upon completion of the program. The program is free to all FIA members.

The FIA mentor program runs nationwide.

Thank you to the following members who worked tirelessly to manage the mentoring program conducted in their state:

QLD Alan Le May EMFIA CFRE

NSW Adelaide Thompson MFIA

VIC Isobel Michael MFIA

TAS Melita Griffin MFIA

WA Heiko Plange-Korndoerfer FFIA CFRE and Vicki Reynolds MFIA

SA Tracey Finlay FFIA CFRE

State and Territory Event Presenters and Sponsors

Throughout the year, FIA State and Territory Committees facilitate ongoing local training and networking opportunities.

Thank you to the New South Wales presenters:

Karen Armstrong MFIA CFRE	Nathan Baker
Joanne Booth	Meredith Campbell EMFIA CFRE
Glen Deutscher MFIA	Melinda Farrell MFIA
Jacqueline Gibbs MFIA	Mali Hawkins
Laura Henschke MFIA	Anne Johnston MFIA
Pamela Lee	Troy Longworth
Sarah Marino	Evelyn Mason FFIA CFRE
Michelle Maye	Darren Musilli MFIA
Michael Newsome MFIA	Sharne Nicholls
Margaret O'Brien	Joanne Rogers
Ashley Rose MFIA	Annette Ruhotas
Margaret Smith	Ruth Wicks

Thank you to the 2015 New South Wales event sponsors:



Thank you to the 2015 Victoria presenters:

Rikki Andrews	Samuel Broughton MFIA
Alex Cross MFIA	Sharon Elliott MFIA
Trish Godden	Mark Hughes
Dr Russell James	Michael Labiris
Siôn Lutley	Megan McQuitty MFIA
Heath McSolvin MFIA	Nancy Mercurio MFIA
Darren Musilli MFIA	Stephen Pidgeon
Julie Reilly	Shae Spry MFIA
Leigh Wallace	Jim Weber MFIA

Thank you to the FIA Victoria sponsors:



Thank you to the 2015 Queensland presenters:

Tracy Adams	Ross Anderson MFIA
Katherine Ash MFIA	Jock Beveridge MFIA
Dr Beth Breeze	Jeff Buchanan MFIA CFRE
Meredith Campbell EMFIA CFRE	Harriett Carter MFIA
Layne Daly	Sommer Davies
Sandy Fuller MFIA	Jo Garner FFIA CFRE
Martin Gill	Craige Gravestain FFIA CFRE
Nigel Harris FFIA CFRE	Janet Hirst
Daniel Lalor	Tom Latchford
Alan Le May EMFIA CFRE	Matthew Lang MFIA CFRE
Sara Mansfield EMFIA	Joe McKenna
Anthony Nowak MFIA	Dr Wendy Scaife FFIA
Alexandra Struthers MFIA	Damian Topp EMFIA
Sean Triner MFIA	Michelle Trute
Lenny Vance	Leonard Vary

Thank you to the FIA Queensland sponsor:



Thank you to the 2015 Western Australia presenters:

Dale Alcock	Jessica Bezerra MFIA
Meredith Campbell EMFIA CFRE	Deanna Campisi MFIA
Ben Clark	Gavin Coopey EMFIA
Vicky Dodds MFIA	Rob Edwards
Nigel Harris FFIA CFRE	Margaret Haydon FFIA
Ashlie Hirniak MFIA	Lesley Hooper FFIA
Laura Kazmirowicz MFIA	Mindy Lockard
Ravi Malhorta	Kari Musick Sharp
Darren Musilli MFIA	Anil Nair MFIA
Heiko Plange-Korndoerfer FFIA CFRE	Vicki Rasmussen FFIA CFRE
Sally Shepherd MFIA	Craig Spencer
Rebecca Stott MFIA	Brenda Tournier

Thank you to the FIA Western Australia sponsors:



Event Sponsor:



Thank you to the 2015 South Australia presenters:

Marcus Blease MFIA	Martin Carolan EMFIA
Christina Flourentzou	Marcus Gerhrig MFIA
Jonathon Grapsas MFIA	Marta Harbuzinska
Rebecca Hazell EMFIA CFRE	Ngaire Henderson MFIA
Clare MacAdam FFIA CFRE	Paul Madden
Martin Paul MFIA	Brenton Ramsey
Julie Roberts	Andrew Sabatino MFIA

Thank you to the 2015 South Australia event sponsors:



Thank you to the 2015 Australian Capital Territory presenters:

Brad Carron-Arthur
Pearl Lee MFIA

Elisabetta Faenza
Kay Sprinkel Grace

Thank you to the 2015 Australian Capital Territory event sponsors:



Thank you to the 2015 Tasmania presenters:

Rob Edwards

Alcuin Hacker

Thank you to the 2015 Tasmania event sponsor:



National Awards for Excellence in Fundraising 2015



The FIA Awards for Excellence in Fundraising are a key component of FIA's commitment to champion best practice in fundraising. The Awards recognise the outstanding initiatives and innovative efforts of fundraisers, volunteers and organisations. They celebrate fundraisers' hard work and successes across the year, provide an opportunity for acknowledgment by your peers, and promote the role of fundraising in improving our society.

CATEGORY JUDGES

The following FIA members provided assistance in the first round of judging. FIA thanks them for their contribution to celebrating fundraising success.

Donor Acquisition

Nicci Dent	John Haynes MFIA
Jeremy Maxwell FFIA CFRE	Yvette Petersen MFIA

Donor Renewal

Jan Chisholm MFIA	Kari Legge MFIA
Heath McSolvin MFIA	Sam Tolley MFIA

Major Gifts

Andrew Giles MFIA	Pearl Lee MFIA
Stephen Mally MFIA CFRE	Vicki Rasmussen FFIA CFRE

Bequests/Gifts in Wills

Ross Anderson MFIA	Karen Armstrong MFIA CFRE
Marcus Blease MFIA	Cheryl Pultz EMFIA CFRE

Capital Campaigns

Dr Daniel McDiarmid FFIA CFRE	Mark Quigley FFIA
Mark Williams MFIA	Roewen Wishart FFIA CFRE

Special Events

Meredith Campbell EMFIA CFRE	Jim Hungerford
Gilbert Lorquet MFIA	Trudi Mitchell MFIA

Emergency Relief Appeals

David Armstrong MFIA	John Burns MFIA
Sharon Hillman FFIA	Zoe Karkas FFIA

Fundraising on a Shoestring

Ben Cox MFIA	Helen Falla MFIA
Melita Griffin MFIA	Damian Topp EMFIA

NATIONAL JUDGES

Organisational award winners are then submitted to the National Judges to determine the overall principal award winners in the FIA Awards for Excellence. State and Territory Committees judged the Young Fundraiser of the Year and Volunteer of the Year submissions from within their states and the winner from each state went on to national judging. FIA thanks the National Judges for their contribution to celebrating fundraising success.

Rob Edwards, FIA Chief Executive Officer
Peter Burnett FFIA CFRE, Chair
Allan Godfrey EMFIA, Awards Chair
Margaret Scott FFIA CFRE, Independent Judge

Awards for Excellence Winners 2015

The 2015 Awards were judged in two divisions for each category:

- Under \$5 million revenue (excluding bequest revenue); and
- Over \$5 million revenue (excluding bequest revenue)

Congratulations to our 2015 winners.



PRINCIPAL AWARDS

Most Effective Creative Campaign

Proudly sponsored by

Beyond Bank
AUSTRALIA

Only organisational category award winners are eligible for this award, the winner being the most outstanding display of effective use of creative to communicate the need of your organisation.

2015 winner:

Act for Peace

Act for Peace Ration Challenge



Most Outstanding Fundraising Project

Proudly sponsored by

Beyond Bank
AUSTRALIA

Only organisational category award winners are eligible for this award, the winner being the most outstanding entry across all categories.

2015 winner:

Mater Foundation

RACQ Insurance International

Women's Day Fun Run 2014



ORGANISATIONAL AWARDS

Donor Acquisition

Proudly sponsored by



Programs, campaigns or projects to acquire new donors to support the ongoing work of the organisation.

Over \$5 million revenue winner:

Bush Heritage Australia

"Species" – Bush Heritage Direct Mail Acquisition April 2014

Under \$5 million revenue winner:

Royal Flying Doctor Service of Australia Central Operations

RFDS Regional Acquisition Campaign 2013



Donor Renewal

Proudly sponsored by



Programs, campaigns or projects that renew giving from existing donors.

Over \$5 million revenue winner:

Royal Flying Doctor Service (Queensland Section) – *"Be on board every flight" – RFDS QLD's 2014 Autumn Regular Giving & Cash Appeal*

Under \$5 million revenue winner:

WaterAid – *Invest in a brighter future!*



Bequests/Gifts in Wills

Proudly sponsored by



The focus of the award is on the effectiveness of a bequest/gifts in wills campaign, whether this be in raising funds or awareness.

Over \$5 million revenue winner:

Bush Heritage Australia

Bush Chats – Bringing news from the bush to our supporters

Over \$5 million revenue highly commended:

Guide Dogs Association of SA & NT – *Buddy for Life Program*

Under \$5 million revenue winner:

Assistance Dogs Australia – *Survey and conversion bequest campaign*



Special Events

Proudly sponsored by



Programs, campaigns or projects to raise funds through an annual or one-off event, such as a ball, concert, auction, “-athon”, fashion show, book sale or emergency appeal. The focus of the award is on the effectiveness of the campaign, whether this be in raising funds or awareness.

Over \$5 million revenue winner:

Mater Foundation

RACQ Insurance International Women’s Day Fun Run 2014

Over \$5 million revenue highly commended:

WWF-Australia – *Wild Onesie Week 2014*

Under \$5 million revenue winner:

Act for Peace – *Act for Peace Ration Challenge*

Under \$5 million revenue highly commended:

MS Research Australia

Kiss Goodbye to MS



Emergency Relief Appeal

Proudly sponsored by



Over \$5 million revenue winner:

UNICEF Australia

Typhoon Haiyan Children's Emergency Relief Appeal (Philippines)

Over \$5 million revenue highly commended:

Oxfam Australia – *Syria Emergency Appeal 2014*



INDIVIDUAL AWARDS

Arthur Venn Fundraiser of the Year

Proudly sponsored by



The Arthur Venn Award rewards a fundraiser who has made an outstanding contribution to fundraising in Australia. The fundraiser has shown consistent excellence and best practice through their actions, leadership and intellect. A current CFRE credential will be weighted favourably.

The winner of the 2015 Arthur Venn Fundraiser of the Year is:

Lesley Ray FFIA CFRE



Young Fundraiser of the Year

Proudly sponsored by



Rewards a fundraiser aged 35 years or younger who has made an outstanding contribution to fundraising in Australia. The fundraiser has shown consistent excellence and best practice through their actions, leadership and intellect.

The winner of the 2015 Young Fundraiser of the Year is:

Alexandra Struthers MFIA



Volunteer of the Year

Proudly sponsored by



This award honours a volunteer who has assisted through efforts and dedication of time to an organisation and fundraising cause.

The 2015 Volunteer of the Year is:

Chris McPherson – Nominated by Prostate Cancer Foundation of Australia

Awards for Excellence Finalists 2015

A big thank you to all contributors. The submissions represented a cross section of the amazing work carried out by our members and our judges agreed that this year's submissions were some of the best ever received.

Congratulations to our 2015 organisational award finalists:

Donor Acquisition

Over \$5 million revenue:

- Bush Heritage Australia – “Species”
– *Bush Heritage Direct Mail Acquisition April 2014*
- Camp Quality – *2013 Christmas Acquisition Appeal*
- Guide Dogs SA/NT – *Wallace & Bruce*
– *Cold Acquisition Direct Mail Pack*
- Make-A-Wish Australia – *April Acquisition 2014*

Under \$5 million revenue:

- Diabetes Australia – VIC – *A Recipe for a Good Life*
- Royal Flying Doctor Service of Australia Central Operations
– *RFDS Regional Acquisition Campaign 2013*
- scosa – *scosa Maximum Potential Corporate Networking Club*
- SIDS and Kids NSW and Victoria – *Tax Acquisition 2014*

Donor Renewal

Over \$5 million revenue:

- Caritas Australia – *Caritas Australia Winter Appeal*
- Royal Flying Doctor Service (Queensland Section)
– *“Be on board every flight” RFDS QLD’s 2014 Autumn Regular Giving & Cash Appeal*
- The Exodus Foundation – *Exodus Christmas Appeal 2014*

Under \$5 million revenue:

- Perth Legacy – *ANZAC Day Appeal 2014*
- The Carmelites – *Australia & East Timor – 2014 Healing Appeal*
- WaterAid – *Invest in a brighter future!*

Major Gifts

No finalists in 2015

Bequests/Gifts in Wills

Over \$5 million revenue:

- Bush Heritage Australia
– *Bush Chats – Bringing news from the bush to our supporters*
- Guide Dogs Association of SA & NT – *Buddy for Life Program*

Under \$5 million revenue:

- Assistance Dogs Australia

– *Survey and conversion bequest campaign*

Capital Campaigns

No finalists in 2015

Special Events

Over \$5 million revenue:

- Cancer Council Australia – *Coles Daffodil Day 2014*
- Garvan Institute of Medical Research – *Love Your Sister*
- Mater Foundation
 - *RACQ Insurance International Women's Day Fun Run 2014*
- WWF-Australia – *Wild Onesie Week 2014*

Under \$5 million revenue:

- 3MBS Fine Music
 - *3MBS Beethoven Marathon & 3MBS Schubert Marathon*
- Act for Peace – *Act for Peace Ration Challenge*
- MS Research Australia Ltd – *Kiss Goodbye to MS*
- St Vincent de Paul Society (SA) Inc. – *Vinnies SA 2014 CEO Sleepout*

Emergency Relief Appeal

Over \$5 million revenue:

- Oxfam Australia – *Syria Emergency Appeal 2014*
- UNICEF Australia – *Typhoon Haiyan Children's Emergency Relief Appeal (Philippines)*

Under \$5 million revenue:

No finalists in 2015

Fundraising on a Shoestring

No finalists in 2015

Awards for Excellence Finalists 2015

Congratulations to our 2015 individual award winners and state finalists:

Volunteer of the Year

NSW - Mick Campbell, nominated by Cerebral Palsy Alliance

QLD - Garth Stephens, nominated by Cancer Council Queensland

SA/NT - Philip Wells, nominated by Hutt St Centre

VIC - Chris McPherson, nominated by Prostate Cancer Foundation of Australia

WA - Noah Ryan, nominated by Western Australian Museum Foundation

WA - Janet Reynolds, nominated by Princess Margaret Hospital Foundation

**State winners were finalists for the National Award*

Young Fundraiser of the Year

NSW - Rebecca Linigen, The Fred Hollows Foundation

QLD - Alexandra Struthers MFIA, Make-A-Wish Foundation of Australia

VIC - Shae Spry, Peter MacCallum Cancer Foundation

WA - Laura Kazmirowicz MFIA, Ear Science Institute Australia

**State winners were finalists for the National Award*

Arthur Venn Fundraiser of the Year

Jennifer Doubell MFIA CFRE

Maurice Henderson FFIA CFRE FAHP

Lesley Ray FFIA CFRE

National Sponsors 2015

FIA warmly thanks our national sponsors, whose assistance allows us to provide an excellent range of services to professional fundraisers.



Prepared by the Fundraising Institute Australia,
31 December 2015

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