

Media Release

The new look FIA

4 June 2018

Fundraising Institute Australia today unveiled its refreshed brand image to complement an invigorated commitment to fundraising excellence and self-regulation via the new FIA Code and Code Authority.

FIA CEO, Rob Edwards, said the contemporary, authoritative new look is one of a suit of things aimed at repositioning FIA as a trustworthy self-regulatory body.

“FIA is very pleased to unveil our new ‘look and feel’. The new brand image is most apparent on the FIA website (www.fia.org.au), our social media sites, ([LinkedIn](#), [Facebook](#), [Twitter](#)), our member e-newsletters, our content, collateral and more,” Mr Edwards said.

“But at the core of FIA’s brand is credibility. Credibility comes in many shapes and sizes but at FIA, credibility is the new [FIA Code](#), the Code Authority and importantly, member adherence to the Code and that together forms a robust self-regulatory regime.”

“FIA membership signifies to donors that you are committed to fundraising excellence. Fundraising standards across the country will be raised as more and more organisations and professionals adhere to the Code as FIA members,” he said.

“It is pleasing to see that more than 1300 people have now undertaken the [Code course](#), a mandatory requirement of FIA membership. The Code course, delivered online over two hours, provides participants with a practical pathway on how to comply with the Code,” he said.

Mr Edwards said FIA’s renewed focus on credibility and the brand refresh was timely.

“The new look has been the culmination of my seven years with FIA. FIA is in good shape and is now well prepared to take its rightful place as the peak body for fundraising in Australia,” he said.

A new video of members discussing the benefits of FIA membership can be viewed [here](#).
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