



**PHILANTHROPY**  
*Australia*



**FRRR**

Foundation for Rural  
& Regional Renewal

# **Australian Community Foundation Forum**

***“Turning the Dream into Reality”***

## **PROGRAMME**

**Tuesday 16 August – Thursday 18 August, 2011  
Kingscliff, NSW**

**Mantra on Salt Beach  
Gunnamatta Avenue, Kingscliff NSW  
Phone: (02) 6670 5000  
[www.mantraonsaltbeach.com.au](http://www.mantraonsaltbeach.com.au)**

**Hosted by the Northern Rivers Community Foundation**

**Sponsored by**

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INSURANCE GROUP

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## Day 1, Tuesday 16 August

Time		Speaker(s)
11.30am – 1.25pm	Registration	
11.15 - 12.15pm	Australian Community Philanthropy AGM	Sue Charlton. Chairman ACP
12.15 – 1.15pm	Lunch for all delegates	
1.25 – 1.30pm	Welcome	Lucy Ashley. Chair of the Northern Rivers Community Foundation
1.30-1.45pm	Opening address.	Dr. Deborah Seiffert. CEO of Philanthropy Australia
1.45 – 2.15 pm	“The Collaboration Debate – What are the Issues?”	Dr Diana Leat. Visiting Professor Cass Business School London and Centre for Philanthropy Studies QUT Brisbane
2.15 – 2.40pm	Realising Opportunities and Managing Challenges for Rural, Regional and Remote Communities.	Alexandra Gartmann. CEO FRRR
2.40-- 3.10pm	Sex- What has this got to do with Philanthropy?	Prof. Myles McGregor Lowndes. QUT Brisbane
3.10 – 3.30pm	Afternoon Tea	
3.30 – 4.15pm	Concurrent Session A	
	A1. Getting your Foundation Started.	Alice Macdougall & Andrew Lawson.
	A2. Friend Raising, Fund Raising & the Tarnside Curve.	Simon Whittle. Buderim CF
	A3. Your Foundation’s Marketing/Communications Plan.	Noel Trengove. Ballarat CF
	A4. Scholarship/Bursary Funds and their development.	Sally Klose. Stand Like Stone CF
4.15 – 5.10pm	The Brave New World of Digital.	Meredith Campbell. Director Fundraising and Marketing. RCH Brisbane
5.10 – 5.45pm	Pre-arranged one-to-one meetings and discussions	
6.30 - 7.15pm	Pre Dinner drinks and the ACP Awards at Sea Salt. Hosted by Australian Community Philanthropy.	
7.30pm	Dinner at Sea Salt Ristorante Pizzeria.	

## Day 2, Wednesday 17 August

Time		Speaker(s)
7.00 – 8.30am	Breakfast	
9.00am – 10am	Strictly Legal: Discussing Topical Issues as well as issues and questions raised from the floor.	Alice Macdougall. Special Counsel, Freehills
10.00 – 10.45am	Profiling the Vincent Fairfax Foundation.	Emily Fuller. Program Officer Vincent Fairfax Foundation
10.45 – 11.00am	Morning Tea	
11.00 – 12 noon	Making the Ask: Moving from Friend Raising to Fundraising.	Pamela Sutton-Legaud. Executive Director Zoos Vic Foundation
12.00 – 12.30pm	Bequests and Legal Issues impacting on Not For Profit Organisations.	Bill D'Apice. Partner Makinson & D'Apice Lawyers
12.30 – 1.15pm	Lunch	
1.15 – 2.40pm	Treasury's Public Ancillary Funds Draft Guidelines. Plus Q & A session to follow with David, Sarah Davies, Alice Macdougall and Bill D'Apice.	David Ward. Treasurer Philanthropy Australia
2.40 – 3.10pm	Marketing & Donor Development at Australian CF.	Sarah Davies. CEO ACF
3.10 – 3.30pm	Afternoon Tea	
3.30 – 4.15pm	Concurrent Session B	
	B1. Getting your Foundation Started.	Alice Macdougall & Andrew Lawson.
	B2. Friend Raising, Fund Raising & the Tarnside Curve.	Simon Whittle. Buderim CF
	B3. Your Foundation's Marketing/Communications Plan.	Noel Trengove. Ballarat CF
	B4. Scholarship/Bursary Funds and their development.	Sally Klose. Stand Like StoneCF
4.15 – 4.55pm	Giving Green – People, Planet and Possibilities.	Alison Drover. The Alison Principle
6.30pm	Dinner at Fins Restaurant and Bar. Salt Village <i>Entertainment by Mandy Nolan. Audiences adore Mandy on Stage and around Byron Bay, Mandy jokes are as much part of the vernacular as any surf speak. Her humour is sharp, honest, sometimes self deprecating, somewhat outrageous, but never cruel or pretentious.</i>	

## Day 3, Thursday 18 August

<b>Time</b>		<b>Speaker(s)</b>
<b>7.00 – 8.30am</b>	<b>Breakfast</b>	
<b>9.00 – 9.15am</b>	<b>Listing of issues/topics that delegates would like addressed that have not been covered so far in the program.</b>	<b>Bruce Argyle PA.</b>
<b>9.15 - 9.30am</b>	<b>Inner North CF – The Next Steps.</b>	<b>Sharon Nathani. EO Inner North CF</b>
<b>9.30 – 9.45am</b>	<b>Developing our Named Funds Program.</b>	<b>Adrienne Rourke. EO Mackay CF</b>
<b>9.45 – 10.30am</b>	<b>Realising the Dream.</b>	<b>Cheryl Hardie. EO Bendigo and Central Vic. CF</b>
<b>10.30 - 10.45am</b>	<b>Morning Tea</b>	
<b>10.45 – 11.00am</b>	<b>Mirboo North Musings.</b>	<b>Derek Ehmke. EO Mirboo North and District CF</b>
<b>11.00- 11.20am</b>	<b>Sydney CF Strategies and Solutions.</b>	<b>Belinda Morrissey. Director Philanthropic Development SCF</b>
<b>11.20 – 12 noon</b>	<b>The Ballarat Vital Signs Project.</b>	<b>Emeritus Professor Wayne Robinson &amp; Noel Trengove CEO Ballarat Foundation.</b>
<b>12.00 – 1.05pm</b>	<b>Panel and Group discussion dealing with topics attendees have indicated they wish to have discussed.</b>	<b>Chairman Bruce Argyle PA</b>
<b>1.05 – 1.50pm</b>	<b>Lunch</b>	
<b>1.50 – 2.20pm</b>	<b>Life After the DPCD Grant in the Colac Region.</b>	<b>Barrie Baker. Chairman South West CF.</b>
<b>2.20 – 2.35pm</b>	<b>Official Forum Close</b>	
<b>2.35pm onwards</b>	<b>Opportunity to have One to One discussions prior to departure.</b>	

## Biography Briefs

### **Meredith Campbell**

Meredith Campbell is the Director of Fundraising and Marketing for the Brisbane Royal Children's Hospital Foundation. Meredith leads a team of 29 staff with an annual budget of \$13 million, covering all areas of fundraising including multi-million corporate partnerships, major gifts, trusts and foundations, direct mail, bequests, event and online peer to peer fundraising. In her first year at RCH she increased annual online peer to peer fundraising income from \$250,000 to \$1 million as well as creating innovative strategies for the organisation along with digital and social media strategies.

Her online and multi-channel campaigns have been presented as case studies of best practice at the 2011 Fundraising Institute of Australia International Conference in Melbourne, the July 2010, IOF National Convention in London as well as the IFC Online Conference in May 2011.

Prior to joining the RCH Foundation, Meredith was the Business Development Director for Cystic Fibrosis Queensland and she ran her own Consulting business for five years, consulting for organisations including Cancer Councils Australia, NSW Cancer Council, Care Ring Vic, Dept. of Family and Community Services, Diabetes Qld, Suncorp, Endeavour Foundation, St Vincents and Mater Health, Lifeline and De La Salle Brothers in Australia.

In 2004 Meredith was Co- founder and is a Director of Amazon Heart. This International organisation provides peer support adventures for women diagnosed with breast cancer in Australia, UK, USA, and the Pacific/Asia areas. Over \$1million has been raised for breast cancer causes and support given to over 250 adventure participants from all over the world.

### **Bill d'Apice**

Bill d'Apice is a Partner at Makinson & d'Apice Lawyers in Sydney and Chair of the firm's Charities & Not for Profit practice group. He is the principal legal advisor to the Australian Catholic Bishops' Conference, various Catholic Archdioceses and Dioceses along with many religious congregations. He advises many other charities and Not for Profit organisations and is the immediate past Chairman of the Board of Directors of the Catholic Church Insurances Ltd. Bill serves on the boards of a number of public companies , private companies and charities which enable him to bring much practical experience to his advice.

He has decades of experience advising charities and other Not for Profit organisations in many aspects of their activities including structuring, tax exemption and endorsement.

### **Alison Drover**

Corporate, social responsibility and sustainability is as increasingly important a component of the brand identity and strategic direction for organisations as it is morally and ethically for individuals. Events, fundraisers, catering and marketing are just some of the areas for review.

Alison Drover is the founder of The Alison Principle and she will discuss the opportunities for people to rethink and revalue their strategies creatively to deliver the triple bottom line benefits. She will also discuss how we can – creatively, collaborate with sponsors and stakeholders in order to achieve this.

### **Diana Leat Ph.D**

Diana Leat is a Visiting Professor at Cass Business School, London and at the Centre for Philanthropy and Nonprofit Studies, QUT Brisbane Australia. Diana has held research and teaching posts in a number of universities and research centres in the UK, the US and Australia including University of Warwick, Policy Studies Institute, Demos, LSE and UCLA. IN 2010, Diana was a Scholar in Residence at the Rockefeller Archive Centre, New York. She is the author of over 100 articles and books on the Non-profit sector and social policy, specialising in philanthropic foundations. Diana is a trustee of the Diana, Princess of Wales Memorial fund in the UK.

### **Dr Myles McGregor-Lowndes**

Dr Myles McGregor-Lowndes is a professor in the Faculty of Business at the Queensland University of Technology and Director of the Australian Centre for Philanthropy and Nonprofit Studies.

Myles' special research interest is the law, regulation and taxation of nonprofit corporations. He has researched and written in the area including journal articles, book chapters and instruction manuals. He is a member of the ATO Charities Consultative Committee. He worked with the Productivity Commission on its recent reference about nonprofit regulation.

In June 2003, Myles was awarded a medal of the Order of Australia (OAM) "For service to the community by providing education and support in legal, financial and administrative matters to nonprofit organisations."

### **Pamela Sutton-Legaud**

Pamela is the Executive Director of Zoos Victoria Foundation. This Foundation is helping Victoria's three great zoos become world leaders in zoo based conservation. Her previous roles include working with Community Aid Abroad as Direct Marketing Manager spear heading their rebrand to Oxfam Australia, Chief marketing Officer/Acting CEO of Bush Heritage Australia.

Pamela was the Victorian Winner of the 2006 Telstra Business Woman of the year award.

### **David Ward**

David is a trustee, governance and structure consultant in the philanthropic community. He is Director of Social Ventures Australia (SVA) Private Ancillary Fund Service and is also on the Council of Philanthropy Australia.

David was the author of the Trustee Handbook: Role and Duties of Trustees of Charitable Trusts and Foundations (2008) and the Private Ancillary Funds Trustee Handbook (2009) for Philanthropy Australia and is the presenter of Trustee and Governance Workshops for Philanthropy Australia. David is also a Sessional Lecturer at Asia Pacific Centre for Social Investment & Philanthropy, Swinburne University, Melbourne.

David had 20 years' experience as a financial market executive with ANZ including four years as CEO of ANZ Trustees, which manages over 200 charitable trusts. David has a BSC (Hons) and started his working life as a diplomat in New Zealand.