

# PFRA Symposium 2024

*Lead  
Protect  
Empower*

**Wednesday 20 November 2024  
Aerial Function Centre, UTS Sydney**

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# PFRA Symposium 2024

Welcome

**Welcome to the inaugural PFRA Australia Symposium.**

**This event aims to create an opportunity for charities and suppliers to come together to gain insights from a wide range of experienced professionals.**

**Our goal is to empower participants with valuable knowledge and practical tools to enhance their face-to-face fundraising programs.**

**Through expert-led sessions and collaborative discussions, attendees will explore best practices, regulatory compliance, and innovative strategies to ensure sustainable and effective fundraising efforts.**

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# PFRA Symposium 2024

## PROGRAM

<b>09:00 AM</b>	Arrival and Registration
<b>09:30 AM</b>	Welcome
<b>09:40 AM</b>	Using data and metrics to boost your Face-to-Face Program
<b>10:30 AM</b>	Morning Tea
<b>11:00 AM</b>	Protecting Mental Health: Psychosocial Hazards and Sexual Harassment in NFPs
<b>12:00 PM</b>	Panel Discussion Building Strong Relationships
<b>1:00 PM</b>	Lunch
<b>2:00 PM</b>	Privacy & Data Laws for Not-for-profit Organisations
<b>3:00 PM</b>	Celebrating F2F: From Historical Perspectives to New Innovations
<b>4:00 PM</b>	Wrap up and Thank you

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# Session 1

## Using data and metrics to boost your Face to Face Program

*Paul Tavatgis*

*The Benchmarking Project*



Face to face programs are like a complex engine – you need to make sure every moving part is properly tuned to get the best performance possible.

If you want to use the right metrics and having access to the best data is critical to giving you the ability to get it all running smoothly, we have a session just for you!

Paul Tavatgis from The Benchmarking Project has data from 55 of Australia and New Zealand's best run fundraising programs to share with you.

This session will reveal the metrics and trends that will help you understand what's going on in the market, and how you can put that data to use in your program to shift performance in critical areas.

Insights, tips and tactics on how the best performers are trending and how you can measure, track, and make changes to drive the bottom line.

Come for the stats and stay for the top tips!



*Paul Tavatgis*

# Session 2

## Protecting Mental Health: Psychosocial Hazards and Sexual Harrassment in NFPs

**Mae Tanner**

***Justice Connect***

Justice Connect's Psychosocial Safety training equips attendees with essential knowledge to protect workforce mental health, focusing on identifying psychosocial hazards and preventing sexual harassment and sex-based discrimination.

Participants will learn their organisations' key legal obligations in these areas. You will come away with a clear understanding of the practical steps you and your organisation can take to meet these requirements, along with expert tips and resources for continuous improvement.

Key topics include legal safety requirements, with a focus on the recent changes to sexual harassment laws, risk assessment processes, and proactive measures to eliminate or minimise psychosocial hazards and prevent sexual harassment and sex-based discrimination, and implementing - including policies, training and support systems.



*Mae Tanner*

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# Session 3

## Panel Discussion - Building Strong Relationships

***Joseph Letchford (Red Gum)***

***Jenny Kearney (CCNSW and PFRA Board Chair)***

***Valentin Ziegler (Community Collective)***

This session will be an insightful panel discussion with experienced fundraisers who have worked across the supply chain for both charities and agencies, including their share of front-line fundraising.

Joe, Jenny and Val will delve into the ever-changing dynamics of recruitment, remuneration, and technology in face-to-face fundraising, and discuss proven strategies that foster successful relationships.

Discover how hybrid employment models, mutual respect across the supply chain, and innovative technology can transform your approach.

Find solutions to common recruitment challenges, gain strategies for effective involvement and transparency, and learn how to streamline contract processes. This discussion provides a unique opportunity to gain insights from experts who have extensive hands-on experience in a wide array of roles within the charitable sector.



*Joseph Letchford*



*Jenny Kearney*



*Valentin Ziegler*

# Session 4

## Privacy & Data Laws for Not-for-profit Organisations

Mae Tanner

*Justice Connect*

Justice Connect's Privacy Training will ensure attendees have a fundamental understanding of Commonwealth privacy laws, and how they apply to charitable fundraising.

Using case studies and practical examples, those attending will learn best practice for legally collecting, using and storing donors' personal information.



*Mae Tanner*





# Session 5

## Celebrating F2F: From Historical Perspectives to New Innovations

***Erin McCabe & Amanda Brito***

***Royal Flying Doctor Service (Queensland Section)***

Join us for an engaging session where Erin McCabe will explore the historical landscape of embedding F2F programs and fundraisers into your organisation.

Meanwhile, Amanda Brito will dive deep into RFDS Qld's cutting-edge quality and compliance framework, and unveil their brand-new F2F Fundraising Incentive, Reward, and Acknowledgement Program.

Don't miss out on these game-changing insights and innovations that could revolutionise your fundraising strategies!



**Royal Flying Doctor Service**

**QUEENSLAND SECTION**



*Erin McCabe*



*Amanda Brito*



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## Thank you

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