

# SPEAKERS

## Dave Bassett

FOUNDER, BRANDNEW



David is principal founder and CEO of BrandNew. He has over 30 years' experience in the communications industry, most at an executive level.

David's skill lies in his strategic approach to branding and brand communications. After years of working with and studying hundreds of businesses and organisations, David can talk with authority about how you can build a truly great brand.

David speaks regularly here and overseas on the subject of brands and brand building. He has held directorships on the international and New Zealand boards of the International Association of Business Communicators as well as board positions on other New Zealand firms including Consultus New Zealand.

## Caty Batten

GENERAL MANAGER, DISCOVER ADVENTURE



Caty has been a charity account manager for four years at Discover Adventure and has spent her working years managing a host of different events and working for a spell in London in the field of television production. Caty has also undertaken projects working with young people in business and writing various educational programmes which she delivered in schools around the UK.

Whilst at Discover Adventure, she has been involved in the evaluation of markets and subsequent adaptation of products to maximise benefit to a wide range of charitable organisations.

## Tom Brady MFINZ, CFRE

DIRECTOR, COMPTON FUNDRAISING



Tom Brady has nearly seven years' strategic fundraising experience with one of the world's leading capital campaign consultancies. In this time he has worked on multi-million dollar campaigns in Australia, New Zealand and the UK.

Tom came to fundraising from a training and organisational background. He spent 13 years with the New Zealand and Australian armies rising to the rank of major. He then fulfilled many strategic project assignments in the corporate, business, government and not-for-profit sectors.

Tom has been a director with Compton Fundraising Consultants since 2008. He is a Certified Fundraising Executive.

## Fraser Carson MFINZ

MANAGING DIRECTOR, FRESCO



Fraser Carson has over 30 years of experience in a wide variety of communications- and business-related areas. A qualified graphic designer and former art director with the BBC in London, Fraser is managing director of FRESCO, Flightdec.com, Wotzon.com and Issues.co.nz. He runs workshops and seminars on: marketing, online strategy development (including social media) and creative thinking. A particular focus is advocacy campaign planning and activity, with an emphasis on online and digital methods.

Fraser is a member of the New Zealand Pacific Business Council and is chairman of the advisory board for the Centre for Applied Cross-Cultural Research at Victoria University of Wellington.

## Keith Dignan MFINZ

DIRECTOR, TELELINK CONTACT CENTRES



Keith has more than 10 years' experience within the call centre industry and during that time has worked on a considerable number of fundraising telemarketing campaigns. Prior to his involvement in call centres, Keith worked with charities and non-profit organisations primarily in fundraising capacities as well as management roles.

A qualified accountant, Keith has considerable management experience within New Zealand and overseas including America, Canada, Russia and the Netherlands. Keith joined Telelink in 2004 and is a director of the company.

## Stuart Finlayson MFINZ

CEO, GOFUNDRAISE



Stuart Finlayson is CEO and cofounder of GoFundraise, Australasia's leading online fundraising solutions provider. He is a skilled marketer with over 13 years' experience in the sector. Stuart has been passionate about the not-for-profit industry since an early age with his parents starting three not-for-profit organisations.

## Jula Goebel

**EXTERNAL RELATIONSHIP ADVISOR,  
FUNDING INFORMATION SERVICE**



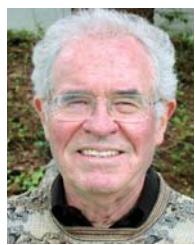
Jula is the External Relationship Advisor for the Funding Information Service (FIS). Her role involves promoting FIS' services, meeting with communities around New Zealand and training users on how to best utilise the FIS databases FundView, BreakOut and CorporateCitizens. Jula has

worked in the not-for-profit sector as a project manager and as an employment consultant, and more recently as an advisor for both the Ministry of Education and the City Communities team at the Wellington City Council.

She has experienced the funding application process from the perspective of both the provider and the seeker. Her work in the not-for-profit sector involved preparing funding applications.

## James M. Greenfield ACFRE, FAHP

**J.M. GREENFIELD & ASSOCIATES**



James Greenfield has served since 1962 as a fundraising executive to three universities and five hospitals in the United States. The author and editor of 10 books and more than 40 articles and chapters on fundraising management, his books and articles on measuring fundraising results for effectiveness and efficiency are among the first to tackle these difficult and challenging issues.

Recent books Jim has co-edited with Ted Hart and others include *Nonprofit Internet Strategies: Best Practices for Marketing, Communications and Fund Raising* (2005), *Major Donors: Finding Big Gifts in Your Database and Online* (2006), *People to People Fundraising: Social Networking and Web 2.0 for Charities* (2007) and *Internet Management for Nonprofits: Strategies, Tools & Trade Secrets* (2010). In December 2007, he received the Lifetime Achievement Award from the Southern California Association for Healthcare Development.

## Juanita Helg MFINZ

**GENERAL MANAGER, TELELINK CONTACT CENTRES**



After graduating with an MBA in 2002, Juanita gained valuable experience in senior management roles in the education sector (PTE) with an emphasis on operations and quality management.

Juanita has worked with Telelink since 2006. She holds a Call

Centre Managers certificate from the Direct Marketing Association. Her role as general manager oversees operational activity, client liaison and quality control

in both the Wellington and Auckland contact centres. Juanita is passionate about coaching people to their highest potential and sees this as a key driver to increasing quality services crucial to achieving optimal results.

## Teresa Judd

**ACCOUNT MANAGER, BLACKBAUD PACIFIC**



As Blackbaud Pacific's New Zealand Manager, Teresa manages all New Zealand-based organisations that are partnered with Blackbaud. Her clients include a wide array of organisations, including those in healthcare, animal welfare, faith-based missions, education and poverty. Prior to joining Blackbaud Pacific, Teresa worked in the non-profit industry spending nearly a decade managing The Raisers Edge database, specialising in data infrastructure, importing, processes and reporting.

## Graeme Kershaw

**DIRECTOR, NEW ZEALAND ASSETS MANAGEMENT LTD**



Graeme has 26 years in the investment management industry following 10 years in chartered accountancy. Prior to joining NZAM, he was head of institutional business development at BT Funds Management, and prior to that was director of Southpac Investment Management for 10 years.

He graduated with a bachelor of commerce and administration from Victoria University in 1973. He is an associate member of the New Zealand Institute of Chartered Accountants.

Graeme is responsible for NZAM client relationships in Wellington and the Lower North Island.

## James King

**CONSULTANT, ENSPIRAL**



James King is a policy, research and strategy consultant for Enspiral — a collective of purposeful professionals focusing on social and environmental change projects ([www.enspiral.com](http://www.enspiral.com)).

James has a wealth of experience in public policy and research about the non-profit sector, having spent seven years with the Office for the Community and Voluntary Sector (OCVS) and Statistics New Zealand. He developed the OCVS' Quarterly Generosity Indicators and worked on the Study of the New Zealand Non-profit Sector with Johns Hopkins University (Baltimore, USA).

James is passionate about the non-profit sector in New Zealand, and wants to see it succeed. He believes that good, timely and digestible information is key to informing great decisions.

## Pitsch Leiser

REGIONAL ADVISOR – CAPABILITY, CHARITIES COMMISSION



Pitsch works with charities and networks around New Zealand on a variety of capability building initiatives. Previously he worked for the Wellington Museums Trust in the role of director at Wellington's Capital E, managed the festivals and community events team at Auckland City Council, and lectured at AUT in event management.

More recently he was the Ethnic Affairs Advisors for the Office of Ethnic Affairs in Wellington and worked closely with refugees at Centacare Migrant Settlement Services in Cairns, Australia, on various projects funded by the Department of Immigration and Citizenship.

## Stephanie Maitland

CFRE, Dip PR, MFINZ, FFINZ DIRECTOR

MAITLAND & ASSOCIATES



Stephanie has been a fundraising professional for over 20 years and has been a self-employed consultant since June 2003 working with charities from all sectors and sizes from across New Zealand. She lends her expertise to projects such as trust applications, direct mail, special events, bequest programmes, staff training and mentoring. She has been a Certified Fundraising Executive (CFRE) since 1998. She has been a member of FINZ since 1991 and has held a number of volunteer roles with the Institute at national and local levels, including national president. In 2008, she was named a fellow of FINZ.

## Wayne McKenzie FFINZ, CFRE

CONSULTANT, GLOBAL PHILANTHROPIC LTD.



Wayne McKenzie is an esteemed and award-winning fundraising professional with more than 20 years of experience working with charities in New Zealand. His wide experience and expertise include strategic planning and fundraising audits, annual fund programmes and direct marketing, major gifts and planning for capital campaigns, special events and bequest promotion.

Throughout his career, Wayne has developed some innovative solutions and seen significant growth, working with a range of education, welfare, religious and overseas aid organisations. In 1997, Wayne was one of the first people to become a Certified Fundraising Executive.

## Heather Newell MComms, CFRE, MFINZ

DIRECTOR, FORESEE COMMUNICATIONS



Heather Newell is a leading commentator on sponsorship and business, non-profit relationships, having produced a monthly subscriber publication on sponsorship in New Zealand for the last 14 years.

Heather's entire working career has been in the communications sector including establishing Foresee Communications Limited in 1993. Since then, she has worked with a wide range of clients from the non-profit sector including local government, arts, environment, education, health, government and welfare. Her journalism skills have been put to good use as editor and publisher of two monthly subscriber publications: *Sponsorship Profile* and *Fundraising New Zealand*.

Since Foresee was established, Heather has trained hundreds of people in subjects related to sponsorship, fundraising and fundraising with businesses. She assists clients with preparation of fundraising policies, strategies, sponsorships and contract negotiation. Her knowledge of best practices, trends, business marketing issues and sponsorship cases studies is second to none.

## Scott Palmer

NATIONAL FACE-TO-FACE ENGAGEMENT MANAGER,  
WORLD VISION NZ



Scott Palmer is the national face-to-face engagement manager for World Vision NZ. Face-to-face donor acquisition is the key acquisition channel for World Vision Child Sponsors. With over 10 years' experience in the face-to-face industry, Scott specialises in building, training and managing successful sales teams. Scott is also the current chairman of the Public Fundraising Regulatory Association ([www.pfra.org.nz](http://www.pfra.org.nz)).

## Louise Parkin MFINZ

MANAGING DIRECTOR, EXECUCARE NZ



Managing Director Louise Parkin previously worked for London-based sister company Execucare as a headhunting researcher. After 13 years managing prospect research agency Saints Information, her close relationships with many of the charities and fundraisers made her the ideal person to lead the company in New Zealand when it was founded in 2007.

Her presentations are lively, entertaining and generously packed with relevant information.

## Clive Pedley MFINZ, CFRE MANAGING DIRECTOR, XPONENTIAL PHILANTHROPY



Clive Pedley is managing director of Xponential Philanthropy in New Zealand. He has worked throughout the country since 2000 servicing not-for-profit organisations in the education (tertiary and secondary, public and private), social services, cultural, sporting and health sectors.

Clive's primary experience and specialist skills are in capital campaigns, major donor programmes, feasibility studies, and training individuals and groups. Clive also has gained a wide range of experience in fundraising, management and governance in the not-for-profit sector. Clive was elected onto the FINZ National Council in May 2009 and has since been elected to the role of president. Clive has been a CFRE since September 2007.

## Stephen Pidgeon PRINCIPAL CONSULTANT, TANGIBLE



Stephen Pidgeon was founder, now principal consultant, at the 19-year-old marketing agency Tangible (previously Target Direct). Its many charity clients include: The Royal British Legion, Oxfam, Macmillan Cancer Support, World Vision and The Salvation Army. A committed individual fundraiser, he has a special interest in stewardship and legacy marketing but gets excited (very excited!) at the way charities mistreat their supporters.

He also works with Adrian Sargeant, professor of fundraising at Indiana University teaching right through Europe for the Institute of Fundraising's Academy.

Stephen speaks throughout the world and writes frequently, and usually controversially, for the fundraising press! He is both a trustee and a fellow of the Institute of Fundraising and chairs the Standards Committee that creates the UK's Codes of Fundraising Practice.

## Mark Quigley BA, MFIA FOUNDER, SOCIAL VENTURE CONSULTANTS



Mark is the director of social venture consultants – a Sydney-based fundraising and philanthropy consultancy specialising in capital campaigns. Mark is a three-time award-winning fundraising consultant from the Fundraising Institute Australia (FIA), as well as a sought-after writer and speaker on Australia's third sector.

Mark began his fundraising consultancy career in 1997, learning the ropes from a Fellow of the FIA and founder of a then-leading capital campaign consultancy. During his career, Mark has consulted on campaigns that have raised millions for some of Sydney's most well-known charities in the arts, welfare, education, health and medical research. His track record includes the successful \$20 million campaign for The Children's Hospital at Westmead.

## Sandy Rees CFRE FOUNDER, GET FULLY FUNDED & SANDY REES FUNDRAISING COACHING



Sandy Rees, founder of Get Fully Funded, helps nonprofit leaders raise the money of their dreams and build successful boards. As a coach and consultant, she provides clients with the "how to" of fundraising as well as help with personal/professional development.

She is the author of *Get Fully Funded: How to Raise the Money of Your Dreams, Fundraising Buffet and Simple Success Fundraising Plan*. She co-authors the column "Little Shop" for Fundraising Success magazine and authors the blog Get Fully Funded. Sandy is an accomplished presenter and an AFP Master Trainer. She has led fundraising seminars for the Association of Fundraising Professionals, the Chattanooga Center for Nonprofits and many local and regional conferences.

## Kristofer Rogers GENERAL MANAGER, GOFUNDRAISE



Prior to joining GoFundraise, Kristofer worked across the globe on several influential media & technology projects. An ADMA awards finalist and winner of the NSW Small Business Champions Award, Kris is a marketing and online fundraising professional who regularly contributes to national and industry press. He is also a trainer/assessor, including teaching the FIA's Skills Courses.

## Dr. Romuald Rudzki MFINZ, NZAFA DIRECTOR, RUDZKI CREATIVE SOLUTIONS/ NEW ZEALAND SCHOOL OF EXPORT



As an award-winning international speaker, Rom's career has included being an adult educator, serial entrepreneur, philanthropist, writer and artist. His most notable achievements include being awarded the *Financial Times' David Thomas Award*, a PhD for his ground-breaking work on the strategic management of internationalisation and a son who is now a teenager.

He is also a fellow of the UK's Chartered Institute of Personnel Development and an artist member of the New Zealand Academy of Fine Arts. Not surprisingly, he practices what he preaches and has a phenomenal work output. His sessions are guaranteed to be thought-provoking, funny and useful, providing a practical approach to dealing with many of the problems of work and life.

## Dawn Sanders MFINZ, QSM SHAKESPEARE GLOBE CENTRE NZ



Born in Blenheim, Dawn trained in Wellington and danced in the New Zealand Ballet and International Ballet Caravan in the UK. She then worked at NSB/NZ School of Dance in administrative, sponsorship and tutorial roles for 30 years.

Dawn was project manager of the Globe Theatre Hangings Project and in 1991 founded Shakespeare Globe Centre NZ. As CEO, she organises and fundraises for all its activities.

Dawn holds many roles in arts administration, lecturing, writing speaking and procuring money. She is on various trusts – giving and receiving!

In 1992, she was awarded a QSM for her contribution to the Arts.

## Christiana Stergiou MFIA SCRIBBLY BARK



Christiana is an independent fundraising consultant with her own company, Scribbly Bark, where she specialises in strategic fundraising planning, bequests, direct marketing and small shop fundraising. Over the years, Christiana has worked as a senior staff fundraiser for some of Australia's most influential non-profits, including the National Heart Foundation and Mission Australia. Christiana is the Australian ambassador for the Showcase of Fundraising Innovation and Inspiration ([www.sofii.org](http://www.sofii.org)) and the Australian and New Zealand ambassador for the International Fundraising Congress ([www.resource-alliance.org/ifc](http://www.resource-alliance.org/ifc)). You can find out more about Christiana at [www.scribblybark.com.au](http://www.scribblybark.com.au).

## Sean Triner

### CO-FOUNDER, PARETO FUNDRAISING



Sean Triner is co-founder, mentor and vanguard of the international Pareto Group of companies — Pareto Fundraising (in Australia, New Zealand, Hong Kong, United Kingdom and North America) and Pareto Phone.

Sean has dedicated his career to developing, testing and refining fundraising strategies with some of the world's most successful and influential charities, including The National Heart Foundation, Mind UK, Red Cross Hong Kong and Amnesty International Australia and Canada. Among the notable achievements of his early career, Sean was a pioneer of face-to-face fundraising, as well as the use of data-driven hyper-personalisation in direct marketing.

## Brendon Ward GENERAL MANAGER, EDUCATION, CHARITIES COMMISSION



Brendon Ward started as General Manager Education in February 2012. In this role he is responsible for increasing the management and governance capability of the charitable sector.

Previously, Brendon has managed the Volunteer Programme for Rugby World Cup 2011, been chief executive of the New Zealand Recreation Association and project manager for Water Safety New Zealand. He was responsible for the training of staff in preparation for the merger of two of New Zealand's largest banks in the late 1990s. He has a lengthy background in the charity sector as an employee and a volunteer. He is currently on the Board of Water Safety New Zealand and has been chair of a school board of trustees.

Brendon competed at two World Water Polo Championships and attended two Olympic Games and a Commonwealth Games as a TV commentator.

## Anne Wright MFINZ MENTAL HEALTH FOUNDATION OF NEW ZEALAND



Anne has been involved in the fundraising profession for nearly 20 years. She spent 16 of those years fundraising for St Luke's Hospice in Cape Town, South Africa. Her work involved managing the bequest, direct mail and events programmes. Anne was a member of The Southern Africa Institute of Fundraising (SAIF) for many years, serving her last few years there as vice president. She is now a member of FINZ.

Anne joined the Mental Health Foundation of New Zealand in 2010 and her special interest is raising money from individuals.