

# Australian Council for International Development

Partnership Proposal



AUSTRALIAN  
COUNCIL  
FOR  
INTERNATIONAL  
DEVELOPMENT

# Partnerships

Good development requires multiple partners in a range of sectors acting together to achieve a greater outcome. ACFID is currently undergoing a period of corporate identification for suitability for partnerships. We're doing this by identifying key organisations that would stand to make significant market penetration into otherwise challenging landscapes. Through this process we have identified potential corporate partners as we believe ACFID offers a unique opportunity for exclusive partnerships.

This invitation to align with ACFID will only be extended to our identified key market leaders. We would urge you to contact us at your earliest opportunity with an expression of interest as all our partnerships will be on an industry exclusive basis.

## Investing with ACFID

### Opportunities

ACFID's membership and work within the Australian NGO sector provide an invaluable and unique route to market that will provide your organisation with the opportunity to gain significant market intelligence and insights into the sector, and promote your products and services to key stakeholders.

### Insights

Via access to key sector data and insights, ACFID offers you the opportunity to discover answers to relevant questions related to international work, foreign exchange, financial opportunities, NGO next moves, and more, allowing you to analyse and predict forward patterns.

### Outcomes

Access to ACFID experts and these market insights allows you to:

- Gain a comprehensive understanding of your market opportunity;
- Allow you to focus your ongoing marketing spend; and
- Provide you with a higher return on your investment, whilst saving on your future marketing spend.

## Return on Investment

At the end of each strategic phase, ACFID will provide you with a Return on Investment (ROI) report, which will clearly identify each outcome and its level of statistical success within that stream.

This will allow you to identify the ongoing success of your alliance with ACFID and market benefits, whilst also allowing you to identify future market trends and focus accordingly.

ROI reports will be delivered via regular communication with Moti Goode, the Corporate Partnerships Lead who will act as your main point of contact. Alongside Mark Carpenter, the Business Director for ACFID, the Corporate Partnerships Lead will become one of your most valuable resources for reaching Australia's international development sector.

# Exposure

### Events

ACFID offers a comprehensive and diverse program of events focused on delivering the most up-to-date industry solutions across Australia, such as;

- National Conference;
- Member Information Forums;
- Industry specific workshops;
- Thematic workshops;
- Research and academic events; and
- Webinars and E-learning events.

Through these events, ACFID will ensure that your business is promoted at the forefront of all advertising and promotions, including on the event website, invitations, social media, newsletters, brochures, and more, providing a mechanism to drive sales and reinforce your public image.

This unique advertising opportunity positions you above your direct competitors and provides you with direct access to delegates spanning across Australia and the globe.

### Marketing

ACFID has a wide network of communications that provide the perfect platform for your marketing, including;

- Our social media platforms, LinkedIn, Facebook and Twitter, which boast over **22,500** engaged followers
- The *Sector News* newsletter, which reaches more than **2,800** readers fortnightly
- The monthly *Member Bulletin*, which has a readership of more than **700** senior executives in the sector
- The *Heads of Agency* email sent out weekly exclusively to the **CEOs and Heads of Agencies** within our membership

Our communications allow you to convey a specific message to a previously untapped audience, leverage off the trusted ACFID brand name to further enhance your message and the capability to adapt each message to suit changes within the economic climate and relative business needs



ACFID President Susan Pascoe speaks at 'Beyond Aid' 2019



# Your Contacts



**Mark Carpenter**  
Director Business and  
Corporate Partnerships

Mark Carpenter will be your business, financial and corporate contact. With years of experience in government, not-for-profits and corporations and bringing strong ties to the Business, HR and Finance roles within the membership, Mark will be your regular touch point for the corporate aspects of your partnership.



**Moti Goode**  
Executive Coordinator and  
Corporate Partnerships  
and Services Lead

Moti Goode will be your main point of contact within ACFID. Approachable and professional, Moti will soon become an asset that you can rely upon for regular communication quotidian problem solving, reports, updates on ACFID, and implementing the specific deliverables of your partnership.



**Raewyn Lans**  
Member and Stakeholder  
Engagement Lead

Raewyn Lans will be your key conduit in interacting with ACFID members. Raewyn's extensive experience and personable approach see her holding close relationships with our members. Raewyn is also the lead for our National Conference and will be a key contact for your involvement in our annual event.



**Eva Touzeau**  
External Relations Coordinator

Eva Touzeau will be your entry point into communications within ACFID. Managing ACFID's vast social media, newsletters, website, and branding, Eva will be able to provide you prime advertising space, marketing advice, and branding and design assistance.

# ACFID CEO



**Marc Purcell**  
ACFID CEO

Marc has 25 years' experience in the community, international development and human rights sectors in Australia. He worked as Oxfam Australia's National Advocacy Manager and was Executive Officer for the Catholic Commission for Justice Development and Peace Executive. He has also worked as Country Program Manager for Africa at Australian Volunteers International; and worked with UNHCR in Nepal assisting Tibetan refugees.

Marc is a Director of the Community Council for Australia and the Campaign for Australian Aid Executive Committee. He has served on the boards of Queen Elizabeth Diamond Jubilee Trust, the National Roundtable of Non Profit Organisations, the Refugee Immigration Legal Centre, A Just Australia, and Catholic Social Services Victoria.

# Testimonials



Australian Government  
Department of Foreign Affairs and Trade

## DFAT

DFAT's partnership with the Australian Council for International Development (ACFID) is a key mechanism for pursuing DFAT's objective of working with NGOs to achieve the goals of the Australian aid program. The partnership expresses the commitment of both partners to a constructive relationship between DFAT and the Australian NGO sector. ACFID represents Australian NGOs as key domestic stakeholders in the Australian aid program with an extensive support base in the Australian public. Both DFAT and ACFID benefit from a relationship based on mutual trust and respect that provides a foundation for open and honest communication, and for collaboration to deliver mutual benefits.



## OSKY Interactive

Working with ACFID team is always a pleasant and rewarding experience. We support ACFID's work in sustainable development and humanitarian action, as it aligns with our own values and enthusiasm for the Not-For-Profit sector. Attending ACFID's National Conference gave us a perspective on the great work that ACFID does, as well as networking with their member organisations, finding opportunities to expand our own partnerships. Working with ACFID has increased our visibility within the international aid sector

- Ken Ong,  
Principle Consultant

## StoneX Group Inc

Working with ACFID has given us the opportunity to develop a strong reputation within the Australian INGO sector that has allowed us to emulate the success we've had in other markets. The ACFID organisation is professional, organised and above all, central to this space, I could not speak more highly of their work on bringing together the community and adding value to their members through partnerships such as ours

- Michael Stachowiak, Head of Business Development Australia & New Zealand

# ACFID Board



From left: Shane Nichols, Matthew Maury, Linh Do, Lyn Morgain, Susanne Legena, Rosie Wheen, Susan Pascoe, Michelle Higelin, Christian Nielsen, Sureka Goringe, Nick Martin, Marc Purcell



**Susan Pascoe**  
ACFID President

Susan Pascoe OAM was the inaugural Commissioner for the Australian Charities and Not-for-profits Commission (ACNC). Ms Pascoe was previously the Commissioner of the State Services Authority in Victoria. In this role she chaired or co-chaired reviews into the regulation of the not-for-profit sector (2007-08) and the design and governance of regulatory bodies in Victoria (2008-09). In 2009, Susan was appointed as one of three Commissioners for the Royal Commission into Victoria's Black Saturday Bushfires. In 2007, Ms Pascoe was appointed Member of the Order of Australia for service to education. At the end of 2016 Susan was awarded the prestigious Outstanding Contribution in Public Administration Award and in 2017 was awarded Influencer of the Year at the Third Sector awards.

## Office Bearers

Vice President	Matthew Maury	CEO	Tearfund Australia
Vice President	Rosie Wheen	CEO	WaterAid Australia
Vice President Finance	Jane Edge	CEO	CBM

## Directors

Dermot O’Gorman	CEO	WWF
Shane Nichols	CEO	Good Return
Lyn Morgain	CEO	Oxfam Australia
Christian Nielsen	Executive Director	Live & Learn Australia
Michelle Higelin	Executive Director	ActionAid Australia
Susanne Legena	CEO	Plan Australia
Sureka Goringe	Executive Director	Uniting World
Nick Martin	Deputy Executive Director	Fred Hollows Foundation
	Director	

## ACFID BOARD OBSERVER

Mong Linh Do	ACFID Board Observer
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# ACFID Members

## Full Members



## Affiliate Members



# 129 FULL MEMBERS

63 SMALL NGOS  
56 MEDIUM NGOS  
20 LARGE NGOS

+22

AFFILIATE MEMBERS

ACFID classifies NGOs as small if disbursements to international development programs were under \$1m, medium if disbursements were between \$1m and \$10m and large if disbursements were greater than \$10m.

# Member Work

In 2019–20, the total revenue raised by ACFID’s members amounted to

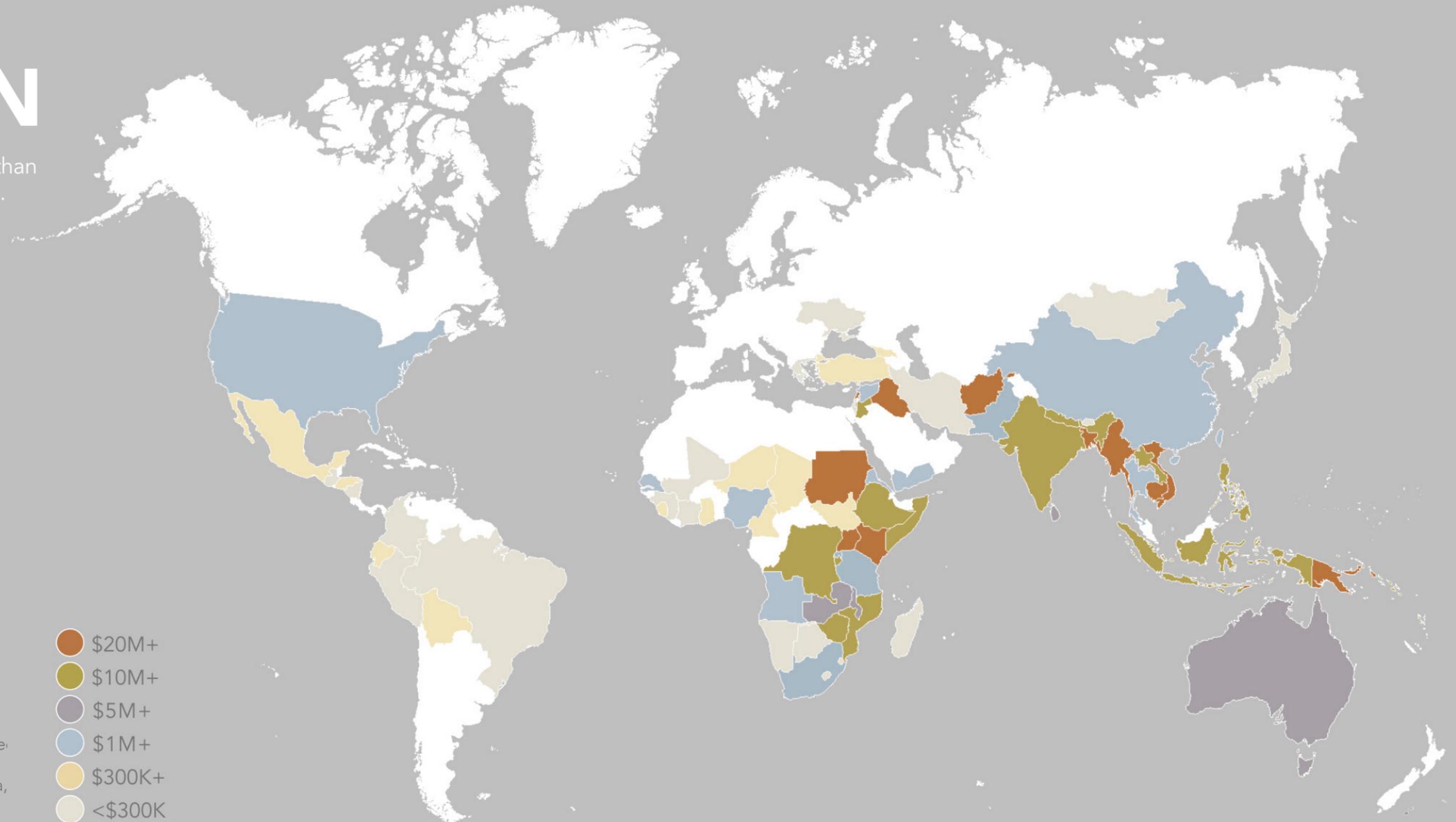
**\$1.897  
BILLION**  
**\$698  
MILLION**

of which was raised by more than 1 million individual donors.

### ACFID’S members have proudly

- Delivered 2,758 projects in 93 countries
- Invested \$1.27b in international projects
- Engaged 14,733 Australian domestic volunteers
- Deployed 2,181 Australian volunteers internationally
- Employed 4,131 total employees

<b>Pacific</b> 529 Projects 61 NGOs \$157.2M Total Funding	<b>South Asia</b> 466 Projects 53 NGOs \$112.5M Total Funding	<b>Africa</b> 610 Projects 51 NGOs \$199.8M Total Funding
<b>East Asia</b> 26 Projects 9 NGOs \$3.8M Total Funding	<b>West Asia/Middle East</b> 96 Projects 20 NGOs \$258M Total Funding	<b>Latin America &amp; Caribbean</b> 20 Projects 9 NGOs \$2M Total Funding
<b>Southeast Asia</b> 821 Projects 66 NGOs \$175.9M Total Funding	<b>East Europe &amp; Central Asia</b> 6 Projects 3 NGOs \$1.7M Total Funding	<b>Developed Regions*</b> 61 Projects 17 NGOs \$9.2M Total Funding



- \$20M+
- \$10M+
- \$5M+
- \$1M+
- \$300K+
- <\$300K

Note: The global map is based on data from 89 of 126 of ACFID’s full and provisional members who were surveyed for 2019-20 data.

\* Developed regions includes Australia, North America and Western Europe.

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