



CANDIDATE INFORMATION PACK

Chief Executive Officer

Public Fundraising Regulatory Association

Welcome from the Chair



Jenny Kearney
Chair

Thank you for your interest in the Chief Executive Officer role at PFRA Australia.

The PFRA enters its second decade with a strong foundation, a new strategy and an opportunity to build on the progress made over the past ten years.

Face-to-face fundraising remains an important way for charities to acquire and retain long-term supporters. Industry benchmarking indicates that Regular Giving generated approximately \$500 million across Australia in 2024, with 83% of new supporters acquired through face-to-face fundraising. Behind these figures are charities delivering services, funding research and supporting communities across Australia and internationally.

The PFRA plays an important role in protecting public trust in this channel and helping ensure it remains sustainable for charities, donors and the communities they serve.

Over the past decade, the PFRA has worked alongside charities, fundraising agencies, government and regulators to strengthen standards, improve practice and build confidence in face-to-face fundraising. In doing so, it has established itself as a respected voice within the sector and an important part of the framework supporting its long-term sustainability.

The organisation now has an opportunity to build on that foundation.

The PFRA's 2030 Strategy, Building and Growing Together, sets out an ambition for the organisation to become an indispensable foundation of a thriving face-to-face fundraising sector. It recognises that public trust must be continually earned and maintained through strong standards, collaboration and leadership across the sector.

The next CEO will lead the delivery of this strategy.

This is an opportunity to lead a small organisation while working across a much broader landscape. The CEO will build relationships with charities, fundraising agencies, regulators and government; respond to emerging issues; and ensure the PFRA continues to provide value to its members and stakeholders.

Working closely with the Board, members and stakeholders, the CEO will strengthen the PFRA's role as a regulator, advocate and convenor, while ensuring it remains focused on its purpose and the needs of the sector.

We are looking for a leader who builds strong relationships, brings people together and is comfortable navigating complexity. Someone who can build on what the PFRA has achieved while bringing their own ideas and perspective to its future.

The next five years will be an important period for the PFRA and face-to-face fundraising in Australia. For the right person, this is an opportunity to lead an organisation with influence well beyond its size and make a meaningful contribution to a sector on which charities across Australia rely.

On behalf of the Board, thank you for considering this opportunity. We look forward to hearing from you.

Warm regards,
Jenny Kearney
Chair
Public Fundraising Regulatory Association



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Role Summary

Organisation:

Public Fundraising Regulatory Association

Job Title:

Chief Executive Officer

Reports to:

Board of Directors

Job Type:

Permanent full-time

Location:

Melbourne or Sydney

Direct Reports:

- Three State Managers
- Administrator (part-time)

Expected Salary:

The salary for this role is circa \$180K + superannuation. If the remuneration is slightly below your expectations but you are inspired by the opportunity to lead a national organisation and shape the future of the public fundraising sector, we encourage you to apply.

[The full position description can be found here.](#)

Background Information

The Public Fundraising Regulatory Association (PFRA) is a national member organisation providing leadership in compliance and safeguarding across the face to face public fundraising sector. The PFRA plays an important role in promoting high standards across public fundraising, while supporting its members with the capability, knowledge and relationships they need to operate effectively.

With strong financial foundations, an experienced team and a new 2030 Strategy in place, the PFRA is well positioned to build on its existing strengths and priorities.

The Board is now seeking an experienced Chief Executive Officer to lead implementation of the 2030 Strategy and shape the PFRA's future direction, capability and impact.

Benefits & Culture

The PFRA is a small, experienced and geographically dispersed organisation where the CEO has genuine scope to influence how the organisation operates and delivers its strategy.

- A rare opportunity to shape the organisation's next chapter
- Work with an experienced and committed national team
- A supportive Board and strong financial foundations
- 5 days flexible working, would also consider a four-day week or nine-day fortnight
- Melbourne preferred, Sydney also considered
- National travel required



Read more about [Public Fundraising Regulatory Association](#).

Read [the PFRA Standard here](#).

Board of Directors

Charity Member Directors



Jenny Kearney
(Chair)
Cancer Council NSW

Sarah Jane Monahas
National Breast Cancer Foundation
Leanne Riches
Autism Spectrum Australia (Aspect)

Adriana Aguilera
The Fred Hollows Foundation
Damon Woolley
Médecins San Frontières Australia

Jarrold Matchett
Cerebral Palsy Alliance

Fundraising Agency Member Directors

Kerry Johnstone
AIDA

Michele Wilkinson
(Deputy Chair)
The FIN Agency

Strategy 2030: Building and Growing Together

OUR AMBITION

The PFRA's ambition is to be the indispensable foundation of a thriving face-to-face fundraising sector.

The face-to-face (F2F) fundraising sector must continue to evolve to earn and maintain public trust and to remain a strong, sustainable source of support for charities. Over the next decade, the PFRA will help build the sector’s capability and capacity – strengthening skills, lifting quality and consistency, and enabling more Australian donors to give for longer, to the benefit of charities and the communities they serve. To do this the PFRA will act as a leading collaborator with members and other sector bodies using our specialist capabilities to identify, manage and reduce risks to public trust.

OUR PURPOSE

The PFRA exists to earn, strengthen and protect public trust. Public trust gives our regulatory independence its authority, our membership its value, and our relationships with government and sector bodies their credibility.

- The PFRA provides Australia with a clear, fair and firm self-regulatory framework for F2F fundraising, protecting the sustainability of a vital source of donors and income for our charity members.
- We advocate and educate to support understanding and acceptance of F2F fundraising, acting collaboratively to ensure public trust is maintained and strengthened.
- We form a trusted bridge between government, regulators, executive leaders, boards and the fundraising sector to set the standards, define best practice, and enforce the quality control required to safeguard the future of F2F fundraising.

OUR PRINCIPLES

Independent

We act in the public interest, independently of any single member or stakeholder. Our decisions are evidence-based and guided by clear standards, so our framework is credible, consistent and free from undue influence.

Fair

We apply our framework impartially and proportionately. We are consistent across all member types, and we follow clear, timely and professionally rigorous processes that support procedural fairness.

Trusted

We build and protect trust in F2F fundraising by setting clear standards and upholding lawful, ethical practice. We aim to be a credible voice for the sector with government, regulators, members and the community.

Proactive

We stay ahead of emerging risks by listening closely and convening early. We work with members and stakeholders to strengthen F2F fundraising practice, and we engage with government and regulators to shape sensible policy, reduce unnecessary burden, and protect the public interest.

OUR STRATEGIC PILLARS

01 SAFEGUARD <i>Regulation and Sustainability</i> We set and enforce the standards that safeguard F2F fundraising, covering compliance, accreditation, data risk, accountability and channel health, throughout the entire supply chain. <i>PFRA as a Protector</i>	02 EMPOWER <i>Member and Stakeholder Engagement</i> We invest in the skills, education and relationships that connect our members to the PFRA, to each other, and to a sector that values the work they do. <i>PFRA as a Convenor</i>	03 ADVOCATE <i>Risk and Leadership</i> We lead on emerging risks, build government relationships, shape policy, work to reduce red tape and champion the long-term future of ethical F2F fundraising. As a leading collaborator, we play a unique role in strengthening the broader fundraising sector. <i>PFRA as a Leader</i>
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OUR STRATEGIC ENABLERS

Our Strategic Pillars are supported by three internal enablers: the organisational conditions the PFRA itself must have in place to deliver on its strategic objectives.

Operational and Digital Capability <i>Systems, Processes & Technology</i> • Maximise efficiency through smart use of technology, AI and continuously improved processes • Exploration of online platforms for scalable service delivery • Data and reporting systems to support compliance and governance	Organisational Sustainability Governance, Finance & Resilience • Sound financial model supporting full strategy delivery • Governance structures that preserve the PFRA's independence • Staffing capacity matched to strategic objectives	Active and Involved Membership <i>Member Participation & Collaboration</i> • Structured consultation and co-design of service and priorities with members • Working groups and peer networks • Transparent reporting on strategy progress and outcomes
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Key Responsibilities



Reporting to the Board, the CEO will provide strategic, operational and organisational leadership across the PFRA. This is a broad role, combining strategic thinking with hands-on leadership across people, finance, governance, operations, membership and external engagement.

The CEO will be responsible for:

- Leading implementation of the PFRA's new 2030 Strategy
- Strengthening organisational capability, systems and ways of working
- Building member engagement, value and membership growth
- Increasing the PFRA's profile, influence and sector relationships
- Leading and developing a small, geographically dispersed team
- Ensuring strong governance, financial management and operational performance
- Fulfilling the role of Company Secretary

The CEO will also represent the PFRA with members, prospective members, government, regulators, sector bodies and strategic partners, ensuring the organisation continues to provide strong leadership for the sector.





The Candidate

You will be an experienced senior leader with a track record of leading a small organisation or business unit across strategy, operations, people and finance and bring:

- Strong strategic and operational leadership capability
- Experience translating strategy into practical plans and outcomes
- Sound financial, governance and risk management skills
- Experience leading and developing small, dispersed teams
- Highly developed stakeholder engagement and communication skills
- The ability to work effectively with a Board and senior stakeholders
- A collaborative, engaging and values-led leadership style

Experience within a member-based organisation, charity, fundraising, regulatory, advocacy or broader not-for-profit environment would be advantageous, but is not essential.

If you are inspired by the opportunity to lead a national organisation that plays an important role in strengthening standards, capability and confidence across Australia's public fundraising sector, we would welcome your application.

[To apply please follow this link to the NGO Recruitment website.](#)

Next Steps

Your Application:

- Please read the complete position description and follow this link to apply online.
- As we have a rolling model of recruitment there is no closing date for this role, and we recommend you apply as soon as possible.
- With your application, please include your CV and a cover letter that addresses the skills required section of the advertisement.
- Receipt of your application will be acknowledged and you will receive updates as you move through the process, including if you have been selected for interview.



FAQs

What is the close date for applications?

As we have a rolling model of recruitment, we assess applications as they are submitted; this means that we do not recruit to closing dates and recommend you apply to the opportunity as soon as you can to ensure you don't miss out. [Please apply here](#).

Is my background suitable for the role?

Our clients brief us extensively on their roles; when writing the advertisements, we take great care in outlining the brief and gaining our client's approval before publishing. When considering your experience and suitability for a role, we encourage having a close look at the "Key Responsibilities" page; if you identify with what's outlined, please submit your application.

We recommend addressing the "Candidate" page of the advertisement when writing your 1-2 page cover letter, as we have identified these as the essential competencies in a successful candidate.

Once candidates are shortlisted, the client or role may require a more detailed response to the selection criteria within the job description; we find this saves you time on the application process.

Can you tell me more about what the client is looking for?

The best way to self-assess your suitability for the role is to [read through the full position description](#), the "Key Responsibilities" and "The Role" sections of the advertisement.

We have in-depth discussions with any successful candidates and provide you with a full brief before any interviews you may have with our client.

Can you consider someone part-time?

This has been budgeted as a full-time role, but the Board will consider a four-day week or nine-day fortnight for the right candidate.

Can you tell me more about the client?

To get to know the organisation a bit better, we encourage you to [visit the Public Fundraising Regulatory Association website](#), [their LinkedIn page](#) and explore relevant online publications.

When is the start date?

Recruitment has commenced for this role, which means our client is ready to select the right person; this should happen within the coming weeks as we move through the process. Clients prefer that the successful candidate starts as soon as they have worked out their notice period, however the start date is usually able to be negotiated.

Location/can you consider a remote worker?

The location of this role is in Melbourne or Sydney.

Salary guide

The salary for this role is circa \$180K + superannuation. If the remuneration is slightly below your expectations but you are inspired by the opportunity to lead a national organisation and shape the future of the public fundraising sector, we encourage you to apply.

What are the key objectives for the board/future direction of the organisation / key challenges in the role / is it a newly created role / why is the position available etc.

We will answer these sorts of questions as part of the discussion we have with the identified candidates of interest; however, we use the advertisement's tone to indicate if the client has a growth agenda or is looking for someone to bed down current programs. If it is a newly created role, we will state this within the advertisement or position description. Any research you may have done through the suggested channels above will also give you insight into the intentions for a role within their organisation.