

# Meet the panel

## Lyrian Fleming-Parsley, Head of Fundraising and Communications at Cancer Council Victoria

Lyrian Fleming-Parsley is the Head of Fundraising and Communications at Cancer Council Victoria. In this role, Lyrian leads brand, mission marketing, and fundraising efforts through individual and community giving, philanthropy, partnerships, and innovation. Lyrian oversees the growth and diversification of the fundraising portfolio and supports sustainable income generation, and Chairs the National Marketing and Fundraising Committee delivering national campaigns including Australia's Biggest Morning Tea and Daffodil Day.