



# **Annual General Meeting**

March 2008 –  
February 2009

**12 February 2009**

Prepared by:

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# Annual General Meeting 2008



## Committee

The committee for QALFM in 2008, as elected at the AGM consisted of:

Zara Sexton (President)  
Tracey Whyte (Secretary)  
Catherine Humphery (Treasurer)  
James Rimmer (Memberships)  
Robyn Martin (Executive)  
Kim Collum (Executive)  
Jessica Sammut (Executive)

We had two committee members resign during the year, with both members leaving us to travel overseas. Jason Steinberg joined the committee during the year. The committee subsequently consisted of the following members for the remainder of the year:

Zara Sexton (President)  
Tracey Whyte (Secretary)  
Catherine Humphery (Treasurer)  
James Rimmer (Memberships)  
Jason Steinberg (Executive)  
Robyn Martin (Executive)

All positions will be vacated and all members are invited to nominate for positions on the committee.

I would like to take the opportunity to sincerely thank all committee members for their contribution. This year, QALFM has had another successful year of events providing value to our members. We could not have achieved this without such a hardworking committee.

I would like to make special mention of Tracey Whyte, who has not renominated for a committee position. I would like to thank her for the huge contribution she has made to the QALFM Committee, including a stint in the hardest role of membership coordinator.

I have decided to stand down as President after three years. I am proud of the achievements of QALFM in this time, and am delighted to handover the role to someone else to let them breathe another burst of energy into the association. Thank you to all committee members who have made my time so enjoyable and rewarding. I look forward to staying involved with the committee in an executive position.

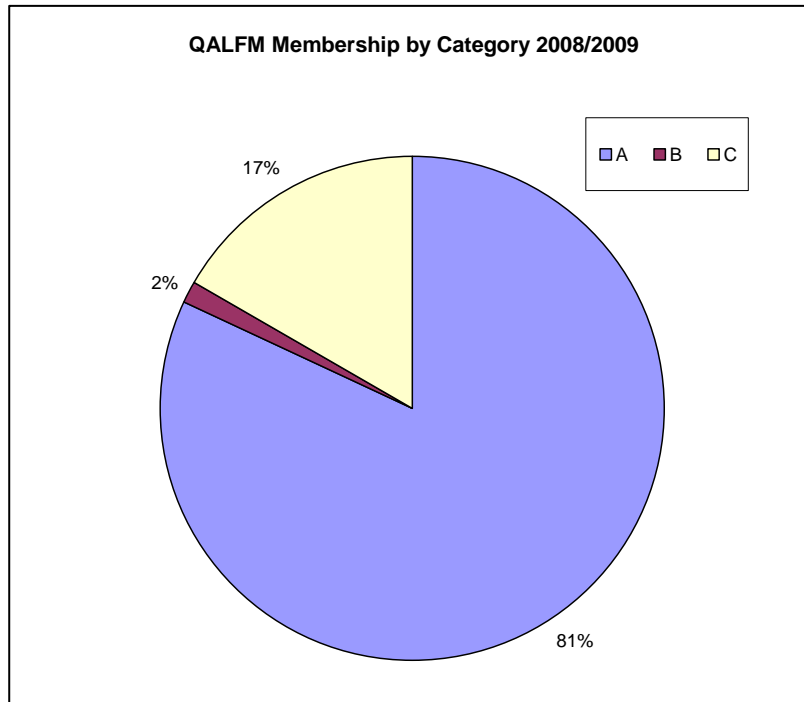
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## Membership report – James Rimmer

The 2008/09 membership year was another successful one for QALFM.

In February 2008, QALFM had 73 current members. A membership renewal mail out was conducted in March 2008 of which 45 members renewed their membership compared to 44 in the previous year. As at January 2009, QALFM had 66 members.

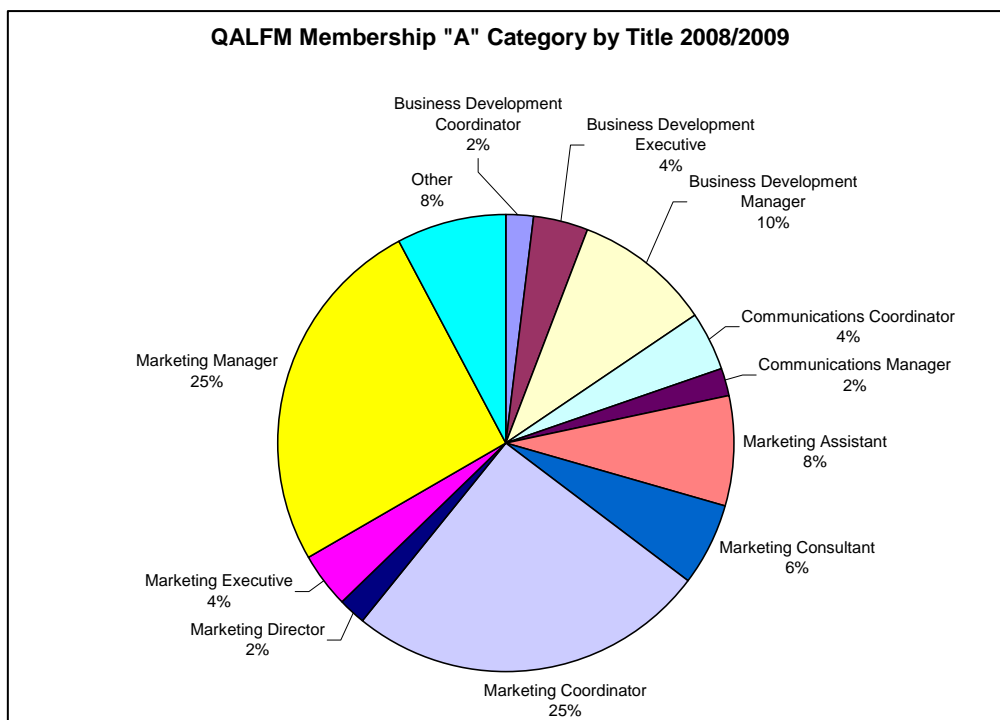


A = Full time marketing professional employed in a law firm or the legal industry

B = Marketing professional who has been previously employed as a full-time marketing professional in a law firm

C = A person who fulfills a professional marketing role or has a responsibility for marketing legal services or the legal profession

Within the 81% of those in the "A" category, the membership is comprised of 23 law firms and the following members:



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## QALFM EVENTS - 2008

Starting with the AGM at Carter Newell in February, we hosted the following events:

### March

Topic: How Do We Measure Up to the US?  
Speaker: James Rimmer, Cooper Grace Ward  
Host: Cooper Grace Ward  
Attendance: 32 attendees

*QALFM Member Survey 2008*

### April

Topic: Networking Exposed  
Speaker: Lisa Butler, Paragon Associates  
Host: Flower & Hart  
Attendance: 34 attendees

### June

Topic: What's New in Services Marketing?  
(offered at member rates through Australian Marketing Institute)  
Panel: Dr Rebekah Bennett, QUT  
Venue: Hilton  
Attendance: 87 attendees

### July

Topic: Feedback: How to give it, how to take it  
Speaker: Karen Williams, Message Stix  
Host: Thynne & Macartney  
Attendance: 31 attendees

### August

Topic: Law Firm Branding: The surface and the substance  
Presenters: Lisa Adams, Hopgood Ganim; Dr Ian Lings, QUT;  
Amy Bent, Mirador Creative  
Host: Hopgood Ganim  
Attendance: 29 attendees

### September

Topic: Mergers and Lateral Hires  
Presenters: Ashley Tulley, Ignite Business Consulting  
Host: Cooper Grace Ward  
Attendance: 30 attendees

### October

Topic: Influencing the Influencer  
Speaker: James Lye, Agendum Communication  
Host: Minter Ellison  
Attendance: 28 attendees

Topic: Marketing Marketing  
Speaker: Nutshell Marketing  
Host: Carter Newell  
Attendance: 32 attendees

### December

Event: Christmas Party: Quantum of Solace  
Venue: Blue Room Cinebar  
Attendance: 36 attendees

**The QALFM Committee would like to thank all of our host firms for supporting QALFM's events throughout 2008.**

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## Treasurer's report – Catherine Humphery

2008 resulted in a very good year financially for QALFM with an end of year balance of \$4,695.19. The committee was able to continue its strong financial footing from 2007, whilst also spending the majority of income received in 2008 to provide various functions for members.

2008 saw the income of QALFM halved this year (\$7400.63) compared to last year (\$14540.50) and back to within expectations of QALFM. The main reason for this was a decline in sales of the 2007 Handbook (\$2145.00 to \$200.00) as well as no sponsorship being received compared to 2007 (\$3800.00). A little disappointing however was the decline in memberships which were down by \$615.00 compared to 2007.

Naturally the expenses also declined in matching the expected income and back to the normal expectation of a not for profit. This is a commendable achievement given the exceptional events QALFM was still able to run throughout the course of the year, most notably the Christmas party which was well attended.

The committee did exceptionally well in not only managing expenses, but also ensuring that the income continued to be steady allowing for a profit of \$797.46.

With a healthy balance of \$4695.19, the 2009 QALFM committee will be able to begin immediately on planned projects.

### QALFM Running Financials

Activity	Credit	Debit	Balance
Opening Balance (as at 22 February 08)			\$ 3,897.73
<b>Income</b>			
Memberships		\$ 6,390.00	
Seminar Fees for Non-Members		\$ 810.00	
Sponsorships		\$ -	
Interest		\$ 0.63	
Handbook Sales		\$ 200.00	
<b>Expenses</b>			
Website Hosting	\$ 330.00		
Sponsorship	\$ -		
Postage	\$ 288.00		
Speaker Expenses	\$ 466.82		
Advertising	\$ 508.00		
Committee Expenses	\$ 650.35		
Functions	\$ 4,358.00		
Bank Charges and Taxes	\$ 2.00		
<b>Total</b>	<b>\$ 6,603.17</b>	<b>\$ 7,400.63</b>	
<b>Balance to date 11/02/09</b>			<b>\$ 4,695.19</b>

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## Another great year in 2008

Each year, the committee seems to set the bar even higher when it is setting its goals for the year.

Our events this past year were organised after conducting a member survey to determine how we could provide better value to our members.

We partnered with the Australian Marketing Institute for the seminar, 'What's New in Services Marketing?' The event was a great success and opened the door to a new way of providing great events to our members.

We also had a wide variety of industry experts share their insights on issues affecting our day to day roles. We had Lisa Butler talk to us about the fundamentals of networking, Ashley Tulley talk to us about the very topical area of mergers and lateral hires, Karen Williams gave us a common sense view of giving and receiving feedback, and James Lye help us to rethink our approach to working with government.

We had another workshop this year with Diana Byrne facilitating a marketing the marketer session.

And of course, we had another great Christmas party!

In conclusion, I would like to thank everyone for their involvement and support this year. I am very proud of the achievements of the committee and the association.

On behalf of the committee we hope you enjoyed QALFM in 2008, and look forward to an exciting year in what looks to be a challenging 2009.

Yours sincerely

Zara Sexton  
**President**  
**QALFM**