



Annual General Meeting

March 2007 –
February 2008

7 February 2008

Prepared by:

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Committee

QALFM's committee in 2007 consisted of:

Zara Morton (President)
Cameron Meiklejohn (Secretary until resignation in September 2007)
James Rimmer (Acting Secretary from September 2007)
Rebecca Hurley (Treasurer)
Tracey Whyte (Memberships)
Catherine Mason (Executive)
Renee Bidwell (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 managed to surpass the hugely successful year we had in 2006 with increased membership and event attendance. This is undoubtedly due to the hard work and persistence of the committee.

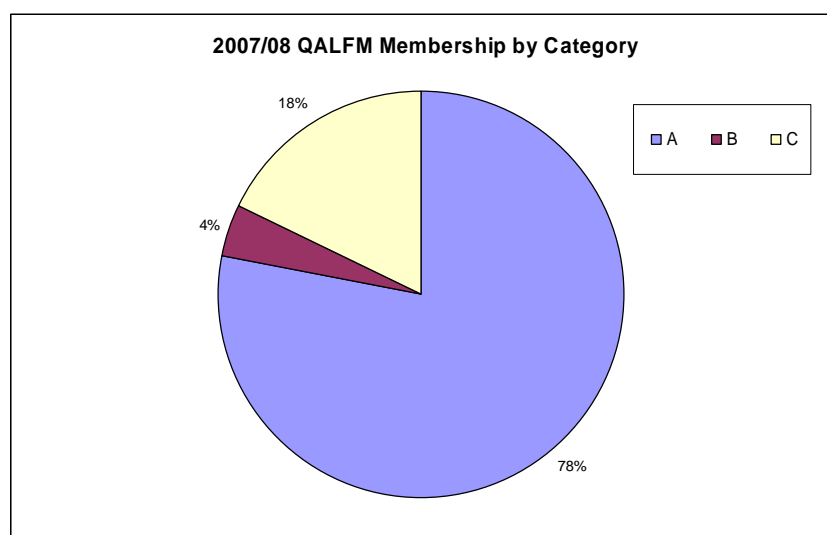
A special mention must go to Tracey. The membership coordinator role definitely carries with it the largest load and Tracey has done a fantastic job of managing the membership and organising all of our events.

Membership report – Tracey Whyte

The 2007/08 membership year was a great success for QALFM.

In February 2007, QALFM had 62 current members. A membership renewal mail out was conducted in March 2007 of which 44 members renewed their membership. As at January 2008, QALFM had 73 members.

The QALFM membership base for 2007/08 was comprised of the following:

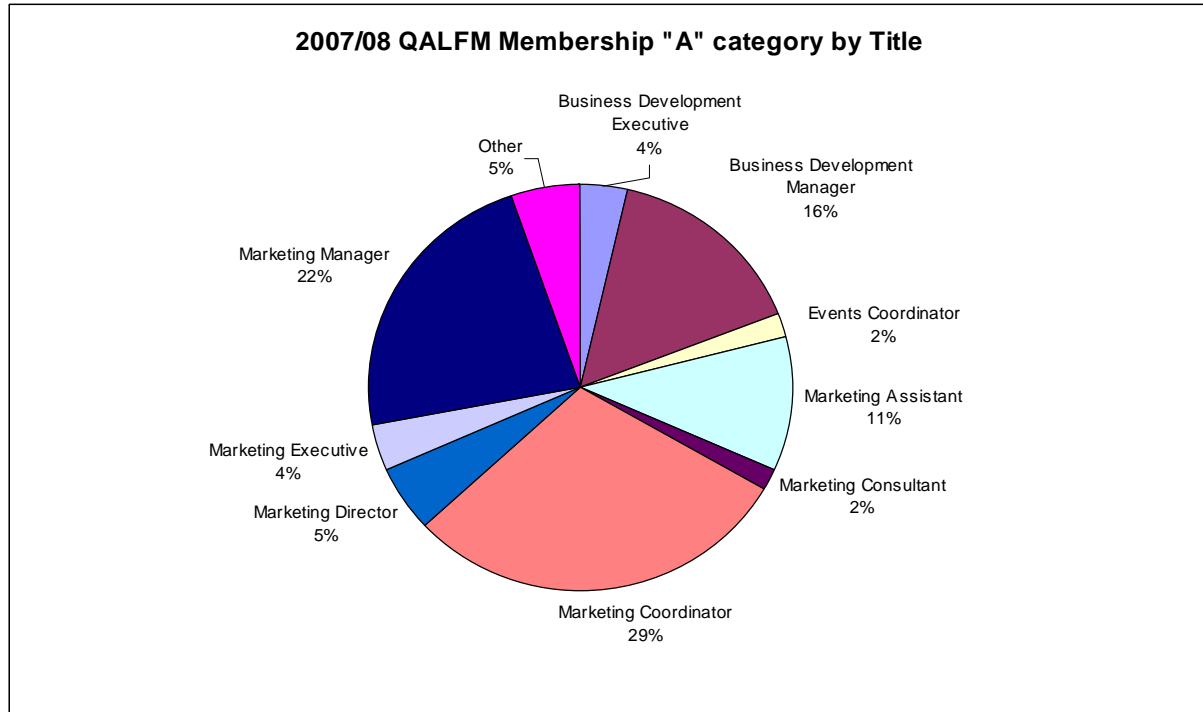


A = Full time marketing professional employed in a law firm or the legal industry
B = Marketing professional who has been previously employed as a full-time marketing professional in a law firm
C = A person who fulfills a professional marketing role or has a responsibility for marketing legal services or the legal profession

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Within the 78% of those in the "A" category, the membership is comprised of 30 law firms and the following members:



QALFM EVENTS - 2007

Starting with the AGM at Flower & Hart in February, we hosted the following monthly events:

March

Topic: You won the tender, now where is the work?
Speaker: Ashley Tulley, Ignite Business Consulting
Host: Carter Newell
Attendance: 34 attendees

April

Topic: Building your personal brand
Speaker: Amanda Newbery, BBS Public Relations
Host: Thynne & Macartney
Attendance: 26 attendees

May

Topic: Your lawyers are your firm's brand
Speaker: Bill Proud, Queensland University of Technology
Host: Cooper Grace Ward
Attendance: 35 attendees

June

Topic: Are accountants better marketers than lawyers?
Panel: Sue Dean, KPMG; Angela Taylor, BDO Kendalls and Olivia van Putten, Moore Stephens
Host: Carter Newell
Attendance: 30 attendees

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July

Topic: Successful rainmakers – How do they do it?
Speaker: Fred Smith & Mark Woolley, McInnes Wilson
Host: McInnes Wilson
Attendance: 32 attendees

August

Topic: It's beginning to look a lot like Christmas...
Presenters: Kelly Baker, Edible Blooms; Blaine Ballerini, Ollie & Lloyd and Tiah Miller, Minter Ellison
Host: Thynne & Macartney
Attendance: 29 attendees

September

Topic: The QALFM Great Debate: Taglines – you know you want one!
Debate Teams: Leann Webb, Aurora Marketing; Jacki Wilson, Carter Newell and James Rimmer, CGW
Jason Steinberg, Minter Ellison; Jovan Bogdanovic, Trilby Misso and Jackie McPhee, Gadens
Venue: The Brisbane Club
Attendance: 55 attendees

October

Topic: The QALFM Handbook Launch
Speaker: Megan Mahon, President of Queensland Law Society
Host: Minter Ellison
Attendance: 66 attendees

November

Event: The strategic impact of market research
Speaker: Kathleen Singleton, Eliquent Business Consulting
Host: Eliquent Business Consulting
Attendance: 26 attendees

December

Event: 10th Anniversary Christmas Party
Venue: Boardwalk Bar + Bistro, Riparian Plaza
Attendance: 31 attendees

The QALFM Committee would like to thank all of our host firms for supporting QALFM's events throughout 2007.



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Treasurer report – Rebecca Hurley

2007 resulted in a very good year financially for QALFM with an end of year balance of \$3,897.73.

Income was exceptionally higher than in previous years with a total of \$14,540.50, an increase of more than \$6,000.00 than in any other year. The main factors for this were membership increasing by \$995.00, sponsorship totalling \$3,800.00 and sales of the new handbook raising \$2,145.00.

Although expenses increased in 2007 by \$5,965.44 this was due to expenses associated with the QALFM handbook. Excluding these, expenses were reduced by \$146.17. This is a commendable achievement given the growth of the membership base.

The committee did exceptionally well in not only keeping expenses down, but increasing income and therefore allowing a profit. A thank you should also go to those who sponsored QALFM in 2007 contributing to this profit.

With a healthy balance of \$3,897.73, the 2008 QALFM committee will be able to begin immediately on planned projects.

Activity	Credit	Debit	Balance
<i>Opening Balance (as at 1 January 2007)</i>			1,838.66
Income			
Memberships		7,005.00	
Seminar Fees for Non-Members		1,590.00	
Handbook Sales		2,145.00	
Sponsorships		3,800.00	
Interest		0.50	
Expenses			
Website	385.00		
Sponsorship	550.00		
Postage	318.00		
Speaker Expenses	469.03		
Advertising	0.00		
Committee Expenses	487.60		
Functions	4,377.19		
Handbook Expenses	5,891.61		
Bank Charges and Taxes	3.00		
Total	12,481.43	14,540.50	
Balance to Date			\$3,897.73



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Another great year in 2007

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

This year, in addition to our regular monthly events, we held our first 'Great Debate', a panel discussion and launched our handbook.

Our panel discussion was a great event and helped us to further develop relationships with our counterparts in accounting firms.

The Great Debate was a great opportunity for our members to participate in and it was fun to see everyone showing their debating skills. I look forward to this year's debate!

On 11 October 2007, the QALFM Handbook was launched and available to purchase. As at 31 December 2007, a total of 63 copies had been sold. This has been a huge project for the committee not only this year, but for the past few years. Thank you to all who were involved and contributed to its success.

We also reviewed and refreshed our website and will continue to develop it so it provides useful information for our members.

2008 is set to be another great year for QALFM. As a member-oriented association, we want to continue to provide a beneficial service to our members, so we look forward to hearing from all of you.

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 2007, and look forward to your support for an even bigger and better 2008.

Yours sincerely

Zara Morton
President
QALFM