



# **QALFM Inc Annual General Meeting**

**10 March 2011**

Prepared by:

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## Committee

The committee for QALFM in 2010, as elected at the AGM consisted of:

James Rimmer, Cooper Grace Ward (President)  
Catherine Humphery, Clayton Utz (Treasurer)  
Zara Sexton, Freehills (Secretary)  
Jovan Bogdanovic, Trilby Misso (Memberships)  
Tiah Miller, McInnes Wilson (General Committee Member)  
Susan Uhlmann, Blake Dawson (General Committee Member)

During the year, Zara Sexton vacated the role of secretary and Susan Uhlmann was elected by the committee to fill the role. In addition, Celia Casey from the Queensland Law Society joined the committee during 2010 to fill a vacant general committee role. For the remainder of the year, the committee consisted of:

James Rimmer (President)  
Catherine Humphery (Treasurer)  
Susan Uhlmann (Secretary)  
Jovan Bogdanovic (Memberships)  
Zara Sexton (General Committee Member)  
Tiah Miller (General Committee Member)  
Celia Casey (General Committee Member).

As at the time of the 2011 AGM, all positions will be vacated and all members have been invited to nominate for positions on the committee.

I sincerely thank all of the 2010 committee members for their contribution. Over the past year, QALFM has had another successful program of events, providing continued value to our members. We could not have achieved this without such a dedicated committee.

I would like to make special mention of Catherine Humphery who has made an outstanding contribution as our Treasurer and Jovan Bogdanovic who was our Memberships Coordinator during 2010. Their efforts for QALFM will be missed and we wish them all the best as they move into marketing positions outside of the legal industry.

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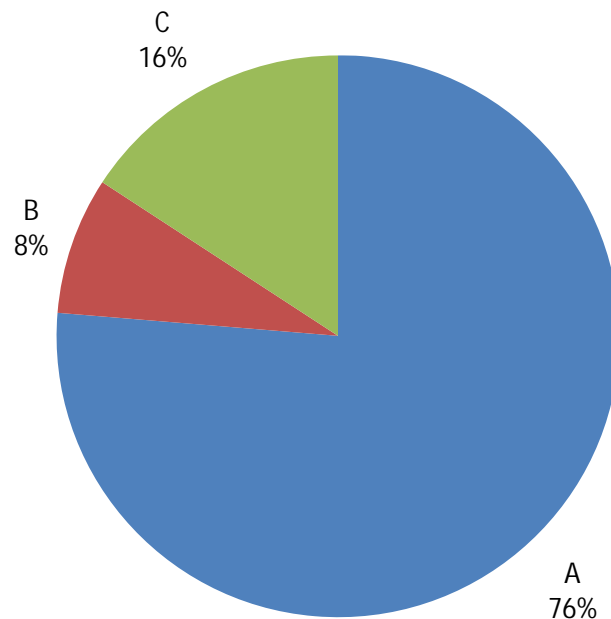
## Membership Report

The 2010 membership year was a challenging one for most professional associations and QALFM was no exception.

In January 2010, QALFM had 50 current members. A membership renewal campaign was conducted in April 2010 and as at 31 December 2010, QALFM had 39 members representing 18 law firms.

With many of our members and supporters changing employment during 2010, we have recognised the need to better reflect the change in their contact details in our distribution lists. QALFM is committed to strengthening our membership base in 2011 to encourage new members to join and to actively participate in events and seminars.

**QALFM Membership by Category 2010**



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

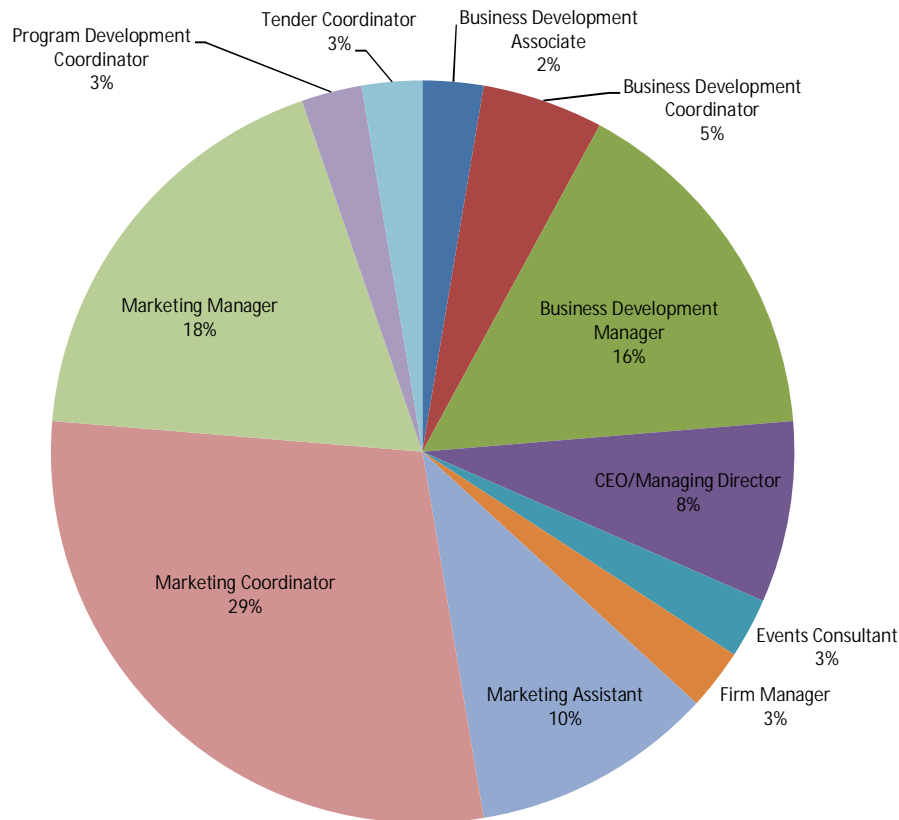
C = A person who fulfills a professional marketing role or has a responsibility for marketing legal services or the legal profession

The category "A" membership is comprised of 18 law firms, as well as members from the Queensland Law Society.

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**QALFM Membership by Position Title 2010**



## QALFM EVENTS - 2010

Starting with the AGM held at Cooper Grace Ward in February, QALFM hosted the following events:

### March

Topic: Listening is the New Marketing  
Speaker: Kathy Benson, Colmar Brunton  
Host: Clayton Utz  
Attendance: 24 registrations

### May

Topic: Creating Effective Client Relationships  
Speaker: Anne Gately, Australian Institute of Management  
Host: Blake Dawson  
Attendance: 20 registrations

### June

Topic: Clients from Hell: Redefining Your Business  
Panel: Anthony Davis, Brightwater Partnership  
Host: Trilby Misso  
Attendance: 21 registrations

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## July

Event: End of Financial Year Celebration  
Venue: Bar Barossa  
Attendance: 16 registrations

## August

Topic: Writing for the Web  
Presenter: Jane Woodley, JaneWrites  
Host: Carter Newell  
Attendance: 29 registrations

## October

Topic: Finding Your Competitive Edge  
Speakers: Dr Rebecca Sheils, Beaton Consulting  
Host: Queensland Law Society  
Attendance: 26 registrations

## December

Event: QALFM Christmas Cocktails  
Venue: The Platform Bar  
Attendance: 19 registrations

The QALFM Committee would like to thank all of our speakers and host firms for supporting QALFM's events throughout 2010.

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## Treasurer's Report – Catherine Humphery

2010 resulted in a good year financially for QALFM, with an end of year balance of \$2,562.40.

Income was a little lower than in previous years. This was again due to a decline in memberships, declining by \$290.00, from \$4770.00 in 2009. In addition, we also saw a decline in non-member seminar fees by \$40.00. This can be attributed to a cost conscious market and the continuing impacts of the GFC on our membership base.

Expenses were much lower than in 2009, down by \$5,043. This was commensurate with our reduced income received and opening bank balance. Although there were no substantial project costs as in previous years (eg the handbook, website and advertising), all individual expenses were less, namely the function and speaker costs. A special mention should be made of firms who were able to support our functions throughout the year at no cost to QALFM. This is, as always, greatly appreciated.

During 2010, the committee undertook an audit of our financials to ensure that QALFM was compliant with the reporting requirements of the ATO. We would like to sincerely thank BDO who assisted us in the project and have ensured that we are compliant going forward and that we have 'best practice' accounting.

With a healthy balance of \$2,562.40, the 2011 QALFM committee will be able to begin immediately on planned projects.

### QALFM Running Financials

Activity	Credit	Debit	Balance
Opening Balance ( <i>as at 01 January 2010</i> )			\$1,593.20
<b>Income</b>			
Memberships		\$4,480.00	
Seminar Fees for Non-Members		\$490.00	
Interest		\$0.27	
Handbook Sales			
<b>Expenses</b>			
Handbook Exps	\$0.00		
Bank Charges	\$3.00		
Advert Exps	\$0.00		
Admin Exps	\$671.07		
Dues & Subscr.	\$0.00		
Travel & Ent	\$0.00		
Function Expense	\$2,688.00		
Committee Meeting Expense - food	\$329.00		
Committee Meeting Expense - Gifts	\$0.00		
Postage	\$310.00		
Donation Expense	\$0.00		
Totals	<b>\$4,001.07</b>	<b>\$4,970.27</b>	
Net profit/(loss) for 2010			<u>\$969.20</u>
<b>Balance to date 31/12/10</b>			<u><b>\$2,562.40</b></u>

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## Another strong performance for law firm marketers in 2010

As always, the QALFM committee approached 2010 with a sense of energy and commitment, building on the success of our program in previous years.

Referring to event feedback received from QALFM members and supporters in 2009, the committee designed a seminar and workshop program for 2010 that would provide real value to our membership.

Our seminar topics were first class and were rated highly by members in feedback surveys. This included a return to some core skills required for Marketing in law firms, such as client relationship management, client listening, copy writing, and designing products and services to suit your chosen markets. We also explored some advanced research techniques available to law firms to drive true competitive advantage.

We had a wide variety of high profile industry experts share their insights on issues affecting our day-to-day roles. This included Kathy Benson from Colmar Brunton, Anne Gately from the Australian Institute of Management, Anthony Davis from the Brightwater Partnership, Jane Woodley from JaneWrites and Dr Rebecca Sheils from Beaton Consulting.

And of course we had two great networking events where we celebrated the end of the financial year and Christmas.

Our membership also voted in December 2010 to proceed with the incorporation of QALFM which was official from 4 February 2011. This provides better structure and continuity for the association in years ahead.

This all occurred during a tough year where our members, including our management committee, were called on to perform at their peak for the benefit of their firms.

I would like to thank everyone, including our guest speakers, the committee and all of our members and supporters, for their involvement and contribution this year. I am very proud of what the committee and the association have achieved.

On behalf of the committee I hope you enjoyed QALFM throughout the past year and look forward to an exciting 2011.

Yours sincerely

A handwritten signature in black ink, appearing to read 'James Rimmer', is written over a horizontal line.

James Rimmer  
**President**  
**QALFM Inc**