

Our Strategic Plan FY 2017-21



Queensland
Law Society™

OUR VISION

Good law. Good lawyers. Public good.

OUR PURPOSE

- Supporting our members to have more satisfying, balanced and rewarding legal careers and businesses
- Promoting the value of solicitors in the community and supporting the professional values of fidelity, service and courage
- Be the authoritative voice of solicitors in Queensland, speaking out for justice and the rule of law

OUR GOALS

Advocate for the role of solicitors in the community and speak out for justice and the rule of law

Regulate to uphold the good standing of all solicitors

Guidance to encourage the professional values of fidelity, service and courage

Educate to develop the reputation and expertise of members and their businesses

Connecting the profession with each other and the public

OUR OBJECTIVES

Continuous improvement

Continuously improve our member experience, with a focus on technology, service, connectedness, convenience, accessibility and collegiality

Sustainability

Deliver results that balance the value provided to members and the public with the need to ensure ongoing financial viability while managing our risks and challenges

OUR STRATEGIES

1. Be at the forefront of identifying issues and market trends that may affect solicitors, helping them to prepare for the future by actively producing resources to assist solicitors in the practice of law
2. Promoting the benefits of solicitors and positively differentiating the services of solicitors from other providers of legal services
3. Actively represent Queensland solicitors with lawmakers and law enforcers, promoting laws that are necessary, just and workable
4. Unlock the benefits of technology and innovation in the practice of law
5. Better connect and engage with our members and promote collegiality
6. Continue to promote our professional values of fidelity, service and courage as a basis for active public involvement
7. Continue to support good corporate governance and best practice governance arrangements

OUR STRATEGIC RISKS & CHALLENGES

1. **Knowing our members** – we must understand the roles, career stage, priorities and specialisation of each of our members in order to respond to their diverse and individual needs
2. **Service improvements** – we must invest in continuous business improvement to streamline business processes, underpinned by current technology, to provide a cost effective service to members
3. **Generating efficiencies** – we must maximise and identify value for money for membership and practising certificate fees and clearly demonstrate that value
4. **Member-focused culture** – we must maintain a skilled, knowledgeable and service-oriented workforce that puts the member first
5. **Openness to national and international opportunities** – we must be open to and knowledgeable about national and overseas risks and opportunities that could impact on our jurisdiction
6. **Natural disaster recovery communication and management** – we must continue to strengthen our natural disaster recovery communication and management to minimise downtime of our organisation and our members in the event of an emergency

OUR MEASURES OF SUCCESS

1. Proportion of members in law practices grows each financial year
2. Increased membership engagement in our products and services
3. Members express high levels of satisfaction with our products and services
4. We are listened to by government and members of parliament
5. Staff are engaged, collaborative and productive
6. Annual financial targets are achieved