

Our Strategic Plan FY 2017-21

Revised 27 April 2020



Queensland
Law Society®

COVID-19: On 11 March 2020, the World Health Organisation (WHO) declared the coronavirus (**COVID-19**) a pandemic. This Strategic Plan has been revised as a result of **COVID-19**.

OUR VISION

Good law. Good lawyers. Public good.

OUR PURPOSE

Supporting our members and the profession to navigate through the challenges of COVID-19, and to ensure members and the profession 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 members of 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, with specific focus on **COVID-19**
2. Promoting the benefits of solicitors and positively differentiating the services of solicitors from other providers of legal services, with specific focus on **COVID-19**
3. Actively represent Queensland solicitors with lawmakers and law enforcers, promoting laws that are necessary, just and workable, with specific focus on **COVID-19**
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. **Pandemic and Natural disaster recovery communication and management** – we must continue to strengthen our pandemic natural disaster recovery communication and management to minimise downtime and support our members and our organisation in times of pandemic and in the event of an emergency
2. **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 as well as changing support and needs as a result of **COVID-19**
3. **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
8. **Generating efficiencies** – we must maximise and identify value for money for membership and practising certificate fees and clearly demonstrate that value, with specific focus on **COVID-19**
4. **Member-focused culture** – we must maintain a skilled, knowledgeable and service-oriented workforce that puts the member first and understands the challenges as a result of **COVID-19**
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 and support the profession in navigating through those risks and challenges, with specific focus on **COVID-19**

OUR MEASURES OF SUCCESS

1. Members express high levels of satisfaction with our products and services
2. Membership and Practising Certificates are retained in accordance with budgeted forecasts including the conversion rate
3. Measurable evidence of stakeholders' increased engagement with Queensland Law Society
4. We are listened to by government and members of parliament
5. Staff are engaged, collaborative and productive
6. Annual financial targets are achieved