

Our operating plan 2021-22 at a glance

Our vision

Leading Solicitors in Queensland

Our purpose

Good Law – Good lawyers – Public Good

- To be the authoritative voice of solicitors in Queensland
- To help our members succeed
- To connect the profession with QLS and each other
- To respect, protect and promote human rights in our decision-making and actions

Strategic objectives for 2021-22

Advocate

1. Enhance member and profession centric advocacy, research and thought leadership
2. Support and grow our volunteer committee member base, working with them to advance good law and our profession

Regulate

3. Support and monitor Queensland solicitors and practices and identify and assist at risk practitioners and practices and if necessary sanction

Guide

4. Deliver practice support consultancy, guidance and outreach to solicitors in Queensland to help them build and maintain legal practices that are compliant, financially sustainable and professionally rewarding

Educate

5. Offer leading best value education and accreditation services
6. Lead positive advancement in workplace behaviour and culture, diversity, inclusion and First Nations cultural competence within the profession

Connect

7. Utilise our unique data, communication channels and capability to connect our members with each other and with consumers, and create opportunities to cooperate and collaborate with the broader profession and specialist associations
8. Increase engagement and services with member segments and specifically with younger members of the profession

Grow

9. Rebuild the Society's cash reserves (via diverse revenue streams) following the COVID 19 Financial Support Package to ensure sufficient reserves to support the profession in the future
10. Leverage our technology to deliver enhanced members services, experiences, education and guidance – accessible to all
11. Redevelop Law Society House as a member's hub, mediation and conference centre and to meet building codes and rectify end of life assets

Success measures 2021-22

1. Growing membership engagement and attendance numbers to events and CPD
2. Growing membership to PC conversion rate
3. Thriving, engaged and high quality QLS committee volunteer base
4. High levels of profession and member engagement with QLS communications
5. An engaged, high performing and productive QLS team
6. Annual financial targets and non-financial performance targets achieved

OBJECTIVE 1: Advocate

Advocate for the role of solicitors and for balanced laws and the rule of law for the benefit of the profession and the community

- Continue to position QLS as a trusted advisor of law reform in Queensland by engaging with Government in areas of legislative reform important to supporting the profession and the community generally
- Implement research projects – Graduate readiness and Practice readiness

OBJECTIVE 2: Regulate

Regulate solicitors in Queensland to protect the community and to foster, promote and protect the good reputation of the profession

- To conduct a review of the *Legal Profession Act, Queensland Law Society Administration Rule 2005* and *Queensland Law Society Indemnity Rule 2005*
- To advance and strengthen key regulatory stakeholder relationships and regulatory practices

OBJECTIVE 3: Guide

Partner with solicitors in Queensland to guide, advise, promote and support their role as trusted advisors

- Continue to roll out the practice support consultancy service
- Introduce additional advisory support panels including financial advice service and legal costs advice service
- Implement a dedicated workplace conduct central web page for education, guidance, complaints and policy resources to the profession

OBJECTIVE 4: Educate

Develop and deliver leading education experiences to advance the, expertise and accreditation of solicitors and their businesses

- Review existing PMC and implement new accreditation programs in Practice Management for practice managers, Corporate Governance and First Nations Cultural Competence and explore accreditation options for general practitioner solicitors
- Deliver leading educational workshops on Sexual Harassment and Workplace Culture workshop
- Introduce a 20 CPD university micro credentialed program for young lawyers
- Continue to develop and lead outstanding and well attended CPD conferences and build further LMS education content

OBJECTIVE 5: Connect

Connect the profession with each other, stakeholders and the community to foster relationships collegiality and cooperation

- Develop and implement member engagement strategies for QLS Future Leaders, District Law Associations, in house counsel and regional members
- Launch new QLS website and leverage the new platform for collaboration amongst the sector
- Continue the First Nations Cultural Outreach Strategy and annual First Nations Plan with a focus on profession Cultural support and education
- Implement phase 2 Proctor on a new platform
- Launch to the public a trusted advisor/ use a solicitor advertisement campaign across the State

OBJECTIVE 6: Grow

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

- Embed technological resilience and agility by implementing new CRM, intranet, payroll and HRIS systems
- Enhance our data driven business model with accurate data, enhanced analytics and trend analysis
- Continue development of Law Society House project
- Implement year 1 of the 4 year financial road map
- Build variable revenue sources
- Provide best available 1st Party Cyber Insurance cover to Lexon insured QLS member practices
- Develop and implement a revised member benefits program