



annual report. 2023-2024

who is alpma?

alpma is the Australasian Legal Practice Management Association. We are the peak Australasian not-for-profit membership body for legal practice management.

Our sole focus is to support our members to advance the business of law.

CONTENTS

02	About us
03	Delivering on our promise to members
04	<u>Presidents report</u>
06	CEO's report
09	ALPMA Board, Volunteers & Employees
12	<u>Growing our membership</u>
14	Vision, Mission and Values
15	Membership Development Committee
16	<u>Learning and Development</u>
17	Branch reports
24	<u>Our Partners</u>
26	2023 ALPMA Summit
30	Our members connect
31	2023 ALPMA Award Winners
33	<u>Treasurer's report</u>
34	Financial Summary





delivering on our promise to members.

being a member of ALPMA will help you:

- Develop your core management skills
- Build your knowledge across multiple professional domains
- · Lead your firm's development
- Connect and collaborate with peers, experts & industry leaders
- Accelerate your career progression
- Gain respect as a legal practice management professional.

President's report.



STEPHEN VAN DORP

I feel very excited to be writing this report. For the last few years, we have been working so hard to get access to our own data and to analyze it and to then use that information in a way that benefits everyone, and I feel like all the hard work that has been going on behind the scenes for the last 2-3 years has now started bearing fruit.

Last year I noted that our data would provide us with greater insight into how our members engaged with ALPMA and I can confidently say that it has indeed delivered that. Member engagement this year has increased when compared to last year and I am confident that the plans that we have for the next 12 months will further increase our overall member engagement.

Our plans to provide greater opportunities for members to positively engage with other members via technology and at the grassroots level in local communities will reinforce the value of being a member of ALPMA.

We know that not all states and territories within ALPMA are the same and we also know that a one size fits all model doesn't work when it comes to delivering high quality content. Some branches have greater member engagement online, whilst other branches have fully embraced a return to face-to-face content. Our Job as the Board of ALPMA is to ensure that all our members can engage in a way that best suits them and their development needs.

To address these engagement challenges, we are working hard to find unique opportunities to meet the needs of our members and further increase their engagement

Membership of ALPMA has continued to grow in FY24 and as at the end of June, our total membership had increased to just over 3,000. I am firmly of the view that our plans into FY25 will continue to see ALPMA membership increase.

2024 was also the year that ALPMA and ALTA entered the start of what I expect will be a beneficial partnership. As I mentioned at Summit this year, I feel that this is the start of a natural alignment where legal technology and legal practice managers can work closely with each other. ALPMA must strive to be the authoritative voice on all areas that impact the business of law, and now more than ever, I feel we are at a point in time where technology and the law will become intertwined. The forging of this partnership provides significant benefits for ALTA whilst providing greater opportunities for ALPMA members to be involved with innovative local legal technology at the coal face.

ALPMA 2023 Summit in Melbourne was a spectacular success with over 550 people in attendance over 3 days. Once again, Summit highlighted to me the importance of the community of ALPMA. It was clear that over the three (3) day summit period, new and old friendships were formed and reinforced. Hot on the heels of Summit + ALTACON 2024 in Brisbane, I am excited about Summit 2025 which will be returning to Sydney after several years away.

ALPMA has a purposeful strategy for FY25 and I am enthused by the outcomes that this strategy will deliver to ALPMA and its members. As always, our absolute focus is to provide members with access to premium learning and development opportunities within the business of law. By delivering on this, we can increase member engagement and continue to grow ALPMA.

President's report cont.

As I mentioned earlier in my report, member engagement starts at the grass roots level and that will be how our strategies will continue to be rolling out into FY25 and beyond.

On behalf of the board, I would also like to give a heartfelt thank you to our partners for their continued and ongoing support of ALPMA.

Thank you to all our ALPMA staff, led so well by our tireless CEO Emma Elliott. Thank you also to all our various boards and committees across Australia and New Zealand, we could not do what we do without your dedication and commitment to ALPMA.

Finally, to our members, thank you so much for your continuing support. ALPMA exists only to support you, and we are so thankful to have you as our friends, colleagues, and community.



Stephen VAN DORP
ALPMA PRESIDENT

CEO report.



EMMA ELLIOTT

CHIEF EXECUTIVE OFFICER

During the year, our primary focus has been on solidifying our technology platforms, gaining insights from our data, and understanding how our members are choosing to engage with us. Throughout the 2023 year, we recorded 6,407 learning and development engagements alone, an average of 533 engagements per month, an average of 7.5 engagements per full member, per year. Notably, not all members engage at the same rate and as the year progresses so do the engagement rates.

Our highest member engagement rate for the year exceeded 50 engagements! This is an exceptional example of a member utilizing the full suite of learning and development services that ALPMA has to offer. For the most part, these highly engaged members participated in our online webinars, local events including breakfasts, and made use of our on-demand learning center as they needed throughout the year.

Over the course of the year, a real focus by our local Committees has been to re-establish and strengthen our in-person events locally. As in previous years this still remains difficult due to changes in in-office workplace arrangements, with the committees looking at alternate ways to bring our members together to network, learn and build colligate relationships.

This focus has resulted in 69 events being held across our 6 branches including:

- 33 local seminars & networking events
- 16 local breakfasts
- 7 Next Level events
- 3 Small Firm Management Group meetings
- 4 Risk Managers Group meetings
- 5 Workshops
- 1 HR Day hosted by Victoria

In addition to these events ALPMAs commitment to offering Mental Health First Aid Australia's Mental Health First Aid Training Program saw another 10 courses run this year, taking our total participants trained, since inception, to 420 people.

To be able to offer members and their firm's greater accessibility to these courses we have engaged three new Mental Health First Aid Trainers for ALPMA and hope to be able to offer firms (under a Corporate Subscription) the ability to host in house training programs in FY25. This is important work and an initiative we are proud to offer our members and wider community. Thanks to legalsuper, who help to provide this program to our members, we continue to be able to train up to 120 people per year.

We encourage all firms to seek out this training opportunity through ALPMA so we may continue to increase the number of people able to assist your team members in their time of need.

Our online learning & development program continues to strengthen to offer ongoing training to our members with 38 webinars provided throughout the year.

Topics covered a diverse range of business of law categories, catering to the evolving needs and interests of our members.

CEO's report cont.

We are thankful to partner with expert content providers such as AUCyber for Cyber Security training, TalentCode HR for their leadership training, First AML for providing Anti-money laundering education in the face of the Tranche 2 regulations soon to come into effect and Aitken Legal for their Employment law updates.

As an education provider we encourage relevant expert content providers and members to get in contact with us should they have, or their firm have, content that is relevant to and able to be shared with our members. Our sincere thanks to all our expert speakers who take the time work with us.

Membership growth throughout the year was modest with our total membership increasing by 385, which is a combination of full and affiliate members, taking our total membership at June 30 to 3,189. This includes increases in our corporate subscriptions from 33 to 40 in FY24. It is pleasing to see that our members are continuing to choose to upgrade their memberships from individual memberships to a firm wide subscription. This is a cost-effective way to provide learning, development and training to all staff within your firm.

The business of law is becoming more and more relevant as firms continue to challenge the status quo, embrace new ways of working, seek efficiencies in technology and generally look to upskill (and reskill) their employees, in this rapidly changing digital world.

ALPMA is cognisant that with this increased reach within law firms that some additional training material would be beneficial to provide various law firm employee groups.

We aim, in the years ahead, to strengthen our offering to become your outsourced learning and development team and take the hassle of designing an annual L&D program off your hands. We've started with some simple initiatives that include providing an online CPD Register for lawyers through our portal. Reach out if you have an interest in finding out more or getting involved.

On the technology front our new Partnership with the Australian Legal Technology Association (ALTA) was finalised in the second half of FY24. ALPMA recognised that this partnership would be a great synergy and offering to our members and we've been delighted to have been working with the leadership teams within ALTA further in 2024. Legal technology will only become more relevant and important in the years ahead and this was a great way to help support legal technology companies, learn about new emerging (and established) technologies and to also introduce our members to these innovative technology providers. As FY25 evolves we look forward to bringing further technology updates through ALTA to ALPMA members as part of your membership benefits.

Expanding on the relationship with ALTA we have been focusing our efforts towards bringing back the ALTACON event in September 2024 at the 2024 ALPMA Summit. Planning is ongoing but we hope this event will be well received by both ALTA Advocate members and ALPMA Members.

The 2023 Summit was held in September of 2023 at the Sofitel in Melbourne and saw around 600 delegates in attendance. This included a large delegation from Law Alliance New Zealand (LANZ) who travelled across and included the 2023 Summit as part of their larger event.

We are very grateful to the executive team at LANZ for their ongoing support.

CEO's report cont.

This event was again, very successful, with over 35 sessions provided across the 3-day event. We are again appreciative to our Principal Partner, Dye & Durham, for their support of this event and to our other 44 Partners who joined us in Melbourne.

Our ALPMA Awards were well received and the induction of Dion Cusack and Emily Mortimer as life members, a great achievement and a night to remember. Congratulations to the QLD/NT Branch Committee for taking out the Committee of the Year award and to Mark Beale of NZ for being awarded the Volunteer of the Year award.

Our thanks are also extended to our annual ALPMA partners who provide added support to our association through learning and development content, knowledge sharing and partnering with us on industry insights and benchmarking reports, not to mention the financial support.

Our sincere thanks to Dye & Durham, Actionstep, AUCyber, legalsuper, COS Redview and our other partners acknowledged later in this report.

This year our board remained relatively stable with only a couple of changes. These changes include the resignation of Emily Mortimer in July 2023 after many years of service.

Incoming Directors included returning WA Branch appointed Director Myra Quartermaine after a short break away from the WA Committee and Greg McClure who is the QLD Branch appointed Director and incoming National Treasurer. Due to Stephen van Dorp's pending maximum term limit on the QLD Branch Committee, Stephen was moved to a Board Appointed Directorship position so he may continue as President as a minimum until the FY24 AGM. Emiliya Peneva, moved from the National Treasurer to L&D Director.

FY24 has been a year of significant achievements and growth for ALPMA. We have made strides in member engagement, expanded our event and member offerings, and continued to support the professional development of our members through our extensive training programs. As we move forward, we remain committed to innovation, service excellence, and the continuous improvement of our offerings to better meet the needs of our members.

It would be remiss to not acknowledge and thank our many Committee and Board volunteers who give their time and energy to ALPMA year on year. This year we will have close to 70 volunteers across our six Branch Committees, Board, Summit Committee, Finance, L&D, Partnerships and Membership Development Committee. These members truly put their heart and soul into advancing ALPMAs objectives and for that we are truly thankful.

Finally, I would like to acknowledge the high performing ALPMA team.

It never ceases to amaze me how much this team achieves year on year. For the most part our team remained stable throughout the year with Jillian Hays continuing to assist on some research projects throughout the year.

Our only departure being Fiona Croswell, our Strategic Learning & Development Manager who has taken up a full-time position with a Brisbane based law firm. Fiona leaves us after 9 years working with ALPMA. Having worked closely with Fiona for six (6) of those years I can say, hand on heart, she will sorely be missed. Fiona is an exceptional L&D professional, has gone over and above for ALPMA during her tenure and will be a lifetime friend of ALPMA. We look forward to welcoming Fiona to ALPMA as a member, when she settles in!

alpma board of directors.

AS AT 30 JUNE 2024

The ALPMA Board drives the strategic direction for ALPMA and includes elected board members from each Branch Committee as well as board appointed representatives.



STEPHEN VAN DORP
PRESIDENT
Chief Operating &

Financial Officer | SLF

Lawyers



VICE PRESIDENT
Legal Practice Manager |
Nicholas O'Donohue & Co.

TANYA BURNS



ANGELA SCARFO
COMPANY SECRETARY
Head of Risk & Compliance
| Police Credit Union SA &
NT



L&D DIRECTORChief Executive Officer |

Jackson McDonald



DIRECTORApplications Manager |
Piper Alderman



GEMMA WRAGG
DIRECTOR
CEO | Tavendale and
Partners



DIRECTORChief Operating Officer |
Botten Levinson Lawyers



TREASURER
Chief Financial Officer |
McCarthy Durie Lawyers



MYRA QUATERMAINE
DIRECTOR
General Manager | Valenti
Lawyers



alpma volunteers.

ALPMA has approximately 80 member volunteers who generously give their time to branches, committees and working groups. We currently have branches in VIC/TAS, NSW/ACT, QLD/NT, SA, WA and New Zealand. Each branch has up to 10 local committee members who drive learning and development programs and other initiatives at a local level.

Additionally, ALPMA has many other working committees that contribute to our Association in many ways. These committees include:

- 2023 Summit Committee
- 2024 Summit Committee
- Governance, Risk & Nominations Committee
- Finance Committee
- Membership Development Committee
- National Learning & Development Committee
- Partnerships Committee

We would like to take the time to acknowledge and thank the many people who have contributed to these committees during the year. Our many members generously give up their time to help advance the Association's objectives and provide a valuable service for our members. We would not be able to deliver the volume of resources that the Association does, without their support. Thank you.



alpma national team.



EMMA ELLIOTT
CHIEF EXECUTIVE
OFFICER



FIONA CROSWELL STRATEGIC L&D MANAGER



CARMEN MAUGHAN

NATIONAL L&D

MANAGER



LESLEY HAYS
CUSTOMER EXPERIENCE
SPECIALIST



MIRIAM BRYCE
PARTNERSHIPS
MANAGER



JANE EASTERBROOK
CLIENT RELATIONSHIP
MANAGER



JO HOOD

MEMBERSHIP
COORDINATOR



SARAH-JANE LAING

EVENTS

COORDINATOR



JILLIAN HAYS

RESEARCH

OFFICER



NARELLE WILSON FINANCE

growing our membership.

Although inflationary pressure continued to impact the commercial climate in FY24, ALPMA saw a small but encouraging growth in membership compated to FY23. We believe this is a result of our focus on delivering real value to members, new and existing.

Corporate Subscription renewals over FY24 were strong, demonstrating that this value for money option fits well in the current environment.

ALPMA maintains a strong membership demographic, representing small and large firms, and comprehensively covering Australia and New Zealand geographically. We are proud that small firms underpin ALPMA's membership base, with approximately 87% comprising firms of less than 150 people, demonstrating our focus on service delivery to all the industry. Large firm membership (150+) increased slightly, reflecting uptake of corporate subscriptions by larger firms.

We are delighted to have retained a strong membership base in FY24, and continue to be grateful for the loyalty of ALPMA members. However, we understand that this loyalty is delivered on the back of sustained improvement in our membership offering. In FY24, we have also established The Membership Development Committee to enable further focus on our membership matrix, through analysing membership needs and the member value proposition to ensure continued relevancy as roles in the legal industry evolve. The work of this committee will form the basis of our growth agenda in FY25.

3,000+ MEMBERSHIPS TARGET

3,189 TOTAL MEMBERS

855 FULL MEMBERS

2,334 AFFILIATE MEMBERS

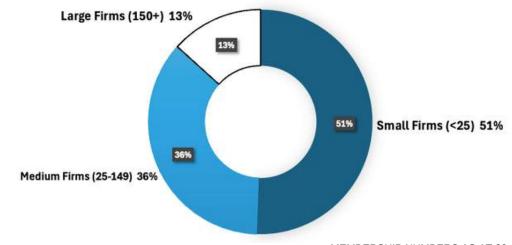
MEMBERS BY MEMBERSHIP TYPE

FULL MEMBERS - INDIVIDUAL 642

FULL MEMBERS – CORPORATE 192

AFFILIATE MEMBERS - CORPORATE 2,334

MEMBERSHIP BY FIRM SIZE



MEMBERSHIP BY TYPE

LIFE MEMBER 21

FULL MEMBER (12 MONTHS) 787

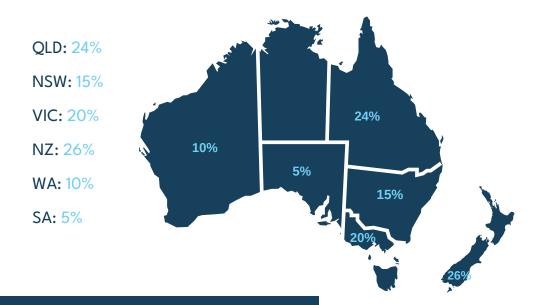
FULL MEMBER (6 MONTHS) 16

ONLINE MEMBER 28

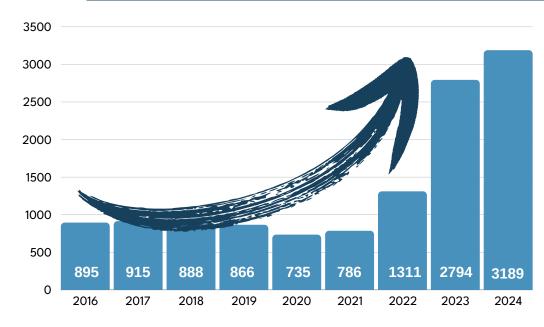
ASSOCIATE MEMBER 3

AFFILIATE MEMBER (CORPORATE) 2334

MEMBERS BY LOCATION



MEMBERSHIP GROWTH









To be the leading voice in professional business management in Australasia.

our mission:

To create, empower and elevate professional business management leaders in Australasia.

our values:

Empowering, Collaborative, Supportive, Collegial, Inclusive, Transparent

alpma committee reports.

Membership Development Committee

The Membership Development Committee (MDC) is a newly formed subcommittee of the National Board that has been formed to deep dive into the Membership Strategy of the Board and to make recommendations to the Board for the enhancement of the membership experience, attraction and retention of members of ALPMA.

The current members of the MDC are:

- Tanya Burns National Board/VIC Tas Chair
- Ben Pascoe VIC/TAS
- Ruth Treleguen VIC/TAS
- Simon Dodwell NSW/ACT
- · Cathy Reynolds NSW/ACT
- Maureen Schull QLD/NT
- · Jeanna Brady WA
- Julie Beck NZ
- · Shaun Wyn-Jones SA
- Jo Hood ALPMA Membership Coordinator

Objectives:

Review member strategy (individual and corporate):

- Member benefits, communications and messaging (including website and growing subscriber list)
- · Review use of social media to attract new members
- Collaborations
- Conference attendance
- Other

Review (with Finance Committee) membership pricing:

- Individual
- Corporate

Retain

- Review annual membership renewal report for trends
- Review retention processes/procedures/reporting at national and branch levels

Grow

- · Review membership against potential market share
- Consider existing and new membership categories

Leverage member experience

- Testimonials
- Resources
- Speakers / content experts

The Committee invites and welcomes you to share your experience and to put ideas forward for the enhancement of the membership experience.

TANYA BURNS

Practice Manager, Nicholas O'Donohue & Co Chair of Membership Development Committee



learning & development.

(July 2023 - June 2024)

The start of FY24 witnessed a significant increase in in-person events, reflecting a strong desire for reconnection and networking. Our local branch in-person events saw a 25% rise compared to the previous financial year.

We also introduced our Next Level events where our supporting partners provided thought leadership presentations alongside keynote speakers. These half-day events focused on enhancing practice management and were well-received by our members, with seven events held across Australia and New Zealand.

The FY24 Learning and Development program consisted of:

- 118 events in total were organised including the 2023 ALPMA Summit.
- 38 webinars (3 through local branches) delivered in line with our learning and development framework;
- 10 Mental Health First Aid standard and refresher training sessions were held, training a total of 86 people across Australia and taking our total number of people trained to over 420 since inception;
- Three (3) Small Firm Management Group sessions were conducted for Victorian firms;
- Four (4) Risk Management Group sessions were held online;
- 5 workshops were held across the local branches

- 16 practice management breakfasts were held across Australia and New Zealand in various locations;
- 22 local seminars were held across Australia and New Zealand along with 11 networking events;
- 7 Next Level Events were delivered across Australia and New Zealand.
- The HR Day, Thriving Teams Strategies for attracting, retaining and nurturing talent, was held in May this year.

LOCAL BRANCH EVENTS



alpma branch reports. New South Wales & ACT

It is my pleasure to present the 2024 Annual Branch Summary for NSW/ACT.

This year our efforts have been focused on collaboration and consolidation. We recognise the challenges posed by NSW's large geographical spread, and as planned, have introduced alternative options to the lunchtime sessions, understanding that they are not always practical for all members. We will continue to listen to member feedback as we work towards finding the ideal balance between in-person and virtual events.

ALPMA is a community focussed organisation that relies on the active participation of our members, volunteers, and corporate partners who continue to contribute to our goal to support, educate, and connect our members.

Our branch success is a direct reflection of the commitment and effort of our committee volunteers. This year we farewell Rebecca Jones and extend our warm thanks and appreciation to Rebecca for her contribution over 8 years.

We also extend our thanks to our valued members, whose active participation continues to enrich our community. Their attendance at events, contribution to discussions, and generous sharing of resources and knowledge, enables us to maintain our culture of learning and mutual respect

Our corporate partners play a crucial role in supporting our events, resources, and educational offerings. We are grateful for their contributions in 2024 and look forward to continuing these partnerships in 2025. Special thanks to: Grace; Lext; Actionstep; Dye & Durham; Redview; First AML; legalsuper and AUCyber.

Throughout 2024, we hosted a range of events designed to facilitate learning and foster connections. Our calendar included events aimed at addressing the evolving needs of law firm management. Highlights included the Next Level event in May with Keynote Daniel Merza and our recent HR Issues and Recruitment and Salary seminar, presented by Jason Elias; Elias Recruitment and Janine Smith; Partner, Carroll and O'Dea.

Each of these events served as a platform for knowledge-sharing and connection, where industry professionals exchanged ideas and support.

As always, the highlight of the year was the recent ALPMA Summit held in Brisbane, QLD. Summit 2024 featured a thoughtfully curated program, offering valuable insights for both professional and personal development and was this year enhanced by the addition of ALTACON (and fireworks on the river)

As we look towards 2025, we are excited to continue to collaborate as a committee and with the broader ALPMA community. We have set a goal to engage our members and hear their perspectives on how we can best support them.

Our upcoming events will offer further opportunities to deepen our understanding of best practices in law firm management and to expand our professional networks.

I extend my heartfelt thanks my NSW/ACT committee colleagues for their warm welcome in 2024.

As a committee, we congratulate Emma Elliott and her exceptional team for their success and dedication to our organisation.

CATHY REYNOLDS

Chief Operations Officer, McInnes Wilson Lawyers ALPMA NSW / ACT Branch Chair



alpma branch reports. Victoria & Tasmania



I would firstly like to acknowledge our National and State Partners who are an integral part of ALPMA and who enable us to provide all our learning and development content, as well contributing to our face to face and networking initiatives.

I would also like to take this opportunity to acknowledge and thank our hard working, dedicated committee members, in particular Mike Brookes for his ten years on the committee and also Sandra Mooney, both of whom stepped down this year. We welcomed Peter McGrath on to the committee and it is great to have 2 committee members from regional Victoria.

The Victorian Committee has been working hard to reenergize in person offerings and held a number of successful events over the year. In particular our special interest groups, Risk Management and Small Firms Management Group, have been leading the way with well attended quarterly round table discussions covering issues and challenges being faced by those in the group.

Another highlight of the year was our annual HR day. This years theme was "Thriving Teams, strategies for attracting, retaining and nurturing Talent." The day was facilitated by Soozey Johnstone and the keynote speaker was Dr Sonja Hood.

A big thank you to Legal People, a Victorian Partner for sponsoring the event, Clarence Chambers for hosting and Tanya Burns, Jill Simpson and Ruth Treleaven for all the hard work in putting the day together.



Other notable events included our end of year gathering held at Slate, our traditional sit down lunch that was attended by over 40 partners and members, our end of financial/midyear gathering, which this year was held as a stand cocktail style event, at lunch time, to encourage as much networking as possible.

Our trust Audit breakfast seminar was a great success as was our seminar on Corporate Social Responsibility covering Welcome to Country and information regarding preparing a Reconciliation Action Plan. A big thank you also to all the organistions that have assisted in hosting events, in particular the College of Law and Leo Cussen Centre for Law.

We look forward to the challenges that lay ahead in 2025 and with our strong, close knit committee, will I am sure have another successful, engaging year.

MICHAEL RHODES

Business Services Manager, Russell Kennedy ALPMA VIC / TAS Branch Chair

South Australia

As Chair of the South Australian branch of ALPMA, this year I have had the pleasure of collaborating with our diverse committee members who have diligently planned and worked to meet the needs of our local members. Collectively our committee represents small and large firms, and a variety of roles including CEO, COO, Managing Partner, Practice Leader, HR Advisor, Business Manager / People and Culture. This has enabled the branch to reach out to our networks to represent and meet the needs of our local members.

Hence, the South Australian branch cultivated a vibrant calendar of events over the past year, fostering engagement and professional development within the legal management community. A standout event was the Summit Wrap Up Lunch, providing an insightful forum to discuss and dissect key takeaways from the national summit. We have planned a similar event following the 2024 Summit. The branch also facilitated a well-received workshop led by esteemed consultant Megan Hender, focusing on enhancing essential leadership skills for practice managers.

Other local highlights were the ALPMA SA Salary Survey, fostering a dynamic roundtable discussion and exchange of ideas around emerging trends, a panel discussion with Robert Chalmers, Bjarke Larsen and Brett Cowell, exploring Al and Gen Al in the business of law, Russell Coulbourne presenting a seminar that consider how growing your practice impacts of the amount of working capital you need to invest in your business, and the next level partners event in May. These events, along with various social events throughout the year, exemplify the South Australian branch's commitment to providing valuable resources and opportunities for its members.

Aside from professional development, our members value catching up to network and spend time together considering how to work on the business rather than in it! However, the timing of our face-to-face professional development and social events continues to be a challenge with flexibility around working from home making it harder to schedule these events for maximum attendance. Fortunately, ALPMA provides its members with flexible online opportunities to meet everyone's needs.

Our loyal Partners continue to have a meaningful impact on and engagement with our industry. The South Australian recruitment firm In2view, legalsuper and Actionstep have contributed both socially and through value add at our functions and meetings throughout the year. Recently Michelle McColl stepped away from her role at In2view, leaving the business in the capable hands of her longstanding partner, Maura McConnell.

We were grateful for Michelle's commitment to ALPMA over her years of service and we look forward to continuing to work with Maura. We are also grateful to our legalsuper representative, Tony Dodd, who enjoys the member networking scene and tries to attend as many events as possible given his Queensland home base, and Actionstep's, Garth Brown, who regularly joins us from Perth. Consideration will be had moving into FY25 as to how we engage these Partners and provide them the most value due to the difference in preferences re networking vs speaking spots.

Finally, we wish to thank our Events Co-ordinator and committee support person, Sarah-Jane Laing. Whilst the committee focusses on the creative side of the business, Sarah-Jane follows up with all the logistics to ensure things happen. We appreciate her support all the way.

GRAHAM JOBLING

Executive Director, South Australia, College of Law ALPMA SA Branch Chair

Western Australia

ALPMA Western Australian Committee 2024 Yearly Report

The ALPMA Western Australian Committee is pleased to present its report for the year 2024. This year has been marked by notable expansion and increased engagement, thanks to the valuable contributions of our dedicated committee members.

Committee Expansion and New Members

In 2024, we have expanded our committee to include a diverse and experienced group of professionals. We were thrilled to welcome Elani Maas, Sarah Thorpe and the return of Jeanna Brady and Myra Quartermaine. Their collective expertise has brought a new depth and dynamic to our committee, enhancing our ability to address the needs of our members and drive forward our initiatives.

Face-to-Face Seminars and Breakfast Club Events

Our commitment to promoting face-to-face interactions among our members continued to be a top priority. This year, we have seen a significant increase in attendance at both our seminars and Breakfast Club events. We organised a series of engaging and insightful in-person seminars and hosted several successful Breakfast Club events. These gatherings have been instrumental in fostering networking opportunities, knowledge sharing, and professional development amongst our members.

The feedback has been overwhelmingly positive, reflecting the value and relevance of these events.



Membership Growth and Engagement

We are excited to report that our membership base has grown with the addition of several new members. Our efforts to enhance communication and engagement have been fruitful, resulting in an increased level of attendance from our membership community.

Conclusion

The ALPMA Western Australian Committee is proud of the achievements of 2024. The expansion of our committee, increased event attendance, and the growth of our membership base highlight our ongoing commitment to enhancing the legal community in Western Australia. We look forward to building on these successes in the coming year and to continuing our efforts in delivering valuable and impactful experiences for our members.

FRANCINE STONE General Manager, Lynn & Brown Lawyers ALPMA WA Branch Chair



New Zealand



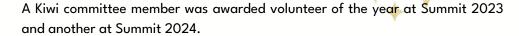
What a year! Awesome result New Zealand!

By the numbers:

221 full members - up 10%

607 total members - up 26%

1,005 member engagements – up about 30%



ALPMA Committee of the year for 2024

We met our income budget and stayed within our expense budget. We delivered on members, engagement, partners, and events.

A huge thanks to our members, our committee, ALPMA head office and staff for their support, our business partners and our content presenters. It's taken all of our involvement to achieve what we have, and I'm so proud of everyone.

Introducing your committee for 2024-2025

At our recent ABM, our new committee was confirmed, Between us, we cover a wide geographical area:

- Alice Tipoki-Lawton (Tauranga)
- Devika Kumar welcome back! (Auckland)
- Gemma Wragg (Christchurch)
- Hayley Weber (Whangarei)
- Julie Beck (New Plymouth)
- Julie Knowles (Christchurch)
- Richard Greenaway (Christchurch)
- Robyn Purcell (Auckland)
- Steven Duxfield (Christchurch)



Partners

I want to acknowledge our ALPMA New Zealand business partners:

- Kinetics Group
- OneLaw
- Real AML
- Stratos Technology Partners
- Fluid Legal Recruitment
- IT Simply (Practice Intelligence)

Without their support, much of what we do in ALPMA would not be possible.

Please be sure to connect with our business partners, work with them where you can, and thank them.

STEVEN DUXFIELD

General Manager, Corcoran French Lawyers
ALPMA NZ Branch Chair



alpma branch reports. Queensland & Northern Territory



2023/2024 was a busy year for the QLD branch. The committee remained stable with only one change to our experienced team of volunteers. Cathy Reynolds, our QLD Branch Chair, departed the committee after 10 years of service and subsequently joined the NSW Committee. Cathy left some big shoes to fill and I took on the role of QLD Branch Chair.

Stephen Van Dorp continued his term as National President and Greg McClure took on the National Board Representative position. Maureen Schull, our Membership Ambassador, did an amazing job welcoming new our members as well as assisting the Membership Development Committee.

Karen Short continued to her great work as L&D representative and yet again we delivered ten engaging lunchtime seminars at Law Society House, thanks to the Queensland Law Society for your ongoing support.

Nicole Anderson and Anthony Palella further strengthened our Gold Coast membership base with a number of successful social events on the "Goldie".

Some highlights from this year included Michael Drinkall's ever popular Trust Accounting Update in August at which we had a record number of attendees. Belinda Winter of Cooper Grace Ward gave us some very practical ways to manage ill or injured employees and Dr Kellie Pritchard taught us how to identify the signs of burnout and strategies for prevention, a much-needed session as we approached the end of year.

The new year brought more engaging sessions including an International Women's Day panel filled with the most amazing women and hosted by the ever-wonderful Ann-Maree David of the College of Law. Their insights into "Count Her In" were invaluable.

We followed this up with another amazing woman, Katherine Gilbey of KG Consulting, whose wealth of knowledge in marketing is never ending. In May, Ben Deverson of Lawganised walked us through preparing a business plan for your practice. We are extremely appreciative of all our amazing presenters. They continue to give their time, knowledge and resources for the benefit of our members.

We celebrated the EOFY at Babylon on the beautiful Brisbane riverside with views of the Story Bridge and closed out the calendar year with an end of year party at the fabulous La Cache a Vin. We filled the entire restaurant and enjoyed celebrating with our valued partners and members.

Summit 2023 in Melbourne in September was a resounding success and our QLD committee won the Committee of the Year. A very well-deserved win for our team. I can't stress enough how rewarding it is be a part of the QLD committee and what an honour it was to be recognised for our efforts.

We continue to enjoy valued relationships with our QLD Corporate Partners and with many of our National Partners who are an integral part of the ALPMA community.







Queensland & Northern Territory

Bringing value to our members is at the heart of everything we do, and we are grateful for the ongoing support shown by our members. We are grateful to have some of the most engaged ALPMA members in our QLD community.

In the 2024 financial year we will see a number of changes to the QLD Branch committee as myself, Karen and Stephen step down after 10 years of service. We look forward to welcoming new committee members and strengthening our relationships on the Gold Coast, Sunshine Coast and in the regions.

As the pace of change ever increases it is reassuring that ALPMA is at the forefront of this change for our members. I encourage anyone who is thinking of getting involved to do so. The benefits of being a part of ALPMA and such a supportive community are beyond measure.

Thank you to Emma Elliott and the ALPMA team for all your support and congratulations on another successful year.

We look forward to the 2024/2025 and all that it brings!







FY24 CALPMA Australasian Legal Practice Management Association OUR partners.

our partners.

We value the strong relationships we have built with our FY2024 partners and thank them for their support, which allows us to continue to deliver our ongoing services to members.

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alpma award winners.

Tessa van Duyn | CEO | Moores

Maike Barton | GM | Leach Legal

Earl Tan | Legal Practice Director | Helix Legal

Huiming Lin | Managing Partner | Auslaw Partners

Val Pitt | COO | Stirling and Rose

Belinda Balmer | Head of People & Culture | Moores

Lindy Muto | Head of Legal Operations | Rigby Cooke Lawyers

Mark Beale | GM | Malley & Co Lawyers

QLD/NT Branch Committee

Executive of the Year.

General Manager of the Year.

Practice Manager of the Year.

Future Leader Award.

Outstanding General Contribution.

Excellence | People & Culture.

Excellence | Technology & Innovation.

Outstanding ALPMA Volunteer.

ALPMA Committee of the Year.

Treasurer's report.



GREG MCCLURE

FY2024 proved to be a rewarding year for the association, marking continued consolidation of the business improvement strategies that were initiated in FY2023. Despite some challenges, the overall financial performance of the association reflects the positive impact of these strategies. Revenue experienced solid growth in comparison to the previous year, demonstrating that the association's initiatives to enhance operational efficiencies and streamline processes are paying off. The modest increase in operating expenses also indicates disciplined financial management, ensuring that growth did not come at the cost of excessive spending.

A key highlight of FY2024 was the success of the annual conference, which generated a significant income boost. Revenue from the conference increased by \$334K compared to FY2023, and notably, this figure exceeded the budgeted forecast by 9%. This performance speaks to the effectiveness of the planning and execution of the event, and the strong participation it garnered from members and sponsors. The conference has continued to serve as a major revenue driver for the association, contributing substantially to its financial health.

Despite this, the organisation concluded FY2024 with a loss of 98K after depreciation. While a deficit may seem concerning at first glance, it is important to note that the loss is manageable within the broader context of the association's financial situation.

The cash deficit for the year stood at only \$55K, which highlights the association's effective cash flow management and ensures that liquidity remains in a relatively stable position moving forward.

Corporate memberships and sponsorship income were below initial expectations for FY2024. While this shortfall impacted overall revenue, the association remains optimistic about recovery. Early indicators suggest that corporate membership and sponsorship revenues are already showing signs of improvement in FY2025. The association is actively working to restore these income streams to pre-FY2024 levels, with targeted strategies in place to attract and retain sponsors and members.

The Finance Committee played a crucial role in overseeing the association's financial activities throughout the year. The committee, supported by Narelle Davis from Volta Consulting, continues to provide valuable guidance in managing the association's accounts. Their diligent oversight ensures that financial risks are carefully managed and that all financial operations are conducted transparently and efficiently.

The Finance Committee is currently chaired by National Treasurer Greg McClure, CFO at McCarthy Durie Lawyers, and includes Stephen Van Dorp, CEO of SLF Lawyers and Julie Knowles, Practice Manager of Harmans Lawyers in New Zealand. Their collective expertise and close collaboration with the association's leadership team have been instrumental in maintaining the association's financial stability during this period of transition and growth.

Looking ahead, the association is well-positioned to continue its positive trajectory in FY2025. With the return of stronger corporate membership and sponsorship performance, along with the ongoing support of a highly capable Finance Committee, the association is optimistic about its future financial health and sustained growth.





	2024	2023
Cash at Bank	275,734	331,609
Receivables	315,223	28,746
Income in Advance	467,869	144,343
Conference in Advance	61,000	70,000
Member Funds	50,452	148,955
Gross Income	1,746,728	1,426,046
Operating Expenses	1,845,231	1,693,303
Surplus/Deficit	(98,503)	(267,257)



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35