



**ALPMA**  
Australasian Legal Practice  
Management Association

**annual report.**  
**2024-2025**

# 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.**

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A woman with dark hair and glasses is looking down at a tablet computer. She is wearing a teal sleeveless top. The background is dark with various digital overlays, including a world map, a bar chart, and a line graph. The text 'delivering on our promise to members.' is written in a large, bold, dark blue font in the upper right corner.

# 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**

ALPMA PRESIDENT

Reflecting on the past year, it's clear that our persistent efforts to harness and analyse our data has truly elevated our membership engagement. The groundwork laid over the last few years is now starting to yield tangible benefits, empowering us to make decisions that enhance the experience and engagement for every ALPMA member.

As a learning and development association, we are focused on expanding opportunities for members to connect and share experiences and learnings, whether through innovative technology or meaningful interactions within local branches and the communities that exist within those branches. The ALPMA Philosophy of "together we can achieve more than we ever could alone" is evidenced in these increased efforts to unite and foster these communities, and I believe that this year, we have really managed to ramp up these opportunities to connect with each other.

ALPMA Membership growth remains strong - by June 2025, ALPMA's membership surpassed 3,500, and I am very optimistic that our plans for FY26 will sustain this upward trend in membership.

2025 financial year marked a significant milestone in our partnership with ALTA. This partnership was highlighted at the Brisbane Summit in 2024, with the launch of ALPMA Summit + ALTACON. The collaboration between legal technology and legal practice managers is both natural and mutually beneficial. ALPMA's purpose to drive the evolution of legal practice, and our commitment to this partnership with ALTA not only benefits ALTA but also opens doors for ALPMA members to engage with cutting-edge legal technology. It is this cutting-edge legal technology that will help drive the evolution of legal practice.

The 2024 Summit in Brisbane was a resounding success, drawing over 530 attendees across the three days. The event underscored the strength of our community, with new connections forged and longstanding relationships renewed.

Looking ahead, ALPMA's strategy for FY26 is purposeful and ambitious. Our unwavering focus is on delivering premium learning and development opportunities that support and advance the business of law. By fulfilling this mission, we will continue to boost member engagement and drive the growth of ALPMA. Grassroots engagement remains at the heart of our approach, and our strategies will continue to evolve and expand into FY26 and beyond.

## President's report cont.

On behalf of the Board, I extend my sincere gratitude to our partners for their continued and ongoing support of ALPMA. My thanks also goes to our dedicated ALPMA staff, led by our CEO Emma Elliott, and to the various committees across Australia and New Zealand whose commitment makes everything we do possible. Most importantly, thank you to our members—your ongoing support is the foundation of ALPMA's success. We exist to serve you, and we are grateful to count you as friends, colleagues, and community.

I look forward to seeing you all again in 2026.



*Stephen Van Dorp*  
**STEPHEN VAN DORP**  
ALPMA PRESIDENT



# CEO's report.



**EMMA ELLIOTT**  
CHIEF EXECUTIVE OFFICER

**Purpose**

**Driving the evolution of legal practice**

**Position**

**Advancing the Business of Law through education and community**

**Philosophy**

**Together, we can achieve more than we could ever alone**

In many ways, FY2024/25 has been both a pivotal and defining year for ALPMA—one where long-term strategy and operational progress came together to produce meaningful outcomes. As our audited financial statements confirm, the Association delivered a strong profit of \$181,000—the first positive result in several years.

This achievement reflects our focus on rebuilding and strengthening ALPMA through strategic partnerships, digital transformation, and financial sustainability.

In February 2025, the ALPMA Board convened to set a refreshed strategic direction for the next three years.

The outcome is bold and ambitious: to grow our market share, expand our learning and development (L&D) capacity, and unite our vibrant community to deliver even greater member value. This direction sits squarely within our purpose of driving the evolution of legal practice, ensuring that ALPMA remains the pre-eminent voice for business leaders within law.

Our investment in technology continues to yield valuable insights into member engagement, learning trends, and professional journeys. In 2024 we recorded 6,265 L&D engagements—an average of 522 per month, and 7.2 per full member per year. While overall activity levels remained stable, engagement continues to vary across our community, offering important data as we analyse participation patterns and tailor our offerings accordingly.

Membership grew modestly by 230 across full and affiliate categories, reaching a total of 3,419 members as at 30 June. Notably, our corporate subscribers increased from 40 to 47—evidence of the growing value firms place on firm-wide access to professional development. As law firms adapt to rapid technological change, evolving compliance frameworks, and the increasing demand for human-centred leadership skills, ALPMA's role in upskilling (and reskilling) the profession has never been more relevant.

To meet this need, we strengthened our Learning & Development team this year, welcoming back Fiona Croswell as L&D Innovation Team Lead and appointing Danielle Hutchison as L&D Innovation Team Member.

## CEO's report cont.

Together, they are driving an ambitious agenda to expand ALPMA's learning resources and cement our position as the trusted source for legal practice management knowledge.

Collaboration is central to our philosophy that together, we can achieve more than we could ever alone.

Across Australia and New Zealand, our branch committees have revitalised our local connection agenda—delivering 67 in-person events during the year, including:

- 22 seminars
- 17 breakfasts
- 17 networking events
- 6 Next Level programs
- 4 Small Firm Management Group meetings
- 1 HR Day hosted by Victoria

We extend sincere thanks to our branch committee members and to Sarah-Jane Laing, our Events Coordinator, whose dedication ensures that our local programs remain vibrant and relevant.

Our ongoing partnership with Mental Health First Aid Australia remains a cornerstone of our wellbeing commitment. This year, ALPMA offered ten full MHFA courses and four refresher courses, taking our total trained participants to nearly 500 across more than 350 firms.

This initiative—supported by legalsuper—plays a vital role in equipping the profession to provide meaningful peer support when it matters most.

Our online education program continues to strengthen, with 32 webinars delivered across a wide spectrum of business-of-law topics. We are grateful to partners such as TalentCode HR, First AML, and Aitken Legal for their expert contributions.

FY25 also saw the deepening of our partnership with the Australasian Legal Technology Alliance (ALTA). The relaunch of ALTACON alongside the ALPMA Summit at Brisbane Convention & Exhibition Centre in September 2024 was a highlight—demonstrating our shared commitment to connecting the legal sector with the technology shaping its future.

We are once again thankful to our Principal Partner, Dye & Durham, for their continued support of the ALPMA Summit, and to over 60 partners who joined us in Brisbane. Congratulations to the New Zealand Branch Committee—awarded Committee of the Year—and to Steven Duxfield of New Zealand, our Volunteer of the Year.

Our annual partners, including Actionstep, AUCyber, legalsuper, and others, continue to provide valued expertise, collaboration, and financial support.

Across the Association, over 70 volunteers contributed their time and skills across our Board, Branches, and Committees this year. Their collective commitment is the foundation upon which our community thrives.

## CEO's report cont.

Finally, I acknowledge our outstanding ALPMA team—whose continued excellence drives our success. We thank Carmen Maughan for her great service, and warmly welcome Fiona Croswell, Danielle Hutchison, and Claudine Emmerick, all of whom have brought fresh energy and capability to our work.

FY2025 has reaffirmed ALPMA's strength and purpose. Grounded in our mission—to drive the evolution of legal practice, advance the business of law through education and community, and uphold our belief that together we achieve more—we look forward to building on this success and continuing to serve our members with vision and impact.



A handwritten signature in black ink, appearing to be 'E. Elliott'.

**EMMA ELLIOTT**  
CHIEF EXECUTIVE OFFICER

# alpma board of directors.

AS AT 30 JUNE 2025

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



**TANYA BURNS**  
**VICE PRESIDENT**

Legal Practice Manager |  
Nicholas O'Donohue & Co.



**ANGELA SCARFO**  
**COMPANY SECRETARY**

Head of Risk & Compliance  
| Police Credit Union SA &  
NT



**EMILIYA PENEVA**  
**L&D DIRECTOR**

Chief Executive Officer |  
Jackson McDonald



**SIMON DODWELL**  
**DIRECTOR**

Applications Manager |  
Piper Alderman



**GEMMA WRAGG**  
**DIRECTOR**

CEO | Tavendale and  
Partners



**DAYNA ROBERTS**  
**DIRECTOR**

Chief Operating Officer |  
Botten Levinson Lawyers



**GREG MCCLURE**  
**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:

- 2024 Summit Committee
- 2025 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.



# alpha national team.



EMMA ELLIOTT  
CHIEF EXECUTIVE  
OFFICER



LESLEY HAYS  
CUSTOMER EXPERIENCE  
SPECIALIST



MIRIAM BRYCE  
PARTNERSHIPS  
MANAGER



JANE EASTERBROOK  
CLIENT RELATIONSHIP  
MANAGER



JO HOOD  
MEMBERSHIP  
COORDINATOR



SARAH-JANE LAING  
EVENTS  
COORDINATOR



CLAUDINE EMMERICK  
ADMINISTRATION  
ASSISTANT



FIONA CROSWELL  
L&D INNOVATION  
TEAM LEAD



DANIELLE HUTCHISON  
L&D INNOVATION  
TEAM MEMBER



NARELLE WILSON  
FINANCE

# growing our membership.

Membership has remained strong throughout FY25, with modest growth across both individual and corporate categories. Our corporate renewals remain particularly robust, reflecting the ongoing value members place on this offering.

The composition of our membership remains notably diverse in firm size and geography, yet with a strong core constituency. Approximately 90% of our member firms have fewer than 150 staff. This demographic profile affirms our relevance to firms across the sector.

New benefits introduced for corporate members this year have further strengthened the practical value of the membership for teams across all levels of seniority. The strong renewal rate and uptake of this option has been encouraging.

Looking ahead, our focus remains on attracting new members, deepening member engagement, enhancing the quality of member experience and ensuring our offerings remain both responsive and forward-looking.

**3,000+** MEMBERSHIPS TARGET

**3,419** TOTAL MEMBERS

**869** FULL MEMBERS

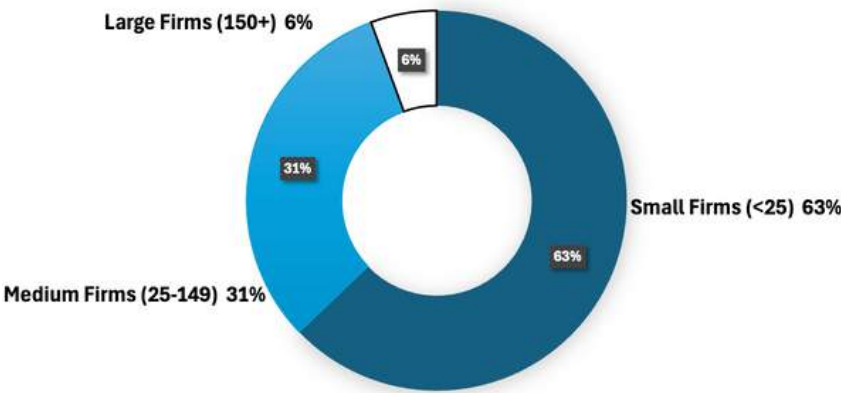
**2,550** AFFILIATE MEMBERS



## MEMBERS BY MEMBERSHIP TYPE

|                               |       |
|-------------------------------|-------|
| FULL MEMBERS – INDIVIDUAL     | 659   |
| FULL MEMBERS – CORPORATE      | 189   |
| AFFILIATE MEMBERS – CORPORATE | 2,550 |

## MEMBERSHIP BY FIRM SIZE



## MEMBERSHIP BY TYPE

|                                 |      |
|---------------------------------|------|
| LIFE MEMBER                     | 21   |
| FULL MEMBER (12 MONTHS)         | 795  |
| FULL MEMBER (6 MONTHS)          | 16   |
| ONLINE MEMBER                   | 36   |
| ASSOCIATE MEMBER                | 1    |
| AFFILIATE MEMBER<br>(CORPORATE) | 2550 |

## MEMBERS BY LOCATION

QLD: 26%

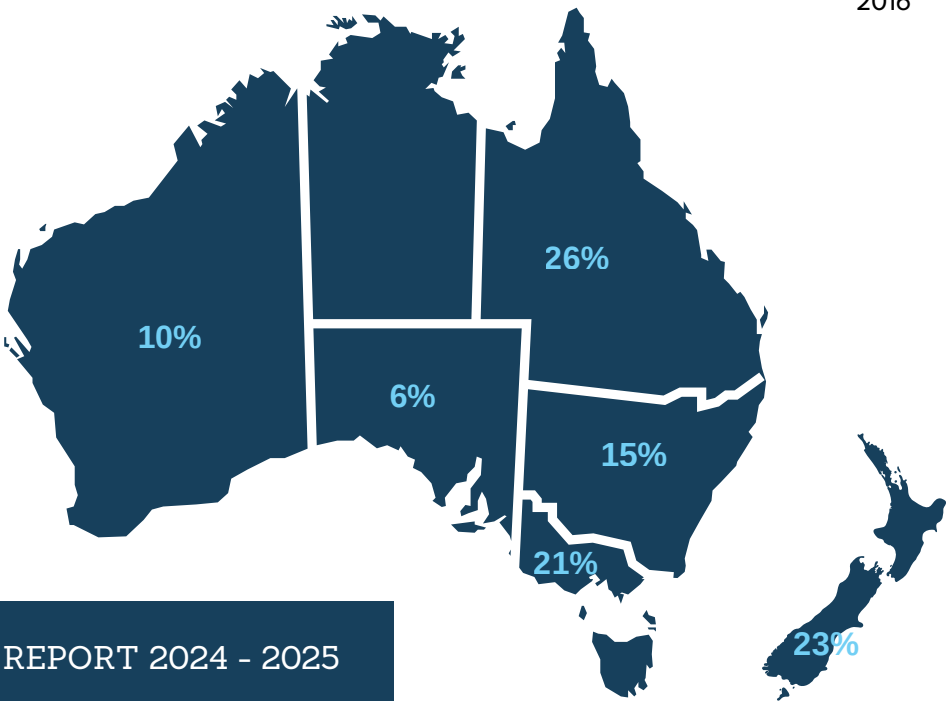
NSW: 15%

VIC: 21%

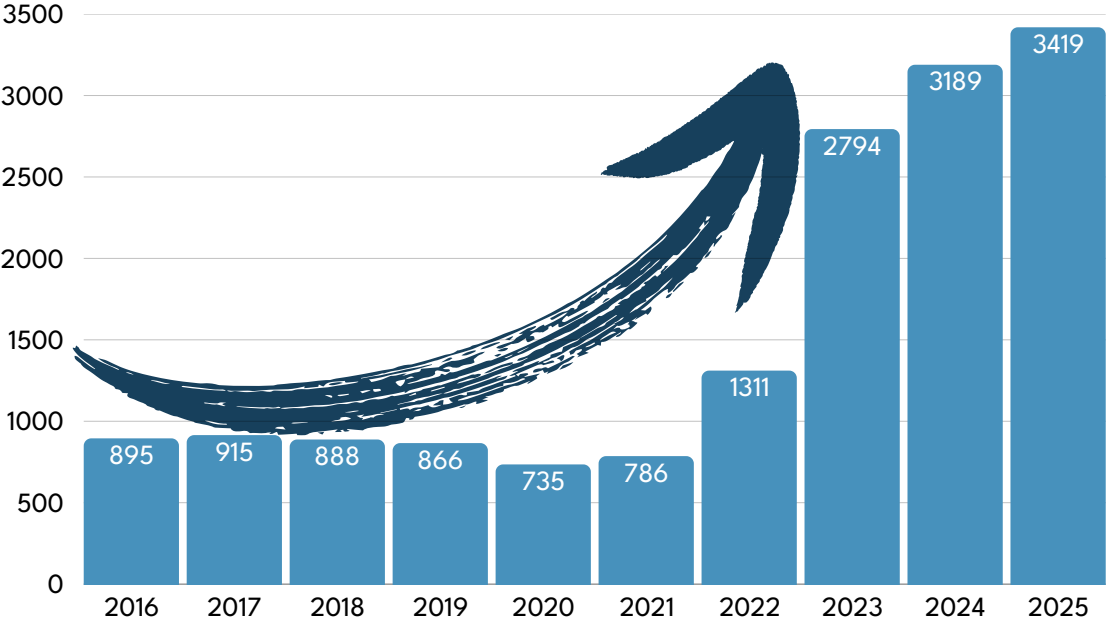
NZ: 23%

WA: 10%

SA: 6%



## MEMBERSHIP GROWTH



# alpma's guiding principles

## Purpose

**Driving the evolution of legal practice**

## Position

**Advancing the Business of Law through education and community**

## Philosophy

**Together, we can achieve more than we could ever alone**

## alpma committee reports.

### Membership Development Committee

The Membership Development Committee's (MDC) main role is to help ALPMA deliver on our promise to members by evaluating, enhancing and improving the overall member experience and value offered to members.

The Committee works with ALPMA staff to evaluate and determine membership priorities including: membership attraction and retention strategies; enhancement of member experience; continuous review of member needs and product/service delivery; communication of value states and engagement metrics. The Committee focuses on identification, development and implementation of strategies and tactics to advance ALPMA goals and objectives related to membership. Membership development is important to govern the organisation and achieve its overall mission.

The Membership Development Committee (MDC) has tracked well this year and progressed with the following initiatives:

#### **Consultant:**

- A new category of membership has been developed which allows a person to become a full member:
- who has previously worked in a specialist role (i.e. Human Resources, Marketing, Finance)
- who has previously been engaged in a leadership role at a law firm or in a legal department who has left their employment to undertake consulting to one or more law firms or legal departments in their area of expertise.

If you are interested in applying for membership as a consultant, please read further information here [Who Can Join?](#)

### **Regional Hubs**

Our committee is working hard with our branches to set up hubs in regional areas. The hubs connect members in regional areas so that all our members can enjoy connecting, learning and socialising in person with like-minded people who do the same or similar roles.

If you are keen to join a regional hub, contact your local branch for information [Our Branches & Committees.](#)

The members of the MDC as at 30 June 2025 are:

- Tanya Burns – National Board/VIC Tas - Chair
- Ben Pascoe – VIC/TAS
- Ruth Treleaven - VIC/TAS
- Kylie Trewartha – NSW/ACT
- Cathy Reynolds – NSW/ACT
- Maureen Schull - QLD/NT
- David George - WA
- Jai Saunders - WA
- Robyn Purcell – NZ
- Shaun Wyn-Jones - SA
- Dayna Roberts - SA
- Jo Hood - ALPMA Membership Coordinator

# alpha committee reports.

## Membership Development Committee

### 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.

Look out for our Membership Ambassadors at Summit next year, to chat about how you can be involved in the MDC.



### TANYA BURNS

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



# learning & development.

(July 2024 – June 2025)

This financial year saw a marked resurgence in demand for networking opportunities, reflecting a strong appetite for professional reconnection and collaboration. Our local branches responded well, hosting a variety of events including breakfasts, lunches and after-work gatherings that fostered meaningful engagement across our community.

We also delivered another successful instalment of our acclaimed Next Level series, themed Mastering the Future. This program focused on equipping firms with cutting-edge insights and actionable strategies in preparation for Tranche 2.

Highlights included two expert-led panel discussions:

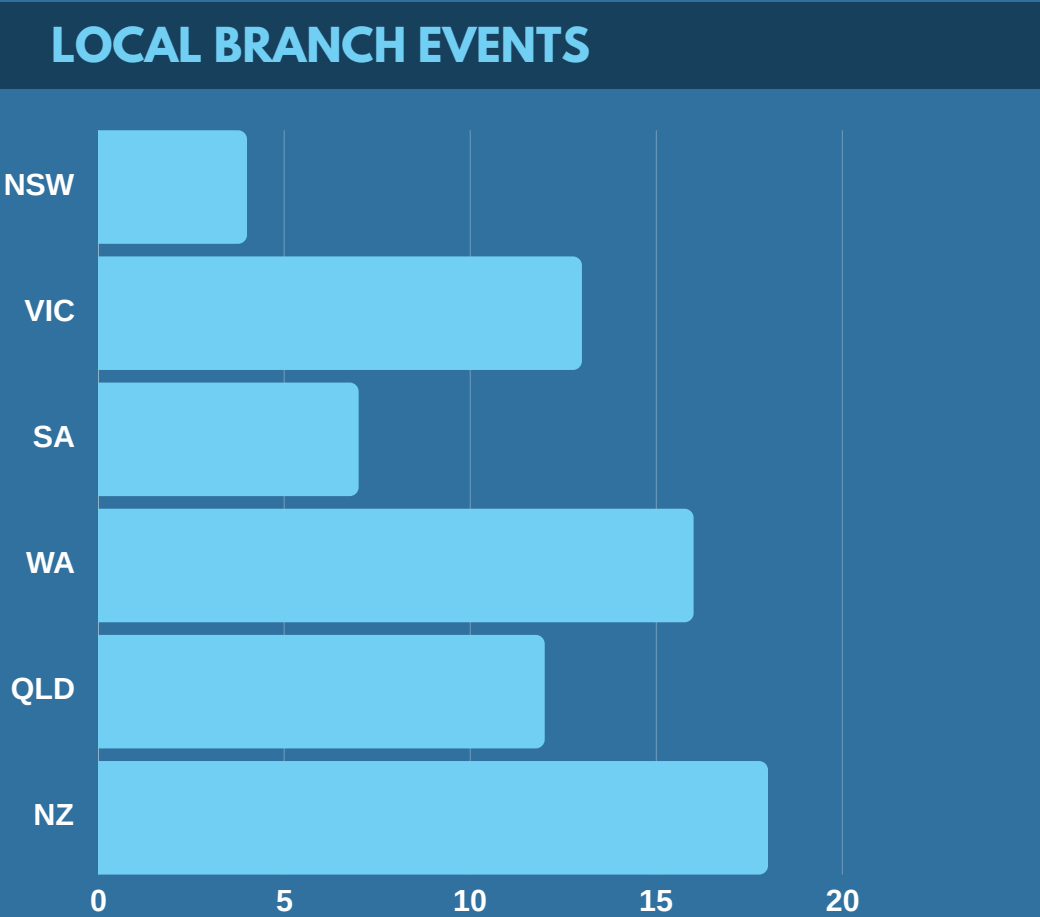
- The Legal Landscape 2025/2026: Navigating Trends and Transformations
- Leveraging AI & Automation for Efficiency and Client Experience in Law Firms

Additionally, the series featured a keynote presentation on AML/CTF Compliance, offering timely guidance on regulatory expectations and best practices.

The FY25 Learning and Development program consisted of:

- 110 events in total were organised including the 2024 ALPMA Summit.
- 32 webinars delivered in line with our learning and development framework (two within the NZ branch)
- 10 AU Mental Health First Aid standard workshops and 4 refresher training sessions were held, training a total of 101 people.
- 1 NZ Mental Health First Aid standard workshop, was held with 9 attendees, taking our total number of people trained to nearly 500 since inception;

- 17 practice management breakfasts were held across Australia and New Zealand
- 22 local seminars were held across Australia and New Zealand along with 17 networking events;
- 6 Next Level, Mastering the Future were delivered across Australia and New Zealand, focusing on delivering practical approaches to Tranche 2 to all sizes of firms
- The Annual Victorian HR Day, Human Potential and AI, Building the Future of Work together was held in May this year.
- Four Small Firm Management Group sessions were conducted for Victorian firms and one Risk Management Group session



# alpma branch reports.

## New South Wales & ACT

It is my pleasure to present the 2025 Annual Branch Summary for NSW/ACT.

This year, our committee embraced a “less is more” approach, recognising the challenge of connecting a membership spread across a wide geographical area. Rather than focusing on frequency, we prioritised delivering fewer, longer, more targeted events, designed to maximise accessibility and provide deep value. This approach allowed us to bring together members for sessions that were highly practical, engaging, and directly relevant to the evolving needs of law firm leaders.

Our key events this year centred on people, technology and financial management and regulatory change, areas of enormous importance in an environment where law firms are adapting to rapid change, new obligations, and increasing client expectations. Highlights were:

- HR Issues, Recruitment & Salaries Seminar - Jason Elias
- Cyber Security is Everyone’s Business - Jen McMillan Simone Herbet-Lowe, and Rafe Berding
- Super Health Check-Up - Guy Mahony

Each session was designed to offer both insight and implementation takeaways, encouraging members to share ideas, exchange experiences, and strengthen their professional networks.

The highlight of the year was undoubtedly the ALPMA Summit, held in Sydney. It was the biggest and boldest Summit yet, with record attendance, a packed program, and a perfect balance between critical topics such as AML obligations and generative AI and maintaining the human connection that lies at the heart of ALPMA.

The launch of Executive Edge at Summit was a particularly exciting milestone, demonstrating ALPMA’s ongoing evolution to meet the needs of a growing and increasingly diverse membership base.

Our branch experienced steady membership growth in 2025, which speaks to the continued relevance of ALPMA to law firm managers and leaders. We were pleased to welcome Nidal Zrkoshe to our committee this year and look forward to further expanding the team in 2026 to ensure we continue to represent the breadth of our membership base.

Looking ahead, we are eager to continue strengthening our collaboration with other ALPMA branches and with ALPMA Central to create even more opportunities for shared learning and innovation. We warmly invite members to share their ideas, feedback, and event suggestions, so we can continue to shape a branch program that serves your needs.

Our committee extends sincere thanks to Emma Elliott and her exceptional team, whose leadership, energy, and commitment ensure ALPMA remains the preeminent professional association for law firm managers and leaders across Australia.

Finally, I wish to thank my NSW/ACT committee colleagues and our valued members and our local partners Xperate and FirstAML. Your participation, ideas, and support underpin the strength of our community.

We look forward to another year of connection, growth, and shared success.

### CATHY REYNOLDS

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



# alpma branch reports.

## Victoria & Tasmania



As Branch Chair, it is my pleasure to present the Annual Report for the Victoria and Tasmania Branch of ALPMA.

Firstly, I would like to acknowledge the outstanding contributions of the Victorian Committee. Each member brings energy, insight, and dedication to our mission—ensuring we meet the evolving needs of our members and maintain strong engagement with our partners. Their collective efforts have been instrumental in the continued success of our branch.

A special recognition goes to Tanya Burns, our National Board representative and a long-standing contributor to several national committees. Tanya will be stepping down from the Victorian Committee this September after an incredible 10 years of dedicated service. Her leadership and commitment—particularly in founding and driving our annual HR Day—have left a lasting legacy. We also extend our heartfelt thanks and best wishes to Peter McGrath, one of our valued regional members, who has stepped down for personal reasons.

This year, we were delighted to welcome three new members to the Committee:

- Stephanie Pearce, Practice Manager at Elit Lawyers
- Erin Gold, Practice Manager at Doogue & George Defence Lawyers
- Thomas O’Gorman, Head of Workshops & Corporate Programs at Leo Cussen Centre for Law

Their fresh perspectives and enthusiasm have already made a positive impact.

Throughout the year, our branch has focused on strengthening member engagement through a vibrant calendar of in-person events. These gatherings have been a testament to the enthusiasm and trust our community places in ALPMA. Our flagship event, HR Day, continues to lead the way. This year’s theme, “Human Potential and AI”, featured a compelling keynote by Anna Glynn titled “Succeeding in the World of AI – How Being Humane is Our Competitive Advantage”. We’re thrilled that Anna will also be a keynote speaker at Summit 2025.

Our Special Interest Groups, including Small Firms Management and Risk Management, have also thrived—hosting engaging roundtable discussions that foster collaboration and shared learning.

Looking ahead to 2026, a key priority will be expanding our reach in regional centres. We aim to recruit more regional members to the Committee and deliver events tailored to the unique needs of these communities.

None of our achievements would be possible without the generous support of our corporate partners and venue sponsors. Your commitment enables us to host events that are not only professionally enriching but also foster genuine connection across our network. We sincerely thank you for your continued partnership.

We also extend our gratitude to the national administrative support team, especially SJ Laing, Claudine Emmerick, and Emma Elliot and her team. Their behind-the-scenes guidance ensures our efforts remain aligned with ALPMA’s broader strategic goals.

Together, these contributions have laid a strong foundation for future growth and deeper engagement within our community. We look forward to the opportunities and challenges of 2026, and to continuing our mission with renewed energy, collaboration, and purpose.

### MICHAEL RHODES

Office Services Manager, Arnold Bloch Leibler  
ALPMA VIC / TAS Branch Chair



# alpma branch reports.

## South Australia

As Chair of the South Australian branch of ALPMA, this year I have had the absolute pleasure to collaborate with our growing committee of outstanding legal professionals to deliver quality content and networking opportunities to our membership base in South Australia.

### Event Highlights for FY25

Our Summit Wrap event continues to be a highlight on the calendar for our local members. Held over a casual breakfast, committee members who were in attendance at 2025 National Summit facilitated a discussion on their content (and social!) highlights along with broader discussion on emerging trends at a national and local level.

Our end of year celebration in November gave us all an opportunity to enjoy some drinks, canapes and sunshine as we wound down into the festive season.

And, before we knew it, we were back at it with our ‘Welcome Back’ lunch in February. As a committee we always receive such wonderful feedback on these informal gatherings where members can sit and chat with their counterparts from other firms who often are dealing with the same questions or concerns.

Our HR & Salary Survey held in May, is always well attended by members and non-members alike and this year we assembled a panel from our committee members and membership base to facilitate a Chatham house discussion on not only the survey results but how we can all attract and retain talent in a tight resourcing market.

Special insights from our Local Corporate Partner In2View prove invaluable at this event and we can’t thank them enough for their continued support and guidance.

Finally it was our EOFY lunch in June where our community came together to reflect on the year that was and discuss priorities for the year ahead.

### Community Above All

What stands out across the ALPMA community and the SA Branch Members is the genuine willingness to openly share experiences, challenges, and ideas. This is reiterated by member feedback time and time again, backed by outstanding L&D content, this sense of belonging is what keeps our members engaged. The spirit of collaboration, often among competing firms, makes the SA legal community so unique and continues to raise the standard of the ‘Business of Law’ across our membership base.

### Corporate Partners – A Big Thank You!

We couldn’t do what we do without our valued corporate partners. A special thank you goes to In2View Recruitment, our SA Corporate Partner, who supported our events and members with their valuable insights which helped strengthen connections across our community.

### We’re nothing without our Volunteers

To our SA Branch Committee and the firms that support them I say a huge thank you! ALPMA, our local branch members and the legal community are privileged to have your valuable time, efforts and insights to make our profession better year on year. Also, a huge thank you to our national committees, board and national team who again continue to deliver market-leading L&D content and advice to our legal community.

# alpma branch reports.

## South Australia



### Looking Ahead

As we move into FY26, our focus remains on supporting each other through continued change. With the evolving role of AI in legal practice, the looming introduction of AML compliance and the ever present 'war on talent', it is important that we continue to lean on our ALPMA community for guidance, ideas and support.

At a branch level we will continue to deliver relevant and practical events, foster strong partnerships and create space for our members to connect, collaborate and grow – together.

### DAYNA ROBERTS

Chief Operating Officer, Commercial and Legal  
ALPMA SA Branch Chair



## alpma branch reports.

### Western Australia

This year we have seen a fair bit of change in Western Australia, but change brings growth and learning, and our dedicated committee members have remained focused on the needs of our members throughout, which has resulted in increased engagement and member satisfaction.

We kicked off the year with a beautiful networking event at BrewDog Perth, to celebrate our wonderful partners and members. Networking is integral to the success of ALPMA and celebrating in such a manner is a great way for the WA committee to thank our valuable partners and members and build lasting friendships within the legal community.

Our fabulous team of committee members didn't stop there, arranging 6 engaging and informative local face to face events and an end of calendar year celebration at Hadiqa in Hibernian Place. All events were well attended, reflecting the value and relevance of content presented to our members.

This year we focused on managing change within the workplace. Some of the highlights were Mal Cooke and Heidi Rawson's seminar on Change Management Anchors: Launching from unchanging core principals, and James Bryant's engaging workshop on Fear in the Workplace & Integrity and Trust.

Our trusted Stephen Ramsey, from the Legal Practice Board of Western Australia, also did a fantastic job reiterating the importance of trust management, which is always a popular and well attended event.

We are fortunate and grateful to have the support of the College of Law to host our seminars every year, and I also want to extend our thanks to McCabes who shared the hosting load this year.

We hosted 7 Breakfast Club events throughout the year, which continue to be popular, seeing both regular and new attendees at every event. The informal setting of our Breakfast Club provides a great opportunity for our members to share knowledge, discuss issues, resolve problems and foster genuine relationships.

We are pleased to report that we have welcomed many new members in WA over the last year and it is great to see our community growing. We are grateful to our members, whose presence at our events enriches our community.

Unfortunately, this year our committee said goodbye to some valuable, long-standing committee members – Francine Stone, Jeanna Brady, Myra Quartermaine and Sarah Thorpe, with Francine and Jeanna leaving the legal industry, and Myra heading off to retirement. We are extremely grateful for their significant and invaluable contributions over the years and are sad to see them go.

In the spirit of change, however, we welcomed Carmen Maughan, Jai Saunders and Kirsty McPhee to our team. Our new committee members add vibrancy and a new dynamic, which we are excited to explore going forward.

Finally, I would like to thank our event's coordinator, Sarah-Jane Laing, our administrative assistant, Claudine Emmerick, and our corporate partners, Dye and Durham, Actionstep, iManage, legalsuper and People2People. We could not have had the year we had without their help and support.

### KAREN COGOLI

General Manager, Solomon Brothers Lawyers  
ALPMA WA Branch Chair



# alpma branch reports.

## New Zealand



The New Zealand Branch Committee worked diligently to maintain member engagement and connection during a transitional year. Unfortunately, our committee experienced some significant departures this year, with the loss of two long-standing and highly valued volunteers, Mark Beale and Steven Duxfield, both recipients of ALPMA's Volunteer of the Year Award.

Mark Beale dedicated 10 years to ALPMA, serving as a committee member at both the Branch and National levels, before reaching the maximum allowable term. He continues to contribute to ALPMA through various initiatives, most notably the ALPMA Financial Benchmarking Survey.

Steven Duxfield, as Chair, provided exceptional leadership and played a key role in the branch being named ALPMA Branch of the Year in 2024.

We also farewelled committee member Julie Beck, who retired this year. Her contributions have been greatly appreciated.

This year brought some disruption and change across our membership landscape, but the New Zealand Branch Committee remained focused on delivering value and connection. Throughout the year, we continued to actively engage our community by hosting a total of 17 local events, including the well-received 'Next Level' event, which provided members with valuable opportunities for networking, insight, and professional growth.

As we enter the new financial year, we remain committed to expanding our presence across New Zealand. Our focus will be on growing membership through enhanced digital marketing and targeted outreach to non-member law firms.

We also aim to strengthen regional engagement to ensure ALPMA continues to thrive and deliver value for its members.

A sincere thank you to past and current volunteer committee members, members and partners for your ongoing support and commitment. We look forward to another year of collaboration, connection, and professional growth.

### **JULIE KNOWLES**

Practice Manager, Harmans Lawyers  
ALPMA NZ Branch Chair



# alpma branch reports.

## Queensland & Northern Territory



What a year it's been for the Queensland/NT Branch! As we look back on the financial year ending 30 June 2025, we're thrilled to share our journey of supporting legal practice management professionals across Queensland and the Northern Territory. It's been a busy and rewarding period, navigating the ever-changing legal landscape together.

### Session Highlights

This past year, we focused on delivering top-tier, highly relevant professional development to members. Some of our favourites included:

- **Next Level Roadshow:** We had an incredible line-up of speakers at this inaugural event, with sessions tailored to address the evolving challenges and opportunities facing law firm management teams. We delved into best practices and strategies aimed at optimising firm operations, enhancing client service, and maximising profitability. Our keynote speaker, Midja Fisher, inspired us with her talk on transforming our influence as leaders. Our sincere thanks to our other speakers - Tobi Heskett (Dye & Durham), Derek Barker and Michael Zervakis (Grace), Brendan Felstead (Essential Tech), Tony Dodd (legalsuper), Zahn Nel (Actionstep).
- **International Women's Day 2025:** Another star-studded panel led by Ann-Maree David (College of Law). We had the great pleasure of listening to Glin Bayley (Author and Negotiation Specialist), Caroline Viney (Westpac Commercial Banking), Lynda McKie (Senior Wealth Adviser, Elston Financial Solutions) and Amy Sanders-Robbins (Bespoke Family Lawyers) discuss ways to ensure equal opportunities for women to learn, earn and lead. We also took the opportunity to livestream this session for members who couldn't make it in person.

This was our first foray into livestreaming, and we're excited to see how we can use this medium to connect with more members in the future.

- **Budget Setting: Tricks & Traps:** Who knew numbers could be interesting! This session was a huge hit with Matt Schlyder (FWO Chartered Accounts) offering practical tips and smart strategies for managing law firm finances - especially timely given the economic shifts we've all been navigating.
- **Member social gatherings:** We celebrated the close of FY24 (and start of FY25) with a delightful gathering at Persone, an Italian Bar offering stunning views of the Brisbane River. We then capped off the calendar year with a deliciously long pre-Christmas function at SOKO Restaurant. Both events were a wonderful opportunity to celebrate alongside our members and partners.

These events provided a fantastic platform for sharing knowledge, connecting with peers, and growing professionally, making sure our members stayed right at the cutting edge of legal practice management.

### Committee Changes and Contributions

This past year brought some notable changes to our committee. We saw some incredibly valued, long-serving members step down after many years of dedicated service, and we can't thank them enough. A huge shout-out and our deepest gratitude go to our former chair, Justine Fletcher, our learning and development wizard, Karen Short, and our national board representative, Stephen Van Dorp - Stephen is now serving as ALPMA President. Their decade of commitment and amazing contributions have been instrumental in our Branch's success!

With these transitions, we were thrilled to welcome new faces to the committee, bringing fresh perspectives and renewed energy. We're excited to introduce you to Michaela Chomley (Sunshine Coast), Monica Smith (Cairns), Sarah Sparkes (Cairns) and Shantel Reid (Brisbane) who joined us in November 2024.

# alpma branch reports.

## Queensland & Northern Territory

Greg McClure continued his invaluable role as National Board Representative and Nicole Anderson did a brilliant job strengthening our Gold Coast membership base and really fostering those important regional connections. Anthony Palella kept the numbers in check as our trusty Treasurer, and Sandra Pepper and Kelly Phelps stepped in as our L&D representatives, ensuring we delivered engaging lunchtime seminars. I was honoured to keep the flag flying as Membership Ambassador, welcoming new members and supporting the work of the Membership Development Committee.

You'll find the full committee membership for the new financial year on the ALPMA website. In the coming year we're really looking forward to building even stronger relationships on the Gold Coast, Sunshine Coast, Cairns and throughout the regions with this invigorated team!

### Member Engagement

A huge thank you to all our members! The Queensland/NT Branch is absolutely committed to supporting our members through the challenges facing the business of law in Australia. ALPMA is here to provide the resources, the networks, and the leadership you need to thrive in Australia's dynamic legal market. We're excited to foster even greater member engagement over the next twelve months, and we encourage all our members to actively participate and share their ideas to strengthen ALPMA together.

### Our Partners

And finally, our sincere thanks to our partners – Grace, Essential Tech, Barrack Broking and Queensland Law Society - for their incredible support throughout the 2025 financial year.

We're really looking forward to another year of growth, great collaboration, and making a real impact together!



### MAUREEN SCHULL

National Family Law Manager, Barry Nilsson  
ALPMA QLD / NT Branch Chair



**FY25**  **ALPMA**  
Australasian Legal Practice  
Management Association

**our partners.**

## our partners.

We value the strong relationships we have built with our FY2025 partners and thank them for their support, which allows us to continue to deliver our ongoing services to members.

### RESEARCH PARTNERS



### OTHER PARTNERS



## AUSTRALASIAN CORPORATE PARTNERS



## AUSTRALIAN CORPORATE PARTNERS



## NEW ZEALAND CORPORATE PARTNERS



## STATE CORPORATE PARTNERS





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ENABLING TECHNOLOGY  
EVOLVING TOGETHER



**SUMMIT + ALTA CON PARTNERSHIPS**

# ALPMA SUMMIT 24 + ALTA CON

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*Thanks to all our Partners!*



PRINCIPAL  
PARTNER

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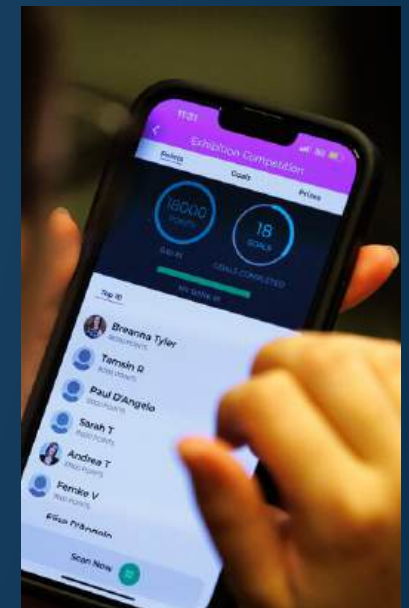


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BRISBANE | BCEC | SEPTEMBER 11-13



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BRISBANE | 11-13 SEPTEMBER 2024

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VENUE MAP

ALL EXHIBITING PARTNERS

|            |                    |
|------------|--------------------|
| ALPMA      | 30 Lowgarised      |
| Actionstep | 28 Lowhawk         |
| Adieu ai   | 5 LEAP             |
| Altaviva   | 43 Legal Ready     |
| AML Assist | 47 legalup         |
| AUCYBER    | 12 LexVeritas      |
| Blighand   | 46 Macquarie       |
| Cloud IT   | 44 Mary Technology |
| Cloud      | 8 MotherX          |
| Cloud      | 13 mimes           |
| Cloud      | 141 Moda Sparking  |
| Cloud      | 11 NetDocuments    |
| Cloud      | 34 Payix           |
| Cloud      | 49 PracticeEvolve  |
| Cloud      | 48 Provider        |
| Cloud      | 18 QLS             |
| Cloud      | 17 RealAMI         |

BRISBANE | 11-13 SEPTEMBER 2024

# ALPHA SUMMIT 24 + ALTA CON

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ENABLING TECHNOLOGY  
EVOLVING TOGETHER

THANKS TO OUR  
2024 SUMMIT + ALTA CON PARTNERS

SUMMIT PRINCIPAL PARTNER SUMMIT HOST

ALTA CON PRINCIPAL PARTNER ALTA CON HOST

PLATINUM PARTNERS

ACTIONSTEP AUCYBER InfoTrack

PREMIUM PARTNERS

box clilo hivelight

PARTNERSHIPS



## SECRET SAUCE

An element, quality, ability, or practice that makes something or someone successful or distinctive

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# ALPMA SUMMIT 24 + ALTA CON

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InfoTrack

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InfoTrack

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Australian Legal Technology Association

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Dye & Durham

Empowering & Protecting

Empowering & Protecting

IT Managed Services

box

70% of the top 100 law firms

InfoTrack

ALPMA SUMMIT

Actionstep

Build Your Firm

The power of what's best



ALPMA SUMMIT 24  
+ ALTA CON  
OUR MEMBERS  
CONNECT





**award winners.**

# alpma award winners.



**Recognition of Individual Achievement.**

Simon Creek | Executive Chairman | HHG

**Recognition of Individual Achievement.**

Geoffrey Renton | People & Culture leader | SLF Lawyers

**Recognition of Individual Achievement.**

Luke Kendall | CIO | Gadens

**Excellence in Technology & Innovation.**

The Family Law Education Network of Australia

**Excellence in People.**

SLF Lawyers

**Excellence in People.**

HHG Legal Group

**Excellence in Business Success.**

Anthony Harper

**Excellence in Social Impact Initiatives.**

Moores

**ALPMA Volunteer of the Year.**

Steven Duxfield | GM | Corcoran French

**ALPMA Committee of the Year.**

New Zealand Branch Committee

# Finance report.



**EMMA ELLIOTT**  
CHIEF EXECUTIVE OFFICER

ALPMA has returned a strong financial performance in FY2025 which can be seen in the attached Audited Financials provided. In summary, revenue increased to \$2.264M up from \$1.746M in FY2024, representing an almost 30% increase (\$518K). This is a solid increase and is an indication of the strength of ALPMA in the market.

The annual increase in revenue was heavily weighted towards the success of the 2024 Summit + ALTACON conference that was held in Queensland at the Brisbane Exhibition and Convention Centre. This was the first time that the Summit was combined with ALTACON and the overall result was positive. That said, there is also strength in our annual partnerships which also saw an increase in revenues, as did our membership revenue with more firms converting to a Corporate Subscription than the year before. Our Mental Health First Aid program continues to be both a solid contributor to our Learning & Development Program but also our revenue streams.

Whilst expenses did also increase this year, in particular for the Summit + ALTACON (\$78K) these increases were less than our overall revenue increases and therefore a surplus profit of \$181,769 was returned this year. This profit represents a \$280,272 turnaround from FY2024.

It goes without saying this annual profit is timely to not only replenish our cash reserves (increase of \$234K) but to increase our overall equity position, from \$50.4K to \$232.2K in the space of 12 months. Finance secured for our technology and digital initiatives continued to reduce with the expectation for this loan to be fully paid by December 2026, which will further boost cash reserves for other initiatives.

Overall, the Board is pleased to return these financials for FY2025 and look forward to another strong year in FY2026.

Our appreciation is extended to Greg McClure ALPMA Treasurer and Board Member for his contribution this year.



A stylized, handwritten signature in black ink, appearing to read 'Emma Elliott'.

**EMMA ELLIOTT**  
CHIEF EXECUTIVE OFFICER

# financial summary FY25.

|                       | 2025      | 2024      |
|-----------------------|-----------|-----------|
| Cash at Bank          | 510,128   | 275,734   |
| Receivables           | 346,076   | 315,223   |
| Income in Advance     | 511,408   | 467,869   |
| Conference in Advance | 60,000    | 61,000    |
| Member Funds          | 232,221   | 50,452    |
| Gross Income          | 2,264,770 | 1,746,728 |
| Operating Expenses    | 2,089,001 | 1,845,231 |
| Surplus/Deficit       | 181,769   | (98,503)  |



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