

LIV SPONSORSHIP OUTLINE



Law
Institute
Victoria

2009



POWER OF ASSOCIATION

The Law Institute of Victoria (LIV) embodies a potent force of legal opinion and expertise, driven by a 15,000-strong membership, and support from the private sector, government, education providers, industry bodies and the broader community.

Representing the interests of practising and non-practising lawyers, barristers, members of the judiciary and non-legal professionals, the LIV is widely regarded as the leading voice of the profession in Victoria.



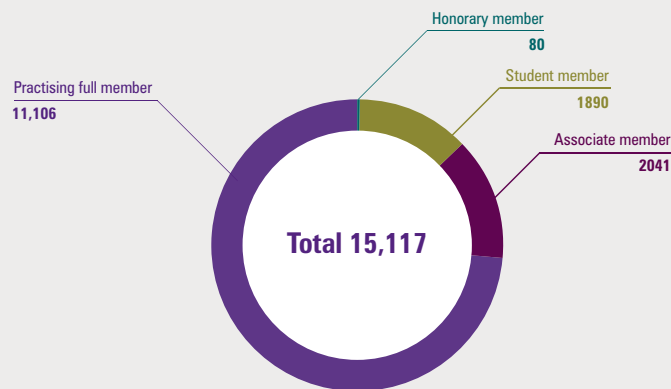
MEMBER PROFILE

The LIV's 15,000 members represent a range of demographic profiles. They have a diversity of legal interests and work and live across Victoria, in other parts of Australia and overseas. Even those members who have retired often choose to retain their association with the LIV.

The majority of firms, to which our members belong, are small firms headed by partnerships of between one and four partners

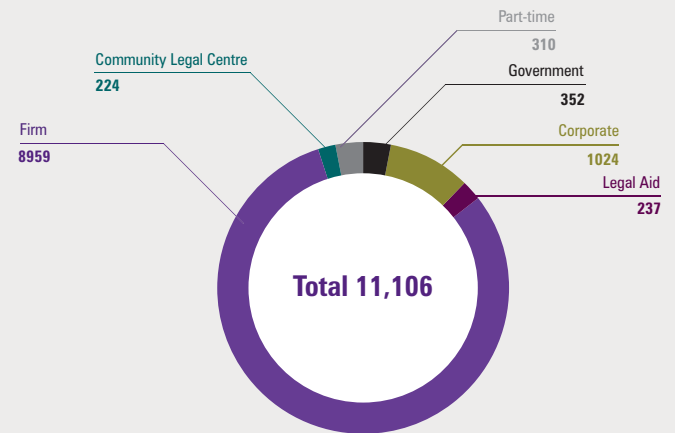
MEMBERSHIP TYPE

The majority of our members are practising solicitors, while our associate membership comprises non-practising solicitors, barristers, members of the judiciary, and non-legal professionals including those working in human resources, information technology, information services, marketing and administration.



EMPLOYMENT TYPE OF PRACTISING MEMBERS

Most of our practising full members work in legal firms, ranging from small boutique practices through to large international firms. Many others work as in-house lawyers for commercial businesses, the government and community legal centres.



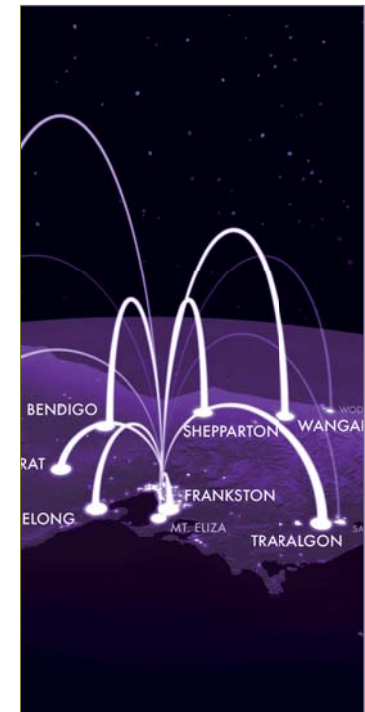
All member statistics are taken from end of financial year 2007-08.

MEMBER PROFILE

LOCATION OF PRACTISING MEMBERS

More than half of all practising members in Victoria work in city-located businesses (58%) and almost a quarter in suburban businesses (22%).

CATEGORY	CITY	COUNTRY	INTERSTATE	O/S	PROVINCIAL CITY	SUBURBAN	UNKNOWN
Government	314	2	1	0	2	6	27
Corporate	595	10	9	3	12	224	171
Legal Aid	150	20	0	0	12	47	8
Firm	5229	480	61	25	309	1866	989
CLC	71	8	5	0	14	112	14
Part-time	88	31	1	0	14	148	28
TOTAL	6447	551	77	28	363	2403	1237



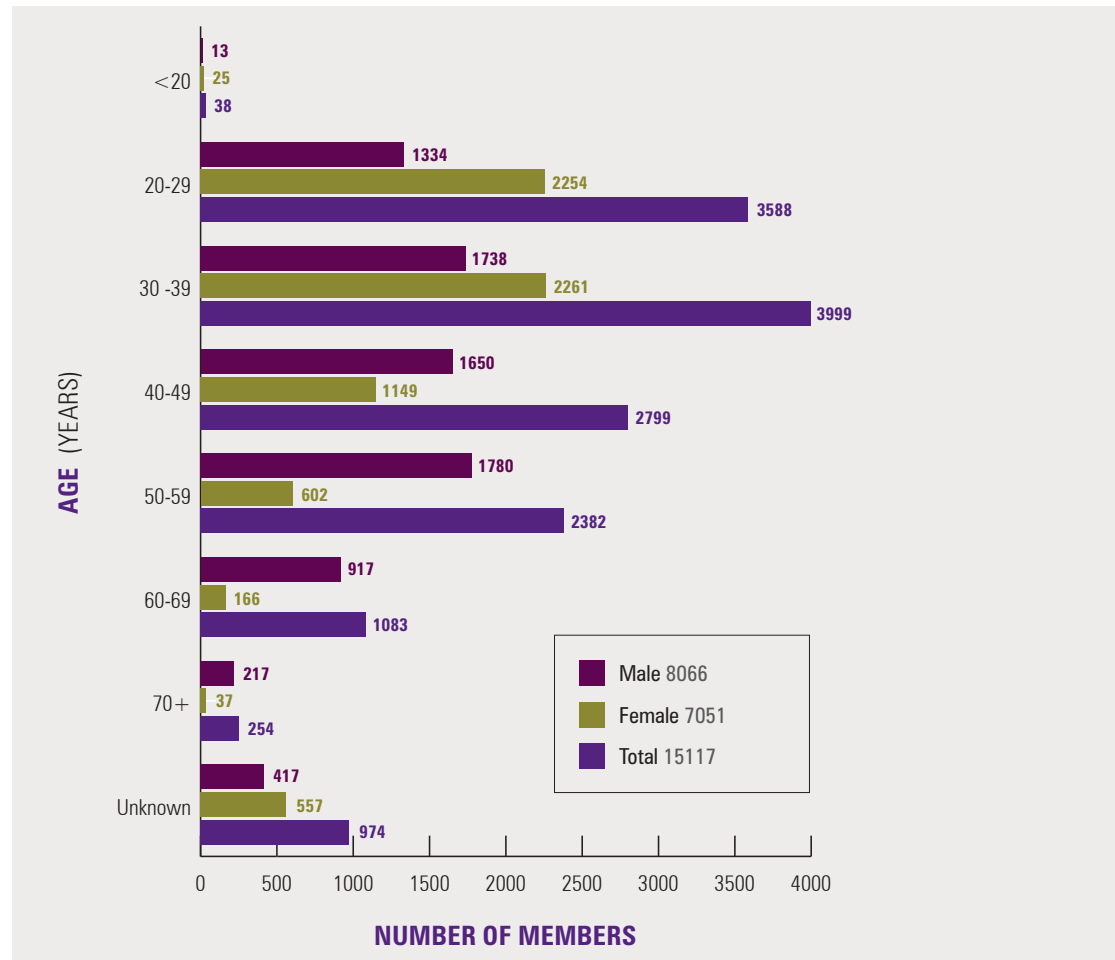
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MEMBER PROFILE

AGE AND GENDER

The average age of LIV members is 40 years. Female members tend to be younger than males, with an average age of 36 years, compared to that of males of 44 years. Women comprise around 47 per cent of all members.

All member statistics are taken from end of financial year 2007-08.

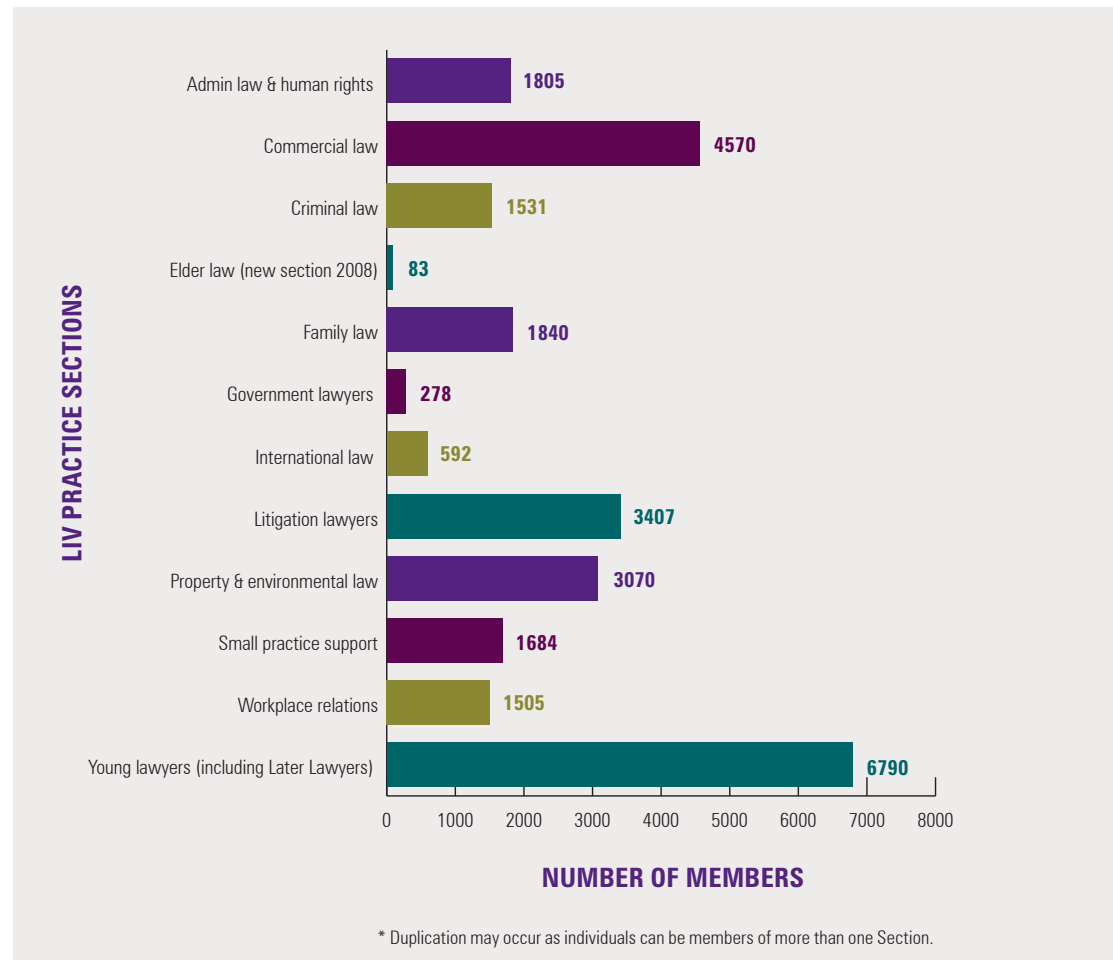


MEMBER PROFILE

AREAS OF LEGAL PRACTICE

Most members have joined one or more of the LIV's 12 practice sections, which includes young lawyers (representing our largest section membership) and those working in small practice.

All member statistics are taken from end of financial year 2007-08.



SPONSORSHIP OPPORTUNITIES

The LIV's strategic approach to market segmentation helps to inform the delivery of a comprehensive range of services and activities, exclusive to LIV members.

MARKET ACCESS

Targeted access to the prestigious LIV market is available through a series of sponsorship streams:

- **Educational activities**
(Continuing Professional Development)
- **Professional and networking events**
- **Information services**
(e.g. publications and online communications)

A snapshot of each of these member pursuits and associated sponsorship opportunities is provided in the following pages.

MARKET SEGMENTATION

Where a sponsor has identified a specific membership group with which they would like to be associated, a sponsorship package may be designed to cut across all sponsorship streams affecting that particular market.

For example, sponsorship of a particular practice area (e.g. family law) will incorporate a mix of educational activities, events and information services directly related to the pursuits of that practice group.

In addition to the full LIV membership, the following targeted member segments are available for sponsorship:

- Members by practice area
- Members by practice size
- Members by special interest
(e.g. women lawyers, young lawyers)



EDUCATIONAL ACTIVITIES

Supporting professional excellence

Continuing Professional Development (CPD) is mandatory for all Victorian legal practitioners, regardless of experience. Practitioners are required to complete 10 CPD units per CPD year (1 April to 31 March), thereby enhancing their legal expertise and contributing to the advancement of the profession.

CPD units are acquired through the supporting LIV CPD program, which features:

- an annual conference series addressing specific areas of law and specialisation requirements
- weekly legal update seminars
- professional skills training workshops
- a range of self-directed education activities
- regional and suburban conferences
- online practice management education modules
- legal research training
- specialisation program.

The conference program, in particular, represents opportunities for sponsors to engage with legal practitioners and develop a reputation associated with notions of professional excellence.



EDUCATIONAL ACTIVITIES

Supporting professional excellence

SPONSORSHIP STREAM	FORMAT	AUDIENCE	SPONSOR INVESTMENT	COST <small>(ex GST)</small>
CPD Conference Series	Costs (Feb)	Practice managers & administrators	Series Corporate Sponsor (12 months)	\$40,000
	Legal support staff (Feb)	Legal support staff	Conference Series Material Sponsor (12 months)	\$7,200
	CPD three-day-intensive (Mar)	Range of practitioners satisfying CPD requirements	Conference Series Delegate Pack Sponsor (12 months)	\$5,000
	Small practice (Apr)	Sole practitioners & small practice lawyers	Conference Series Merchandise Sponsor (12 months)	\$5,000
	Workplace relations (May)	Industrial relations lawyers	Conference Exhibitor (up to 10 per conference)	\$1,500
	Government law, non-profit & community (Jun)	Government & community lawyers	Regional Conference Exhibitor (up to 4 per conference)	\$1,500
	Family & collaborative law workshops (Jul)	Family lawyers, mediators & collaborative law specialists		
	Human rights & criminal law (Aug)	Corporate & government lawyers		
	Elder law, wills & estates (Sep)	Practitioners involved in succession law		
	Property, environment & sustainability law (Oct)	Property & environment lawyers		
	Medicine, legal & health (Nov)	Corporate & government lawyers		
	Regional programs (monthly)#	Regional lawyers		

All Conferences feature full or half-day programs dedicated to a particular area of law or practice section. They typically range from three to seven CPD units, include multiple speakers and vary from lecture style to panel discussion and workshop.

#Three hours compliance and three hours substantive law per program; delivered in conjunction with country and suburban law associations.

PROFESSIONAL & NETWORKING EVENTS

Supporting professional networks

Legal practitioners enhance their social and professional networks by attending and participating in a variety of events and activities facilitated by the LIV.

These include:

- professional recognition events
- networking events (legal and cross-industry)
- leadership events
- special interest events
- sporting competitions and recreational activities
- practice area events
- public events.

LIV events provide a range of opportunities for sponsors to gain exposure and establish a presence within specific networks circulating within and around the profession. A hierarchy of sponsorship packages is attached to each event.



PROFESSIONAL & NETWORKING EVENTS

Supporting professional networks

SPONSORSHIP STREAM	FORMAT	AUDIENCE	DETAILS	SPONSOR INVESTMENT	COST <small>(ex GST)</small>
LIV premier events	LIV President's Leadership Lunch series	LIV members, media & guests (100-400 per lunch)	Series of four lunch events featuring guest speaker addresses from prominent leaders in the political, legal, business & media sectors.	Corporate sponsor	\$40,000
	LIV Fun Run	LIV members, peers & clients (1000 approx)	Annual individual & team challenge (7.6km run or 3.8km walk) . Includes gourmet BBQ & festivities.	Corporate sponsor	\$10,000
				Awards sponsor	\$5,000 each
				Corporate tents (including complimentary registrations)	\$1,200 each
				Merchandise and in kind sponsors	Product
	Legal Comedy Debate	Legal community & Comedy Festival patrons	Popular annual debate held as part of the Melbourne International Comedy Festival.	Corporate sponsor	\$8,000
Professional recognition events	Receptions for newly admitted practitioners	Newly admitted barristers & solicitors	LIV-hosted May & November admission ceremonies for those admitted to practice as barristers or solicitors of the Supreme Court.	Corporate sponsor (two events)	\$6,000
	LIV Legal Profession Awards	Distinguished legal professionals	Annual presentation luncheon recognising & promoting excellence in legal practice.	Corporate sponsor	\$13,000
				Prize sponsor	\$3,000
Networking events	Legal industry networking events	Mix of legal professionals	Range of social, recreational and formal events.	e.g. Serving Up Insights breakfast series	\$8,000
	Cross-industry networking events	Mix of legal and non-legal professionals	Regular events with members of other professional bodies including accounting and finance professionals, barristers, the judiciary, engineers, real estate agents & corporate executives.	E.g. The Art of Networking with CPA Aust (approx 250 guests) corporate sponsor	\$3,000

PROFESSIONAL & NETWORKING EVENTS

Supporting professional networks

SPONSORSHIP STREAM	FORMAT	AUDIENCE	DETAILS	SPONSOR INVESTMENT	COST <small>(ex GST)</small>
Special interest events	Young lawyers' events	Young lawyers	Popular professional & social events include: Suits & the City, trivia night, Bond with the Bar, mooted competition, negotiation skills competition, life in the law program, new lawyers orientation, film nights, regional & suburban functions.	Event sponsorships	\$3,000 – 10,000 per event
	Women lawyers' events	Women lawyers	Annual Dame Roma Mitchell Memorial Lunch coinciding with International Women's Day & commemorating the life of Dame Roma Mitchell, the first female Australian Court Judge. Attracts around 400 guests. Jointly hosted with Victorian Women Lawyers.	Event sponsor	\$5,000
			Annual Partners in Business (Women in Leadership) lunch jointly hosted by theLIV, the Australian Institute of Management (AIM), Financial Services Institute of Australasia (Finsia) & the Association of Professional Engineers, Scientists & Managers Australia (APESMA).	Event sponsor	\$5,000
	Family lawyers' events	Family lawyers & professionals dealing with family matters	Family Ties networking evening for family law solicitors & barristers.	Event sponsor	\$2,500
			All in the Family networking event for junior family lawyers. Includes officers of the Family Court of Australia & the Federal Magistrates' Court.	Event sponsor	\$2,500
			Partners in Family Matters networking event for experts from a range of professions dealing with family matters. Includes lawyers, psychologists, counsellors, valuers, supervised contact service providers, accountants, interpreters & superannuation advisers.	Event sponsor	\$5,000

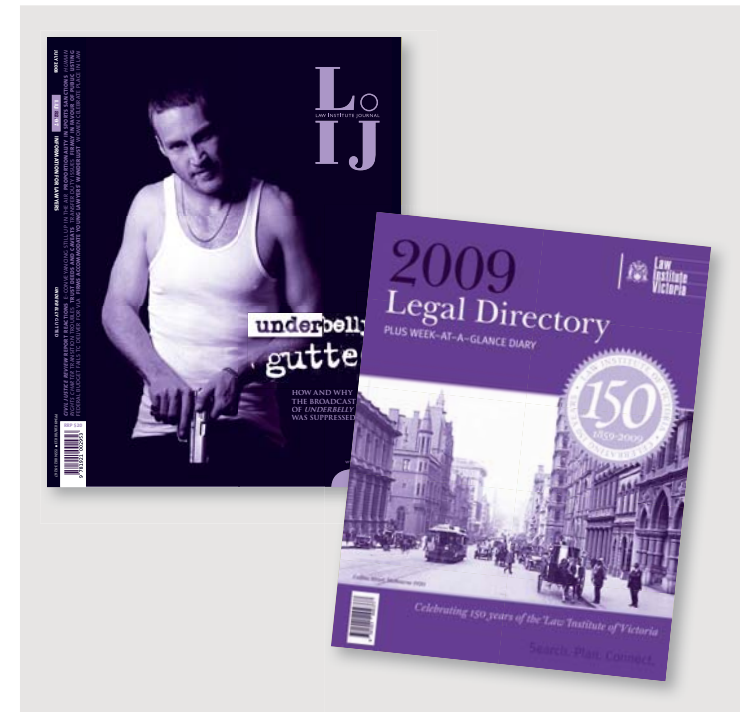
INFORMATION SERVICES

Supporting an informed profession

The LIV publishes an extensive range of publications to keep members, their clients and the public informed on legal issues and developments in the profession:

- LIJ (Law Institute Journal)
- YLJ (Young Lawyers' Journal)
- LIV Diary Directory
- WhatsOn calendar (and photo gallery)
- Small Practice Support kit
- Young Lawyers' Survival Handbook
- Online newsletters
- Public information brochures

With the exclusion of flagship member publications, such as the LIJ and LIV Diary Directory, the LIV presents a selection of communications channels through which sponsors may present their brand directly to targeted readerships. Among them are a range of electronic media channels, which provide sponsors with the opportunity to establish an online presence.



INFORMATION SERVICES

Supporting an informed profession

SPONSORSHIP STREAM	FORMAT	AUDIENCE	DETAILS	SPONSOR INVESTMENT	COST (ex GST)
Online news channels	Friday Facts, weekly e-newsletter	All LIV members (15,000 approx)	General legal sector news & updates.	Annual sponsorship	\$18,000
	WhatsOn, fortnightly e-newsletter	All LIV members (15,000 approx)	Listing of events and CPD activities.	Annual sponsorship	\$11,000
	Law Bytes, monthly e-newsletter	Young lawyers' section members (6790 approx)	News & updates for young lawyers.	Annual sponsorship	\$8,800
	"Latest News" per practice area	All practice section members	News web pages from each of the LIV practice sections.	Online "latest news" sponsor (one per legal practice area)	\$6,000
Member journals	YLJ (Young Lawyers' Journal), three per year	Young lawyers' section members (6790 approx)	Young lawyers' publication.	Online sponsor	\$8,800
				YLJ In Profile (online)	\$5,000
				YLJ Career Doctor (online)	\$5,000
Information kit	Small Practice support Kit (manual)	Managing partners & practice managers of small-to-medium sized legal practices	Practical resource to support effective practice management; focus on the personal, professional & practice management dimensions of working in small practice (1-4 partners).	Kit sponsor (hard copy & online)	\$5,000
Photo gallery	Event photos online	All LIV members	Online photo gallery	Online photo gallery sponsor	\$10,000

TARGETED MEMBER SEGMENTS

Supporting practitioner interests

MEMBERS BY PRACTICE AREA

The LIV's practising full members represent a diversity of legal practice areas around which a combination of educational activities, networking events and information services are fashioned. Three of the more active practice groups are:

- Commercial law
- Family law
- Property and environmental law (including wills and estates)

Each of these practice areas has its own dedicated solicitor and administrative support at the LIV, and all represent opportunities for targeted sponsorship campaigns.

MEMBERS BY PRACTICE SIZE

Practitioners can also be segmented by the size of the practice in which they are working. For example, access to medium-sized practices and their clients can be facilitated through sponsorship of the LIV Legal Fun Run, the President's Leadership Lunches, the Legal Awards, the Legal Comedy Debate, the Serving Up Insights breakfast series and the Art of Networking event; each of which have historically attracted practitioners from mainly mid-tier firms.

Meanwhile, sole practitioners and members of small practices may be targeted through a selection of practice management activities, Small Practice Section events, the Small Practice Support Section web page and the Small Practice Support Kit.

MEMBERS BY SPECIAL INTEREST

Like-minded practitioners are brought together via events and forums tailored to their specific interests. Women lawyers and young lawyers are two of the more prominent special interest groups supported by the LIV.

Women lawyers comprise 47 per cent of our total membership and are supported by a range of professional and networking activities, which recognise their specific interests. Young lawyers are another dynamic group representing our largest section membership. They are actively involved in pursuits focused on enhancing their legal skills, knowledge and professional and social networks.

Access to the **full LIV membership** is the privilege of one, **exclusive premier partner**.

Engaging with members across a diversity of communications channels allows the premier partner to build a holistic relationship with a broad and prestigious market.

This relationship is reinforced online and at every member event, providing the premier partner with an opportunity to develop a relevant and consistent message.

TARGETED MEMBER SEGMENTS

Supporting practitioners interests

SPONSORSHIP STREAM	FORMAT	AUDIENCE	DETAILS	SPONSOR INVESTMENT	COST <small>(ex GST)</small>
Full LIV membership	Premier LIV partner	Full LIV membership	General association at LIV events, on the web and across information services.	Premier partnership package to be negotiated. Includes complimentary admissions, speaking spots, signage & logo recognition at a combination of specially selected networking & practice area events; sponsorship of an award category at the LIV Legal Awards; utilisation of LIV logo; consistent web presence; & editorial & advertising in select LIV publications.	\$75,000
Members by practice area	Commercial law	4,570 section members	Represents state and federal commercial legal issues. Relevant to all solicitors dealing with business law matters.	Section sponsorship includes 12-month online presence, one CPD conference & a minimum of two other activities (CPD seminars or networking events).	\$18,000
	Family law	1, 840 section members	Focuses on the latest family law developments through regular liaison with the courts and government. See also "Events" sponsorship stream.	Section sponsorship includes 12-month online presence, one CPD conference & a minimum of two other activities (CPD seminars or networking events).	\$18,000
	Property & environmental law	3,070 section members	Focuses on all areas of property and environmental law covering practice, procedure, legal documentation, legislation and law reform.	Section sponsorship includes 12-month online presence, one CPD conference & a minimum of two other activities (CPD seminars or networking events).	\$18,000
Members by practice size	Medium-sized practices (5-10 partners)	Members from mid-tier firms & their clients	Target through popular events including: LIV Legal Fun Run, President's Leadership Lunches, LIV Legal Awards, LIV Legal Comedy Debate, Serving Up Insights breakfasts, The Art of Networking.	Event sponsorships	POA
	Small practices (1-4 partners)	Sole practitioners, small practice employees & clients (including 1684 Small Practice Support Section members)	Target through pursuits focused on practical & theoretical knowledge in all areas of legal practice management. Includes CPD activities, networking events, Small Practice Support section web page & Small Practice Support Kit.	Event sponsorships	POA
				Section sponsorship including 12-month online presence, one CPD conference & a minimum of two other activities (CPD seminars or networking events).	\$18,000

TARGETED MEMBER SEGMENTS

Supporting practitioners interests

SPONSORSHIP STREAM	FORMAT	AUDIENCE	DETAILS	SPONSOR INVESTMENT	COST <small>(ex GST)</small>
Special interest groups	Women lawyers	Women lawyers & peers	Target through popular events including: Annual Dame Roma Mitchell Memorial Lunch & Partners in Business (Women in Leadership) lunch.	Event sponsorships	\$5,000 per event
	Young lawyers	6,790 section members	Target through pursuits of members in the early stages of career development. Includes: practitioners under 36 years of age (or over 36 but with less than six years' practical experience), mature-age new lawyers, articled clerks, trainees & law students.	Overall young lawyer sponsor (12 months) across all young lawyer activities and online.	\$35,000
				Post-admission activities sponsor	\$15,000
				Online sponsor	\$12,000
				Final year students & newly admitted activities sponsor	\$10,000

FURTHER INFORMATION

For more information and to help you maximise your return on investment, contact:

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