

Law Institute of Victoria Member Engagement Survey Key Findings



Program Background

In partnership with Forethought, the LIV has surveyed its members to provide a benchmark of its performance. This survey marks the third time the LIV has conducted this research, having first conducted this in 2018, and again in 2020.

In 2020, LIV utilised these insights to focus on improving the aspects that mattered most to members. In 2020, despite COVID related challenges, members rated LIV significantly higher than 2018 on key aspects, including member satisfaction and value.

Moving forward, the LIV wishes to understand future member needs, trends, and expectations, in addition to tracking how members view LIV performance over time. This will enable LIV to continue to optimise the member experience in 2022 and beyond.

Overview of methodology and research objectives

Overview of Methodology



Online survey



n=585 LIV members

Note: The survey was sent to all members, including student members.*



15 minutes

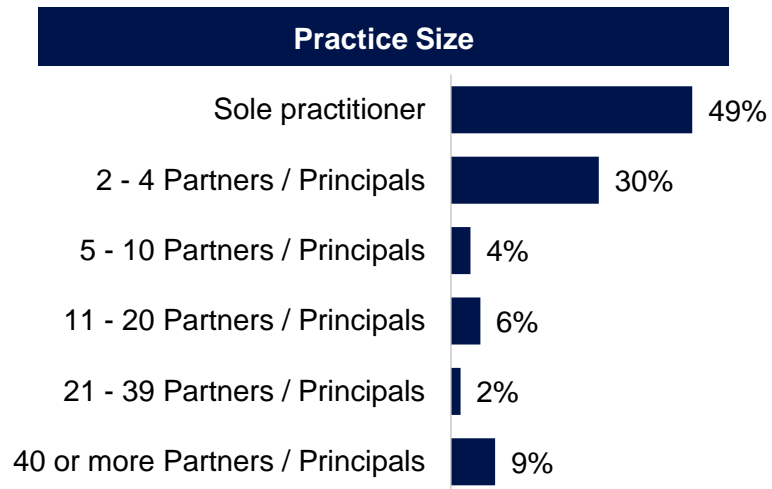
Specific Research Objectives:

- Explore and identify any new trends, stated current needs, sentiment and broader context affecting members professional lives that have emerged in response to the COVID-19 pandemic
- Understand / refresh current perceptions, experience and needs of LIV members.
- Track performance of LIV on delivering to members needs to monitor organisational progress.



Who did we speak to: Detailed Member Profile

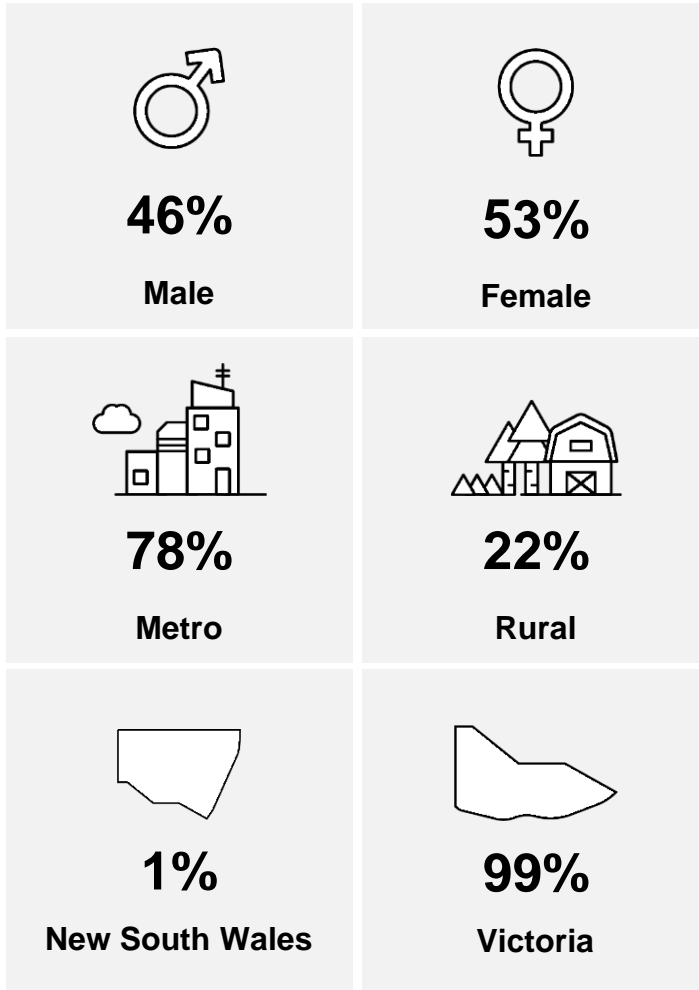
We surveyed n=585 LIV members



Current Membership Status	
Practising Full Member	75%
Student Member	15%
Affiliate Member	6%
Honorary Member	2%
Graduate Member	2%

Organisation Type	
Private law practice - incorporated legal practice	31%
Private law practice - sole practitioner	24%
Private law practice - partnership	21%
Public sector - local, state, federal government department or agency	8%
Private sector - in-house / corporate legal practice	4%

Demographics of Survey Respondents



Age	
18 - 24	3%
25 - 29	18%
30 - 39	28%
40 - 49	20%
50 - 59	11%
60 - 64	8%
65-69	6%
70+	6%

Identity	
Aboriginal	0%
Non-indigenous	93%
Prefer not to answer	7%

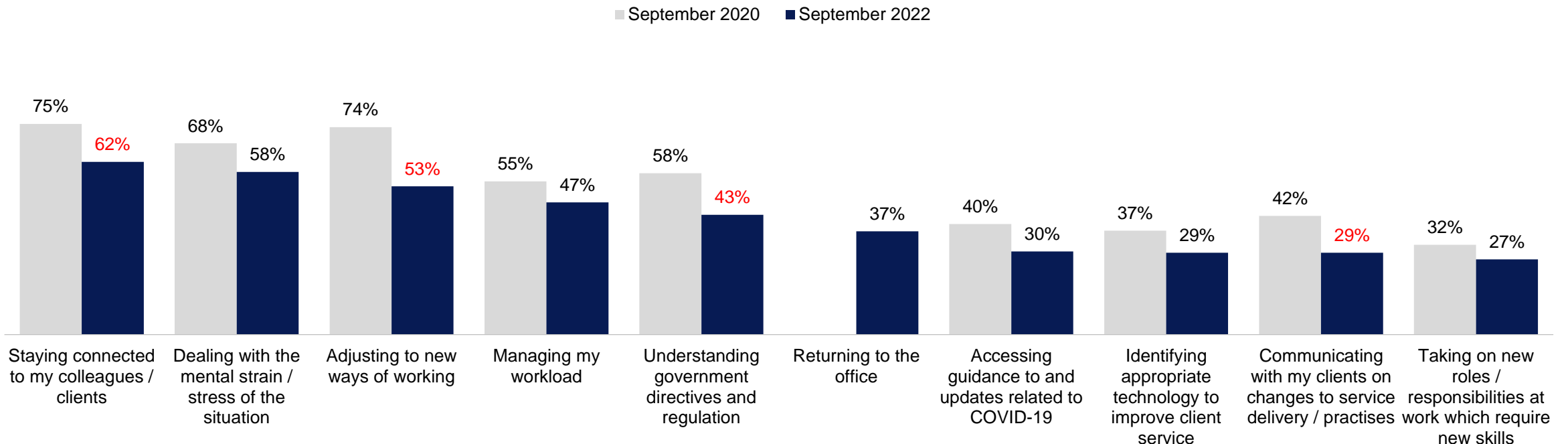
Questions: GENDER, AGE, AREA, STATE, DEMID Do you identify as any of the following?
 Overall sample n=585.



Deep dive into members
working lives...

The legal profession faced a range of challenges resulting from the COVID-19 pandemic. The top three challenges remained the same as 2020, with all but *Dealing with mental strain* improving significantly.

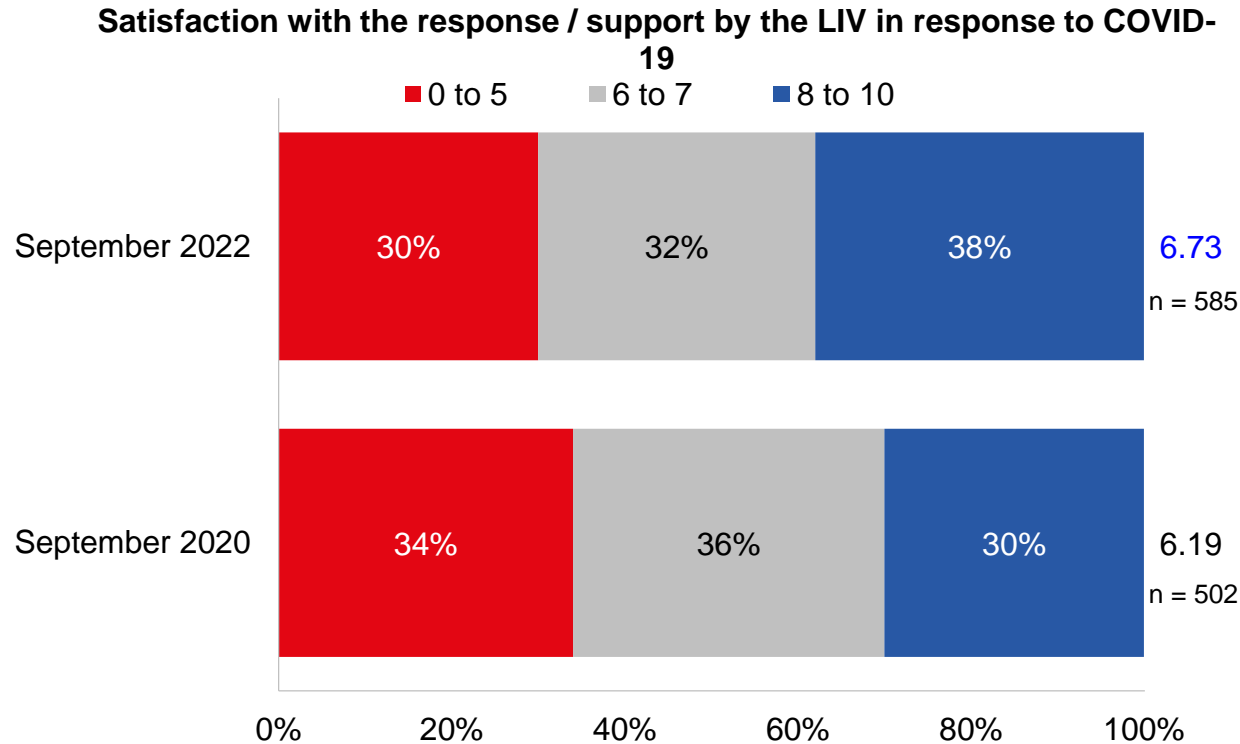
Thinking about events arising from practising during the COVID-19 outbreak (2020 – 2021), what were some challenges you faced in your professional life? (Top 10)



Question: CV1 Thinking about events arising from practising during the COVID-19 outbreak (2020 – 2021), what were some challenges you faced in your professional life? Overall sample n=546.

Note: Significance testing was conducted between 2020 and 2022 at the 5% level of significance. Red indicates that the 2022 result was significantly lower than the 2020 result. Multiple responses were allowed for this question, so these results may not sum to 100%.

Members were generally satisfied with LIV's response to COVID-19 overall, rating LIV significantly higher on their response in 2022 compared to 2020.



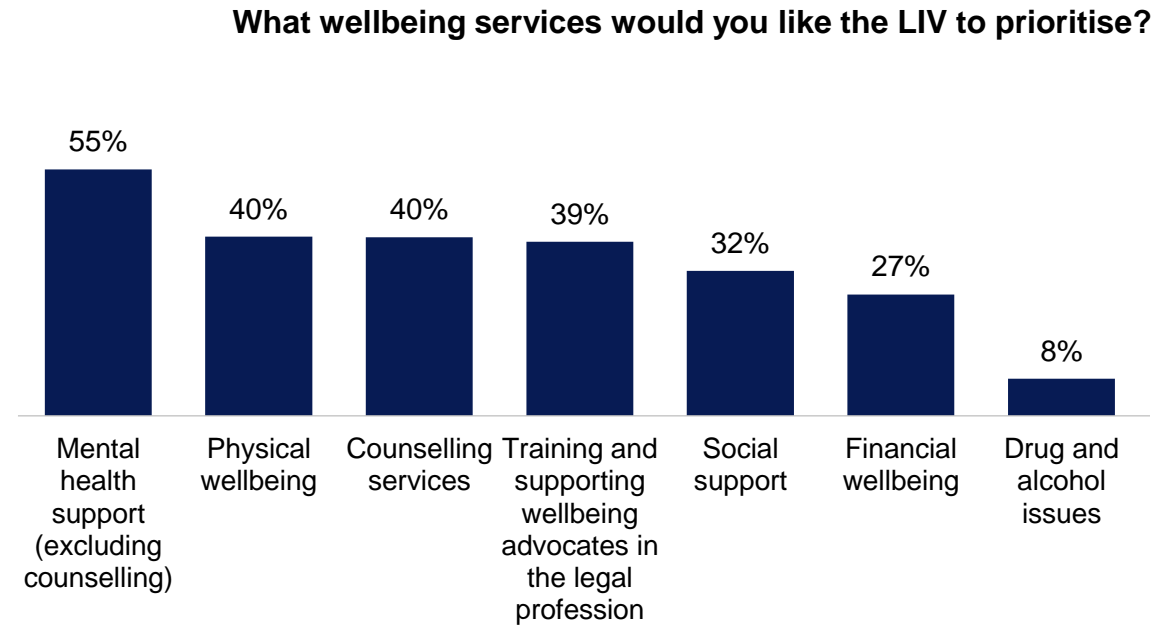
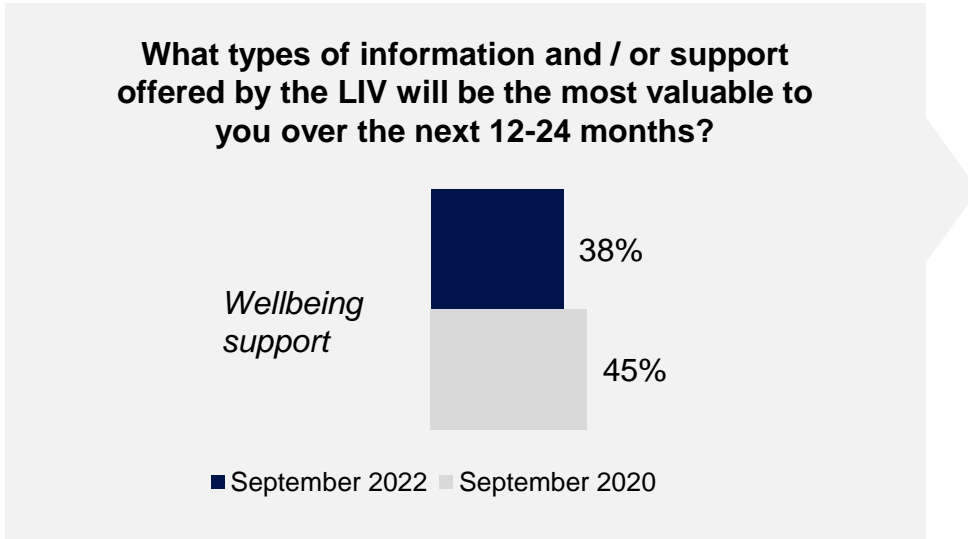
“ I think the LIV is doing a fantastic job, especially with the hardships that COVID-19 has brought to the legal profession.”

**Practising Full Member,
Age 18-34, Sole Practitioner**

“ During COVID members heard more from the LIV than ever before - it would be nice if regular updates about the profession and issues affecting the profession continued to be provided to members.”

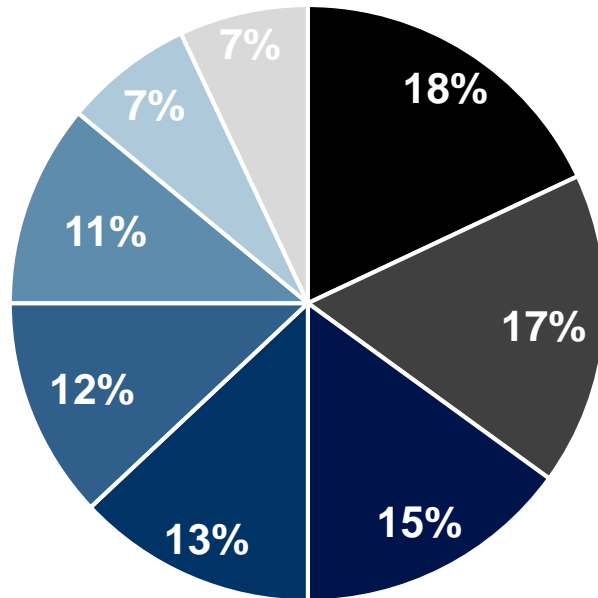
**Practising Full Member,
Age 18-34, Children's Law**

However, members were still feeling stressed and looked to LIV for support when it came to wellbeing.



Looking ahead, members anticipated three primary issues that they would need to adapt to.

Thinking about your current professional life, what would you say are the biggest issues impacting the legal sector, to which it will be important for you to respond?



- Change in workload (increased or decreased)
- Changes in working environment (e.g. working from home / online more)
- The need to develop new skills and knowledge to maintain practice / personal competitiveness
- Adapting to new technologies
- Responding to changes in regulations
- Being able to showcase value of legal services to clients
- Differentiating service offering for clients
- Providing more transparent billing to clients

Members expected technology use and work from home arrangements to become more permanent.

Core issue: Changes in Work Environment



What permanent changes do members think will take place in the working environment?



72% increased use of technology



59% focus on work-life balance



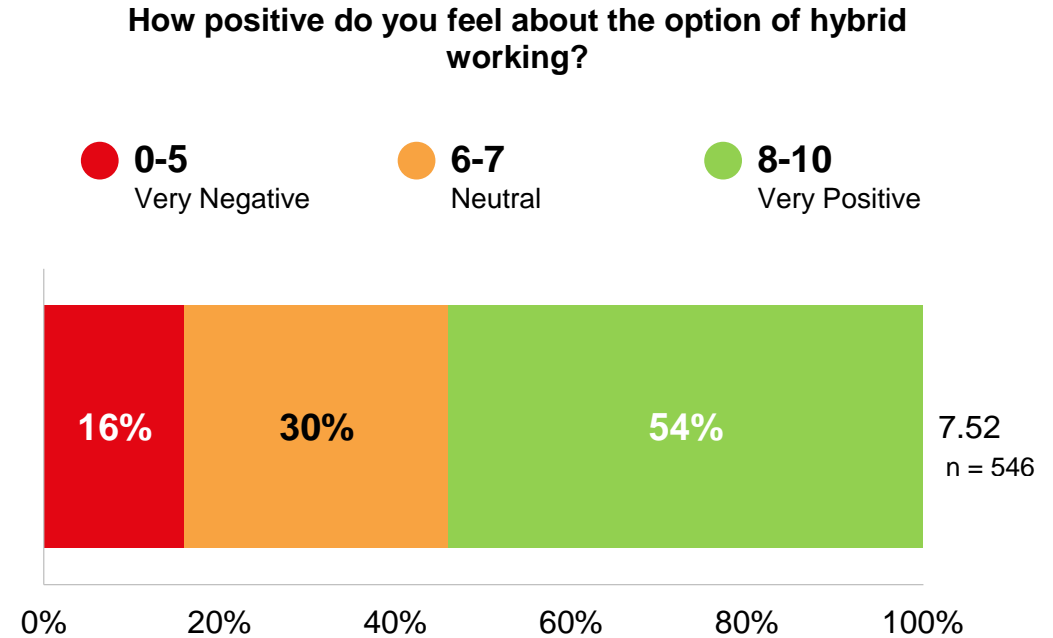
62% ability to work from home



55% focus on mental health

As members expected work from home to become more permanent, they were generally positive about the option of hybrid working, with only 16% NOT being comfortable with hybrid.

Deep Dive: Changes in Working Environment
As members expected work from home to become more permanent, they were generally positive about the option of hybrid working, with only 16% NOT being comfortable with hybrid.

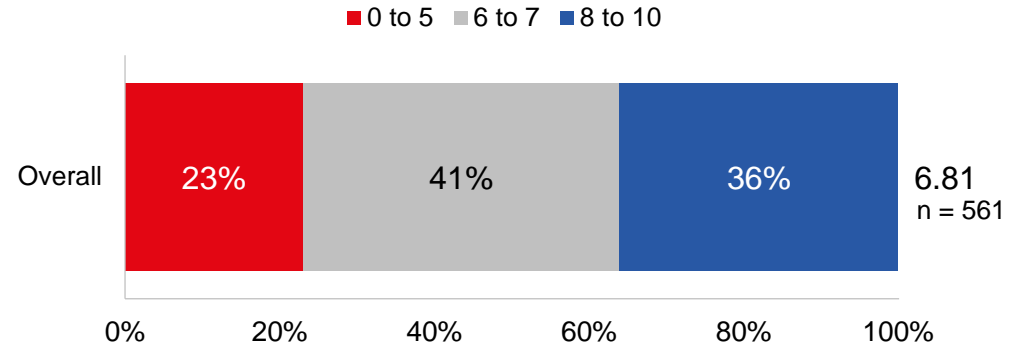


Over a third of members felt that they needed to develop new skills as a result of COVID-19 and other factors.

Core issue:
Develop new skills and knowledge



I have felt that I have needed to develop more skills and knowledge as a result of COVID-19 and other factors

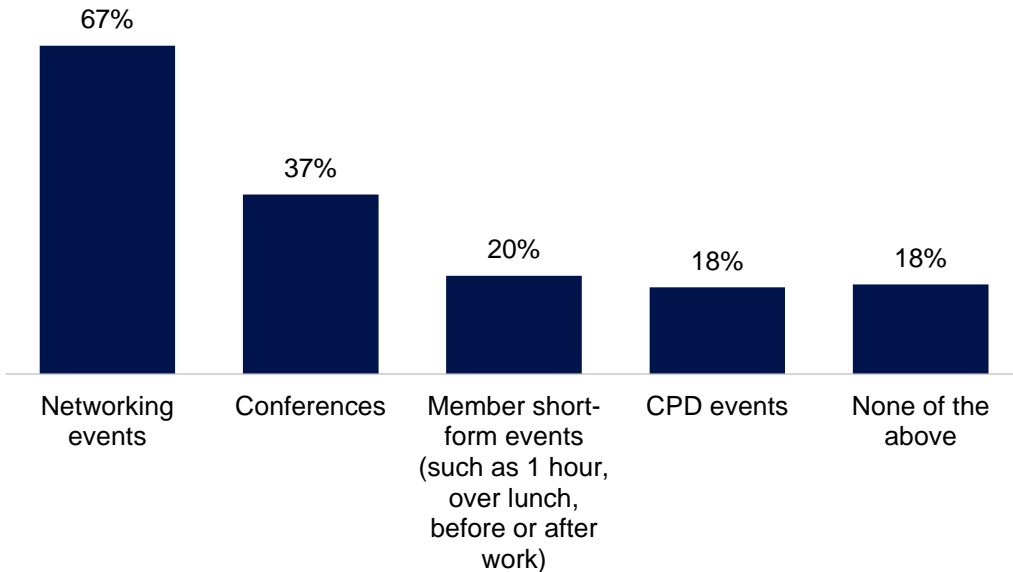


Online professional development would have a valuable role to play in helping members develop new skills, as it was the most desired form of support from LIV (48%), despite significantly decreasing in need since 2020.

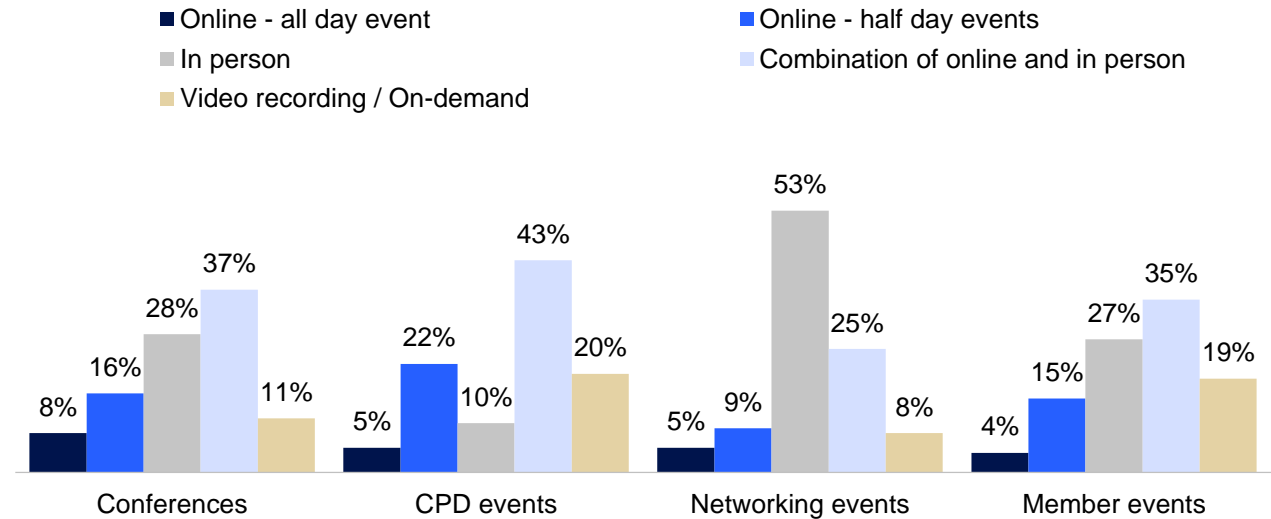
Deep Dive: Developing new skills

Whilst members highly valued online PD, they preferred some forms of PD / events to still be delivered in person, such as Networking events. Hybrid was a popular option for other event types.

Are there any events, training, or CPD events that you feel need to remain in person in the future?*



Going forward, how would you most prefer to participate in each of the following activities organised by the LIV?



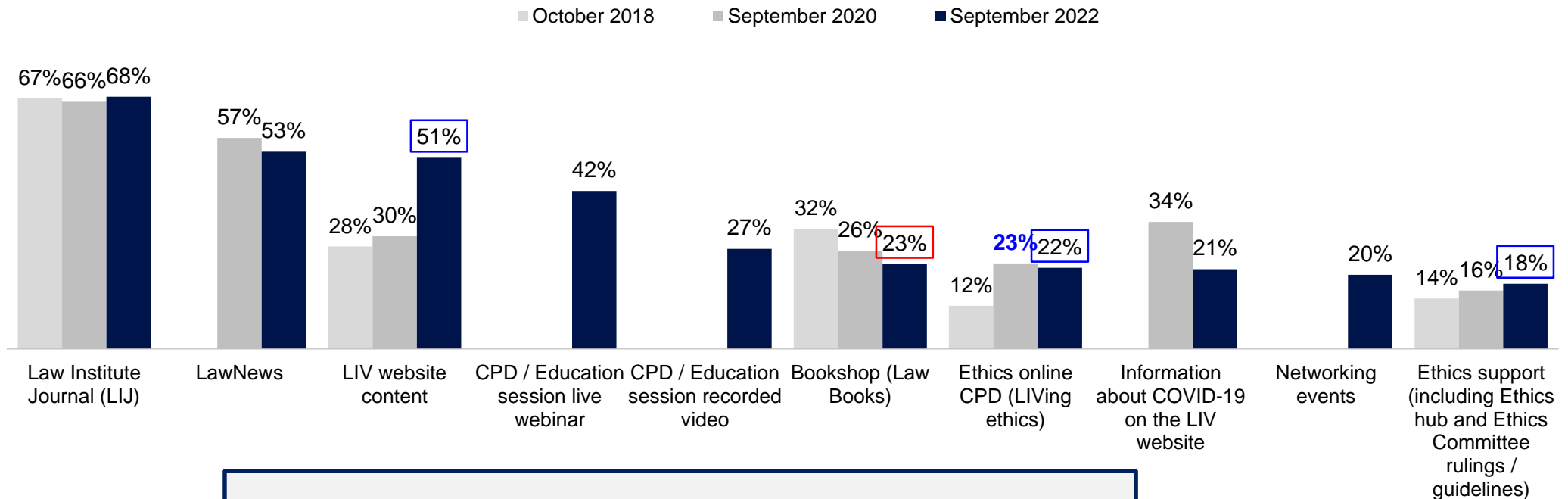
Questions: EVENT1 Are there any events, training, or CDP events that you feel need to remain in person in the future?, CV9_X Going forward, how would you most prefer to participate in each of the following activities organised by the LIV? Overall sample n=585. Multiple responses were allowed for this question, so these results may not sum to 100%.



Performance snapshot

LIJ and LawNews continued to be commonly accessed services by LIV members. In 2022, significantly more members also accessed the website.

In the last 12 months, which of the following Law Institute of Victoria resources, products or services have you personally used or accessed? (Top 10)

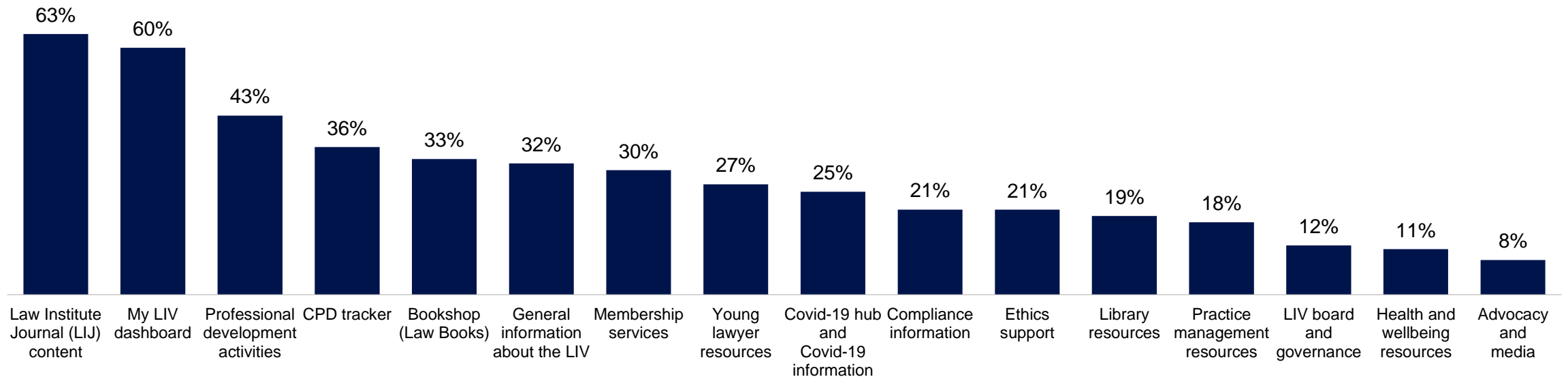


Note: This was the first time CPD/Education was segmented between delivery of live sessions and recorded videos.

Deep Dive: Resources, Products and Services

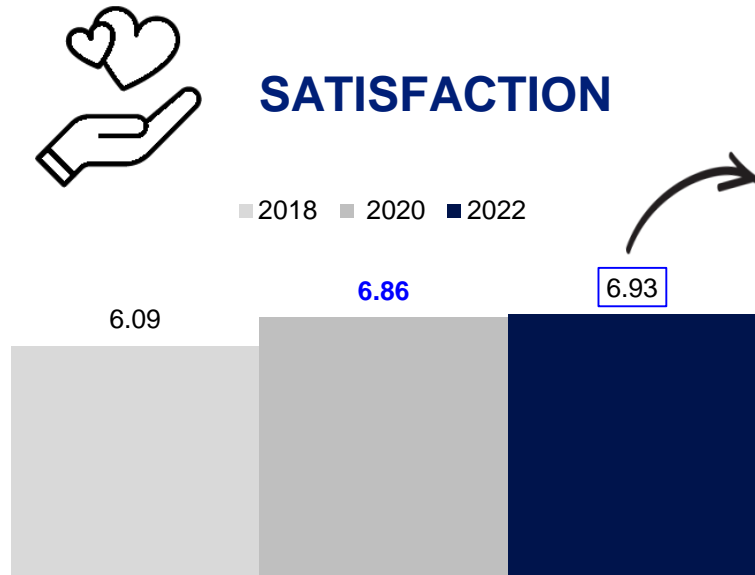
Members who engaged with the website sought to access LIJ content, the LIV dashboard, and to seek PD activities.

What information have you sought on the LIV website in the past 12 months?

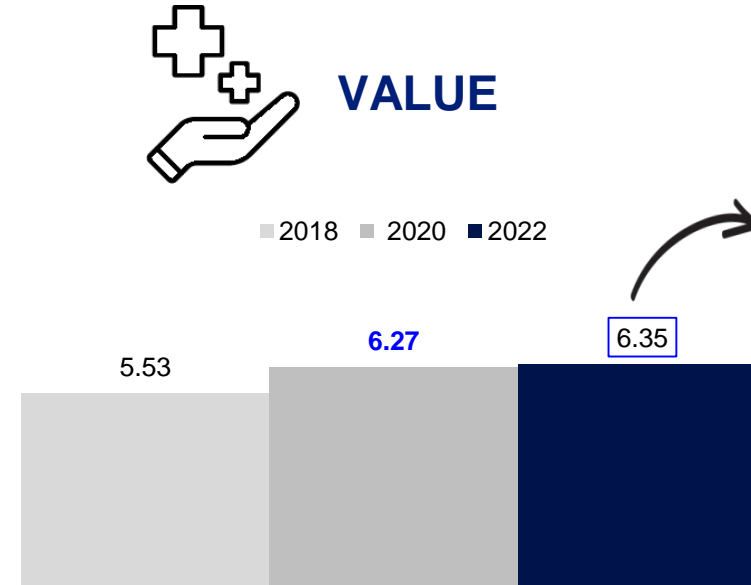


Question: WEBSITE What information have you sought on the LIV website in the past 12 months? Overall sample n=305.
 Note: Multiple responses were allowed for this question, so these results may not sum to 100%.

Overall Satisfaction and Value scores continued to trend up in 2022.



There was a total increase of **+0.84** for Overall Satisfaction from 2018 to 2022.



There was a total increase of **+0.82** for Overall Value from 2018 to 2022.

42% of members rated LIV 8-10 on Satisfaction*.

Just over a third of members rated LIV as providing a high level of Value (8-10)*.

Consideration: As scores for Satisfaction and Value increase, equivalent efforts to further improve performance may eventually plateau, as scores become harder to improve.



In summary: What did we learn?

- ✓ Looking forward, issues members anticipated would be important to respond to included: *Managing changes in workload, Adapting to new ways of working, and Developing new skills.*
- ✓ Members anticipated that the biggest challenges they would face in future would be around keeping up to date with changes in practice expertise and other issues affecting the sector.
- ✓ The first and third most prominent challenge members faced as a result of COVID, i.e. Staying connected to colleagues and Adjusting to new ways of working had significantly reduced in 2022.
 - ✓ However, the second most prominent challenge, *Dealing with the mental strain* of the situation, had not significantly reduced in 2022, indicating members were equally as stressed now as in 2020.
 - ✓ As a result, 38% of members wanted more wellbeing support from LIV in future, with Mental health support to be prioritised.