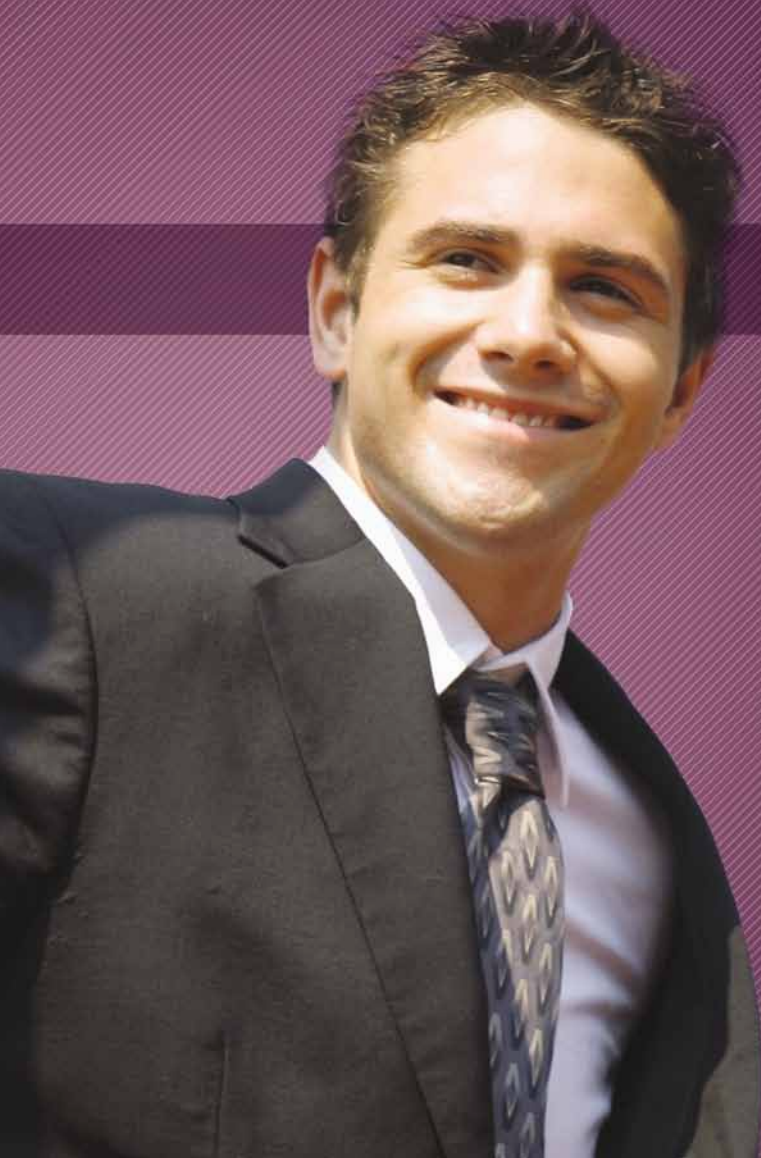


# UNRESTRICTED **PRACTISING CERTIFICATE**

A practice management course to meet the requirements  
of the Law Society of New South Wales

SPECIAL FEATURE  
FOR SMALL FIRMS:  
EXCLUSIVE ACCESS TO  
**ONLINE**  
BENCHMARKING

**2010** PROGRAM



# A COURSE **SPECIFIC** TO YOUR NEEDS

We offer four distinct courses that satisfy the requirements of the Law Society of New South Wales for solicitors seeking an unrestricted practising certificate.

## HOW YOU WILL BENEFIT:

Enjoy a refreshing, practical, no-nonsense approach to adult learning. You will:

- » Know the practice management strategies and methods used by successful law firms
- » Receive marketing material relevant to principals in a firm your size
- » Have the opportunity to discuss partnership management issues with experienced legal business advisers

## 3 DAY PROGRAM

Conducted over three consecutive days to minimise disruption to your schedule.

Key topic areas addressed in each course are:

### DAY 1:

- Introduction to practice management – the keys to success
- The financial mechanics of a legal practice
- Profit and cash flow maximisation
- Attracting, managing and motivating staff
- Stress management



## VENUE

All programs will be conducted at the Macquarie Graduate School of Management which is located at Level 7, 37 Pitt Street, Sydney.

## ACCREDITATION

These programs are for solicitors and partners of firms who wish to comply with the Law Society of New South Wales' requirements for obtaining an unrestricted practising certificate.

## SATISFACTORY COMPLETION

Satisfactory completion of the course requires prompt attendance at all sessions. Each day of the course begins at 9:00 am and concludes at 5:30 pm. Should circumstances preclude attendance at any session, delegates are able to complete these sessions at a future course.

## MCLE

These tax deductible courses enable attendees to claim 10 MCLE points.

## WORKSHOP FEE

\$1,500 (GST free). The fee covers all tuition and a dedicated course manual. It also covers lunch on each day. (FMRC reserves the right to cancel courses due to insufficient registrations).

## SOLE PRACTITIONERS

Learn the systems essential for running a successful sole practice. This highly practical course provides you with the skill set necessary to achieve your aims. Leave the course with a properly constructed business plan for your practice. This plan will cover the key operational areas of:

- » Strategic direction
- » Financial management
- » Practice development
- » People management

### Special feature - Ongoing Financial Management Support

Free access to the FMRC Legal Business Monitor which allows you to:

- » Benchmark the performance of your firm against KPI's from the FMRC database;
- » Calculate the cost of production of the fee earners in your firm; and
- » Provide online practice management training for you and your staff.

### Special feature - Sole Practitioners' marketing kit

This easy-to-use kit, will help build your practice. Kit contents include precedents, procedures and processes and makes it easy for you to get started including:

- » Simple marketing plan
- » Database guide - what you need to build a simple database to record your clients, referees and contacts.
- » Your Firm Profile Kit - especially designed for small law firms.
- » Your Client Survey Kit - a powerful means of motivating your staff and encouraging referrals.

### Course dates - 2010

Feb..... Wed 3 / Thur 4 / Fri 5	July ..... Thur 1 / Fri 2 / Sat 3
March..... Thur 11 / Fri 12 / Sat 13	Sept ..... Wed 22 / Thur 23 / Fri 24
April..... Wed 28 / Thur 29 / Fri 30	Nov ..... Thur 11 / Fri 12 / Sat 13

## DAY 2:

- Trust accounting
- LawCover and risk management
- Taxation implications for new owners
- Cost of production and pricing your legal services



## SMALL PARTNERSHIPS

This program focuses on increasing the managerial skill set of new and aspiring partners. You will know how to contribute effectively to the partnership from a fee generation and business management perspective. Key topics include:

- » Financial mechanics of a legal practice and how they are applied to your firm
- » Building an enviable client base that results in constant referrals
- » Partnership management issues to enable you to drive the performance of your fellow partners

### Special feature - Ongoing Financial Management Support

Free access to the FMRC Legal Business Monitor which allows you to:

- » Benchmark the performance of your firm against KPI's from the FMRC database;
- » Calculate the cost of production of the fee earners in your firm; and
- » Provide online practice management training for you and your staff.

### Special feature - The Professional Partner Kit

The kit contains notes, guides and checklists:

- » Networking - how to build and use a people network everyday in your business
- » Business acquisition skills - ways to convert contacts into clients
- » Client relationship management - practical approach to gaining more work from your client

#### Course dates - 2010

Jan ..... Wed 27 / Thur 28 / Fri 29

March.... Wed 24 / Thur 25 / Fri 26

May ..... Wed 26 / Thur 27 / Fri 28

July ..... Wed 28 / Thur 29 / Fri 30

Oct ..... Wed 27 / Thur 28 / Fri 29

Nov ..... Wed 24 / Thur 25 / Fri 26

## LARGE FIRMS (35+ Partners)

You will examine the strategic management issues relevant to new partners of Australia's largest legal firms. A separate program has been devised for this course. For details see [www.fmrc.com.au](http://www.fmrc.com.au). Key areas covered are:

- » Financial performance
- » Managing staff
- » Partnership issues
- » Professional conduct issues

#### Course dates - 2010

Feb..... Wed 24 & Thur 25

Aug ..... Wed 25 & Thur 26

## CORPORATE & GOVERNMENT SOLICITORS' COURSE

This course tailors the Law Society's key curriculum to relate specifically to in-house counsel, both corporate and government. A special feature of the course is the Open Forum.

#### Course dates - 2010

Feb..... Wed 10 / Thur 11 / Fri 12

Aug ..... Wed 11 / Thur 12 / Fri 13



### DAY 3:

- Managing controlled monies
- Marketing and practice development
- Partnership management issues
- Practice growth and valuation



PRESENTER

**SAM COUPLAND**  
FMRC



Sam is involved in all facets of legal practice management. From his research, training and consulting activities, Sam understands the issues facing firms of all sizes. From a consulting perspective, he works with practices to achieve profit improvement, effective people management and strategy development. This experience is reflected in his presentations at training workshops.

PRESENTER

**ANDREW CHEN**  
WHK HORWATH



Andrew provides business advisory, tax and accounting services to professional service firms and professional people. He presents seminars to legal associations and writes regular articles on tax and practice issues for the Australian Dental Association. He is a member of the Institute of Chartered Accountants in Australia.

PRESENTER

**SIMON PATERSON**  
WHK HORWATH



Simon assists members of the legal profession with tax compliance, business advisory, general taxation and business services. He is a member of the Institute of Chartered Accountants. Simon trained with KPMG and worked as a tax accountant in the United States of America.

PRESENTER

**NEIL OAKES**  
FMRC



Neil has been working almost exclusively as a management consultant with the legal profession for over 20 years. He undertakes consulting assignments for law firms throughout Australia and New Zealand, specialising in strategic advantage, profit growth strategies, contemporary leadership and change management. Each year he is involved with some 120 law firms of various sizes and speciality areas of practice.

PRESENTER

**JANICE PURVIS**  
LAWCOVER



Janice Purvis is a Risk Services Manager with LawCover. Janice has worked as an Investigations Solicitor with the Professional Standards Department of the Law Society of NSW. She has investigated complaints made to the Office of the Legal Services Commissioner and worked in conjunction with Receivers, Managers and Investigators appointed to solicitors' practices. Janice also worked as an Ethics Solicitor at the Law Society, providing advice to the profession.

PRESENTER

**RAY HARTLEY**



Ray has held senior marketing and business development roles with Clayton Utz, Phillips Fox, Hunt & Hunt and DibbsBarker and has also consulted with progressive firms of all sizes. Ray has been at the forefront of the evolution of strategies and tactics that provide measurable results for law firm marketing efforts. He has an interest in enhancing client relationships as a path to better production and profitability and is currently a consultant and director of Shared Conversations.

PRESENTER

**ANNIE ROSS**



Annie, a practising psychologist, has a special interest in stress & lifestyle management. She conducts stress management seminars and workshops for law firms, banks and schools. Annie's session allows participants to develop a clear understanding of the impacts of stress, both physically and mentally.

PRESENTER

**FRANCES MOFFITT**  
LAW SOCIETY OF NSW



Frances is a lawyer experienced in taxation, insolvency and proceeds of crime investigations including working with the Inspector General in Bankruptcy in Canberra. She has spoken to lawyers throughout the State about Chapter 3 of the Legal Profession Act 2004. Frances is the author of the "New Trust Account Regime" article in the October 2005 Law Society Journal.

PRESENTER

**GAVIN CONNOR**  
LAW SOCIETY OF NSW



Gavin is a Chartered Accountant who has spent part of his career with Deloitte involved in management and receivership, taxation and public company audit. He was also the Group Internal Audit Manager with a diversified multi-national industrial company. He presents papers on trust accounts for Young Lawyers and regional law societies in NSW.

## FMRC – LEADING THE WAY IN LAW FIRM MANAGEMENT

Since 1989 FMRC has conducted these courses. For the past 30 years we have specialised in research, strategy and management training and advice to law firms. We are a major centre for legal practice management training. Participants enjoy the results of our research and consulting activities. They receive empirical, substantive advice rather than anecdotal, theoretical advice.



# 3 EASY WAYS TO REGISTER



BOOK ONLINE AT  
WWW.FMRC.COM.AU



FAX YOUR COMPLETED  
REGISTRATION FORM  
TO 02 8088 3872



PHONE US ON  
02 9262 3377

## PAYMENT DETAILS

Workshop fee \$1,500 (GST free). The deposit for the course is **\$500** (non-refundable, but transferable). The final balance of **\$1,000** is to be paid by the closing date, ie: one month prior to commencement of the nominated course.



## REGISTRATION AND TAX INVOICE

### PLEASE REGISTER ME IN THE FOLLOWING:

#### Sole Practitioners

- Feb Wed 3 / Thur 4 / Fri 5  
 March Thur 11 / Fri 12 / Sat 13  
 April Wed 28 / Thur 29 / Fri 30  
 July Thur 1 / Fri 2 / Sat 3  
 Sept Wed 22 / Thur 23 / Fri 24  
 Nov Thur 11 / Fri 12 / Sat 13

#### Small Partnerships

- Jan Wed 27 / Thur 28 / Fri 29  
 March Wed 24 / Thur 25 / Fri 26  
 May Wed 26 / Thur 27 / Fri 28  
 July Wed 28 / Thur 29 / Fri 30  
 Oct Wed 27 / Thur 28 / Fri 29  
 Nov Wed 24 / Thur 25 / Fri 26

#### Large Firms (35+ Partners)

- Feb Wed 24 & Thur 25  
 Aug Wed 25 & Thur 26

#### Corporate & Government Solicitors

- Feb Wed 10 / Thur 11 / Fri 12  
 Aug Wed 11 / Thur 12 / Fri 13

Name of your firm \_\_\_\_\_

Mr  Mrs  Miss  Ms

First name \_\_\_\_\_ Last name \_\_\_\_\_

Postal address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

(Please copy form and complete for additional registrants)

I enclose a cheque made payable to FMRC Pty Ltd **OR**

Please charge my credit card with the amount of \$ \_\_\_\_\_

Visa  Mastercard  Amex

Card no. \_\_\_\_\_

Name on card \_\_\_\_\_

Expiry date \_\_\_\_\_ Signature on card \_\_\_\_\_

CVN no. \_\_\_\_\_ Please provide the last 3 digits of your CVN, which is printed on the signature strip on the back of your credit card.

Tax invoice Once completed, this form constitutes a tax invoice from FMRC Pty Ltd. ABN 80 083 010 075

OUR CANCELLATION POLICY: Registrations cancelled within one week of a workshop incur an administration charge. FMRC reserves the right to cancel workshops due to insufficient registrations.



Visit us and find out more: FMRC Pty Ltd ABN 80 083 010 075

Level 2, 332 Kent Street, Sydney NSW 2000 | PO Box Q189 Queen Victoria Building NSW 1230

T 61 2 9262 3377 F 61 2 8088 3872 E enquiries@fmrc.com.au [www.fmrc.com.au](http://www.fmrc.com.au)