

# LSJ

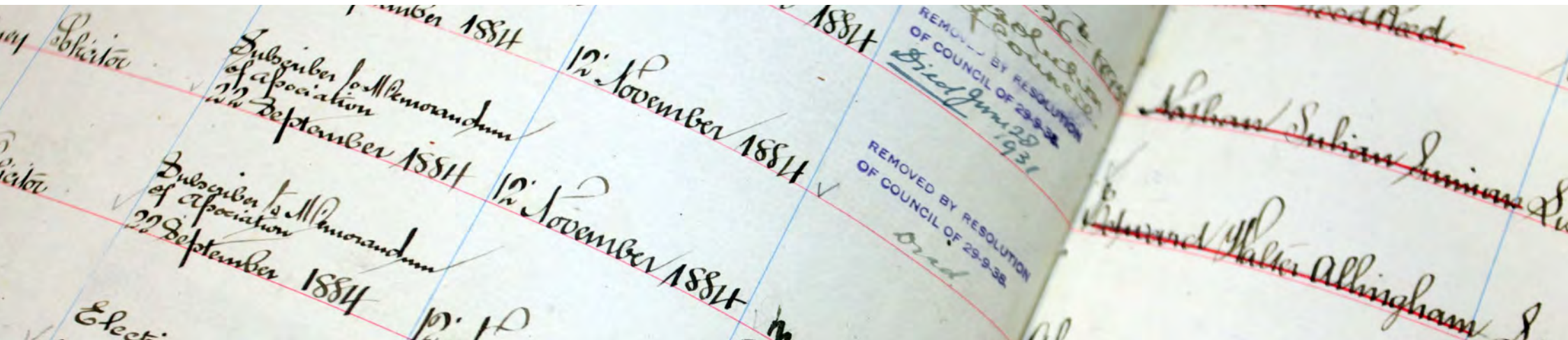
LAW SOCIETY OF NSW JOURNAL



**MEDIA KIT** JANUARY 2020

# We are the Law Society of NSW

Founded more than 125 years ago, the Law Society of NSW is the largest legal membership association in Australia, representing the interests of more than 30,000 members.



Law Society members are valuable consumers and commanding business influencers, making our membership base one of the most highly sought-after in the country.

The heart of the Law Society can be found in our motto, *omnium jura defendimus* – *Defending the rights of all*. We defend the rule of law by supporting the legal profession.

## WHY ADVERTISE WITH US?

**Unparalleled reach:** more than 30,000 legal professionals

**Powerful readers:** actively engaged in advocacy

**University graduates:** committed to professional development

**Influential leaders:** specialists in their field

**Decision makers:** authoritative business and community leaders

**Discerning consumers:** luxury brands are top of mind

**An affluent audience:** earning an average mean salary of \$146,700\*



# About our audience

Our members are educated and influential professionals.



## **GENDER\***

**51%** Female  
**49%** Male

## **AGE\***

**35%** Less than 35 years of age  
**27%** 35-44 years old  
**18%** 45-54 years old  
**20%** 55+ years old

## **CATEGORY OF SOLICITOR\***

**69%** Private  
**20%** Corporate  
**11%** Government

## **FIRM PROFILE – PRIVATE PRACTICE\***

**82%** Sole practitioner  
**9%** 2-4 Partners  
**1%** 5-20 Partners  
**1%** 21+ Partners  
**7%** Unknown

## **LOCATION\***

**49%** City  
**33%** Suburban  
**12%** Rural  
**6%** Interstate and Overseas

## **MEAN INCOME\*\***

Private: \$142,000  
Corporate: \$198,300  
Government: \$131,100

# Connect with our members across multiple platforms

Collaborate with the Law Society of NSW and gain access to exclusive marketing channels for a well-rounded approach to the promotion of your brand.



## Print

### **LSJ** PAGE 5

11 issues per year  
Circulation: 27,100\*  
Readership: 80,000

### **ASIAN JURIST**

2 issues per year  
Circulation: 3,000  
Readership: 7,000

Contact us for more information or a copy of the *Asian Jurist* Media Kit.

\*CAB Audited March 2019



## Online

### **LSJ.com.au** PAGE 6

Launched December 2018

While we build traffic to [lsj.com.au](http://lsj.com.au) we're offering introductory advertising rates for all bookings completed by 30 June 2020. See page 12 for pricing.



## eNewsletters

### **LSJ eNEWSLETTER** PAGE 6

Reach a subscriber base of 20,000+. Monthly.

### **MONDAY BRIEFS** PAGE 7

Reach close to 30,000 legal professionals. Weekly.

### **IN THE HOUSE** PAGE 8

Reach corporate lawyers. Bi-monthly.

### **PUBLIC RECORD** PAGE 8

Reach government lawyers. Bi-monthly.



## Multimedia

### **OFF THE RECORD PODCAST** PAGE 9

Supported with an integrated event and editorial series.

### **AT THE BAR VIDEO SERIES** PAGE 9

Entertaining interviews with high-profile corporate and legal leaders.

### **LSJ EXPLAINER VIDEO SERIES** PAGE 9

Short videos covering hot topics relevant to the legal profession, designed to engage a younger audience.

# LSJ: The Law Society Journal

Covering an array of topics that speak to the heart of being a lawyer, our sophisticated monthly business and lifestyle magazine attracts an affluent, intelligent and engaged readership of legal professionals .



## IN EVERY ISSUE

**Briefs:** a round-up of the latest news and views from around the legal world.

**Hot topic:** great legal minds explore some of the most contentious issues in law.

**Features:** covering thought leadership, current affairs and intriguing personalities.

**Professional development:** learn from some of the most successful lawyers in the profession.

**Careers:** our monthly round-up of the best research, tips and tricks to make the most of professional life.

**Health & wellbeing:** advice on staying happy and healthy while balancing a demanding career.

**Travel & lifestyle:** whether travelling for business or pleasure, get the latest on the hottest destinations and experiences on offer.

**Legal updates:** covering significant case law developments and changes in legislation.



Association or Member Organisation  
Magazine of the Year 2019,  
2018 and 2017.



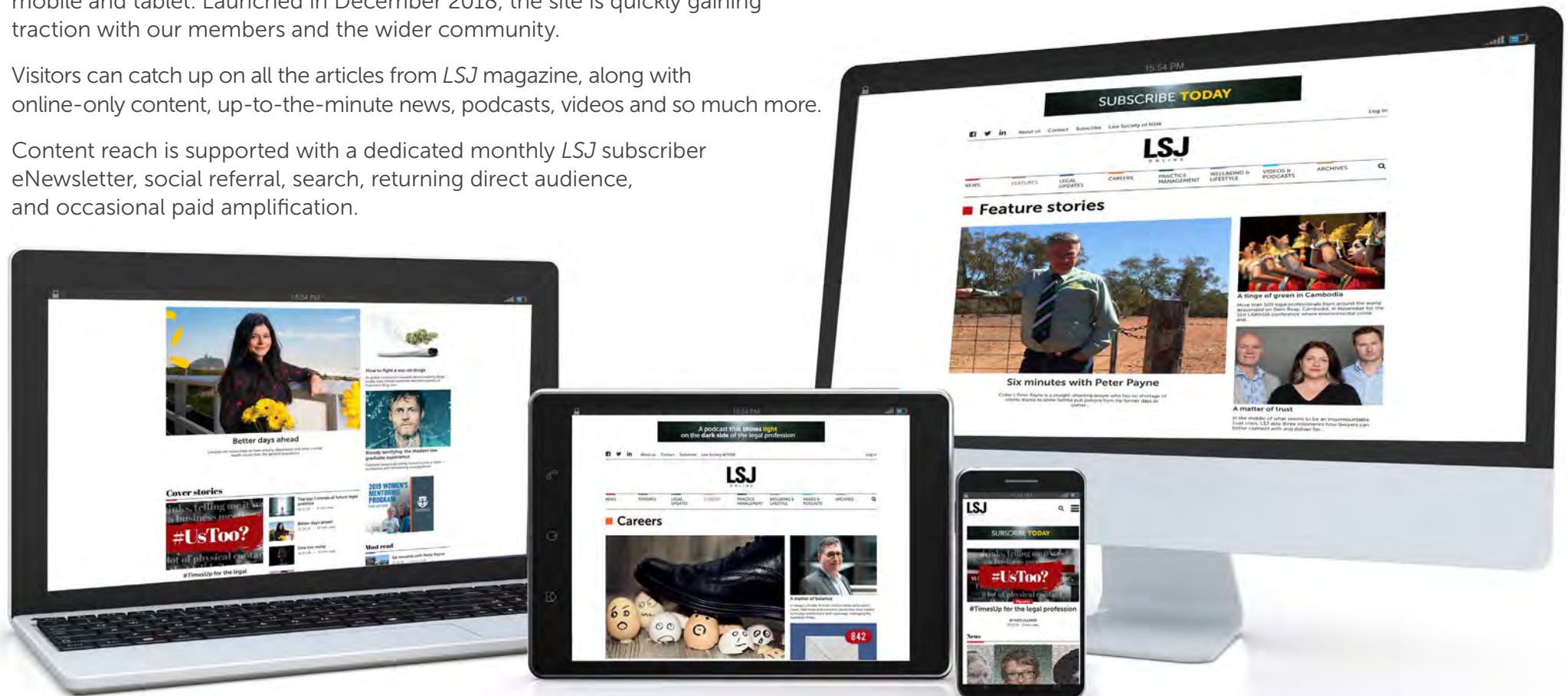
# LSJ.com.au

Australia's favourite law journal is now available online.

Designed by digital news industry experts, lsj.com.au provides a completely interactive experience that is quick to load and responsive across desktop, mobile and tablet. Launched in December 2018, the site is quickly gaining traction with our members and the wider community.

Visitors can catch up on all the articles from *LSJ* magazine, along with online-only content, up-to-the-minute news, podcasts, videos and so much more.

Content reach is supported with a dedicated monthly *LSJ* subscriber eNewsletter, social referral, search, returning direct audience, and occasional paid amplification.



# Digital communications

The most relevant legal news and views delivered directly to our members' inbox.

## WEEKLY eNEWSLETTER

### MONDAY BRIEFS

Our in-demand weekly eNewsletter covers important legal developments, Law Society events and other significant news – it's the weekly update our members can't live without.

Reader profile: All NSW solicitors with a current practising certificate.

Frequency: Every Monday, except public holidays

Circulation: 30,000+ subscribers

Average open rate: 37.04%

*Legal services industry average: 24.65%\**

Average click-through rate: 10.1%

*Legal services industry average: 2.66%\**

Average click-to-open rate: 28%

*Legal services industry average: 10.81%\**

\*Smart Insights Email Marketing Engagement & Response Statistics Report 2019

**Advertising placements:** Top, mid, and low banner placements available with URL link to website or event. Perfect for promoting CPD events, conferences, education, positions available and products and services to a captive legal audience.



# Segmented communications

Targeted email content delivered bi-monthly to a defined legal audience.



## IN THE HOUSE

Information and ideas to build a successful in-house career.

**Reader profile:** Corporate lawyers.

**Published bi-monthly:** February, April, June, August, October, December 2020.

**Circulation:** 3,300+ subscribers

**Average open rate:** 25.7%

**Average click-through rate:** 9.7%

**Average click-to-open rate:** 19.9%

## PUBLIC RECORD

The latest public sector legal guidelines and tips for career, health and wellbeing.

**Reader profile:** Government lawyers.

**Published bi-monthly:** February, April, June, August, October, December 2020.

**Circulation:** 1,800+ subscribers

**Average open rate:** 33.5%

**Average click-through rate:** 15.38%

**Average click-to-open rate:** 30.23%

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**Advertising placements:** Top and mid banner placements available with URL link to website or event. Perfect for promoting products and services to a targeted audience.



# Multimedia

Bold content with far-reaching appeal, broadcast via our website, EDMs and social media channels.



## PODCASTS

OFF THE RECORD – SHINES LIGHT ON THE DARK SIDE OF THE LEGAL PROFESSION

Launched in August 2018

Average iTunes rating: ★★★★★

Average listening time: 20 minutes

Download via iTunes, Spotify, Soundcloud & Whooshkaa.

Podcasts released quarterly and reinforced by an event and editorial in *LSJ*. Content reach is supported by print, social and digital amplification.

## VIDEOCASTS

Videocasts are released quarterly, with content reach supported by social and digital amplification.

**At the Bar series:** Entertaining and informative interviews with high-profile leaders connected to the legal profession and corporate world.

**Average Facebook views:**  
11K views per video

**Explainer series:** 3-5 minute explainer videos covering hot topics in the media that are relevant to the legal profession and engage a younger audience.

**Average Facebook views:**  
4.5K views per video

Get in touch to find out about upcoming topics and to discuss sponsorship opportunities for our multimedia offerings. See page 18 for our contact details.

# Display and classified advertising rates

## LSJ DISPLAY (rates per issue, excluding GST)

All display advertising must be in colour and will be placed within the editorial pages. Preferred positions are available on request for full page advertisements only and may carry a 5% loading depending on availability.

| Ad Size            | 1-5 Issues | 6-10 Issues | 11 Issues |
|--------------------|------------|-------------|-----------|
| Double Page Spread | \$6,320    | \$5,870     | \$5,390   |
| Full Page          | \$4,100    | \$3,820     | \$3,530   |
| Half Page          | \$2,700    | \$2,470     | \$2,250   |
| Third Page         | \$2,020    | \$1,870     | \$1,700   |
| Quarter Page       | \$1,420    | \$1,320     | \$1,130   |
| Inside Front Cover | \$4,800    | \$4,380     | \$4,060   |
| Inside Back Cover  | \$4,500    | \$4,190     | \$3,890   |
| Outside Back Cover | \$4,800    | \$4,380     | \$4,060   |
| Flysheet           | \$10,000   |             |           |

Rates effective 1st January 2020

## PACKAGE DISCOUNTS

If you'd like to book an integrated package and take advantage of some great discounts, get in touch to discuss your options. See page 18 for our contact details.

## LSJ CLASSIFIEDS (rates per issue, excluding GST)

All classified advertising must be black and white and will be placed within the Legal Services Directory pages at the back of the magazine.

| Ad Size               | 1-5 Issues    | 6-10 Issues | 11 Issues |
|-----------------------|---------------|-------------|-----------|
| Third Classified Page | \$1,320       | \$1,180     | \$1,010   |
| Sixth Classified Page | \$660         | \$590       | \$520     |
| Liner Classifieds     | \$26 per line |             |           |

Rates effective 1st January 2020

## AGENCY COMMISSION

A 10% agency commission is available on bookings over \$5,000 from advertising and media agencies only.

# Insert rates

## LSJ INSERT (rates per issue, excluding GST)

All insert advertising content is subject to final approval of suitability by *LSJ's* managing editor.

| Size         | Max GSM | Distribution |              |                 |             |
|--------------|---------|--------------|--------------|-----------------|-------------|
|              |         | National     | Sydney metro | Sydney CBD only | Country NSW |
| DL           | 250gsm  | \$4,800      | \$3,960      | \$3,600         | \$3,240     |
| Single sheet | 200gsm  | \$6,600      | \$5,400      | \$4,800         | \$4,200     |
| 4 pages      | 150gsm  | \$8,520      | \$7,200      | \$6,480         | \$5,760     |
| 6 pages      | 150gsm  | \$9,840      | \$8,160      | \$7,320         | \$6,600     |
| 7+ pages     | 100gsm  | POA          | POA          | POA             | POA         |

Rates effective 1st January 2020

## Conditions

### Maximum size:

Insert maximum size is: 170mm (w) x 236mm (h)

Onsert maximum size is: 210mm (w) x 276mm (h)

(onserts are placed between flysheet and publication)

### Maximum weight: 25g.

If inserts or onserts received are heavier than 25g each they will be rejected.

### Quantity required:

National: 27,500

Sydney metro: 23,200

Sydney CBD only: 10,000

Country NSW: 4,300

### Delivery date:

Inserts and onserts must be received by our mailing house, Bluestar Print, no later than the 20th of the month prior to the month of issue.

For instance, if your insert is going into the February issue, it must reach the mailing house no later than 20th of January.

### Packing requirements:

For efficient handling, these steps **MUST** be followed:

1. A sample of all proposed inserts and onserts must be sent to the Advertising Sales Account Manager for confirmation of suitability.
2. All inserts and onserts must be correctly labelled with the Bluestar Insert Delivery Advice. This will be provided to you along with your booking confirmation.
3. A sample of the insert or onsert must be taped to the outside of each carton.
4. Any product that is delivered without following the above two steps will not be accepted.

### Delivery address:

Delivery to be made to our mailing house:

Bluestar Print

Unit 3/Door 8, 83 Derby Street

Silverwater NSW 2128

T: 02 9748 0020



# Digital advertising

## LSJ.COM.AU (rates per month, excluding GST)

| Ad Size   | Duration   | Cost                                 |
|---|------------|--------------------------------------|
| Leaderboard – run of site   | 1 x month  | \$2,000                              |
|   | 3 x months | \$1,750 per month                    |
| MREC – homepage only  | 1 x month  | \$1,000                              |
|   | 3 x months | \$875 per month                      |
| MREC – run of site*   | 1 x month  | \$1,200                              |
|   | 3 x months | \$1,050 per month                    |
| Full Banner – homepage only   | 1 x month  | \$800                                |
|   | 3 x months | \$700 per month                      |
| Full Banner – run of site*  | 1 x month  | \$1,000                              |
|   | 3 x months | \$875 per month                      |
| Homepage buyout – includes leaderboard as run of site, MREC and full banner on homepage only                | 1 x month  | \$3,800                              |
| Run of site buyout – includes all three ad units across whole site*   | 1 month    | \$4,800                              |
| Sponsored content** includes: homepage visibility & buyout of MREC and full banner within sponsored content | 1 month    | \$5,000                              |
|   |            | Short article (500 words)            |
|   |            | \$6,500<br>Long article (1300 words) |

Introductory rates effective on bookings completed by 30 June 2020.

\* Run of site includes homepage and all major category pages.

\*\*All sponsored content is subject to editing and final approval by LSJ's managing editor and will be clearly marked and promoted as sponsored content.

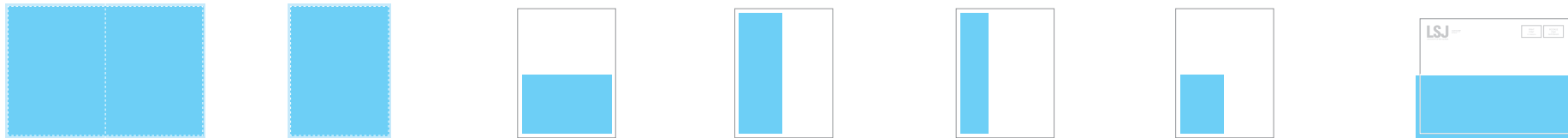
## eNEWSLETTERS (rates per issue, excluding GST)

| Newsletter                   | Placement             | Cost per issue |
|------------------------------|-----------------------|----------------|
| LSJ eNewsletter              | Horizontal Top Banner | \$880          |
| LSJ eNewsletter              | Horizontal Low Banner | \$440          |
| Monday Briefs                | Horizontal Top Banner | \$1,600        |
| Monday Briefs                | Horizontal Mid Banner | \$1,100        |
| Monday Briefs                | Horizontal Low Banner | \$660          |
| In the House & Public Record | Horizontal Top Banner | \$750          |
| In the House & Public Record | Horizontal Low Banner | \$415          |

Rates effective 1 January 2020

# Artwork specifications

## LSJ MAGAZINE



### Display advertising (full colour)

| Double page spread   | Full page                         | Half page horizontal          | Half page vertical           | Third page vertical          | Quarter page                 | Flysheet                          |
|--|-----------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|-----------------------------------|
| Trim size:<br>420(w) x 276(h)  | Trim size:<br>210(w) x 276(h)     | Trim size:<br>175(w) x 116(h) | Trim size:<br>87(w) x 244(h) | Trim size:<br>55(w) x 244(h) | Trim size:<br>87(w) x 116(h) | Trim size:<br>276(w) x 105(h)     |
| Bleed:<br>5mm on all sides   | Bleed:<br>5mm on all sides        | -                             | -                            | -                            | -                            | Bleed:<br>Extra 5mm on all sides  |
| Type margin: 15mm in from trim and and 15mm in from each side of the gutter. | Type margin:<br>15mm in from trim | -                             | -                            | -                            | -                            | Type margin:<br>10mm in from trim |

### Classifieds

(black and white)



Third page vertical    One sixth page

55(w) x 244(h)

55(w) x 116(h)

### ARTWORK SUPPLY

- Press quality, high-resolution PDFs with fonts embedded.
- Allow 5mm bleed for full page advertisements only and offset all printer's marks by 5mm.
- Advertisements smaller than full page should be made up to correct size with no bleed or printer's marks.
- Files should be sent by email to: [advertising@lawsociety.com.au](mailto:advertising@lawsociety.com.au).

All measurements are in mm.

# Artwork specifications

## LSJ.com.au

| Ad unit       | Dimensions (pixels)   | File formats accepted | Maximum file size | Colour profile | Max video length | Third party ad serving |
|---------------|-----------------------|-----------------------|-------------------|----------------|------------------|------------------------|
| Leaderboard** | 728px (w) x 90px (h)  | JPG, GIF, PNG, MP4*   | 1MB               | RGB            | 30 seconds       | Not available          |
| MREC**        | 300px (w) x 250px (h) | JPG, GIF, PNG, MP4*   | 1MB               | RGB            | 30 seconds       | Not available          |
| Full banner** | 728px (w) x 90px (h)  | JPG, GIF, PNG, MP4*   | 1MB               | RGB            | 30 seconds       | Not available          |

## eNEWSLETTERS

| Ad unit                   | Dimensions            | File formats accepted | Maximum file size | Colour profile |
|---------------------------|-----------------------|-----------------------|-------------------|----------------|
| Top, mid and low banner** | 600px (w) x 120px (h) | JPG                   | 72 dpi            | RGB            |

## ARTWORK SUPPLY

- Files should be sent by email to: [advertising@lawsociety.com.au](mailto:advertising@lawsociety.com.au).
- Please include your booking number – found on your booking confirmation and starting with JN ie. JN 12345 – in your artwork title.
- If you have an extended booking in place, please advise which month(s) the artwork should run.

\* Video files will require a back-up static image that can be substituted in the event the video does not play.

\*\* Please ensure a working URL or tracking link is provided with your artwork.



# Artwork deadlines

## LSJ MAGAZINE

LSJ releases 11 issues per year and is published on the 1st of each month except January. LSJ usually reaches readers on the first working day of the month.

| Issue              | Booking Deadline  | Material Deadline |
|--------------------|-------------------|-------------------|
| 63: February 2020  | 15 January 2020   | 17 January 2020   |
| 64: March 2020     | 12 February 2020  | 14 February 2020  |
| 65: April 2020     | 18 March 2020     | 20 March 2020     |
| 66: May 2020       | 15 April 2020     | 17 April 2020     |
| 67: June 2020      | 13 May 2020       | 15 May 2020       |
| 68: July 2020      | 17 June 2020      | 19 June 2020      |
| 69: August 2020    | 15 July 2020      | 17 July 2020      |
| 70: September 2020 | 19 August 2020    | 21 August 2020    |
| 71: October 2020   | 16 September 2020 | 18 September 2020 |
| 72: November 2020  | 14 October 2020   | 16 October 2020   |
| 73: December 2020  | 18 November 2020  | 20 November 2020  |

**Cancellation deadline:** by the 5th of the month prior to publication date.

These deadlines apply to both display and classified advertising.

## LSJ.com.au

| Advertisement             | Artwork Deadline                      |
|---------------------------|---------------------------------------|
| Static or animated banner | 5 working days prior to go live date  |
| Video banner              | 10 working days prior to go live date |
| Sponsored content         | 4 weeks prior to go live date         |

**Cancellation Deadline:** 30 working days prior to go live date.

## eNEWSLETTERS

| Newsletter                               | Artwork Deadline                                |
|--|---|
| LSJ eNewsletter                          | COB 1 week before publication                   |
| Monday Briefs                            | COB Wednesday before publication                |
| Small Talk, In the House & Public Record | COB last Monday of the month before publication |

**Cancellation deadline:** 30 working days prior to send date.

# Terms and conditions

These Terms and Conditions are entered into by The Law Society of New South Wales ACN 000 000 699 (“we”/“us”/ “our”) and the entity (“you”/“your”) placing an advertisement in any of our publications as set out in the *LSJ* 2019 Media Kit (“Media Kit”).

## 1. Definitions

All words and phrases used in these terms and conditions have the meaning set out below.

| Word/Phrase           | Meaning   |
|-----------------------|---|
| Artwork               | The artwork you intend to use in your advertisement, including but not limited to print, sponsored content, digital and video artwork.  |
| Booking               | A booking placed with us to advertise in any of our publications.   |
| Deadlines             | Any deadline as notified by us including but not limited to those set out below.  |
| Artwork Deadline      | The Artwork Deadline is defined in the Media Kit and is the date by which your final artwork file(s), set-up to the artwork specifications outlined in the Media Kit, must be delivered to advertising@lawsociety.com.au.   |
| Booking Deadline      | The Booking Deadline is defined in the Media Kit and is the date by which you must confirm your booking in a publication.   |
| Cancellation Deadline | The Cancellation Deadline is the date by which you may cancel a booking without incurring any cost and is set out on page 15. All cancellations must be sent in writing to advertising@lawsociety.com.au and quote the booking number found on your booking confirmation. |
| Established Client    | A Client who has previously made a Booking with us.   |
| Discounted Rates      | Discounted Rates are set out in the Media Kit and are offered for multiple or bulk bookings. Additional discounts are offered at the discretion of our Advertising Sales Manager and will be communicated to you at the time of your booking.                             |
| Discount Threshold    | The specified number of advertising placements set out in the Media Kit to be booked at one time to receive a specified discount.   |
| Logo                  | in relation to a party means that party’s trademark(s) (whether registered or unregistered), branding or other marks used to commercially identify the party.   |
| Publications          | The Publications set out in the Media Kit.  |

## 2. Booking

You are deemed to accept these terms and conditions by returning a signed copy of your booking confirmation form.

You make a Booking by contacting the Law Society of NSW Advertising Sales Account Manager by one of the following means:

E: advertising@lawsociety.com.au

T: (02) 9926 0290

W: lsj.com.au/advertise

## 3. Your Obligations

The content of the Media Kit is included as if repeated here in full.

You must meet all deadlines including but not limited to the Artwork Deadline; the Booking Deadline; and the Cancellation Deadline (“the deadlines”).

Any booking not confirmed by the Booking Deadline will not run.

You acknowledge that if you fail to meet either the Cancellation Deadline or the Artwork Deadline then we may suffer loss and damage. You also acknowledge that it is reasonable for us to issue an invoice for the Booking as if the Deadlines had been met and the advertisement had run as intended. You must pay the invoice on the terms set out below.

We reserve the right to use previous artwork as supplied by you. If you fail to provide Artwork by the Artwork Deadline, then we may use previous artwork as supplied by you. You are liable to pay your invoice as if the Artwork Deadline had been met and the advertisement had run as intended.

All Artwork is subject to our approval and we reserve the right to refuse to publish any Artwork.

## 4. Our Obligations

We intend to publish the *LSJ* on the first day of each month except January. All other publications are published in the manner and timeframe as specified in the Media Kit.

Provided that, you comply with your obligations in these terms and conditions we will publish your advertisement in our publication as specified in your Booking.

# Terms and conditions

## 5. Payment

If you are a new client or if you are not a Law Society member then you must pay for your advertisement at the time of confirming your Booking. We will issue you with a receipt once your payment has been received.

To set up an advertising account with us, you must provide a minimum of two credit references. Advertising accounts are subject to a minimum of two satisfactory reference checks being completed prior to the booking deadline. Reference checks will be conducted by email.

If you are an Established Client or a Law Society member, we will issue you with an invoice as soon as possible after your advertisement has been published. Your invoice is payable within 30 days of issue.

## 6. Discounted Rates

Discounted Rates are available for repeat advertising and/or bulk advertising campaigns. Discounts only apply to space used within a 6-month period where the Discount Threshold is met. If the Discount Threshold is not met in the 6-month period then an accounting adjustment will be made, and a further invoice issued to recover the balance owing as if you had made the Booking at the relevant rate.

## 7. Variation

Advertising Rates are subject to variation. Rate protection is given for series bookings which are confirmed prior to rates being increased. You will be charged at the, then current, rate for future bookings.

## 8. Intellectual Property

You represent and warrant to us that you are the legal and beneficial owner of the entire right and title in your Logo and Artwork. You agree not to do or allow anything to be done which may damage or endanger the intellectual property rights or title of us, including in relation to our Logo.

You grant us a non-exclusive royalty-free licence to affix and use your Logo and Artwork.

You indemnify us against any claims, damages, liabilities, costs and expenses (including legal fees on a solicitor and own client basis) sustained by us in relation to your infringement of:

- a) our intellectual property rights; or
- b) any third party's intellectual property rights.

You undertake to promptly:

- i. notify us in writing of any actual or alleged infringement by, or termination, withdrawal or other expiry of, you Logo, Artwork or Advertising Material; and
- ii. at your own cost give us all information, authority and assistance we request to defend or settle any allegation or claim in relation to infringement of a third party's intellectual property rights.

## 9. Limitation of Liability

You acknowledge that we are not responsible for any loss to you or any third party arising because of either, a part of, or the whole of, your advertisement failing to appear in any publication or, as a result of any error appearing in your advertisement.

We are not liable to you or to any third party for any special, incidental, indirect, punitive or exemplary or consequential damages, or damages for loss of business or loss of profits even if we have been advised of the possibility of such damages. To the extent permitted by the applicable laws our entire liability with respect to our obligations under these terms and conditions will not exceed the amounts paid by you to us in respect of the Booking.

## 10. Jurisdiction

These Terms and Conditions are governed by the laws of New South Wales, Australia and the parties agree to submit to the exclusive jurisdiction of the Courts of that state.





LAW SOCIETY OF NSW JOURNAL

## GET IN TOUCH

If you have any questions or would like to discuss tailoring an advertising package to suit your business objectives and budget, please get in touch:

### Jessica Lupton

Advertising Sales Account Manager

T: 02 9926 0290

M: 0401 429 574

F: 02 9921 8541

E: [advertising@lawsociety.com.au](mailto:advertising@lawsociety.com.au)

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THE LAW SOCIETY OF NEW SOUTH WALES

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THE LAW SOCIETY  
OF NEW SOUTH WALES