

MMSA IMPLEMENTATION PLAN

LEGAL SECTOR ALLIANCE FOR ACADEMIC EXCELLENCE AND THOUGHT LEADERSHIP

September 2014

SUMMARY OF INITIATIVE	<ul style="list-style-type: none">▪ This initiative involves establishment of an Alliance between the Menzies Foundation, the MMSA and members of the legal sector.▪ Initially, the main groups within the legal sector that will be approached to become a part of the Alliance are:<ul style="list-style-type: none">– Law firms– Barristers chambers– Oxford University and Cambridge University▪ The Alliance will focus on supporting and encouraging academic excellence and thought leadership in the legal sector. This will be achieved primarily through running seminars and/or workshops on topics of importance to the legal sector. The topics will be selected by the MMSA, after consideration of the strategic focus of Alliance Members to ensure alignment, where possible.▪ In the short-to-medium terms, Members of the Alliance will be requested to provide venues and logistical support and, potentially, speakers for these events. In the longer term, Members of the Alliance may be requested to provide funding (in the order of \$5,000 - \$10,000) for the Menzies Law Scholarships. In exchange, Alliance members will have access to a range of benefits, including attendance at Menzies Foundation events and recognition on the Foundation's website, in Foundation publications (e.g. the Annual Report) and at relevant events.▪ The Alliance will help to brand members of the Alliance as investors in academic excellence and thought leadership among their clients, employees, and broader members of the legal community.
OBJECTIVES OF INITIATIVE	<ul style="list-style-type: none">▪ Raising the profile of the Menzies Scholarship in Law and the Menzies Foundation.▪ Raising the profile of the particular scholars who are speakers at events.

	<ul style="list-style-type: none"> ▪ Making it more likely that the firms would provide financial support to Menzies. ▪ Establishing a network between Menzies Law Scholars.
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MAIN ELEMENTS OF IMPLEMENTATION PLAN	RELEVANT DETAILS	RESOURCES (IF ANY) REQUIRED	TIMING FOR IMPLEMENTATION	CHAMPION/ MEMBERS OF IMPLEMENTATION TEAM
1. Prepare "Brief" outlining the main elements of the proposed Alliance	<p>The Brief will contain a summary of the proposed Alliance for discussion with potential Members of the Alliance. Among other things, the Brief will contain:</p> <ul style="list-style-type: none"> ▪ Scope and nature of the alliance ▪ Membership of the Alliance (Platinum Gold, Silver Bronze) ▪ Requirements of membership ▪ Benefits of membership 	N/A	End October 2014	<ul style="list-style-type: none"> ▪ Dariel to prepare Brief
2. Send form to Menzies Law Scholars seeking information regarding past and	<p>A form will be prepared and sent to all Menzies Law Scholars to determine:</p> <ul style="list-style-type: none"> ▪ Universities attended 	N/A	End October 2014	<ul style="list-style-type: none"> ▪ Dariel to prepare form ▪ Foundation Secretariat to send to Menzies Law Scholars

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present employment	<ul style="list-style-type: none"> ▪ Current job ▪ Former jobs ▪ Other memberships / networks / in the legal sector. 			
3. Stock-take of past and current connections between Law Scholars and legal sector targets	<p>Using the results from Step 1, a stock-take will be undertaken for all Menzies Law Scholars to summarise for all Scholars collectively:</p> <ul style="list-style-type: none"> ▪ Universities attended ▪ Places of employment ▪ Other memberships / networks / in the legal sector 	N/A	End November 2014	<ul style="list-style-type: none"> ▪ Dariel to undertake stock-take
4. Analysis of stock-take results to determine points of strongest connection within the legal sector	<p>Using the results from Step 3, an analysis will be undertaken to determine the strongest connections between Law Scholars and:</p> <ul style="list-style-type: none"> ▪ Law firms 	N/A	End November 2014	<ul style="list-style-type: none"> ▪ Dariel to undertake analysis

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	<ul style="list-style-type: none"> ▪ Barristers' chambers ▪ Oxford/Cambridge ▪ Australian universities <p>The results of this analysis will be used to identify which firms/ chambers/ universities could be targeted as a possible Members of the Alliance</p>			
<p>5. Identify champions within each target within of the legal sector</p>	<p>Menzies Scholars who have held senior positions and/or have strong relationships with the entities identified in Step 3 will be identified as possible champions for the Alliance. These champions will help to identify who should be contacted within the target entities and to set up meetings.</p>	<p>N/A</p>	<p>End December 2014</p>	<ul style="list-style-type: none"> ▪ Dariel to identify champions in conjunction with the Foundation Secretariat
<p>6. Set up meeting with each target</p>	<p>With the assistance of the champions identified in Step 5, meetings will be established with each target entity to discuss the</p>	<p>N/A</p>	<p>February – March 2015</p>	<ul style="list-style-type: none"> ▪ Dariel to set up meetings with assistance of champions and Foundation Secretariat

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	<p>Alliance.</p> <p>The Brief will be used as the basis for preliminary discussions with target entities. Target entities will be asked to determine whether they would be willing to become a member of the Alliance, the extent of the membership (Platinum, Silver, Gold or Bronze) and any specific offers that the target entity is willing to make.</p>			
<p>7. Stock-take of offers made by the target entities</p>	<p>Based on the results of the offers made by target entities following meetings held in Step 6, a stock-take will be undertaken of all offers made by to support the Alliance.</p>	<p>N/A</p>	<p>April 2015</p>	<ul style="list-style-type: none"> ▪ Dariel to undertake stock-take
<p>8. Establish Alliance program for 2014 - 2015</p>	<p>Based on the results of the stock-take undertaken in Step 7, a program will be prepared for Alliance activities for FY 2015 - 2016.</p>	<p>N/A</p>	<p>April – May 2015</p>	<ul style="list-style-type: none"> ▪ Dariel to prepare program, with assistance of Foundation Secretariat

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<p>9. Develop communications and engagement strategy to promote the Alliance program</p>	<p>A consultant will be engaged to assist with the development of a communication and engagement strategy to assist with the promotion of the Alliance program for 2015- 2016. Ideally, client databases for Alliance members will be used to advertise Alliance events.</p>	<p>Funding to engage communications consultant</p>	<p>May 2015</p>	<ul style="list-style-type: none"> ▪ Dariel to develop communications and engagement strategy with consultant, with input from Foundation Secretariat
<p>10. Discuss accreditation of Alliance events with LIV and other state equivalents</p>	<p>Professional legal sector bodies will be contacted to determine whether professional development accreditation is possible for Alliance activities.</p>	<p>N/A</p>	<p>May 2015</p>	<ul style="list-style-type: none"> ▪ Dariel to contact relevant professional bodies
<p>11. Formally launch Alliance and commence Alliance program</p>	<p>The Alliance will be formally launched in July 2015.</p>	<p>Venue, catering and logistical support for launch event and first Alliance seminar/Workshop</p>	<p>July 2015</p>	<ul style="list-style-type: none"> ▪ Dariel, Foundation Secretariat, relevant Alliance Member(s)