



STRATEGIC PLAN 2015-2018

ALPMA. Adding Value to the Business of Law.

The Australasian Legal Practice Management Association, (ALPMA), is the peak body representing managers and lawyers with a legal practice management role. ALPMA provides an authoritative voice on issues relevant to legal practice management.



ALPMA
Australasian Legal Practice
Management Association

OUR VISION

To be the leading voice and key resource for the legal practice management profession.

OUR MISSION

- Enhance the theoretical and practical understanding, skills and knowledge of legal practice management professionals.
- Promote excellence and innovation in legal practice management.
- Represent the legal management professional within the legal industry and broader community.

OUR VALUES

ALPMA's values provide the members, board, contractors and volunteers with a model against which individual, team and organisational behaviours are aligned and measured.

<i>Knowledge</i>	We aim to grow the knowledge of our members, their organisations, our partners and the legal practice management profession.
<i>Development</i>	We strive to support the personal and professional development of our members and the development of their organisations, our partners and the legal practice management profession.
<i>Community</i>	We aim to build a close-knit community of legal practice management professionals to support our members, their organisations, our partners and the legal practice management profession.
<i>Respect</i>	We treat each other with respect and strive to enhance the respect in which our individual members, their firms, our partners and the legal practice management profession is held.
<i>Innovation</i>	We seek innovation in all that we do and encourage innovation by our members, their organisations, our partners and the legal practice management profession.

OUR PROMISE TO MEMBERS

Being a member of the close-knit ALPMA community offers significant benefits for law firm leaders and managers – and their legal practices. Our learning and development program and member services are designed to provide the insight, knowledge and support our members need to manage a successful legal practice.

Everything we do is designed to deliver on our promise to members.

Being a member of ALPMA will help you:

- **Develop** your core management skills
- **Build** your knowledge across multiple professional domains
- **Lead** your firm's development
- **Connect and collaborate** with peers, experts & industry leaders
- **Accelerate** your career progression
- **Gain respect** as a legal practice management professional.

ALPMA'S PRIORITIES 2015-2018

ALPMA's strategic priorities for 2015-2018 are designed to support continuous improvement in the value we offer to our growing membership base and to expand our position in the Australasian legal community as a respected voice on the business of law. Additionally, ALPMA recognises that in order to achieve these priorities, we must continue to grow our organisational capacity in terms of resources and infrastructure.

Strategic Priority 1:

Deliver on our promise to members

Everything we do is designed to deliver on our promise to members. Over the next three years, we will continue to enhance and improve our learning and development program and member services for the benefit of our members.

Strategic Priority 2:

Develop new markets and strengthen strategic relationships

Over the next three years, ALPMA will explore and develop new markets for our membership, learning and development programs and member services. We aim to strengthen our relationships with the broader legal community to promote excellence and innovation in practice management and to represent the interests of law firm and legal department leaders and managers.

Strategic Priority 3:

Grow our membership

ALPMA will continue to focus on growing our highly engaged, collaborative and connected community of legal practice managers and leaders. Through focused membership engagement, retention, acquisition and growth strategies, we will continue to expand our membership footprint and reach across Australasia.

Strategic Priority 4:

Become the authoritative voice

ALPMA will consolidate its position as the recognised voice for the legal practice management community in Australia and New Zealand.

Organisational Priorities

ALPMA will invest in the development of infrastructure and resources in order to enable the delivery of our strategic priorities and enhance our members' experience.



For more information

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