

Sample

Law Firm Survey - 2025 Edition of Best Law Firms - Australia Region - 2025 Edition

Instructions

We look forward to receiving your survey! Your opinions are important to us. **Please be assured that the information you provide remains strictly confidential.**

Kindly answer the upcoming questions based on data from the last financial year (1 July 2022 - 30 June 2023).

Click "Get Started" in the bottom left-hand corner to start the survey.

We understand that only some of the questions included in this survey apply to every law firm. You can leave an answer blank. However, we ask that you provide as much information as possible for our research.

This survey has been designed so that you can save the answers you input and return to the survey link at another time to submit additional information or edit your previous responses. We will only retrieve the data you input on the deadline of **22 December 2023, at 5 PM (AEST)**. The information you include in this survey will be automatically submitted on the above-stated deadline.

You can save/print a final PDF that includes your submitted data once your survey is complete. We advise that you save a final copy for your records before the survey deadline of **22 December 2023, at 5 PM (AEST)**.

If you have any questions, please get in touch with The Best Law Firms International Team at bestlawfirmsinternational@bestlawyers.com.

Firm Size

Please select the approximate size of your firm for the last financial year (1 July 2022 - 30 June 2023) to proceed.

Your final Best Law Firm awards won't be impacted by this choice – it just helps us tailor the questions.

- Firm has *less than* 20 lawyers
- Firm has 20 lawyers *or more*

Firm Background

QUESTION 1

Please provide the following information for contact purposes. Note that this information will not be published.

Firm Name

0 / 150 characters

First & Last Name

0 / 100 characters

Phone Number

0 / 20 characters

Job Title

0 / 100 characters

Email Address

0 / 100 characters

QUESTION 2

What's the jurisdiction of your legal work?

- 100% Australian
- 75% to 99% Australian, the balance foreign
- 50% to 74% Australian, the balance foreign
- 25% to 49% Australian, the balance foreign
- Less than 25% Australian
- Other _____

QUESTION 3A

How many office locations does your firm have in Australia?

Number of Office Locations

QUESTION 3B

Which location is your firm's headquarters/main office in Australia?

Headquarters Office Location

QUESTION 3C

If your firm's main office does not appear in the dropdown, please enter it here:

Alternative Office Location

0 / 100 characters

QUESTION 4

Based on annual revenue, what percentage (%) of your firm's work in Australia is...

_____ Primarily servicing clients in the city and state of our main office

Primarily servicing clients nationwide across multiple cities
_____ and states

QUESTION 5

How many Full-Time Equivalent (FTE) employees does your firm have in Australia?

Number of Employees

QUESTION 6A

How many of your Full-Time Equivalent (FTE) employees fall into the following categories?

_____ Equity Partners

_____ Salaried or Fixed Draw Partners

_____ Special Counsel and Senior Associates

_____ Lawyers and Associates

_____ Graduates

_____ Paralegals and Legal Assistants

_____ Non-Legal Employees

QUESTION 6B

Of the employees in these job categories, about how many are...?

Equity Partners

_____ Male

_____ Female

_____ Non-binary

_____ Other

_____ Indigenous

_____ Non-indigenous

_____ LGBTQIA+

_____ Persons With Disabilities

Salaried or Fixed Draw Partners

_____ Male

_____ Female

_____ Non-binary

_____ Other

_____ Indigenous

_____ Non-indigenous

_____ LGBTQIA+

_____ Persons With Disabilities

Special Counsel and Senior Associates

_____ Male

_____ Female

_____ Non-binary

_____ Other

_____ Indigenous

_____ Non-indigenous

_____ LGBTQIA+

_____ Persons With Disabilities

Lawyers and Associates

_____ Male

_____ Female

_____ Non-binary

_____ Other

_____ Indigenous

_____ Non-indigenous

_____ LGBTQIA+

_____ Persons With Disabilities

Graduates

_____ Male

_____ Female

_____ Non-binary

_____ Other

_____ Indigenous

_____ Non-indigenous

_____ LGBTQIA+

_____ Persons With Disabilities

Paralegals and Legal Assistants

_____ Male

_____ Female

_____ Non-binary

_____ Other

_____ Indigenous

_____ Non-indigenous

_____ LGBTQIA+

_____ Persons With Disabilities

Non-Legal Employees

_____ Male

_____ Female

_____ Non-binary

_____ Other

_____ Indigenous

_____ Non-indigenous

_____ LGBTQIA+

_____ Persons With Disabilities

QUESTION 7A

Who is the primary person responsible for marketing at your firm or do you hire an outside agency consultant to assist with marketing and business development?

- I am responsible for many roles, including marketing.
- I am solely responsible for marketing.
- I lead a team responsible for marketing.
- We hire an outside agency.
- Other _____

QUESTION 7B

If you selected outside agency, please provide the name of your outside agency consultant.

First & Last Name _____

0 / 100 characters

Diversity & Pro Bono

QUESTION 8A

Which, if any, diversity-related positions, committees or programs does your firm have? *Please select all that apply.*

- Diversity Program
- Full-Time Diversity Professional/DEI Officer
- Diversity Committee
- Diversity Awareness Training Program
- Community Outreach Program
- Prefer not to answer
- Other _____

QUESTION 8B

Please provide the name and email of your diversity professional/DEI officer.

First & Last Name

Email Address

QUESTION 9

Which, if any, of these statements applies to your firm? *Please select all that apply.*

- My firm actively makes diversity a part of its recruitment program.
- My firm has won one or more awards for diversity in the past two years.
- My firm's management has made diversity a key principle.
- None of these
- Prefer not to answer

QUESTION 10A

Does your firm have a formal pro bono program?

- Yes
- No
- Community program
- Unsure/Unknown
- Prefer not to answer

QUESTION 10B

Which of the following describe aspects of your firm's pro bono program? *Please select all that apply.*

- Pro bono program run by committee
- Pro bono program headed by coordinator
- Lawyers receive billable hour credit
- There's no limit to the number of hours for which lawyers can receive billable hour credit within a given year.
- There's a limit to the number of hours for which lawyers can receive billable hour credit within a given year.
- Lawyers can take on pro bono matters of their own selection.
- Partners participate in pro bono work
- Other _____

QUESTION 10C

Please provide the annual limit to the number of hours for which lawyers can receive billable hour credit.

Number of Hours _____

QUESTION 10D

In the 2022/2023 financial year, about how many hours of pro bono work were completed by the firm's employees as a whole? *Your best estimates are fine.*

Number of Hours

Firm's Scope & Billing

QUESTION 11

Which Best Law Firms - Australia Region practice area(s) are the focus of your firm? Only practice areas your **firm is eligible** for will appear below.

Practice Areas

QUESTION 12

Your firm is eligible for rankings found in your **Eligibility Report**. If your firm does not want to be considered for specific rankings, please select the awards you would like to *opt-out* of.

Opted-Out Practice Areas

QUESTION 13A

Does your firm offer alternative billing arrangements?

Yes

No

QUESTION 13B

Which alternative billing arrangements does your firm offer? *Please select all that apply.*

Discount for large number of billable hours

Blended hourly rates

Capped fees

Collared Fees

Contingency Fees

Flat Fees

Hybrid Fees

Retainers

Fixed fees

- Event or task-based fees
- Subscription pricing
- License fees
- Value-based pricing
- Other _____

QUESTION 14

What is your firm's total Australian revenue for the 2022/2023 financial year? *Your best estimate is fine.*

- Total Revenue _____
- Don't Know

Firm Performance & Marketing

QUESTION 15

Some attributes of a law firm might be considered more important than others. Please rank the following attributes on a scale of 1 - 6 based on their importance for your firm (1 = Most Important, 6 = Least Important).

_____ Legal expertise and technical excellence

_____ Responsive and reliable service

- _____ Industry knowledge and commerciality
- _____ Value-for-money and cost-effectiveness
- _____ Deep relationships and access to partners
- _____ Diversity of partners and staff

QUESTION 16

How would you rate your firm in terms of...?

Legal expertise and technical excellence

- Below Average
- Average
- Above Average
- Not Applicable

Responsive and reliable service

- Below Average
- Average
- Above Average
- Not Applicable

Industry knowledge and commerciality

- Below Average
- Average
- Above Average
- Not Applicable

Value-for-money and cost-effectiveness

- Below Average
- Average
- Above Average
- Not Applicable

Deep relationships and access to partners

- Below Average
- Average
- Above Average
- Not Applicable

Diversity of partners and staff

- Below Average
- Average
- Above Average
- Not Applicable

QUESTION 17

Which firms would you consider as your most direct competitors? List one in each textbox below.

Competitor 1

Competitor 2

Competitor 3

Competitor 4

Competitor 5

QUESTION 18

Describe your strategy for distinguishing yourself from your competitors.

Description

0 / 1000 characters

QUESTION 19

About how many key active Australian clients does your firm have? *Your best estimate is fine.*

- Number of Clients _____
- Don't Know

QUESTION 20

What is your firm's current client mix?

- More than 75% corporate, business, non-profit and government

- Between 50 and 75% corporate, business, non-profit and government
- Roughly equal
- Between 50 and 75% private clients
- More than 75% private clients

QUESTION 21

Is your firm actively trying to engage new clients?

- Yes
- No
- Unsure/Unknown

QUESTION 22

How does your firm market to new potential clients? *Please select all that apply.*

- LinkedIn
- Paid social media campaigns
- Digital advertising
- Thought leadership articles, blogs and podcasts

- Paid SEO
- Client and referrer events
- Industry and community speaking engagements
- Sponsorships
- Board positions
- Rankings and awards
- Proprietary research and publications
- University teaching and engagement
- Referral or word-of-mouth campaigns
- Mass market advertising e.g. billboards, print media, etc.
- Other _____

QUESTION 23A

Has your firm's marketing and business development strategy changed since the start of Covid-19?

- Yes
- No

Unsure/Unknown

QUESTION 23B

How has it changed?

Description

0 / 1000 characters

QUESTION 24

What was your firm's marketing and business development budget in the 2022/2023 financial year?

Marketing and Business Development Budget

QUESTION 25

In the 2022/2023 financial year, did your marketing budget...

- Increase
- Decrease
- Stay the Same
- Unsure/Unknown

QUESTION 26

Have you nominated your star performers for Best Lawyers or Ones to Watch recognition?

Nominate [online](#) or contact us at nominations@bestlawyers.com.

QUESTION 27

Are there any significant matters from the last financial year you would like to share that are approved for publishing in our regional magazines, business editions and/or websites? If so, please submit up to three.

For additional press coverage throughout the year, please contact us at news@bestlawyers.com.

Upload a PDF

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- OR -

Provide a URL for review

Upload a PDF

Drop file here to upload

- OR -

Provide a URL for review

Upload a PDF

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- OR -

Provide a URL for review

QUESTION 28

Has your firm developed any of the following policies or programs?
Please select all that apply.

- Hire and support Alternative Legal Service Provider
- Bolster ESG Initiatives
- Bolster Corporate Sustainability
- Accommodate Changing Work Terms and Conditions Prompted by Covid-19
- Promote Social Responsibility Through The Firm's Work
- Encourage Mentorship and Leadership Training Within the Firm

Summary

Thank you for your participation!

As a reminder, you can return to this survey any time before **22 December 2023, at 5 PM (AEST)**, to amend your answers.

If you need any assistance, please contact us at bestlawfirmsinternational@bestlawyers.com.

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