

SPONSORSHIP & ADVERTISING PROSPECTUS 2026

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Acknowledgement of Country

The Law Society of Western Australia respectfully acknowledges the Traditional Owners of the land on which we live and work, the Whadjuk people of the Noongar Nation, and pay our respects to their Elders past and present.

Our organisation

Who we are

The Law Society of Western Australia is the peak professional association for lawyers in Western Australia. The Society is a not-for-profit association dedicated to the representation of its members and to the enhancement of the legal profession.

Our vision is to be the essential membership for the legal profession.

Our mission is to deliver strong advocacy, high-value networking, education and support services for the Western Australian legal profession.

Our purpose is to be the voice of the legal profession in Western Australia.

Our reach at a glance

Engagement with
the legal profession



10,950

attendees at CPD and
social events

Engagement with
the community



28,700

members of the public used 'Find a Lawyer'
database for legal assistance

Engagement via
digital platforms



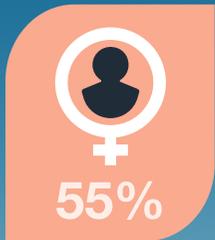
143,000+

website visitors to
lawsocietywa.asn.au

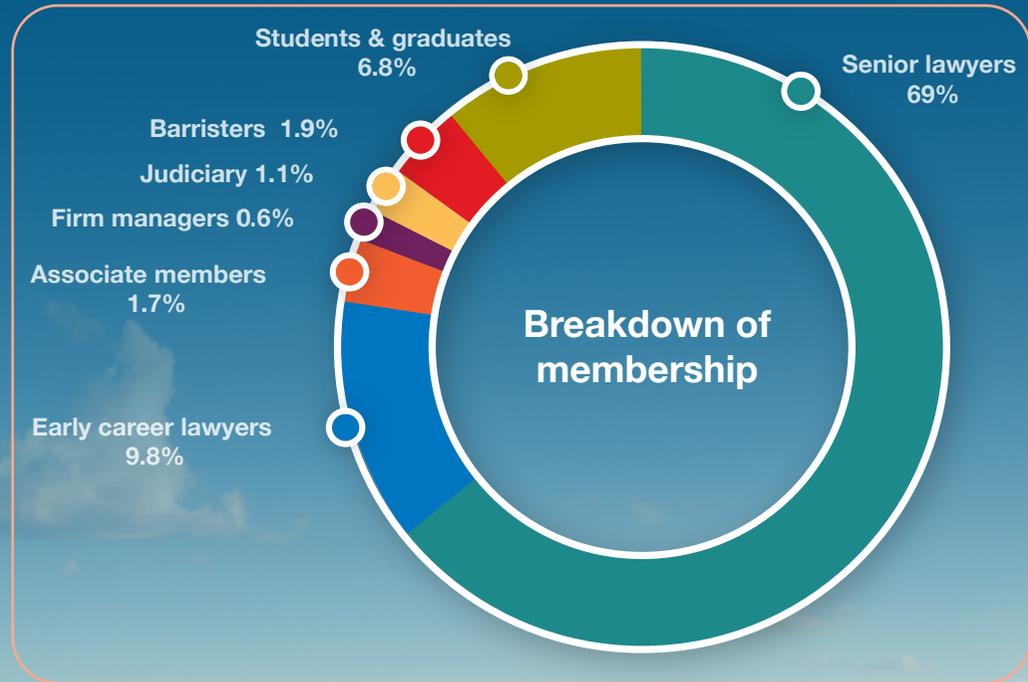
Our members



5,119 Members



Members' gender and age breakdown



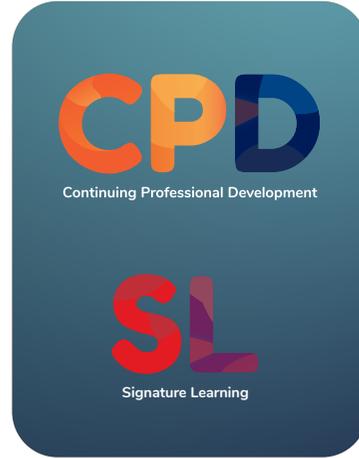
Opportunities for brand exposure



Official sponsor



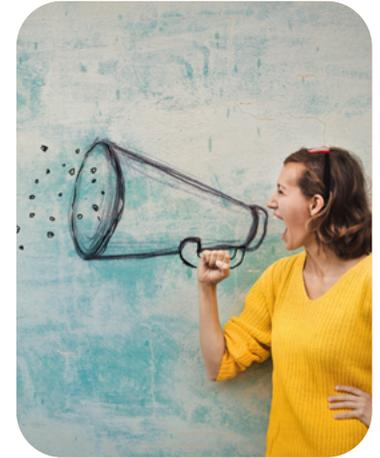
Event sponsor



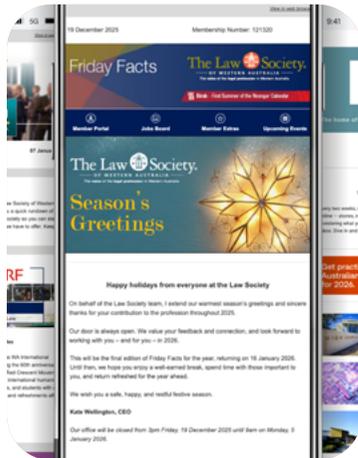
Professional learning sponsor



Community sponsor



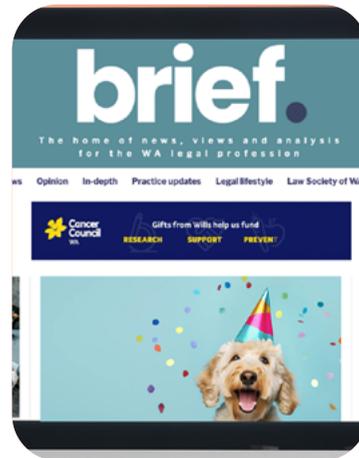
Advertising opportunities



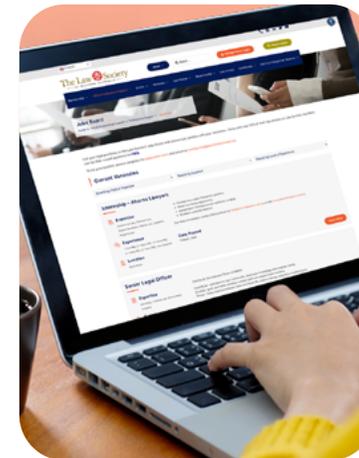
Digital banner advertising



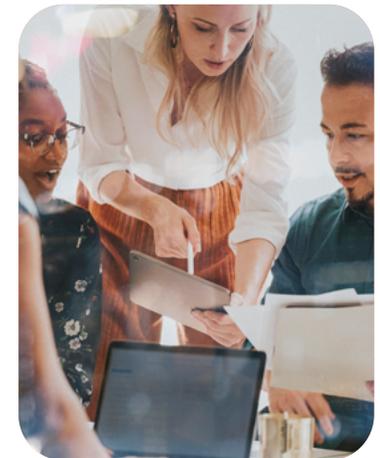
Brief magazine advertising



Brief online advertising



Jobs Board and Classifieds



Member Extras partner

Official sponsor

From law students and young lawyers, through to managing partners, academics, members of the judiciary and members of parliament, our diverse membership comprises professionals who are leaders and influencers in their communities and are valuable clients and customers.

Be recognised as a flagship partner of the Law Society of Western Australia, with year-round visibility and brand association across specific programs and initiatives or the Law Society more generally. Bespoke annual packages are encouraged with specific benefits to be negotiated to align your brand with the peak professional body for the legal profession.

Benefits of sponsoring

Benefit from a year-round, tailored partnership that is especially designed to suit you and that integrates your brand across the breadth of our programs and member communications.

- Direct engagement: Interact with potential clients and customers.
- Significant brand exposure: Enhance your visibility within the legal community.
- Lead generation: Connect with new business prospects.
- Enhanced reputation and credibility: Build trust and improve brand image.

You can sponsor our Find a Lawyer service, our website, membership segments such as the Young Lawyers Committee, Law Week, Brief magazine, mentoring programs, accreditation programs and the Law Society as a whole.

Sponsorship options

Principal partner	Supporting partner
\$15,000 to \$25,000	\$8,000 to \$15,000

All price are exclusive of GST.



Event sponsor



1,947

people attended **15** Society events across the year

Engage with the legal profession through a busy and vibrant calendar of social, sporting, informative, celebratory and charity events, from major annual galas to informal networking gatherings and sports tournaments.

Benefits of sponsoring

We host a dynamic calendar of events that connect, celebrate, and strengthen Western Australia's legal community. These events bring together members, partners, and key figures, from across the profession. Sponsorship opportunities offer brands meaningful visibility and authentic engagement throughout the year, aligning your organisation with moments of recognition, leadership, and connection across the professional calendar.

- Direct engagement: Interact with potential clients and customers at events.
- Significant brand alignment and exposure: Enhance your visibility within the legal community.
- Lead generation: Connect with new business prospects at events.
- Social media: Exposure of your brand in Society event marketing to over 20,000 followers across all platforms.

View our current events [here](#).

Our reach

Law Society events are attended by a broad range of members and non-members from the legal profession with specific attendees depending on the target audience. From students and young lawyers, all the way up to managing partners and members of the judiciary, our events cover all membership segments.



End of Year Cheers

Sponsorship options - depending on event type

Platinum	Gold	Silver	Bronze
\$10,000	\$7,500	\$5,000	\$3,000
Principal		Supporting	
\$5,000 to \$10,000		\$2,500 to \$4,000	

All prices are exclusive of GST.



Welcome to the Profession Breakfast



Law Week Long Lunch



Gala Awards Evening

Professional learning sponsor



9,003

total CPD attendances
across the year

Align your brand with the Law Society's conferences, CPD events, and networking opportunities. With more than 50 events annually attracting around 9,000 attendees, the Law Society offers unmatched exposure within the legal profession. Through sponsor-led CPD or presenter collaborations, you can partner with us to deliver content and share your industry expertise, or reach your target audience via concise, focused sessions covering contemporary legal practice challenges and opportunities. These events cater to practitioners across different stages of their careers and areas of expertise.

CPD program

The Law Society's Continuing Professional Development (CPD) program is a cornerstone of professional education for WA lawyers. With a mix of in-person, online, and on-demand seminars, it supports practitioners at every stage to stay informed, compliant, and connected to leading voices in law. Sponsoring the CPD program offers alignment with a respected platform recognised for quality, credibility, and consistent engagement across the membership.

Signature Learning

The Signature Learning series delivers immersive, high-level programs for legal professionals seeking to deepen expertise and accelerate professional growth. From intensive workshops to multi-day advocacy weekends, these experiences attract a dedicated audience of engaged practitioners. Partnering with this series positions your brand alongside excellence, leadership, and the advancement of the legal profession.

Venue and catering support by negotiation

The Law Society welcomes partnerships and in-kind support from law firms and legal profession organisations to co-host and deliver CPD and learning events. A venue sponsor or catering sponsor are a welcome addition to our annual CPD event offering with mutually beneficial value for both parties. Hosting a CPD event for the Law Society, and / or providing catering, provides your organisation with an authentic partnership to promote your brand and opportunities to the legal profession, share resources for the good of the profession, and contribute to a high-quality experience for attendees.

Sponsorship benefits

- Direct engagement: Interact with potential clients and customers at CPD opportunities.
- Thought leadership: Showcase your expertise through speaking opportunities.
- Significant brand alignment and exposure: Enhance your visibility within the legal community.
- Lead generation: Connect with new business prospects.
- Social media: Exposure of your brand in Society event marketing to over 20,000 followers across all platforms.

View our CPD offering [here](#).

Sponsorship options

CPD program	
Principal	Supporting
\$25,000	\$10,000

All price are exclusive of GST.

Individual CPD events and conferences (depending on opportunity)	
Principal	Supporting
\$5,000 to \$10,000	\$3,000 to \$5,000

Community sponsor



18,969

total visitors to the Old Court House Law Museum across the year

Champion the future of law in WA, support the stewardship of our civic and legal history, and foster emerging, school aged talent as they learn about our legal system.

Old Court House Law Museum

Be part of nearly 200 years of WA's legal and civic history by supporting the Old Court House Law Museum, housed in Perth's oldest building, the Old Court House. It is both the birthplace of the state's legal system and a reflection of its shifting social conscience. Sponsorship helps preserve its relevance and signals your commitment to social licence, reconciliation, and the stories of justice that shape Perth and WA today.

Benefits of sponsoring

- Direct engagement: Interact with the community and students.
- Significant brand alignment and exposure: Enhance your visibility within the legal community and position your brand as supporting legal education and the rule of law.
- Lead generation: Connect with new business prospects.
- Social media: Exposure of your brand in Society event marketing to over 20,000 followers across all platforms.

Sponsorship options

Principal	Supporting
from \$10,000	from \$2,000

All price are exclusive of GST.



An evening at the Old Court House Law Museum



6,140

young people educated on the legal profession by participating in the Francis Burt Law Education Programme

Francis Burt Law Education Programme

Support the next generation of justice-seekers through immersive education that connects school-aged students directly with Western Australia’s legal system. Sponsorship helps regional and disadvantaged schools participate, and positions your organisation as a champion of civic literacy, equity, and future legal pathways.

Sponsorship options

Principal	Supporting
\$10,000 to \$20,000	\$5,000 to \$10,000

All price are exclusive of GST.



Francis Burt Law Education Programme



1,474

Mock Trial student participants

Mock Trial Competition

The Law Society's Mock Trial Competition, now in its 38th year, offers a unique, immersive learning experience for Western Australian students in Years 10 to 12.

The focus of the Competition is on developing advocacy and public speaking skills, not knowledge of substantive law, thus building confidence, agency and pride amongst participants.

Sponsorship options

Principal	Supporting
\$6,000 to \$10,000	\$3,000 to \$5,000

All price are exclusive of GST.



Mock Trial Competition winners

Advertising opportunities

Reach and engage our community of legal practitioners through our trusted media and communication channels.

Advertising with the Law Society connects your message with a respected and trusted audience

From senior decision-makers to recent graduates, your brand will be seen by professionals who influence decisions within their firms and networks.

Artwork design service

Across all advertising channels, we offer an internal design service for advertisers requiring artwork creation. This service is billed at \$100/hour plus GST.



Digital banner advertising



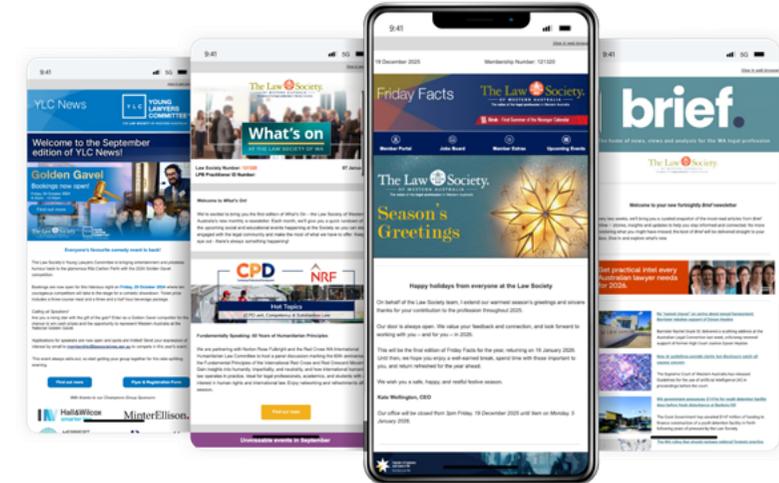
7,000

total subscribers
across all newsletters

Email newsletters are a core communication between the Law Society, our members, and the broader legal community. Each edition delivers timely, relevant information tailored to distinct audience segments. With open rates consistently exceeding industry standards and above 40 per cent, taking out a digital banner advert is an excellent way to gain exposure and ensure your message reaches a receptive audience.

The Law Society will provide you with regular reports which clearly identify the goals and outcomes achieved. This is also an opportunity to tailor the marketing and implementation plan to ensure goals are met and a successful partnership is achieved.

Digital banner adverts can be booked in three locations – first position, second position and third position, with first position being the premium position just under the headline article for maximum exposure.



Email newsletters

- **Friday Facts** – weekly member newsletter to over 4,800 recipients with an average open rate of 48 per cent.
- **What's On** – fortnightly digital newsletter to over 6,700 Law Society members and other legal professionals with an average open rate of 45 per cent.
- **Young Lawyers Committee News (YLC News)** – monthly digital newsletter to 1,800 members and subscribers with an average open rate of 43 per cent.
- **The fortnight in Brief** – fortnightly newsletter from our *Brief* online publication, sharing the latest news, views, and analysis.
- **Solus EDM** (standalone EDM) – only available to our valued Member Extras partners, this exclusive and popular email sent to our 4,800 members features one advertiser only, and with the content created by you with your branding, this is an exceptional way to get cut through with your bespoke message to the legal profession through Law Society communication channels. As opportunities are limited and scheduled to ensure maximum impact, we welcome early enquiries.

Digital banner advertising

First position	Second position	Third position
\$580	\$510	\$440

Member Extras partner Solus EDM (standalone EDM for your organisation)

\$3,000

Bespoke sponsorship opportunities for entire newsletter (by negotiation and dependent on newsletter)

Newsletter partner 3 months	Newsletter partner 6 months
\$6,000	\$11,000

All listed prices exclude GST.

Brief magazine advertising

The *Brief* magazine is the definitive publication for Western Australia's legal profession – 128 pages of premium design, sharp storytelling, and thought-provoking ideas. With a circulation of more than 5,000 and an estimated readership of 15,000, *Brief* lands directly on the desks of the state's most influential legal leaders, decision-makers, and changemakers.

Each edition showcases leading voices from across the profession, explores the issues shaping the future of law, and celebrates the people behind it. Designed by an award-winning designer, *Brief* delivers exceptional editorial and visual impact – making it the ideal platform for brands that want to connect with a powerful and discerning audience.

Produced twice a year, June and December, this is a premium publication that has longevity and is current for six months.

Advertising categories

Categories	Price
Half page	\$1,400
Full page	\$2,300
Inside front cover	\$2,400
Back cover	\$2,400
A5 print insert	\$2,900
Advertorial / sponsored content article	By arrangement

All listed prices exclude GST.



Brief online advertising



25,000+

website visitors to
briefonline.com.au

The home of news, views and analysis for the WA legal profession.

Brief online and *Brief* magazine are the only publications endorsed by the Law Society. We publish sharp opinion pieces, legal updates, case notes, essays, and features for the profession. Print puts your brand on senior practitioners' desks. Online pushes your reach further into academia, government, and policy circles. Together, they amplify your influence across the entire WA legal community.

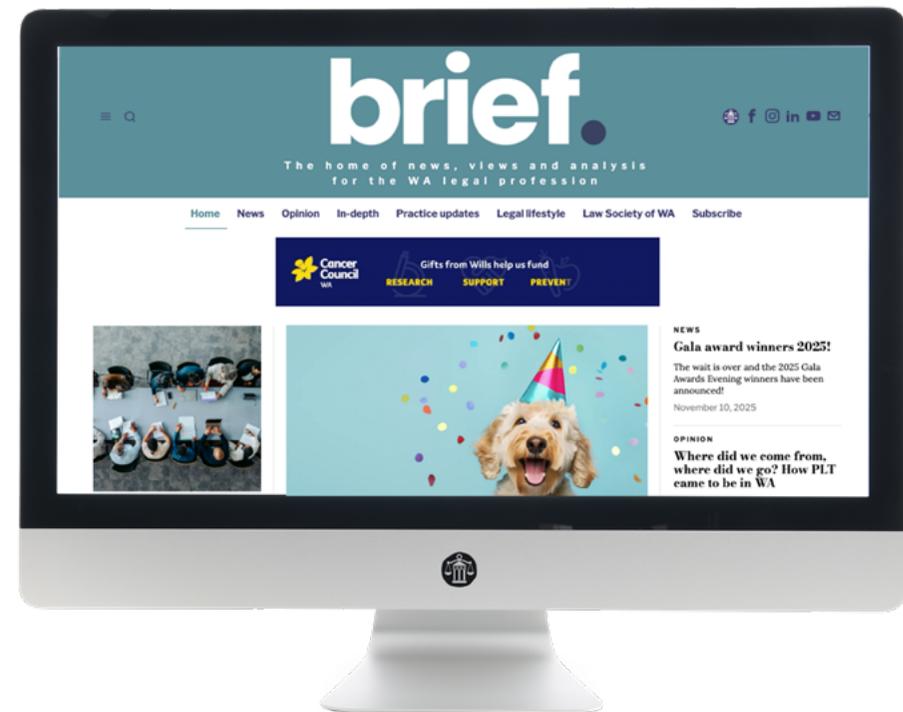
Launched in July 2025, *Brief* online has cemented itself as the go-to for digesting and keeping abreast of important content for the legal profession. There have been more than 25,000 unique visitors in the 6 months since 31 July 2025, and more than 62,000 articles read. Generally, per month we attract on average 5,400 visitors who read 10,300 articles.

View *Brief* online [here](#).

Advertising categories

Categories	Price
Top banner for a two-week period	\$1,400
Top banner for a four-week period	\$2,600
Advertorial / sponsored content article	By arrangement

All listed prices exclude GST.



Jobs Board and Classifieds



143,000+

website visitors to
lawsocietywa.asn.au
across the year

As the voice of the legal profession in Western Australia, we understand the need to support the publication of special notices for the legal profession and the general public.

Jobs Board

List your legal positions on the Law Society's jobs board and connect job seekers with your vacancies. Our jobs board lets law firms, government departments, corporates and other organisations list legal roles at a fraction of the price of major job platforms.

Notices will be listed for a maximum of three months from the date of publication, unless otherwise requested.

View our jobs board [here](#).

Classifieds

Whether you are looking to buy or sell a practice, or list a missing will or deceased estate, the Law Society's classifieds page serves as a valuable hub for the legal profession and the public.

Notices will be listed for a maximum of three months from the date of publication, unless otherwise requested.

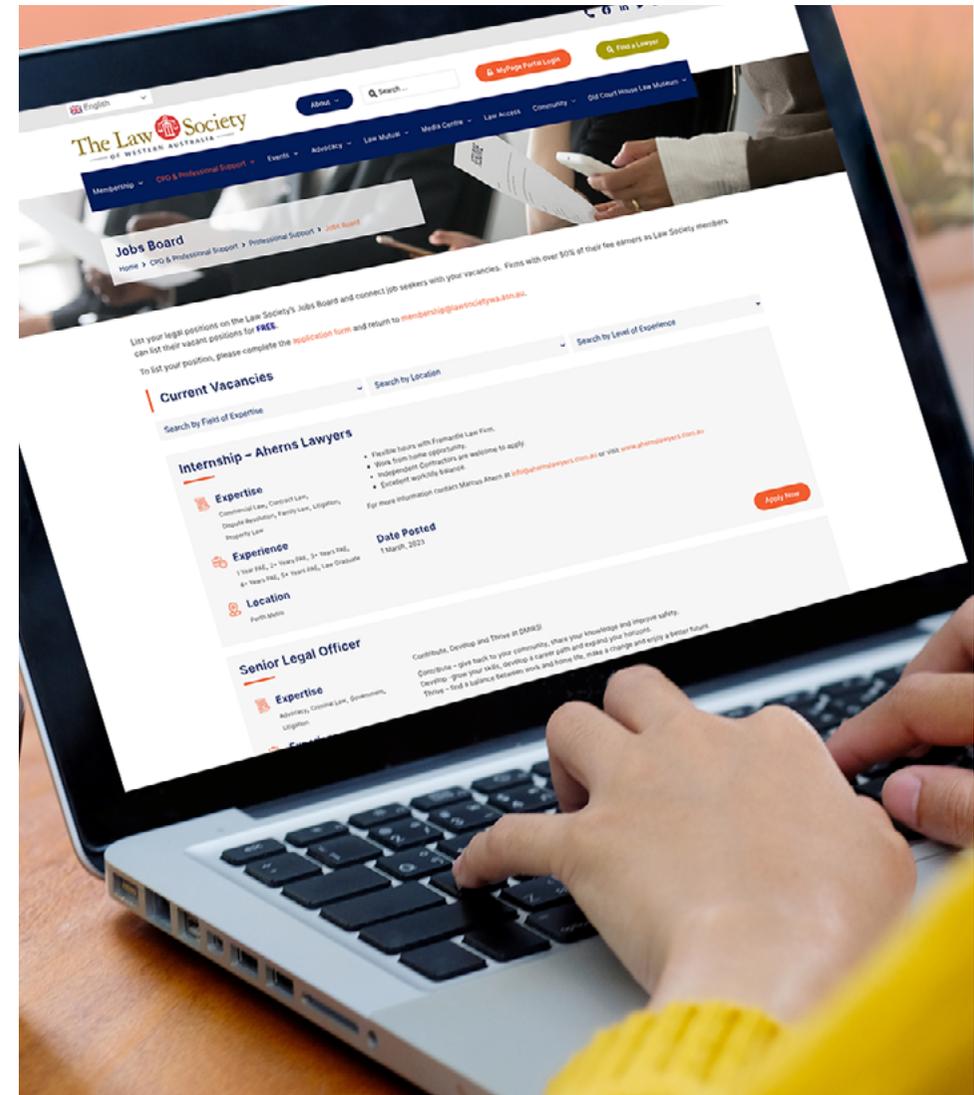
View our classifieds page [here](#).

Advertising costs

Jobs Board listing with logo	Price
Booked by an organisation with at least one member of the Society	\$130
Booked by an organisation with no members of the Society	\$150
Society sponsors and advertisers	\$130
Recruitment agencies and other organisations	\$180
Premium package – <i>Friday Facts</i> digital banner and Jobs Board posting	\$450
Classifieds	Price
Three-month listing	\$300

All Jobs Board postings will include one *Friday Facts* highlight in the Jobs Board listing of the week section including the position and firm.

All listed prices exclude GST.



Member Extras partner

 **5,119**
members

The Law Society's Member Extras Program gives members access to a valuable range of curated special offers, discounts and perks across a range of categories — from finance and fitness, to home, travel, dining and more.

If you're a business looking to connect with the Western Australian legal profession, the Member Extras Program is a smart and effective way to grow your brand and reach a high-value audience by providing a special offer.

Joining the program lets you align your goods or services with the Law Society's 5,000+ members and provide real, tangible value to their personal and professional lives.

Here are some of our fantastic partners



Your next step

Contact us to discuss partnership and advertising opportunities

Sponsorships and advertising

Maryka Mensink

Manager
Events & Business Development

(08) 9324 8638
mmensink@lawsocietywa.asn.au

Old Court House Law Museum Donations (tax-deductible)

Áine Whelan

Director
Strategy and Growth

(08) 9324 8629
awhelan@lawsocietywa.asn.au

Community Sponsorships

Dean Curtis

Manager
Education and Community Services

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dcurtis@lawsocietywa.asn.au

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