



# PARTNERSHIP PROPOSAL



Queensland Association of Independent Legal Services Inc

# QAILS – WHO ARE WE?

Queensland Association of Independent Legal Services (QAILS) is the peak body representing community legal centres in Queensland.

QAILS works for a fair and just Queensland and an important part of this mission is to promote community legal centres to people in need.

community legal centre clients are:



68%

Of clients are female



62%

Have a weekly income under \$500 p.w. or \$26,000 p.a.



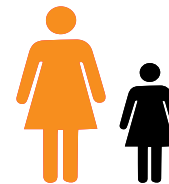
44%

Receiving a government pension, benefit or allowance



62%

Not living in a family, but living as a boarder; living alone; or living in a shared house, hostel or boarding house



17%

Living in a sole parent family with dependent children



16%

Of clients have a disability



6%

Identify as Aboriginal and/or Torres Strait Islander

*\*NACLC paper titled 'The work and clients of CLSP CLCs in numbers 2013/14 financial year'*

# WHY SUPPORT COMMUNITY LEGAL CENTRES?

Each year, fifty percent of Queenslanders experience a legal problem and sixty-four percent of community legal centres have to turn away people trying to obtain legal advice.

Unresolved legal problems can escalate, leading to added strain on the justice system and further legal, financial, social, and health problems for the individual.

It saves money to provide legal help for Australians who can't afford a lawyer, yet funding cuts to the sector means that Queenslanders' access to justice may get worse.

Partnering with QAILS will help us to better communicate with community legal centres, help provide better services, secure funding and represent the interests and opinions of our members.



# WHY PARTNER WITH US?

## Because QAILS get results.

### In the last year:

- Our factsheet 'How new police powers could affect ordinary Queenslanders' was downloaded over 30,000 times.
- QAILS advocated against the introduction of voter identification for Queensland elections.
- QAILS called for stronger protections against race hate speech in the consultation on changes to the Racial Discrimination Act. Proposed changes to the laws were abandoned by the Government.
- QAILS's submission to the review of Queensland's Right to Information laws called for easier access to documents, more accessible forms and reduced fees.
- QAILS objected to the \$120 fee for lodging debtor's petition under the Bankruptcy Act, and highlighted the impact on the poor and vulnerable who declare bankruptcy. The fee was then disallowed by the Senate.
- QAILS provided legal information to 600 people by telephone, and provided them with links to services that could provide further help. QAILS members helped over 46,000 people with their legal problems.
- QAILS encouraged changes to the National Energy Retail Rules to make sure energy retailers couldn't vary tariffs. While the changes weren't adopted, energy retailers are now required to better inform consumers about any terms and conditions relating to price changes.
- 24% of the inquiries to QAILS were from people with disputes with their neighbours, so QAILS developed a website to provide people with information about their rights and responsibilities.





# WHAT'S IN IT FOR YOU?

Your organisation will be seen as a strong supporter of Queensland's community legal centres, as well as increasing access to justice for vulnerable and disadvantaged groups in our community.

QAILS will promote your support to our 32 community legal centres, keeping you front of mind for people seeking out your services. Current and prospective staff as well as clients will see you as being a contributor to a better society.



# WHAT DO WE NEED FROM YOU?

Cash – let's be honest up front! But... we would also be happy to receive pro-bono support.

## \$5,000

### TO CREATE SECTOR WIDE COMMUNICATIONS

QAILS would like to open the communication channels between Queensland based community legal centres, decision makers and supporters. We would create and distribute enewsletters, members only information on our website and implement a social media strategy. This would help engage, inform and inspire community legal centre staff.

Your support would help us:

- Design an interactive enewsletter template. The newsletters would allow us to survey our members, tailor our messaging to their speciality area and create click throughs to events and an on-line shop.
- Subscribe to a distribution service for a period of twelve months.
- Recruit new readers via sign up button on the website, and adverts on Facebook and Twitter.
- Create a members only section of the QAILS website where we can store case studies, policy papers and help sheets for community legal centre staff.

## \$10,000

### TO ESTABLISH BRAND QAILS

The more people who know about QAILS and the work of community legal centres, the more people we can help. Clemenger Advertising Agency is providing us with a new name and logo pro bono and now it is up to us to engage members of the public with our brand.

Your support would help us:

- Design posters, brochures, pull up banners and reskin our website.
- Print and distribute our promotional material to neighbourhood centres, cafes, legal centres, homeless services etc.
- Purchase search engine adverts.
- Help people to find out about our referral service.
- Work with community legal centres to promote our brand through their own websites and interaction with their clients.

## \$15,000

### TO DELIVER THE 'SPEAK UP' CAMPAIGN

QAILS wants to generate interest in the media for the work that the community legal centres undertake. We also want to train community legal centre lawyers to be spokespeople: the 'go to' people for comments in the media.

Your support would allow us too:

- Set up face-to face meetings with key journalists and bloggers and provide briefing material about QAILS and the work of community legal centres.
- Establish an advocacy agenda, then proactively pitch stories from this agenda.
- Recruit experts from within community legal centres and send them on an intensive training course to teach them how to be spokespeople on key issues.
- Generate media releases and respond to media requests; highlighting the work of QAILS and its members.
- Subscribe to a media distribution and media monitoring service.

# WHAT CAN WE OFFER YOU IN RETURN?

## WEBSITE AND SOCIAL MEDIA

- Logo placement and a link on the QAILS sponsor's page plus 150 words about your organisation.
- Acknowledgement of your support on the QAILS Facebook page and Twitter feed.
- Using your own website to promote your support.

## MARKETING/ADVERTISING

- One x 150 word article in one QAILS quarterly digest.
- One x 150 word article in one QAILS fortnightly digest.

## BRAND QAILS PARTNER

- Logo placement on marketing collateral including a minimum of 1,000 postcards and posters distributed throughout Queensland.

## SPEAK UP CAMPAIGN PARTNER

- Two places on the one day intensive training course.



**THERE MAY BE  
OTHER PROMOTIONAL  
OPPORTUNITIES THAT BETTER  
MEET YOUR PARTICULAR  
BUSINESS NEEDS. WE ARE  
HAPPY TO TAILOR A PACKAGE  
OR DISCUSS ALTERNATIVE  
OPPORTUNITIES.**

# BEHIND THE SCENES



## **JAMES FARRELL - DIRECTOR**

James Farrell OAM is the Director of the Queensland Association of Independent Legal Services in 2013, where he provides leadership and support to Queensland's community legal centres.

From 2009-2011, James Farrell was the manager/principal lawyer of the PILCH Homeless Persons' Legal Clinic, supervising lawyers who provide legal services to vulnerable clients across Victoria. He has worked as a volunteer and/or board member at many community legal centres.

James is a lecturer at the Deakin University School of Law, Fellow of the Centre for Rural Regional Law and Justice, a member of the UQ Pro Bono Centre advisory board, and the Treasurer of the National Association of Community Legal Centres. James has worked as a corporate lawyer, community lawyer and manager in community services. In 2012 he received an Australian Leadership Award, and in 2014 he received a Medal of the Order of Australia for his work with the community, especially in social welfare and legal access programs.



## **CATHY BAKER - COMMUNICATION AND INFORMATION OFFICER**

Cathy works part time as the QAILS Communication and Information Officer. Her primary responsibility is to increase the profile and understanding of the work of QAILS and Queensland Community Legal Centres.

Cathy has worked in the communications field for close to twenty years, primarily with Not for Profit organisations specialising in child protection, health promotion and for the arts.





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