

HOW TO PRO BONO

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Poll questions # 1 and #2

What is this pro bono thing?

- Definition of pro bono
- History and evolution of pro bono
 - Initially – ad hoc
 - Now – coordinated and sophisticated programs
- Key milestones and achievements in the pro bono world
 - Exponential growth
 - Fee credits
 - Organised gatherings
 - Specific pro bono referral organisations
 - Peak body – Australian Pro Bono Centre
 - Pro bono targets

Why do firms do pro bono anyway?

- Firms' motivations behind providing pro bono services
- Primary desire to address unmet need
- Recruitment and retention
- Commercial incentives to meet pro bono target

Pro bono and CLCs

- Filling a gap of unmet legal need
- **Not** a replacement for legal assistance funding
- Common misconception that pro bono replaces funding = incorrect!
- But pro bono does = additional resources available

Types of pro bono assistance

- Referrals of client matters
- Casework referral schemes
- Clinics – staffing them and helping develop them
- Research and law reform projects
- Systems development and design
- Supporting ongoing casework; Phone a friend' guidance; prospects advice on ongoing matters; connecting with pro bono counsel or relevant experts
- Organisational legal advice
- Helping with policies and precedents
- Building referral pathways
- Community legal education; continuing professional education
- Secondments

How will a firm decide whether it can help?

- Conflicts
- Capacity
- Expertise
- Some firms may have defined focus areas

Example case studies

- Clayton Utz examples
- MinterEllison examples

How do you tap into pro bono?

- Understand different pro bono teams and strategies
- Apply to LawRight Pro Bono Connect for individual client matters (→ blast email to member firms) or approach a firm direct
- Build a long-term relationship
 - Invest in ongoing relationships with pro bono coordinator at firm(s)
 - Refer to CLCQ contact card for relevant pro bono contacts
 - Reap long-term benefits of broad relationship

The CLC perspective

- Insight from Cybele Koning – CEO, Caxton Legal Centre

Poll questions #3, #4, #5

Conclusion and takeaways

- Keep pro bono front of mind! It is a resource available to you and it can take many forms.
- Organisational issues
- Individual client issues
- CLCQ contact card