

Doyle's Guide

2011 - Edition

Australia's Best Law Firms

State by State

Information Pack

DOYLE'S

GUIDE TO THE AUSTRALIAN LEGAL PROFESSION

2011 - Annual Guide Overview

What is Doyle's Guide

The 2011 edition of Doyle's Guide is the definitive annual overview of the Australian legal market. Based upon exhaustive client and peer interviews our Annual Guide is the comprehensive national and state by state directory of Australia's legal practitioners. Covering a broad spectrum of 20 areas of legal specialisation each Doyle's Guide details leading law firms, lawyers, barristers, women lawyers and young lawyers.

In only our second year, we are already seen as the most accurate and user friendly guide to the Australian legal market.

Released in July each year, Doyle's Guide details not just Australia's best law firms and lawyers but also provides extensive editorial commentary on the events of the past calendar year and predictions for the coming 12 months. Be it the best firm, best law, barrister, or just how much they're likely to cost, Doyle's Guide provides the answers.

2011 Guide

The 2011 Annual Guide covers 20 areas of legal specialisation and features over 600 pages of independent and authoritative

- Leading law firms nationally;
- Leading lawyers nationally;
- Leading barristers nationally
- Leading law firms for each state and territory;
- Leading lawyers for each state and territory;
- Leading barristers for each state and territory;
- Leading women lawyers nationally;
- Leading lawyers under 40 nationally;
- An market activity & trend overview for each state;
- Pricing levels for legal services in each state.

Areas of Practice Covered

Banking & Finance
Capital Markets
Climate Change
Competition & Consumer Protection
Construction & Major Projects
Crime
Employment & Workplace Relations
Energy & Resources
Family
Insurance

Intellectual Property
Litigation & Dispute Resolution
Mergers & Acquisitions
Native Title
Planning & Environment
Private Equity & Funds
Property & Real Estate
Taxation
Telecommunications, Media & Technology
Transport

Editorial Integrity

To avoid any potential conflict of interest between profitability and editorial independence we do not allow law firms, lawyers or barristers to advertise or engage in paid profiles or listings of any form.

State by State Ranking

Doyle's Guide ranks firms and lawyers both nationally and on a state by state basis. We're the only directory to do so and that's because we're based here and know it matters.

Pricing Information

Law firm pricing differs not only by firm but also but practice area and also by state. Doyle's Guide provides clients with the various recommended pricing levels by firm size and type in each area for each state.

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Methodology

Each Doyle's Guide listing of best firms and lawyers is compiled on the back of extensive telephone and face to face interviews with clients, peers and relevant industry bodies.

Our research is focused on Australian based clients and practitioners.

All responses are tallied and ranked according to a simple and transparent weighting method, namely:

- General Counsel – ASX 200/+3 person legal team 4 points
- Legal Counsel – other 3 points
- Peer – ranked individual 2 points
- Client – non-legally qualified 2 points
- Peer – non-ranked individual 1 point

At the end of our research individuals and firms are ranked according to their respective point allocation. The distinction between tiers of firms and bands of individuals is performed by way of editorial discretion. Such editorial discretion is exercised in light of:

1. Any clear numerical delineation between firms or groups of firms;
2. Recommendations from significant clients;
3. Recommendations from significant peers;
4. The firm's/individual's ranking in previous listing of Doyle's Guide;
5. Our impression of the individual during our research interview.

* The above factors are listed in order of importance.

All research is compiled on an independent basis. To avoid any potential conflict of interest between profitability and editorial independence we do not allow law firms, lawyers or barristers to advertise or engage in paid profiles or listings of any form.

Compilation of Rankings & Listings

The firm listing contains four categories, namely three "Tiers" and "Recommended". We use the concept of "tiers" as it's one the Australian legal community is familiar with. The tiers are not an even platform across all states - a second tier firm in one state may be the equal or better than a first tier firm in another.

Our listings of lawyers utilise three categories; Preeminent, Leading and Recommended.

We attempt to maintain a degree of consistency across practice areas however this is not always possible and/or reflective of client needs.

In Australia's smaller states the sample size of clients and practitioners is limited and in those situations where we are unable to obtain a sufficient

body of authoritative comment to make a definitive judgment as to the classification of firms and individuals we opt to classify each of these only as "Recommended".

Negative or disparaging comments are noted and, where relevant, included within editorial comment, however they do not play any part in the compiling of our various rankings.

Firm Participation

Firms are not required to participate in our research. We attempt to speak to not only clients and third parties but also to the senior legal practitioners within firms.

Firms who do wish to provide us with details as to their practice, the lawyers within it and client referees are welcome to do so however we do not invite, request or require any firm to do so. Submission of information on particular practice groups does not affect our rankings of firms in any way.

National listings

Listings of firms with respect to national strength is done by way of editorial discretion taking into account the comments provided by surveyed respondents as to each firm's depth of talent, capabilities with each particular area and ability to work on a national basis. As such, firms with national coverage are more likely to feature highly in our national rankings.

Listings of leading lawyers on a national basis are compiled by way of a tally of overall nominations by both clients and peers. As our surveys typically involve a greater number of respondents within the states of New South Wales and Victoria practitioners within these states are more likely to feature in such listings.

All survey respondents are invited to comment and firms on a national basis should they feel they can do so accurately.

State based listings

Our listings of leading firms and practitioners are based on state borders. A practitioner is listed within the state they most frequently practice.

It may well be that a firm without offices in a particular state manages to perform legal services for clients within that state. Unfortunately our format does not recognise that contribution.

Marketing Neutral

Unlike other directories we don't require firm marketing departments to provide us with background information and referees. We have junior researchers to gather this information. The result = no big firm bias.

Contextual Analysis

Our rankings assess the current market but editorial content features commentary including our "Firms to Watch" section and also other relevant market movements.

Quality Research

Our research team is small and experienced. Three researchers, each with more than five years' experience in the legal industry, conduct all client and peer interviews. We know that experience and knowledge count.

2011 Annual Guide - Order Form

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