



The Law
Society
OF TASMANIA

Media Release

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Lawyers Launch Campaign

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The Law Society of Tasmania is set to launch a new publicity campaign to highlight the important role that lawyers play in the lives of all Tasmanians.

“*Lawyers – Your Experts in the Law* is a campaign designed to get some important messages to Tasmanians,” said Law Society of Tasmania President, Graeme Jones.

“The campaign will consist of a highly visual series of advertisements to show how the expertise possessed by lawyers can help Tasmanians deal with a huge range of important life issues.

“Lawyers have unique skills to help Tasmanians negotiate situations from family and employment issues, to estate planning and the sale or purchase of a family home. It’s an important message and we’re delighted to see it ready to roll out.”

The campaign, which draws elements from similar successful awareness campaigns in the UK and Queensland, will include highway billboards, taxi-backs, bus posters, and print brochures.

“The timing of this campaign is very important,” continued Mr Jones.

“Consumers today are confronted with a host of on-line Internet legal sites and a range of do-it-yourself law kits that seem to promise cost savings, but in fact could result in the user paying heavily – both financially and emotionally – if there is a dispute.”

He explained that there is no one-size-fits-all substitute for expert legal advice.

“We want to show that Tasmanian lawyers are approachable, professional men and women who have not only undergone many years of tertiary study to obtain their formal, legal qualifications, but who take great pride in maintaining their expertise through continuing legal education. This ongoing educational process ensures that Tasmanian lawyers truly are, and remain, experts in the law at all stages of their career.”

The Law Society of Tasmanian can help put consumers in touch with lawyers to suit their needs: lawyers who have general legal knowledge, and also lawyers who specialise in areas including conveyancing, family law, estate planning, business transactions, and court matters.

This offers people greater peace of mind when it comes to choosing between hiring a lawyer and using services that employ staff with limited legal training.

“Whatever the issue, and however you decide to resolve it, a lawyer can help in many ways, from providing initial legal advice and offering pathways to resolution, right through to assisting with representation if a formal dispute arises,” said Mr Jones.

“Lawyers have not only undergone many years of legal training but are also bound by the highest ethical standards. Their commitment to confidentiality is absolute. Their interest is in looking after you.”

Lawyers – Your Experts in the Law will be launched by the Attorney General, Ms Lara Giddings MP, at the Law Society of Tasmania’s dinner to mark the Opening of the Legal Year at 8pm, on Friday, 29 January 2010.

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