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Youngest Alliance president

Victorian solicitor Clara Davies, *right*, has become the youngest and first female president in the 14-year history of the Australian Lawyers Alliance.

Admitted as a barrister and solicitor of the Supreme Court of Victoria in 1999, Ms Davies practises in personal injury law and has specialised in transport accident compensation.

"A key part of my agenda will be to see the Lawyers Alliance continue to pressure the Federal Government to fulfil its pre-election pledge to hold an inquiry into a national Charter of Rights," Ms Davies said. "The last decade has seen a dramatic decline in freedoms for all Australians and we need to see these restored at both a national and state level."

Ms Davies said it was also important to fight for the restoration of economic rights for all Australians, including those injured through no fault of their own, and other major groups with a need for compensation, including the stolen generations.

Ms Davies has served as a Victorian committee member and a national director of the Australian Lawyers Alliance. She is a partner at Burt and Davies in Melbourne. ■



New brand for HopgoodGanim reflects mateship

HopgoodGanim Lawyers has a new brand that it feels more accurately reflects the vibrant and modern HopgoodGanim of 2008 and beyond.

After more than six months of intensive brand workshops, a bit of soul searching and a lot of hard graft, the new look HopgoodGanim Lawyers has emerged with input from every employee to ensure complete comprehension of the brand and a unified projection of that brand to the marketplace.

Managing partner Bruce Humphrys said the re-branding was much more than having a new logo designed. "Our brand in the Queensland marketplace has always been strong, but we've grown substantially in recent years," he said. "We decided that it was time to take stock of who we are and what we do, and re-tell this story to the business world, our clients and colleagues."

The key image of several brand images is that of the new 'HG' icon, which has been drawn in the sand by two young friends. The photograph represents the strong internal culture of mateship upon which the firm was founded 34 years ago and remains strongly embedded in the firm today, even with more than 200 employees.

"It's easy to create tag lines and fancy logos," Mr Humphreys said. "What this was about for us was re-telling the HG story and making it part of our corporate brand."

Aside from a new logo and merging the two firm names into one word (HopgoodGanim), the firm has undergone a comprehensive repositioning. A revamped, more intuitive website, plain English precedents and professional profiles, and re-branded reception and presentation rooms ensure brand unity and an accurate reflection of the brand values. ■

NEW BRISBANE OFFICE: Greenhalgh Pickard Solicitors has opened a new Brisbane city office in the Chris-

NT MERGER: Northern Territory commercial law firms Cridlands