

LawyersWeekly
**ATTRACTION
FIRMS** **2020**




MOMENTUM
INTELLIGENCE

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Introduction

Australia’s legal profession plays host to one of the country’s most competitive talent markets, with numerous legal firms, large multinationals, government agencies and rapidly growing boutiques looking to attract the brightest minds in law. This year has been a year like no other, with the COVID pandemic constantly providing new challenges. The Momentum Intelligence *Attraction Firms Report* is the resource to understand how the legal space has responded to these new challenges, which firm is leading the pack in terms of attraction, as well as who is front of mind to all legal professionals when they consider switching firms.

The objective of this resource is to arm business leaders with industry-level knowledge and firm-specific intelligence to guide their strategic decision making in relation to talent acquisition and retention. This resource uncovers a range of areas including satisfaction, derived drivers of satisfaction, key drivers analysis, attrition rates, market-leading attraction firms, attraction firm and ultimately understanding where firms lie within the market and why.

Overall, in a tumultuous year, the legal space has shown its resilience and adaptability by increasing satisfaction from 2019, where the legal profession saw a five-year low in satisfaction and the high point for intended attrition. Even in the current climate, more legal professionals are satisfied in their firms and fewer legal professionals want to switch firms than in 2019.

Figure 1: Attrition intention

Are you planning to leave your firm in the next 12 months?

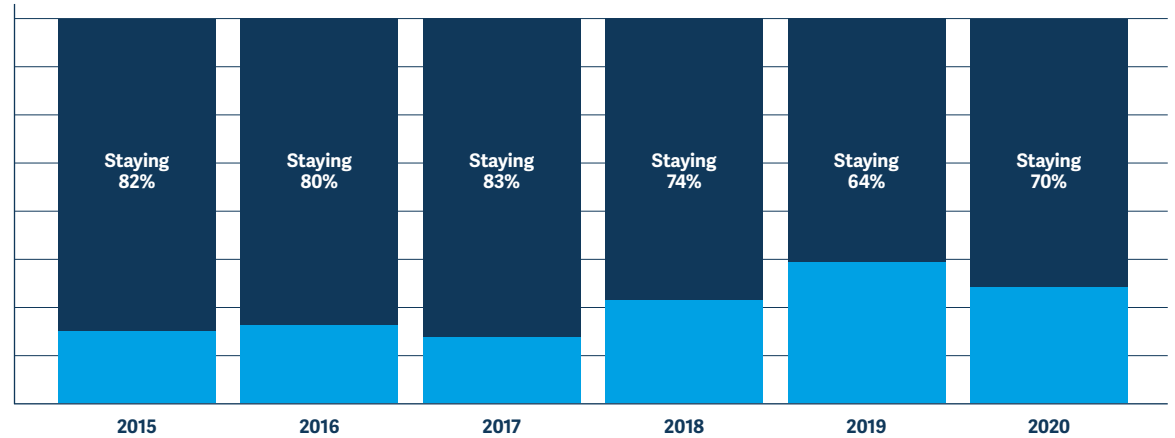
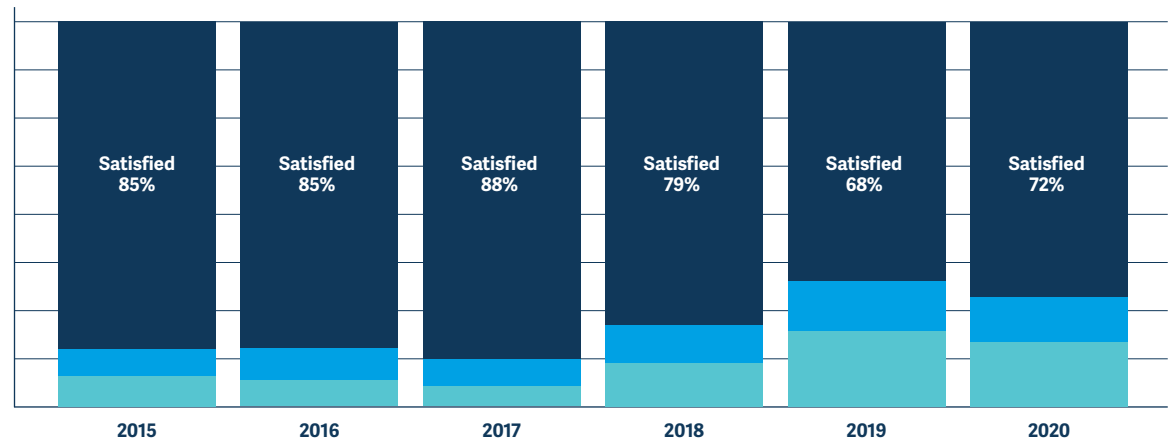


Figure 2: Satisfaction

How satisfied are you at your current firm?



Attraction firms

MinterEllison is the most attractive firm in the legal space for the second year running.

MinterEllison received the greatest number of selections (140) in the question “Which firm(s) would you consider a move to if you ever decided to leave your current firm?” and is therefore considered to be the most attractive firm in the Lawyers Weekly Top 25 Attraction Firms ranking. This is the second year in a row that MinterEllison has taken the top spot for the attraction firms.

MinterEllison was followed closely by King & Wood Malleons with 116 votes, which moved up into second spot this year, with Allens, Herbert Smith Freehills and Ashurst in third, fourth and fifth, respectively, with 114, 106 and 101 votes.

Figure 3: Top 25 Attraction Firms

Which firm(s) would you consider a move to if you ever decided to leave your current firm?

