

**Developing
and delivering
free online
legal help**
for Australia's
community
organisations

Justice Connect's
Not-for-profit Law



Justice Connect's Not-for-profit Law program provides free and affordable specialist legal help for not-for-profit community organisations.

We build the capability and confidence of community organisations through legal help so they are stronger, more effective and can focus on helping more people in need.

For over 12 years, we've helped hundreds of thousands of community organisations with legal, regulatory, and governance issues through our effective, integrated, multi-intensity services.

Each year, we design and deliver free online resources, tailored training, and individualised advice services to organisations and their staff, volunteers, and boards to help them achieve good governance and make sense of complex laws.

We take the data and evidence from our service delivery to advocate for better laws and policies for the community organisations we assist.

We achieve impact at scale by delivering a combination of one-to-many and one-to-one services.



DESIGNING AND DELIVERING SELF-HELP RESOURCES



We increase the accessibility of online legal help for community organisations with easy-to-understand, plain language self-help resources and tools.

Equipping people with the right knowledge at the right time, we make it easier for community organisations to prevent and respond to legal issues.

Our website houses 300+ free resources (nfplaw.org.au/free-resources), including fact sheets, guides, templates, and five self-help tools (nfplaw.org.au/self-help-tools), to assist at all stages of a not-for-profit's lifecycle: from getting started to winding up. Our resources span across 10 key areas of law, including governance and directors' duties, managing employees and volunteers, contracts, funding, and collaboration.

Our Online Lawyer is responsible for leading the development and review of our resources. We also leverage 50+ law firms that are members of our pro bono community. This valued network of over 10,000 lawyers offer their time and expertise to legally review our resources.

We continuously iterate our resources for readability, usability and accessibility in line with better practice tactics. We have also built-in feedback loops to include end-users in our research, design, evaluation, and enhancements.

Online legal information supports not-for-profits to stay on top of legal and governance obligations, manage risk, embed good governance practices, and improve their skills, knowledge and confidence to identify and deal with legal issues.

94%

of people said our resources answer their questions all or most of the time

91%

of people agree or strongly agree that they can easily find information

During FY23, we reviewed and updated 186 resources and launched one new resource.



REACHING MORE PEOPLE ONLINE

We use consumer-focused online marketing and outreach strategies to increase our reach, scale our legal services to assist more not-for-profits, better understand our users, and inform the design of our services.

Through years of working with our diverse target audiences, we've gained unique insights and deepened our understanding of the experiences and challenges faced by not-for-profit organisations and the people who work or volunteer within them.

We use this as a lens when considering improvements to our online services, as well as targeting our channel plan, messaging and audiences. Our effective multi-channel outreach strategy helps us to increase access to legal information when organisations need it.



What we've achieved in FY23 at a glance

OUTREACH

11,594,335

times we reached people through digital outreach

7,453,524

organic impressions

4,140,811

paid impressions



AWARENESS

237,948

users visiting our digital platforms
↑4% increase

345,703

sessions to our digital platforms
↑30% increase

169,838

sessions via search engines
↑12% increase

210,871

new users to our digital platforms
↑18% increase

311,648

views of our self-help resources
↑10% increase

34,342

views of our self-help tools
↑245% increase

ENGAGEMENT

186

resources reviewed and updated

1

new resource created in response to fundraising reform

5

self-help tools redesigned and relaunched

83,816

downloads of our fact sheets and guides

97%

of people said our resources gave them relevant information





ONLINE USER SURVEY

Our annual Online User Survey sets out to gather feedback from our most engaged digital users to help us understand their experience utilising our online services.

Not-for-profit Law's theory of change captures the ways in which we are focused on the design, delivery, evaluation, and research required to deliver effective and high-impact responses. We have implemented a robust measurement, learning, and evaluation framework that aligns with our theory of change. This framework allows us to measure how our online resources contribute to helping empower community organisations be stronger and more effective.

The following pages of this report analyse key findings from 186 respondents of our Online User Survey. The purpose of this analysis is to help us:

- 1. Get to know our users**
- 2. Assess the impact of our resources through the lens of our theory of change, including:**
 - a. Increased capacity of community organisations to self-help
 - b. More legal problems prevented or resolved
 - c. Stronger and more effective community organisations
- 3. Understand engagement with our digital platform**

Feedback has been overwhelmingly positive and shows our self-help resources enable people and community organisations to:

- Find information relevant to their legal problem (97% agreed)
- Better understand the law and how it applies to their organisation (94% agreed)
- Feel confident to take action (82% agreed)
- Make governance practices better (70% agreed)
- Engage more effectively with stakeholders including volunteers, employees, or clients (70% agreed)



GETTING TO KNOW OUR USERS

We conduct audience mapping to uncover who the people typically looking for support in understanding their organisations legal obligations, and how we can better serve them.



Where organisations operate

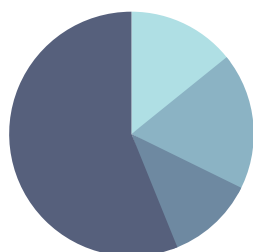
More organisations operating in states and territories outside NSW and Victoria are using our services online, compared to 2022. While the majority of our online users visit from NSW and Victoria and these numbers have increased, this year's results show we are continuing to expand our reach across other jurisdictions.

We are reaching organisations operating in rural, regional, and remote (RRR) areas. 38% of our users said their organisation was located in RRR areas.



How people find us

Many users found us themselves. When asked 'How?', the most common route was via a search engine. We've spent time understanding how individuals go about searching for information, and updated all corners of our website to have the best chance of appearing in search engines for relevant search terms.



47%

"I found you myself"

17% "An organisation told me"

15% "I've used Justice Connect's services before"

14% "An individual told me"

Digital ability of our online users

More people are confident in their ability to help themselves online, compared to our 2022 survey. Results here support our existing research that found that many people are capable of resolving their legal issues themselves if they have access to the right resources. We have found that some users prefer to work on their problems alone, especially in the early stages of understanding a legal topic, while others prefer to self-help throughout the entire process.

1.5% I usually need someone to help me to do things online

7% I can do a few things online by myself, if I've been shown how to do them

43% I am confident online and can fix things when they're not working properly

49% I can use most online sites or tools by myself, even if I've never used them before



INCREASED CAPACITY OF COMMUNITY ORGANISATIONS TO SELF-HELP

Our online resources increase the capacity of organisations to self-help by helping people:

- Understand the law and how it applies to their situation (building knowledge)
- Understand how to take action on their legal problem (building skills)
- Have the confidence to take action (building confidence)

Responses show us that resources are most effective in building knowledge by giving relevant information and helping them understand the law and how it applies to their organisation.

More people told us that our resources helped them build skills, with a 13% increase in the number of users telling us we helped them to better understand how to take action.

Our users tell us that our resources:



When asked to tell us more, comments included:



The online platform is informative and the emails are timely. The organisation helps to raise red flags for us with upcoming changes to legislation. It makes us go back and check to make sure we have everything we are supposed to, to make sure we are compliant with legislation."

"Having resources available such as those provided by Not-for-profit Law assists us in keeping our costs low as the Guides and other information allows us to develop policy and procedure that is appropriate and aligns with legislation.



"The fact that these resources are available for free is highly significant for the not-for-profit sector. [They] provoked more systematic thought process around numerous issues, projects, and operations, and provided relevant information in an easy to understand format."



MORE LEGAL PROBLEMS PREVENTED OR RESOLVED

A better understanding of the law means that organisations know their legal obligations and know the options available to them. With this understanding, staff, board members and volunteers can then make an informed choice on what to do next, and take action if they need to.

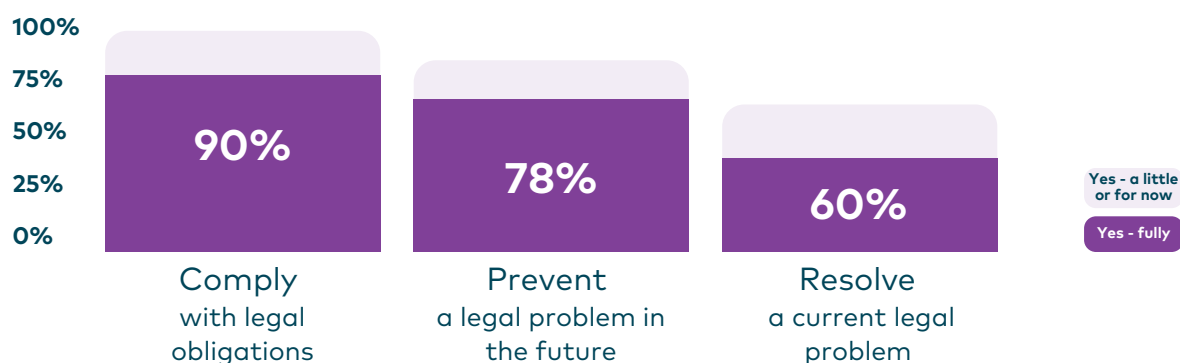
While some users indicated they use our resources to reinforce they are on the right track, 50% of users indicated they took action after using our resources.



Our users tell us:

- 57% of people learned about legal problems they might experience in the future.
- 50% of people took action using our resources.
- Of the people that took action, 58% of people did it without the help of a lawyer.

In their opinion, users told us the action they took helped them to:



When asked to describe the action taken, responses included:

- "[Your resources] allowed us to set up our entity and get charity status and deductible gift recipient status from the Australian Taxation Office."
- "We enhanced our board awareness, priorities around risk management and a planned response to potential incidents."
- "Improving governance compliance with Australian Charities and Not-for-profits Commission and Australian Securities and Investments Commission requirements."
- "Reviewing our volunteering structures and legal requirements."
- "We are accredited because of the action we took using your resources."
- "Helped with our risk assessment and creation of policies."
- "Such better board induction process and resources to share with new board members."



STRONGER & MORE EFFECTIVE COMMUNITY ORGANISATIONS

After using our resources, organisations achieve better governance practices, engage more effectively with stakeholders and deliver on their purpose – enabling them to better help, and help more, communities.

To understand how our resources help organisations become stronger and more effective, we asked our users which aspects of running an organisation they found our resources most helpful for. More users (+7%) said our resources had a positive impact on their own mental well-being (e.g, stress levels).

The following per cent of users agree that our resources 'made it better':

70% Your governance practices

70% Your ability to engage more effectively with stakeholders including volunteers, employees, or clients

63% Your own mental wellbeing (for example, stress levels)

57% Your organisation's ability to deliver on its purpose or aims



Our users told us our resources help them to:

73% Save their organisation time

65% Improve their organisation's service delivery

48% Save their organisation money

"These very high-quality resources help us to provide a safe and legally compliant workplace for staff and volunteers.

They therefore enhance our provision of a safe and high-quality service to our clients."

ENGAGEMENT WITH OUR DIGITAL PLATFORM

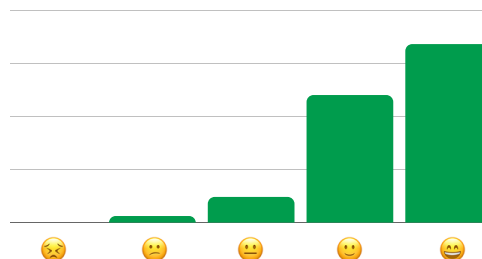
As part of our strategy to use digital technology to increase access to legal help, we were pleased to launch our redeveloped website in March 2022.

Measuring the ongoing impact of this redevelopment is our priority and integral to meaningful, evidence-based iterations that will have a high impact on our users.

The answers reinforced that there is a growing level of satisfaction with our website:

- 91%** agree or strongly agree that they can easily find information
- 89%** agree or strongly agree that they can easily navigate the website (+5%)
- 83%** agree or strongly agree that the website works well on their screen
- 73%** disagree or strongly disagree that they get frustrated while using the website

How would you rate the experience using our website?



MONTHLY UPDATE EMAILS

Each month, we send a monthly update to our mailing list which summaries law and policy updates, updated resources, and upcoming webinars.

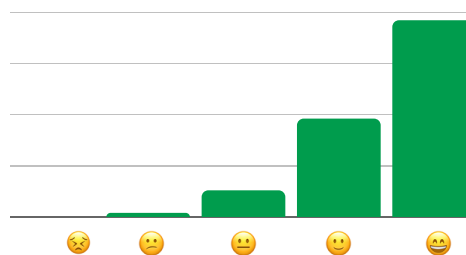
This is another channel in which we can ensure not-for-profits remain compliant by keeping them up to date with the ever-changing legal landscape.

Overall, subscribers found the information in the monthly update, particularly valuable and are especially satisfied with the frequency of the update.

"Thanks for keeping me updated. Something that I would otherwise not get information on."

"They are like gold. A trusted and timely source of information on key legislative updates, plus the provision of high quality resources to assist with the interpretation and implementation of the requirements. I find the timing to be perfect."

How would you rate the monthly update?





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