



2026 Awards (2026)

Employer of Choice - 20 Employees and Under (Region: Far South Coast)

Business NSW - Employer of Choice (20 Employees and Under)



AOKEdLQM

Entry details

Trading name:	Business NSW
Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations):	Business NSW
Registered ABN:	63 000 014 504
How is your business structured?	Incorporated Association

Is your business classified as a not for profit?	No
Main office address:	Level 7, 8 chifley Square
Suburb:	Sydney
Postcode:	2000
Business trading commencement date:	2011-01-11
Number of employees:	50 to 99
What is the main industry your business operates in?	Professional or Scientific or Technical Services
Is your business primarily business to business or business to consumer?	Business to Consumer

Describe your business, product/service you offer to the market or industry

Business NSW is a progressive, accredited specialist family law firm supporting people with complex family matters on the Central Coast and beyond. We act with empathy and care to give our clients the security, certainty and independence to better their future. Our philosophy of regenerating guides our approach to people and practice. Inspired by the resilience of the eucalyptus tree, we support growth through challenge. We lead with purpose by investing in wellbeing, supporting women in law and building a sustainable legal culture, setting the compass for the future direction of our firm and the legal profession.

Please provide a 100 word biography for your business to be used for promotional purposes.

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Website: <https://www.businessnsw.com/>

PROMOTIONAL IMAGES

Please attach 2 hero images that best depict your entry. It could be a logo or team group photo. Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).

PROMOTIONAL IMAGE 1

The logo for Business NSW, featuring the word "BUSINESS" in a large, bold, black, sans-serif font above the word "NSW" in a smaller, bold, black, sans-serif font.

[Download \(19 KiB download\)](#)

PROMOTIONAL IMAGE 2

BUSINESS NSW

[Download \(19 KiB download\)](#)

Full name: Business NSW

Position: Test Entry

Email: test@businessnsw.com

Phone: +61416457472

The business has been trading/
operating for a continuous period
of two years or more and is not
bankrupt or trading insolvent at the
time of entry. ✓

A representative of this business
has not been a judge in this
category in 2025. ✓

A representative of this business is
not a judge in the 2026 Business
Awards program. ✓

This business has 20 or fewer
employees on the payroll in
Australia at the time of entry. ✓

Employer of Choice

What are the initiatives you have undertaken to develop a positive workplace culture within your business?

Founded by Solicitor Business NSW, Business NSW leads with empathy, integrity and purpose. We are regenerating traditional models of legal practice through initiatives that prioritise wellbeing, strengthen leadership and embed resilience. This approach has shaped a workplace culture where people feel supported, connected and motivated.

The Ironbark Initiative – Wellbeing in Action

Launched in 2023, the Ironbark Initiative embeds wellbeing into the everyday realities of legal practice. Each team member receives a monthly self-care subsidy and four paid hours for volunteering or family connection. Designed in response to the long-standing pressures of the profession, including overwork, burnout and early career attrition, the initiative challenges outdated norms and sets a new standard for sustainable legal workplaces. In 2024:

- We performed 416 community service hours during business hours.
- Mental health-related leave dropped a further 28% (following a 32% reduction in 2023).
- 100% of staff reported improved mental and physical health, increased job satisfaction, and would recommend the

firm as an employer.

“Having dedicated time each month has enabled me to volunteer at my child’s school regularly. It’s strengthened my bond with my family and community.” — Team member testimonial

Developing Future Leaders

In 2024, we formalised a cascading mentorship model to support leadership at every level. Senior Associates mentor Graduate Solicitors, who guide law students, while Solicitor Business NSW provides career coaching across all levels. This structure builds capability, confidence and career momentum, creating a strong internal leadership pipeline.

We also prioritise inclusive pathways into the profession. 85% of our support staff are female law students, employed in flexible roles that support both their studies and practical legal development, helping to shape the next generation of skilled and confident practitioners.

Embedding Resilience

To support our team through the emotional demands of family law, we’ve embedded regular, relationship-based support into our workplace culture:

- Fortnightly mentoring sessions for law students
- Bi-weekly working pods for collaboration and real-time training
- One-to-one coffee walks to build trust and encourage open conversation
- A leadership podcast club exploring strategy and innovation

These touchpoints create space for reflection, learning and human connection, resulting in 100% staff retention for the last two years.

By combining wellbeing, mentorship and a shared sense of purpose, we’ve built a team that is connected, capable and resilient. Business NSW continues to lead by example, regenerating the profession from within and setting a new benchmark for sustainable legal practice.

Describe how your business adopts inclusive practices and recognises the needs of a diverse workforce, including examples.

Inclusion at Business NSW is reflected in the way the team works, grows and connects. Through personalised support, flexible structures and mentoring, we create space for individuals to contribute with confidence while building a culture grounded in purpose and respect.

The Ironbark Initiative – Individual Needs, Shared Purpose Wellbeing looks different for everyone. Our wellbeing and gratitude program, the Ironbark Initiative, is built around flexibility and personal choice. Every team member receives a monthly self-care subsidy and four paid hours for volunteering or family connection. Team members volunteer at their child’s school, or local charities including WeCare Connect. Self care includes creative projects or regular exercise programs.

In 2024, our team completed 416 hours of service during work hours. 100% of staff reported improved wellbeing and job satisfaction. These outcomes reflect the impact of a personalised, consistent approach to inclusion.

Flexible Arrangements That Respect Individual Needs We offer tailored flexibility to reflect the lives of our team. Employees can work part-time, accrue time in lieu or work remotely. One team member, a single parent, uses a hybrid model to manage school and extracurricular responsibilities, while also volunteering through Ironbark. These arrangements promote autonomy, trust and long-term retention.

Mentorship That Reflects Real Practice

At Business NSW, mentoring is viewed as an essential part of daily practice. In 2024, we expanded our approach to mentoring by recognising that different people benefit from different models of support. Some team members thrive through structured coaching, while others build confidence through collaboration, peer learning or informal check-ins. To reflect this, mentoring at Business NSW is delivered through a blend of formal pathways and everyday connection, allowing each person to develop in a way that suits their learning style and role.

The Value of a Cascading Model

The firm's cascading mentorship model supports consistent development across all levels. Senior Associates mentor Graduate Solicitors, who support law students, with strategic coaching provided by the Solicitor Director. This structure promotes regular feedback, shared responsibility and clear progression. Each team member contributes to the development of others, strengthening leadership, trust and communication throughout the firm.

Inclusive practice at Business NSW is not confined to policy or process. Through flexible structures, personalised wellbeing and mentoring, the firm has created a culture where individual needs are supported and contribution is valued. This approach ensures inclusion remains a foundation for growth across people, practice and purpose.

Excluding business growth or expansion, what percentage of staff turnover has your business experienced in the past 12 months and what are the reasons for this turnover?

Business NSW recorded a 0% staff turnover rate in the past 12 months, with the exception of a planned retirement of a long-standing employee, Gail Clarke. Gail retired from the firm in 2024 following a respected career in the legal profession, including 8 years working under Business NSW's leadership.

This result showcases the strength of our inclusive culture and commitment to staff wellbeing at all stages of their career.

Meeting the demands of the profession with purpose The legal industry is known for high attrition, particularly in family law, where exposure to conflict, trauma and emotional intensity is common. Nationally, the average turnover rate is 21% for fee earners and 28% for support staff. Against this benchmark, our performance is a powerful endorsement of the practices we have introduced to protect and support our team.

Our 0% turnover rate is the direct result of sustained investment in our people. Since launching the Ironbark Initiative, the firm has seen measurable improvements in staff morale, engagement and overall mental health. Beyond wellness, we've invested in resilience-building strategies that help our team manage the emotional demands of family law. These include fortnightly mentoring sessions for law students, bi-weekly working pods for collaborative case discussion and real-time training, and a podcast club for leadership development. Regular one-to-one coffee walks between team members and firm leaders provide space for candid conversation, feedback and support.

Our team also benefits from flexible work arrangements and clear career pathways. Two team members were promoted into legal roles in the past 12 months, reinforcing our commitment to growth and progression. With a consistent approach to leadership, wellbeing and progression, Business NSW will continue to support a culture where professionals of all ages are engaged, valued and able to build meaningful long-term careers.

How does your business empower its workforce to develop their skills, contribute to a positive workplace culture and deepen their engagement with the business and the community?

Business NSW empowers our workforce through a values-driven culture that integrates innovation, wellbeing, leadership development and community engagement. Our goal is to develop skilled professionals who are confident in their work, connected to their team and engaged with their community.

Innovation and Legal Leadership

Our team is at the forefront of legal technology. We are national Super Verifiers for LawY, a platform that delivers AI-generated legal answers verified by qualified lawyers. This role strengthens legal knowledge and reinforces ethical standards in emerging technologies. It also connects our team to a national initiative improving public legal literacy.

Building Resilience and Wellbeing

The Ironbark Initiative is our structured wellbeing and gratitude program. Team members receive a monthly self-care subsidy and four paid hours for volunteering or family connection. In 2024, the team contributed 416 hours of service during business hours. Regular mentoring, working pods, coffee walks and a leadership podcast club support consistent connection, reflection and growth.

Professional Development and Inclusion

We actively promote leadership among early-career professionals. In 2024, two team members were promoted into legal roles, reflecting the success of our structured mentoring and flexible working model. 85% of our support staff are female law students, working in a flexible environment that supports both study and career development.

Engaging with Community

Business NSW supports clients experiencing financial hardship, with 10% of FY24–25 matters delivered pro bono. Business NSW remains the only solicitor on the Central Coast, and one of few in NSW, who regularly appears as a Solicitor Advocate in complex interlocutory and multi-day trials, increasing access to skilled advocacy in the region.

Education is a core focus of community contribution. In 2024, the team delivered 42 hours of school workshops, student sponsorships and awards, and piloted Scribbly Gum Scholars, a creative literacy and wellbeing program for children. We also supported 24 families through Wills Week with the Westpac Rescue Helicopter Service, and contributed to \$160,000 in funds raised for emergency services across Northern NSW. In May 2025, the team participated in the SuperSteps challenge, raising over \$5,000 for the Starlight Foundation, helping brighten the lives of children and families in hospitals. As supporters of local sports clubs, we continued our ongoing sponsorship of Terrigal Matcham Cricket Club through coaching and board advocacy.

Through innovation, wellbeing, leadership and service, Business NSW creates a workplace where people grow, contribute and connect with purpose.

Provide measurable evidence that demonstrates how these initiatives make you an employer of choice.

A consistent focus on values, structure and leadership has produced measurable results for Business NSW across retention, wellbeing, development and reputation.

Retention and Engagement

In FY24–25, the firm recorded 0% staff turnover and 100% retention for the second year in a row. A team-wide report, conducted by an external specialist, showed that 100% of staff felt supported in their role and would recommend the firm as an employer.

Wellbeing and Community Contribution

The Ironbark Initiative continues to deliver outcomes across individual wellbeing and connection. In FY24–25, staff completed 416 hours of community service during business hours across schools, sporting groups and local charities. Mental health-related leave decreased by a further 28%, following a 32% reduction the previous year. Staff reported improved mental and physical health, supported by monthly self-care subsidies and regular check-ins.

Professional Development and Progression

Career growth is supported through structured mentoring and flexible work. In 2024, two team members were promoted into legal roles. 85% of support staff are female law students working in roles that align with their studies and legal career goals.

“The study leave arrangements reduced the stress I had around assignments. I feel so supported in my studies.” —
Team member

Employer Brand and Recruitment

In the past year, the firm received 57 unsolicited job applications and 6 employee referrals. All offers made were accepted, with an average time-to-fill of 19 days, reflecting strong employer reputation and internal culture.

Industry Recognition

As leading Central Coast lawyers, we're proud of the recognition we have earned in the community, with our dedication to excellence resulting in numerous industry awards. In July 2024, Solicitor Business NSW was named Family Law Partner of the Year at the prestigious Lawyers Weekly Awards, a national program that recognises Australia's top-performing law partners and firms.

Business NSW was also named Wellbeing Champion of the Year at The Law Society of New South Wales Awards, recognition of his exceptional dedication to enhancing physical and mental wellbeing within the legal profession. This year, Business was recognised nationally at the 2025 Lawyers Weekly Partner of the Year Awards, taking home Mentor of the Year, followed by the night's highest honour, the Excellence Award.

As an employer of choice, Business NSW is reshaping the legal profession by creating sustainable careers for talented lawyers, supported by initiatives that improve wellbeing and drive community and industry engagement.

Log in to enter.businessnsw.com to see complete entry attachments.



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