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# 1 Welcome to Pragma Lawyers.

Our firm was founded in 2014. We offer a more pragmatic approach to law that better aligns with our clients' interests. In our view, more lawyers need to identify their client's goals and make a beeline for that outcome, as quickly as possible. During our first six years, we have established ourselves as a dispute resolution firm of choice in Western Australia by:

- Winning 80% of cases reported in the Supreme and District Courts;
- Helping hundreds of clients resolve disputes on favourable terms so they can focus their time and energy on what's important to them;
- Growing our staff to 33 team members with 16 lawyers in spacious offices on the corner of Hamersley Road and Rokeby Roads; and
- Contributing to the community with pro bono support for a variety of organisations including Law Access, The Piddington Society and the Subiaco Justice Centre.

I am confident the next six years will be equally as rewarding. We are excited to see what the future holds.

If you are considering a change, please feel free to contact me directly on +61 (0) 401 919 456 or email [aaron@pragma.law](mailto:aaron@pragma.law), or alternatively email Rebecca Hansen on [rebecca@pragma.law](mailto:rebecca@pragma.law)

Yours sincerely,

**Aaron McDonald**

Founder & Managing Director



## 2 Our Values.

We believe that a firm's values form the foundation of its success.

At the end of 2018, under the guidance of John Poulsen (former Big Law Firm Managing Partner), we went through an extensive self-analysis process to define Pragma's values.

Since then, we have updated our values to continue to align with Pragma as we grow as a firm. We aim to review our values every 6 months in order to maintain unity.

We have developed the following Seven Pragma Values.

1. Values session with John Poulsen.



## We are:



### ETHICAL

we adhere to  
ethical best practice



### PRAGMATIC AND SOLUTIONS FOCUSSED

we seek to achieve the  
optimal outcome for our  
clients having regard to  
their individual interests

we put in the extra 1%

we think  
"outside the square"

we celebrate  
the "wins"



### OPEN AND TRANSPARENT

with our clients

with each other



### TEAM PLAYERS AND FORWARD THINKING

we work as a team

we engage with new  
technologies in order to  
deliver efficiencies  
to our clients

we constantly  
improve our skills  
and knowledge



### LEADERS IN THE COMMUNITY

we provide pro bono  
support to people  
in need within our  
community



### SUPPORTIVE AND MINDFUL OF EACH OTHER

we foster a caring and  
friendly atmosphere  
within our team

we communicate in a  
polite and positive way to  
each other and our clients'  
adversaries

we support each  
other to achieve our  
individual goals



### HEALTHY

we have in place activities  
and processes to stay  
mentally and physically  
healthy



### 3 Celebrating the Wins.

In the Pragma office, we love to celebrate the wins both professionally and personally. We love to celebrate our team's achievements from special birthdays to engagements (pretty much any reason to have cake).

The Pragma office also gets to celebrate a weekly winner of the Wayne-O, a coveted award given to a member of staff who has been peer nominated for their work that week.

2. Subiaco Football Club and Aaron McDonald unveiling the new SJC jersey.

3. Subiaco Hotel official sale.

4. Richard Edwards and Eu-Min Teng with the Wayne-O award.





## 4 Celebrating Pragma's Birthday.

As they say, time flies when you're having fun, and making a difference to your clients.

On the 29th of January 2019, Pragma celebrated its 5th birthday with a delicious morning tea where Aaron was presented with a set of stylish Pragma-branded cufflinks.

The Hon Julie Bishop MP, former Federal Member for Curtin, dropped by to share her story about being a lawyer and how that led to a career in politics spanning over 20 years.

1. Pragma's 5th birthday celebrations.
2. Hon Julie Bishop MP.
3. Pragma's old and new logo (Pragma re-brand).



For Pragma's 6th birthday we celebrated with the purchase of a Pragma staff car. The Pragma Mini is used to help our staff get around town in style. We use the mini to take our lawyers to court and to meetings, and it will drive our lawyers on this year's Regional Roadtrip.

4. Pragma's 6th birthday Pragma Mini rollout.

5. Pragma Mini side view.

6. Regional Roadtrip branding image.





## 5 Pragma in the Media.

As one of Western Australia's leading dispute resolution firms, Pragma regularly features in the local and national media with Aaron sharing his opinion and experience on a range of topics.

Recently, you may have seen Managing Director Aaron McDonald on Channel 7 News, speaking about the lawfulness of the liens asserted by Perth Airport over four Virgin aircrafts.

Over the years, our team has appeared in numerous informative interviews for various newspapers, radio stations and podcasts.

To check out recent articles and interviews, visit the Media page on the Pragma website.



1. Business advice article from Aaron.
2. Aaron on Channel 7 News.
3. Business advice with Aaron McDonald and Catriona Macleod.
4. Some of the numerous articles Pragma has participated in.

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## RURAL FOCUS

The voice of agriculture

### TRIPLE M

Triple M's Rural Focus spoke with Triple M's Rural Focus about Pragma's journey and our [Triple M's Rural Focus](#) – currently, being back the...  
[Triple M's Rural Focus](#)

If you would like to know more about buying and selling, please [contact us](#).



## 6PR 882

NEWS TALK

6PR 882 spoke with 6PR about age discrimination in the workplace under the Age Discrimination Act, based on reports concerns...  
[6PR 882](#)

You can listen in on the live show or reach out to us for more information at [6PR 882](#).



## Radio Interview with Edith Cowan University



Pragma's journey... [contact us](#)

## Hermes Capital TV – Lunchtime Q&A

Q. Pragma... [contact us](#)



Pragma's journey... [contact us](#)

## Pragma wins in the Court of Appeal

Q. Pragma... [contact us](#)



Pragma's journey... [contact us](#)

[contact us](#)

Pragma's journey... [contact us](#)



## 6 Introducing the Pragma Team.

At Pragma, we have a growing team of professional staff members who are focused on delivering results through our pragmatic approach. We're always looking for positive, motivated people to join our team. If this sounds like you, contact [hello@pragma.law](mailto:hello@pragma.law) or (08) 6188 3340, or if you would like to speak privately with our Managing Director please reach out on (08) 6188 3341.

### Professional Staff

1. Aaron McDonald – Managing Director
2. Michael Lewis – Consultant
3. Sophia Kailis – Consultant
4. John Poulsen – Consultant
5. Elizabeth McLean – Special Counsel
6. Eu-Min Teng – Special Counsel
7. Richard Edwards – Head of Commercial
8. Jason O'Meara – Senior Associate
9. Madeleine Brown – Senior Associate
10. Melanie Lynn – Senior Associate
11. Elizabeth Keen – Associate
12. Michael Stulic – Associate
13. Nick Malone – Associate
14. Lydia Litton – Associate
15. Jordie Fienberg – Lawyer
16. Olivia Tate – Lawyer
17. Prudence Harrison – Lawyer
18. Max Used – Graduate



## Support Staff

1. Jana Dugandzic – Executive Assistant to the Managing Director
2. Rebecca Hansen – Practice Manager
3. Aaron Thomas – Finance Manager
4. Alex Salmon – Archiver
5. Harriet Williams – Marketing and Business Development
6. Monique Vincent – Paralegal
7. Lucy Burns – Paralegal
8. Tom Crellin – Paralegal
9. Mick Malla – Paralegal
10. Siobhan Blake – Paralegal
11. Sofia Michael – Paralegal
12. Madison Barrett – Paralegal
13. Anna Blanks – Paralegal
14. Robyn Hollis-Brown – Paralegal



## 7 Supreme Court Admissions.

We take great pride in the achievements of our staff. That's why it's always a special time at Pragma when a staff member is admitted to the Supreme Court.

As a Pragma tradition, everyone from our firm attends the ceremony at the Supreme Court to support and congratulate the newly admitted lawyer.

After the formalities are over, Aaron hosts a lunch for the lawyer and their family members to celebrate the special occasion.

This November, the Pragma team celebrated the admission of two of our Graduates: Prudence Harrison and Olivia Tate. This December we will also be celebrating Max Used, when he is admitted before Christmas.



1. Michael Stulic and Anna Stulic, Nov 2016.
2. Nick Malone, Saanti Rodda and team Pragma, Nov 2017.
3. Jordie Fienberg and the Pragma team, Nov 2019.
4. Prudence Harrison, Olivia Tate and the Pragma team, Nov 2020.





## 8 Piddington Bali.

The Piddington Society's Annual Bali Conference during the June WA Day long weekend provides plenty of learning and social opportunities for Pragma team members.

Notable speakers at the conference in the past have included the current Chief Justice of Western Australia, the Hon Peter Quinlan, the Hon John Quigley MLA, and former Supreme Court Justice, the Hon John Chaney SC.

During the long weekend, the Pragma team recaps the key points of the conference at numerous late-night venues, such as La Favela, Motel Mexicola and the Rooftop at Double Six.

It is always an informative and fun weekend for everyone. Unfortunately, the 2020 Bali Conference was postponed due to COVID-19, but that only means the Pragma team are extra ready for a weekend of a lot of learning ... and a LOT of dancing.

5. *Piddington Bali 2019.*

6. *The Hon John Chaney SC, the Hon John Quigley MLA and Pragma Lawyers Associate Nick Malone.*

## 2 Pragma Client Events.

### New Pragma Office

On 4 May 2017, the Chief Justice of Western Australia, the Hon Wayne Stewart Martin QC AC, officially helped us open the new Pragma office at Level 1, 254 Rokeby Road, Subiaco.

### Client Christmas Party

In 2019, the Pragma Client Christmas Party was held at the newly purchased Subiaco Hotel.

### Western Suburbs Business Association

Pragma and the WSBA have a great relationship. We host and help sponsor many events, coffee catch ups and business sundowners. It's a great way to network with like-minded people in the area.

### Piddington Masterclass

In the past the Piddington Society has hosted their Piddington Insolvency Masterclass, where they provide updates of key changes in the insolvency sphere. Money raised from the event is donated to the Piddington Justice Project.

This year the Piddington Society hosted their annual Insolvency Masterclass at the Murdoch/Spacecubed venue in the city, with COVID-19 restrictions in place.







1. Pragma office street view.
2. Piddington Society Masterclass at Pragma.
3. The Hon. John Chaney SC, the Hon. Chief Justice of Western Australia Peter Quinlan and Nick Malone.
4. WSBA Sundowner.
5. Chinese New Year.
6. Barry McGuire at the Pragma opening.
7. Laura McDonald, Yasmin Hennessy and friends.
8. WSBA coffee catch up.
9. The Hon. Wayne Martin AC QC and Aaron McDonald at the Pragma opening.



## 10 Our Partnerships.

At Pragma we are proud to be in partnerships with so many great businesses.

Some of these partnerships include the Western Suburbs Business Association, the Subiaco Football Club, the Blackstone Society, WA Business News, the Association of Corporate Council and RINWA.

1. Pragma team at the Blackstone Society PLCF.
2. Pragma logo at SFC.
3. Pragma logo at the recent WSBA AGM Sundowner.
4. Pragma logo on the Blackstone society common room.





## 11 Our Awards.

Pragma has grown quickly over the past six years. We have positioned ourselves as a firm that specialises in dispute resolution with our major point of difference to other law firms being that we are constantly evolving and responding to changes in the wants of clients, lawyers and the community at large. We believe this underlying aim is largely responsible for Pragma's successes and growth in the 6 years since its establishment.



## 12 Testimonials.

### What our clients say about us.

"When faced with a serious contract dispute, I was reassured to be recommended by a knowledgeable colleague to consult Pragma Lawyers. On the first consultation (at no cost) my predicament was clearly outlined and options canvassed. Tina McAulay worked to expedite an effective solution which quickly resolved the issue while ensuring minimal costs. Overall, a great level of service that deserved high recommendation. Thanks, Pragma!" – *David Hults*

"Pragma were recommended to us as a trustworthy firm and they did not disappoint. Aaron provided clear and concise information on what our risks and obligations were in regard to our requirements. We appreciated the plain-English approach that Aaron took on our requirements. We found his easy nature and friendliness made the meeting less stressful. I would certainly use Pragma in the future if required." – *Roger and Susan Gregory*

"Sophia and Aaron's advice was sound and well received. So thanks to all your team for the assistance to both Juno and myself. I have passed your details on to anyone asking for advice. Not sure if it transpired into clients, but I am sincere when I say your office will be my first port of call if I have any more legal work. Aaron McDonald and Sophia were a good team. Obviously, we will be in contact if anything untoward comes up. Thanks again for all your help." – *Hector George*

"I take my hat off to you both. What an outstanding job. For you guys to get a commitment was just short of a miracle. Take a bow and a hearty pat on the back from me. We hope we don't need your services too often but I would certainly not deal with any other legal firm but yours." – *Colin Bahn*





## 13 Lunch and Learn.

Throughout the year, Pragma hosts “Lunch and Learn” workshops at the office, where staff and guests of the firm listen to guest speakers who share their knowledge on a variety of topics, from law-related issues to personal development and wellness.

Guest speakers at the firm have included Danny Green, the Hon. Julie Bishop MP, Cam Sinclair, John Poulsen and many more.

In 2019 we also became CPD accredited and have since helped at a number of CPD events.

Some of these include:

1. Joel Barolsky.
2. Nunzio Lucarelli QC.
3. The Hon. Christine Wheeler AO QC.
4. Hayley Cormann and Michael Feutrill SC (Quayside Chambers).
5. The Information Commissioner, Catherine Fletcher.
6. Amy Poulsen.



## 14 Health and Wellbeing.

### **12 Week Challenge.**

This is a fitness and wellbeing challenge that is available to all staff and is paid for by the firm. It is run twice a year by an external personal trainer, Luke Daniher. The primary focus of the challenge is a group “dashboard” where participants are encouraged to track several lifestyle factors such as sugar free and alcohol free days, etc.

### **City to Surf.**

This year the Pragma team took part in the Chevron City to Surf for Activ, and what an amazing day it was! Pragma completed the 4km, 12km and 21km run, with everyone reaching personal bests. Unfortunately, due to COVID-19, the Port 2 Pub was cancelled this year. The Pragma team was excited to showcase their Pragma branded swimwear!

### **Law Access Walk for Justice 2020.**

Pragma also participated in the Law Access Walk for Justice to raise money and awareness for National Pro Bono Day. Pragma managed to raise a total of \$820.00 to donate.

1. *Law Access Walk for Justice.*
2. *Law Society of WA's Young Lawyers Committee mixed volleyball competition.*
3. *Law Society of WA's Young Lawyers Committee mixed netball competition.*
4. *Chevron City to Surf for Activ.*
5. *R U OK? Day.*







## 15 Corporate Social Responsibility.

All of our staff members complete a minimum of 35 hours of pro bono work each year to help support people within our community.

For the past few years during Law Week, we have held a Quiz Night that has raised over \$11,000 for the Street Law Centre WA and over \$13,000 for the Subiaco Justice Centre.

In October 2018, we joined forces with Pitcher Partners to volunteer at the Neuroblastoma Australia Soiree on Swan and host various activities throughout the evening. At times it was organised chaos, but it was worth the effort with the total raised reaching \$45,963!

1. The Street Law Centre quiz night.

2. Pragma Quiz Night table.





## 16 John Poulsen.

John Poulsen is the founder of People Passion Performance and was formerly Australian Managing Partner and CEO of Squire Patton Boggs.

As Managing Partner of the Perth office of Minter Ellison, John led Minter Ellison in 'going global', with the firm joining the top 10 international firm Squire Sanders (now Squire Patton Boggs).

From October 2011 to 31 December 2017, as CEO and Managing Partner, John led the firm to be one of the fastest growing law firms in Australia, with offices in Perth, Sydney and Darwin.

John now shares his real world experiences in transforming workplace cultures through values, by coaching and mentoring leaders and emerging leaders to become compassionate and adaptive in their approach to leadership.

John is a Consultant at Pragma and helps guide Pragma's lawyers to grow and develop with a focus on creating and maintaining a healthy workplace.

*1. John Poulsen.*

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## 17 Volunteering in the Community.

In addition to our Corporate Social Responsibility, many of our staff members volunteer their time within the community in a variety of ways.

### **Subiaco Justice Centre**

In 2017, Aaron McDonald assisted in forming the Subiaco Justice Centre (SJC) which provides legal advice and representation to disadvantaged people while seeking to improve access to justice in new and innovative ways.

### **The Piddington Society**

Aaron is also a committee member of The Piddington Society, a not-for-profit association of WA based lawyers that hosts a variety of events each year and its own PLT course. Aaron has led several presentations to members of the legal profession with The Piddington Society.

Nick Malone, Pragma Lawyers Associate, has been the convenor of The Piddington Society since July 2017. "Being part of Piddington allows me to meet plenty of new people, who are all trying to make the legal industry more collegiate as well as hear from some of the very best legal minds from across the country and overseas."





## The Law Society Council

The Law Society Council is a not-for-profit association dedicated to enhancing the legal profession through law reform, access to justice and the rule of law.

## Camp Quality

Monique Vincent, Pragma Graduate for 2021, volunteers for Camp Quality, a not-for-profit foundation that supports and strengthens the well-being of children living with cancer.

Monique feels that volunteering for Camp Quality has made her a better person. "I love volunteering there; I have learnt so much about resilience."

1. *The Piddington Society Team photo.*
2. *SJC Committee at Christmas.*
3. *SJC Committee.*
4. *Nick Malone, Anna Courtman and the Honourable Justice James Edelman.*



## 18 The Pragma Social Scene.

### **Melbourne Cup**

In the past, to celebrate the Melbourne Cup, we have dressed up and enjoyed delicious three-course lunches at the Subiaco Hotel, parties at The Camfield in Burswood, and Race Day at Rottnest.

### **Easter Treat**

During Easter, we were surprised to receive a special visit from the Easter Bunny, who spoilt the Pragma team with lots of delicious chocolate.

### **Staff Christmas Party**

For the Pragma Staff Christmas Party, we spent a beautiful day relaxing onboard a boat, which ferried us to and from Rottnest Island.

### **Wine Tour**

To welcome some new faces to the firm we spent a Friday drinking some great Mandoon wines and team bonding.



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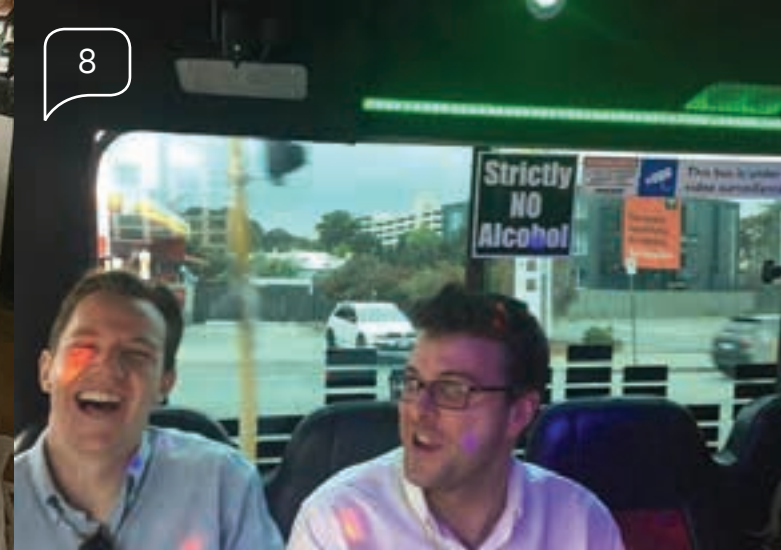
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1. Michael Lewis, a.k.a. Slugger, and some Christmas spirit.
2. The Pragma ladies and Slugger at Mandoon Winery.
3. The Pragma team celebrating Melbourne Cup.
4. Sandra's farewell dinner.
5. Aaron McDonald and the Easter Bunny.
6. Mandoon group shot.
7. Melbourne Cup Race Day.
8. Jordie and Jason 'sing-along'.
9. The Pragma team at brunch.

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**pragma**  
LAWYERS