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IN BRIEF

### Carter Newell casts the net for innovation

QUEENSLAND FIRM Carter Newell Lawyers has broadened its range of client services with the introduction of free podcasts to complement its existing range of newsletters, articles and presentations available in electronic or hard copy.

The service, CN podcasts, has been up and running for three weeks and is targeted at clients who spend a lot of time travelling, or simply don't have enough time to read all the legal updates that are distributed. "Feedback from clients indicated that reading all the information provided either electronically or in hard copy was a big challenge," Jacki Wilson, the firm's practice development manager, said.

Clients now have the option of staying up to date by listening to that information on their MP3 players or personal computers. "It is far more time effective to listen whilst on their way to work or jogging around the park," Wilson said.

Legal podcasts are big in the US, but Wilson had been unable to locate any Australian firms that had implemented such a service. The initiative was all about time management, she said. "It's one of those things where you've got to keep up to date, but when do you have a life? Everywhere you go you see people with their ear pieces in, so it made sense."

The podcasts are available for free download at [www.carternewell.com](http://www.carternewell.com).

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