

IPONZ STRENGTHS

Engaged and skilled people | High quality examination & hearings decisions | Client service reputation | Understanding our clients | Systems & processes | ISO certification | Modern Patent & Trade Mark regimes | Modern & robust operating model | Flexible working environment | Strong & growing international reputation | World-leading service delivery standards | Supporting Fair Markets that Thrive

IPONZ PRIORITIES

	OUR PEOPLE IPONZ is a great place to work	VALUE & INTEGRITY FOR CLIENTS Clients have confidence in IPONZ decisions, service delivery and in the integrity of the IP regimes	OUR SYSTEMS IPONZ has robust and flexible systems underpinned by quality information, efficient processes and modern technology	INTERNATIONAL IP COLLABORATION Our vision is to increase the global competitiveness of New Zealand businesses by helping them protect and leverage their IP in overseas markets	BUILDING IP CAPABILITY IN NZ NZ businesses make the right decision about their IP to support business growth
ALWAYS	<ul style="list-style-type: none"> Enhance our positive and engaged culture. Recognise our contributions and celebrate our successes. Invest in developing our people to cultivate and retain talent. Support future succession opportunities and capability. Support diversity of talent and ideas in our people and the people we interact with. Make sure our people are healthy, safe and secure at work. Recognise technical and system leadership. Leverage MBIE and cross-government capability to achieve our goals. Ensure we continue to support our people to work flexibly. 	<ul style="list-style-type: none"> Deliver robust IP rights through high quality, consistent and timely examination and hearing decisions. Ensure “right first time” client interactions. Influence policy thinking and contribute to the design of regulatory reforms. Strengthen relationships and communication with key business partners. Achieve more valuable outcomes for businesses by leveraging Business.govt.nz, stakeholder engagement, MBIE’s data initiative and policy teams. Collaborate with high users and IP professionals in policy development. 	<ul style="list-style-type: none"> Deliver a robust and agile systems development programme focussed on benefiting staff, clients and stakeholders. Manage complete and accurate records, keeping information safe and secure. Retain our ISO certification. Meet the requirements of our quality management system and continually improve its effectiveness. Ensure we have the right internal and external resources to maintain and improve our systems. 	<ul style="list-style-type: none"> Cultivate international relationships to benefit New Zealand businesses. Share our operational expertise to assist emerging trade markets. Contribute to trade negotiations. Leverage our strong international reputation overseas. Progress joint initiatives with overseas IP offices where benefits exist. Contribute to the development of global IP systems predominantly through the World Intellectual Property Organization (WIPO) and the International Union for the Protection of New Varieties of Plants (UPOV). 	<ul style="list-style-type: none"> Promote the value of IP as a strategic asset to support business growth. Provide the right information and service, in the right way and at the right time. Use client feedback and IP data to make informed, intelligence-led decisions about future IP products and services. Collaborate with agencies and industry influencers to achieve outreach goals. Continue to increase IP awareness for level 1 and 2 customers.
NOW	<ul style="list-style-type: none"> Implement our strategic workforce plan (OurPeople2018). Review and refresh position descriptions to ensure they are fit for purpose. Continue to manage and implement a broader geographical spread of IPONZ resources. Ensure our career progression framework aligns to MBIE’s new pay and progression framework. Ensure we continue to align to and communicate MBIE’s organisational development priorities outlined below. Embed MBIE’s new values. 	<ul style="list-style-type: none"> Support Policy to refine and enhance IP laws and encourage operational efficiencies. Actively participate in Plant Variety Rights law review programme. Support enforcement of IP rights through collective and integrated compliance and enforcement in partnership with other government agencies. Implement new fees. Improve the access and quality of IP data and information available electronically. Promote Alternative Dispute Resolution solutions. Initiate an economic study on the value of IP. Pursue a regulatory assessment of the IP regulatory system. 	<ul style="list-style-type: none"> Implement the IPONZ systems road map in support of the systems strategy, which includes: <ul style="list-style-type: none"> ensuring our systems enhance our flexible working environment using our data (including in combination with other sources) in intelligent ways to support operational activity, continuous improvement and strategic re-use delivering system improvements by exploiting automation and new technology; building usable systems that are tailored to meet the diverse needs of users. 	<ul style="list-style-type: none"> Implement the international work programme aligned with IPONZ’s international strategy, which includes: <ul style="list-style-type: none"> leveraging international training and professional development initiatives sharing IPONZ expertise to foster efficient and robust IP services internationally enhancing relationships with other similar international authorities to benefit IPONZ practices and operations. 	<ul style="list-style-type: none"> Plan and deliver IPONZ’s 150 year anniversary activities. Collaborate with agencies and interested parties on IP and Traditional Knowledge. Deliver engagement strategy for IP professionals.
NEXT	<ul style="list-style-type: none"> Plan for emerging impacts of advances in technology on our people. Plan for future workforce. 	<ul style="list-style-type: none"> Deliver new and improved service offerings. Review our role as an IP office in the innovation system. 	<ul style="list-style-type: none"> Investigate technology refresh opportunities to ensure our systems remain world-leading 	<ul style="list-style-type: none"> Review and refresh international strategy. 	<ul style="list-style-type: none"> Investigate opportunities to contribute IP content to the education sector.

MBIE OUTCOMES Prosperous and adaptable people, sectors, and regions | People are skilled and engaged in safe fulfilling work Informed consumers and businesses interacting with confidence | Value is sustainably derived from the natural environment | A dynamic business environment fostering innovation and international connections

FAIR MARKETS THAT THRIVE



Māiā -
Bold and Brave



Mahi Tahī -
Better Together



Pae Kahurangi -
Build our Future



Pono me te Tika -
Own it

MBIE’S ORGANISATIONAL DEVELOPMENT PRIORITIES Inclusion & diversity | Wellbeing, health, safety & security | A spirit of service | Growing great talent

IPONZ MEASURES AND OBJECTIVES FOR 2019/20

STATEMENT OF SERVICE PERFORMANCE MEASURES	BUSINESS OBJECTIVES						
SSP1	B01	B02	B03	B04	B05		MONITORING & FOCUS AREAS
QUARTERLY	QUARTERLY	MONTHLY	MONTHLY	MONTHLY	QUARTERLY		MONTHLY
99% of decisions to accept, grant or register intellectual property rights made by the Intellectual Property Office and the Plant Variety Rights Office will be upheld.	At least 95% of trade mark (national and international), patent (1953 and 2013 Acts), design and plant variety right processing and examinations meet the quality control standards and statutory delegations.	At least 95% of the following types of work will meet published turnaround times (www.iponz.govt.nz/support/timeframes/): <ul style="list-style-type: none"> Divisional patent (1953 Act), trade mark and design applications will be examined and an examination report issued. Complete search & preliminary advice requests will be examined and a report issued. International trade mark applications will be certified or report issued. Geographical indications applications will be examined and report issued. 	At least 90% of the following types of work will meet published turnaround times (www.iponz.govt.nz/support/timeframes/): <ul style="list-style-type: none"> Incoming patent (1953 Act), trade mark and design correspondence will be responded to. Applications for a plant variety right are acknowledged. 	At least 80% of the following types of work will meet published turnaround times (www.iponz.govt.nz/support/timeframes/): <ul style="list-style-type: none"> Hearing decisions will be issued. Conduct first examination (2013 Act). Conduct subsequent examination (2013 Act). Conduct re-examination (2013 Act). 	Enhancements directly benefiting clients comprise more than 40% of ICT development workload delivered during the year.		<ul style="list-style-type: none"> The median time to implement change is less than 50 working days. At least 80% of processes due for review are reviewed and published within 20 working days.
							QUARTERLY
							<ul style="list-style-type: none"> Patent examination work is tracking according to workforce planning expectations. Trade Mark examination work is tracking according to workforce planning expectations. Staff turnover rate is less than 10% with less than 8% of staff leaving for opportunities outside of MBIE. The median time between when a matter is ready for a hearing to when a hearing date is scheduled is less than 4 months.
							BI-ANNUAL
							Maintain the overall effectiveness of IPONZ in accordance with our quality management system.
							ANNUAL
							<ul style="list-style-type: none"> IPONZ collateral* is up to date.

* About IPONZ, stats and infographics

IPONZ 19/20 DELIVERABLES

	OUR PEOPLE	VALUE & INTEGRITY FOR CLIENTS	OUR SYSTEMS	INTERNATIONAL IP COLLABORATION	BUILDING IP CAPABILITY IN NZ
PATENTS	<ul style="list-style-type: none"> Build capability across the Patents team. Based on the Patent Workforce Strategy increase the size and competency of the examination team through programmes directed at recruitment, development, training and systems enhancement. 	<ul style="list-style-type: none"> Contribute to legislation and policy development in particular the IP Omnibus Bill IP Regulations review. Engage effectively with stakeholders through the Technical Focus Group, stakeholder meetings and the NZIPA. Implement new business measures. Identify technology areas NZ business use the most. Refine the PCT Receiving Office for local clients. Develop new practice guidelines. Develop a strategy to deal with increasing workload due to five year examination deadline. 	<ul style="list-style-type: none"> Identify opportunities for system improvements. Support the development of systems for international data transfer. Extend the patent learning management system (Socrates) and refine the settings and content. 	<ul style="list-style-type: none"> Support the technology developments needed to become a contributing Office to WIPO Case patent data transfer programmes. Investigate opportunities with other IP Offices to measure quality via benchmarking and comparative examination (ie Australia, JPO, CNIPO). Actively participate in WIPO where appropriate – Patent Cooperation Treaty (PCT) Working Group and International Patent Classification (IPC). Seek efficiencies by taking advantage of GPPH collaboration and other work sharing. Provide feedback to WIPO on ePCT development & implementation. 	<ul style="list-style-type: none"> Contribute patent technical input to stakeholder engagement and outreach initiatives. Contribute to activities to promote patents (ie a patent marketplace). Develop and publish Patent Māori Advisory Committee guidelines.
PLANT VARIETY RIGHTS	<ul style="list-style-type: none"> Support external domestic and international technical training and development opportunities for PVR examiners. Build capability across the PVR team. Maintain focus on health and safety in the field. 	<ul style="list-style-type: none"> Contribute to legislation and policy development of the PVR Act. Review operational practice and PVRO function in association with the PVR Act review. Review of test guidelines and programmes. Engage effectively with stakeholders through Technical Focus Group, Pasture Species forums and Advisory Groups. Manage procurement and external service agreements and contracts. 	<ul style="list-style-type: none"> Implement Quality Management Systems for DUS testing using similar models to those already in use by member states of UPOV. Investigate suitable options for a PVR photo/variety description database and progress a solution. Review availability information and records for varieties of native plants including plant common names in Te Reo Māori. 	<ul style="list-style-type: none"> Actively participate in UPOV Council and Technical meetings where appropriate - TWP Agriculture, TWP Fruit, TWP Ornamentals and other relevant working groups. Provide technical services to other authorities on request e.g. DUS Training. Respond positively to requests for assistance from Plant Variety Offices, particularly in the Asia/Pacific region. Provide tutor services to the UPOV Distance Learning programme. Lead and contribute to the development and drafting of international Test Guidelines. 	<ul style="list-style-type: none"> Contribute PVR technical input to stakeholder engagement and outreach initiatives. Participate in industry events and conferences.
DESIGNS	<ul style="list-style-type: none"> Support development and capability building within the Designs team. Provide Design technical training and coaching for examiners. 	<ul style="list-style-type: none"> Validate, examine and register design applications. Validate and process International Patent applications. Contribute to legislation and policy development, in particular the IP Omnibus Bill, Copyright Review where it overlaps with design law and getting traction on a Designs Act review in out-years. Improve Designs services without legislative change that align us with other jurisdictions (ie WIPO). 			<ul style="list-style-type: none"> Contribute design technical input to stakeholder engagement and outreach initiatives.

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TRADE MARKS & GEOGRAPHICAL INDICATIONS	<ul style="list-style-type: none"> Support training and technical development of staff to deliver high quality trade mark rights. Implement team engagement activities. Continue resilience programme. Support tertiary study in relation to IP for staff. Hold a trade mark conference for staff. Scope and implement "Growing our knowledge for all" initiative from the TM ideas generation workshop. 	<ul style="list-style-type: none"> Contribute to legislation and policy development, in particular the IP Omnibus Bill. Engage effectively with stakeholders through the Technical Focus Group, stakeholder meetings and the NZIPA . Deliver enforcement initiatives. Deliver Register integrity initiatives. 	<ul style="list-style-type: none"> Contribute to systems improvements including examination automation . 	<ul style="list-style-type: none"> Active participation in WIPO's Nice and Madrid Committees including succession and capability building. Support New Zealand Chair of the WIPO Madrid Working Group. Support the WIPO Madrid Fellowship programme. Participate in relevant international conferences and seminars such as INTA. Embed examiner exchange programme with Singapore and Australia. Support WIPO-led training initiatives in the Pacific, as required. Work with MFAT on Free Trade Agreements. Participate in the EUIPO- IPONZ working plan. 	<ul style="list-style-type: none"> Provide trade marks and geographical indications technical input to stakeholder engagement and outreach initiatives. Support Masterclass sessions with trade mark and geographical indications experts.
HEARINGS	<ul style="list-style-type: none"> Increase Hearings Case Officer and Assistant Commissioner capability to deal with complex patent disputes. Support staff development and training opportunities. Run an Assistant Commissioner Conference. Support further study in relation to IP and contested hearings. 	<ul style="list-style-type: none"> Validate, and administer all types of Patent, Trade Mark, Design, Plant Variety Right and Geographical Indication proceedings and run hearings. Contribute to legislation and policy development, in particular the IP Omnibus Bill. Develop further more detailed patent and trade mark hearings guidelines in conjunction with the Hearings Technical Focus Group. Promote Mediation and provide information about this option on website and in communications with clients. Improved hearings facilities. Identify opportunities to provide technical presentations for L3 & L4 clients. Introduce Tikanga Māori into the Hearings process. 	<ul style="list-style-type: none"> Identify opportunities for system improvements, including investigating use of electronic bundles and use of technology at hearings. Undertake regular work quality audits. 	<ul style="list-style-type: none"> Establish relationships with international hearings offices to share experience and discuss Hearings best practice. Maintain oversight of International approaches and emerging trends to handling IP disputes. 	<ul style="list-style-type: none"> Contribute to stakeholder engagement outreach initiatives by contributing to Hearings related presentations and information sessions.

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BUSINESS SYSTEMS	<ul style="list-style-type: none"> Develop team capabilities in the areas of business analysis, process improvement, automation, data management, data analytics, and business intelligence. 	<ul style="list-style-type: none"> Deliver Ptolemy Enhancement Programme 19/20 that includes enhancements that benefit clients. Maintain security of systems. Progress solutions to improve the trade mark service offerings for level 1 and 2 clients. Take advantage NZBN in IPONZ systems and maintain alignment with the NZBN team. 	<ul style="list-style-type: none"> Contribute to quality management through the Change Control process and updating practices, processes and operational activities. Develop and deliver the Quality Management Programme 2019/20. Maintain ISO 9001 certification. Implement the IPONZ systems road map in support of the systems strategy. Enhance new reporting & intelligence capability. Further develop quality standards and improvement plan for core IPONZ data. Implement a new goods and services tool for IPONZ and clients. Contribute to improved reporting and intelligence, including reports showing objections stats. 	<ul style="list-style-type: none"> Develop standards-based IP data exchange capabilities. Develop relationships with other IPOs to collaborate on systems topics. 	
STAKEHOLDER ENGAGEMENT	<ul style="list-style-type: none"> Continue to develop team talent and capability in the areas of stakeholder engagement and channel development to meet the diversity of our customers. 	<ul style="list-style-type: none"> Develop a one page stakeholder engagement team strategy. Manage service agreement with MBIE's Service Centre. Develop an on-going plan to analyse common questions to Service Centre to inform improvement. Implement content strategy and work program for all distribution channels Support IPONZ's initiatives such as: <ul style="list-style-type: none"> the implementation of IPONZ new fees trade mark and copyright enforcement initiatives including a compliance and awareness campaign alter renewal process with Business Systems team due to international IP renewal scams. Produce/update IPONZ collateral: <ul style="list-style-type: none"> IPONZ on a page Year in review Patent stats Trade Mark stats PVR infographic Madrid infographic PCT infographic Maori IP guide. 	<ul style="list-style-type: none"> Refresh customer feedback process to address the diversity of customers and stakeholders. Contribute to the improvement of trade mark offerings including Applications services and Goods and Services tool. Leverage Trade Mark Check tool interface design to improve Ptolemy usability. 	<ul style="list-style-type: none"> Implement IPONZ international strategy and develop a work programme that: <ul style="list-style-type: none"> supports international activities and relationships seeks opportunities to collaborate with other IP offices. 	<ul style="list-style-type: none"> Implement IPONZ 150th Anniversary activities including: <ul style="list-style-type: none"> IPONZ history Major event in September 2020 Expand "Dream It, Do It, Own It" campaign as a foundation for 150 years activities, marketing and collateral. Organise a World IP day event. Co-host events with other stakeholders such as NZIPA (World IP Day), Business.govt, Callaghan Innovation and NZTE. Coordinate engagement strategy for high users and medium to large businesses to support changes in IP policy and operational improvements for customers. Leverage/Embed "Dream it. Do it. Own it." campaign to: <ul style="list-style-type: none"> develop 4 case studies including Maori and traditional knowledge (including a Te Reo Māori version), patents, PVR and designs develop educational resources for secondary education.

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BUSINESS SERVICES	<ul style="list-style-type: none"> Support and deliver structure, capacity and capability reviews and initiatives. Support training and development opportunities. Support IPONZ teams with in-house training preparations. Implement IPONZ strategic workforce plan. Organise staff planning days and IPONZ comms series. HR, Learn@MBIE, variance reporting. Track culture and engagement action plans. Develop a consistent IPONZ induction process. Enhance internal management reporting processes and reports. Lead IPONZ health and safety focus, compliance and reporting, including for category 1 risks. Support IPONZ recruitment processes. Support management team administrative tasks. Ensure IPONZ people plan is aligned to Market Services and MBIE. Ensure IPONZ career progression framework is aligned to MBIE career progression. In line with Market Services strategy, ensure relevant staff members complete G-REG levels 3 and 4. Support and implement MBIE and Market Services people initiatives. Coordinate and contribute to improvements in MBIE processes. Embed new MBIE values. 	<ul style="list-style-type: none"> Lead and deliver IPONZ strategic business planning. Lead forecasting, budgeting and variance reporting. Support procurement and contract activities. Respond to OIA requests. Identify and implement improvements to OIA processes. Work with the Trade Marks team to develop IPONZ's enforcement approach. Investigate opportunities to make more information available online. Research options for a patent marketplace sourceip.ipaustralia.gov.au. 	<ul style="list-style-type: none"> Review and improve corporate operations manual procedures. Collaborate with MBIE teams to support IPONZ goals. Leverage and influence MBIE priorities and systems to benefit IPONZ. Review and improve OIA technical solutions. Implement new fees. 	<ul style="list-style-type: none"> Support IPONZ teams with hosting preparations. Coordinate IPONZ travel. Support the arrangement of domestic meetings with international parties. Continue to play a part and monitor the trans-Tasman Patent Attorney regime to ensure it meets the needs of the local profession. Work with the Stakeholder Engagement team to implement IPONZ's international strategy. 	<ul style="list-style-type: none"> Coordinate 150 years activities. Support stakeholder engagement outreach initiatives. Support relationship development with industry influencers. National Manager provide IPONZ update at one or more industry events. Commission patent and TM landscape survey to inform IPONZ practice, inform IP policy, promote the patent system.