

IPONZ Business Plan 2021/22 to 2022/23

OUR VISION

Support a world where innovation and creativity from anywhere is supported by IP for the good of everyone

OUR PURPOSE

To enable people to protect their IP rights

WHAT WE DO

We examine patents, trade marks, geographical indications, designs and plant variety rights

OUR GOALS

KAITIAKITANGA

We are **world-class stewards** of our systems, delivering services for the future.

MANAAKITANGA

We treat everyone **fairly and with respect**.

WHANAUNGATANGA

We put the **people and communities we serve at the centre** of what we do.

PUĀWAITANGA

We deliver the **best possible value** from our services and regulatory systems.

WHAKAMANA

We **support our people** to achieve their goals and aspirations.

OUR PRIORITIES

OUR PEOPLE

- Refresh strategic workforce plan
 - Ensure the wellbeing health and safety of our people
 - Continue to promote flexible working
 - Invest in developing our people
 - Lift our cultural capability
 - Celebrate our successes
 - Contribute directly to the work of TWSD
- people priority: Involved

OUR CUSTOMERS

- Timely & consistent examinations and results for customers
- Improve customer feedback mechanisms & use data to enhance our services
- Shape and influence IP laws
- Protect and enforce IP rights
- Improve access to, and quality of, IP data and information
- Clear backlogs where possible
- Continue to increase IP awareness & accessibility for customers through our Dream it, Do it, Own it campaign

OUR SYSTEMS

- Strategic review of intellectual property business needs
- Continually improve our systems
- Update and enhance systems to support legislative change
- Meet the requirements of our quality management system and continually improve its effectiveness
- Contribute directly to the work of TWSD work priority: Impactful

OUR NZ PARTNERS

- Fulfil our Treaty of Waitangi Obligations by being an active partner with Māori and tangata whenua
- Enhance connection and interaction with partners in the innovation system

OUR INTERNATIONAL ENGAGEMENT

- Fulfil our legal, international treaty and trade obligations
- Leverage relationships to support NZ's overseas interests
- Enable international ease of doing business
- Knowledge sharing

OUR STRENGTHS

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

MBIE's PURPOSE

Grow New Zealand for all

OUR VALUES



**Māia -
Bold and Brave**



**Mahi Tahī -
Better Together**



**Pae Kahurangi -
Build our Future**



**Pono me te Tika -
Own it**

OUR PEOPLE	OUR CUSTOMERS	OUR SYSTEMS	OUR NZ PARTNERS	OUR INTERNATIONAL ENGAGEMENT
<p>Refresh strategic workforce plan</p> <ul style="list-style-type: none"> • Role and team sizing • Long term projections • Develop clear pathways for progression • Develop recruitment plan, job descriptions, advertising and visa requirements • Conduct talent mapping <p>Ensure the wellbeing health and safety of our people</p> <ul style="list-style-type: none"> • Attend all relevant health and safety committees • Provide wellbeing training • Encourage and support flexible working • Provide monthly WHS updates in weekly report <p>Continue to promote flexible working</p> <ul style="list-style-type: none"> • Include regional recruitment in recruitment plan • Share positive stories of flexible working <p>Invest in developing our people</p> <ul style="list-style-type: none"> • Trade Marks and Designs Socrates • Broaden the Patent/Trade Mark training to include all of IPONZ • Integrate training in career pathways • Refresh common capability framework, including adding new roles if appropriate • Encourage our people to join MBIE networks <p>Lift our Cultural Capability</p> <ul style="list-style-type: none"> • All IPONZ staff to complete Nō Kōnei • All IPONZ staff encouraged to complete Beyond Diversity and Wall Walk training <p>Celebrate our successes</p> <ul style="list-style-type: none"> • Quarterly anniversary morning teas • Weekly stand up and weekly report shout outs • Consider upcoming awards and nominations for awards at monthly management meetings <p>Contribute directly to the work of TWSD people priority: Involved</p>	<p>Timely and consistent examinations and results for customers</p> <ul style="list-style-type: none"> • Actively monitor effectiveness of fees review • Agent identity project • Continue to deliver TFG meetings and assess needs of any other groups <p>Improve customer feedback mechanisms and use data to enhance our services</p> <ul style="list-style-type: none"> • Embed the IPONZ feedback process • Conduct surveys, workshops, online tools <p>Shape and influence IP laws</p> <ul style="list-style-type: none"> • Contribute to PVR Act, fees, regs review • Contribute to IP laws amendment Bill <p>Protect and enforce IP rights</p> <ul style="list-style-type: none"> • Investigate options for alternative disputes resolution • Assess hearings procedures against the best practice framework for dispute resolution in New Zealand • Enforcement strategy • Support NZ customer consumer survey <p>Improve access to, and quality of, IP data and information</p> <ul style="list-style-type: none"> • Contribute to Economic study • Share information with customs • Innovation research <p>Clear backlogs where possible</p> <ul style="list-style-type: none"> • Develop back log clearance plan for patents and trade marks <p>Continue to increase IP awareness and accessibility for customers through our Dream it, Do it, Own it campaign</p> <ul style="list-style-type: none"> • World IP day event • Increase Māori business IP case studies and PVR case studies • Implement the case studies landing page • Use Business and consumer channels to broaden reach 	<p>Strategic review of intellectual property business needs</p> <p>Continually improve our systems</p> <ul style="list-style-type: none"> • Improve reporting and intelligence capability • Improvement to small business pathways to trade mark protection, including Māori business identifier • Upgrade Ascepto to version 11 • Agent identity, security and integrity improvements • Patent data improvements (supporting examination, international data, future automation and innovation research) <p>Update and enhance systems to support legislative change</p> <ul style="list-style-type: none"> • Plant Variety Rights Act and regulations • IP Laws Amendment Act <p>Meet the requirements of our quality management system and continually improve its effectiveness</p> <ul style="list-style-type: none"> • Retain ISO 9001 certification • Implement an annual quality improvement programme <p>Contribute directly to the work of TWSD work priority: Impactful</p>	<p>Fulfil our Treaty of Waitangi Obligations by being an active partner with Māori and tangata whenua</p> <ul style="list-style-type: none"> • Implement Te Reo branding • Implement Māori Plant Variety Rights Committee • Develop a work programme <p>Enhance connection and interaction with partners in the innovation system</p> <ul style="list-style-type: none"> • Partner with other businesses, agencies and other parts of MBIE • Enhance collaboration with external service providers 	<p>Fulfil our legal, international treaty and trade obligations</p> <ul style="list-style-type: none"> • Participate in WIPO and UPOV meetings and related activity <p>Leverage relationships to support NZ's overseas interests</p> <ul style="list-style-type: none"> • Contribute to EU & UK FTA <p>Enable international ease of doing business</p> <ul style="list-style-type: none"> • Prepare for examiner exchanges • PPH, cooperating with other IPO's on common practice <p>Knowledge sharing</p> <ul style="list-style-type: none"> • Actively participate at international forums

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IPONZ Measures and Objectives for 2021/22

STATEMENT OF SERVICE PERFORMANCE MEASURES	BUSINESS OBJECTIVES							
SSP 1	BO1	BO2	BO3	BO4	BO5	BO6	BO7	MONITORING & FOCUS AREAS
QUARTERLY	QUARTERLY	MONTHLY	MONTHLY	MONTHLY	MONTHLY	MONTHLY	QUARTERLY	MONTHLY
<p>At least 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.</p>	<p>At least 95% of trade mark (national and international), patent (1953 and 2013 Acts), design, plant variety right and hearing processing and examinations meets the quality control standards and statutory delegations.</p>	<p>At least 95% of the following types of work will meet published turnaround times:</p> <ul style="list-style-type: none"> Trade mark applications will be examined and an examination report issued within 15 working days Search and Preliminary advice (S&PA) requests will be examined and a report issued within 5 working days International trade mark applications will be certified or reports issued in 70 working days Geographical Indication (GI) applications will be examined and a report issued within 3 months Incoming trade mark correspondence will be responded to as state on the website. (www.iponz.govt.nz/support/timeframes/). 	<p>At least 90% of the following types of work will be completed within five days or less</p> <ul style="list-style-type: none"> Applications for a plant variety right are acknowledged within 5 working days Timeliness of PVR decisions to grant or refuse grant (30 working days) 	<p>At least 80% of the following types of work will meet the following turnaround times:</p> <ul style="list-style-type: none"> Conduct first examination (2013 Act) within 18 months Divisional patent (1953 Act) applications will be examined and an examination report issued within 20 working days Conduct subsequent examinations and re-examinations (2013 Act) within 20 working days Incoming patent correspondence will be responded to as stated on the website (www.iponz.govt.nz/support/timeframes/). 	<p>The following types of work will meet the following timeframes:</p> <ul style="list-style-type: none"> The median time between when a matter is ready for a hearing to when a hearing date is scheduled is less than 4 months. The median time for a hearing case from the submission to the date of the final outcome is 30 months or less. 	<p>At least 90% of the following types of work will meet the following turnaround times:</p> <ul style="list-style-type: none"> Design applications will be examined and an examination report issued within 15 working days Incoming design correspondence will be responded to within 15 working days 	<ul style="list-style-type: none"> 95% of OIA requests are completed within statutory timeframes (20 working days). 	<ul style="list-style-type: none"> The overdue tasks for the Patents team trends downward. The overdue tasks for the Trade Marks team trends downward and is 750 or less by the end of the year.
								<p>QUARTERLY</p> <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. The median time for Hearing decisions to be published is 30 days or less. Staff turnover rate is less than 10% 95% of regular communication scheduled are published on time. 80% of the IPONZ collaterals are updated on time and new collaterals are created as per agreed design brief and schedule.
								<p>BI-ANNUAL</p> <ul style="list-style-type: none"> An upward trend in the overall effectiveness of IPONZ in accordance with our quality management system.