

IPONZ STRENGTHS

Engaged and skilled people | High quality & timely examination & hearings decisions | Client service reputation | Understanding our clients | Systems & processes | ISO certification | Modern Patent & Trade Mark regimes | Modern & robust operating model | Flexible working arrangements | 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 and service delivery and in the integrity of the IP regimes (regulatory stewardship)	OUR SYSTEMS IPONZ has robust and flexible systems underpinned by quality information, efficient processes and modern technology	INTERNATIONAL IP COLLABORATION NZ businesses operate with confidence internationally due to better IP protection globally	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 and support future succession opportunities and capability to achieve our goals. Support diversity 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. 	<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 policy and design of regulatory reform. 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. 	<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. 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. 	<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.
NOW	<ul style="list-style-type: none"> Implement OurPeople2018 to ensure we are resourced with the right capability, capacity and structure to deliver the breadth and depth of our products and services. Implement our flexible work strategy. Investigate the feasibility of a broader geographical spread of IPONZ resources. Implement and embed common capability framework. Develop and implement an approach to our Wellington footprint. Workforce planning to identify future FTE and training needs. Support development and delivery of the Market Services People Plan. Communicate the direction of Market Services to our people. 	<ul style="list-style-type: none"> Pursue IP law reform. Actively participate in PVR 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 information available for internal and external decision makers, including making additional information available online. Promote Alternative Dispute Resolution solutions. Plan for new, innovative and reconfigured service offerings that meet clients' needs. Initiate a systems perspective on the value of IP. 	<ul style="list-style-type: none"> Develop an IPONZ systems strategy. Ensure our systems framework enables flexible working strategy. Enable external users to use our core searching tools. Extract benefits from our electronic data exchange with others. Leverage NZBN opportunities, including actively participating in the NZBN collective impact initiative. Design technology advances, such as artificial intelligence, into our service delivery model. 	<ul style="list-style-type: none"> Develop international strategy. Leverage international training initiatives. Share IPONZ expertise to assist developing countries in emerging export markets. Gain further understanding of the international market climate. Prepare for any implications of BREXIT and communicate these to NZ businesses. Enhance or initiate relationships with other similar international authorities to benefit IPONZ practices and operations. Develop our capability to support domestic and international work on traditional knowledge. 	<ul style="list-style-type: none"> Increase IP awareness for level 1 and 2 customers. Kick off 150 year anniversary planning, investigate participating in an event such as Tech Week 2019. Review customer and stakeholder engagement strategies. Increase awareness of traditional knowledge and its value. Collaborate with agencies and interested parties on IP and Traditional knowledge.
NEXT	<ul style="list-style-type: none"> Address emerging impacts of advances in technology. 	<ul style="list-style-type: none"> Deliver new and improved service offerings. Pursue IP law reform including Designs changes. Investigate opportunities to improve Designs services without legislative change. 	<ul style="list-style-type: none"> Investigate technology refresh opportunities to ensure our systems remain world-leading. Implement technology advances, such as artificial intelligence, across our business systems to increase IPONZ's capacity and achieve certainty and speed for clients. 	<ul style="list-style-type: none"> Investigate offering examination services to other IP offices. Review the joint trans-Tasman Patent Attorney registration regime. Implement international strategy. 	<ul style="list-style-type: none"> Investigate opportunities to contribute IP content to the education sector. 150 year anniversary events. Grow the sophistication of IP knowledge and understanding in NZ.

MBIE PRIORITIES FOR ORGANISATIONAL DEVELOPMENT Health, safety & security | Inclusion & diversity | MBIE spirit of service | Growing great talent

MBIE PRIORITIES TO GROW NZ FOR ALL Future of work | Government procurement | Investment | Just transitions | Partnership with Māori | Regional growth | Regulatory stewardship | Supporting competitive sectors

MBIE COLLECTIVE IMPACT Compliance and enforcement | Data | NZBN | Regulatory Systems & Governance | Stakeholder

FAIR MARKETS THAT THRIVE

IPONZ MEASURES AND OBJECTIVES FOR 2018/19

STATEMENT OF SERVICE PERFORMANCE MEASURES	BUSINESS OBJECTIVES						
SSP1	B01	B02	B03	B04	B05	B06	MONITORING & FOCUS AREAS
QUARTERLY	QUARTERLY	MONTHLY	MONTHLY	MONTHLY	QUARTERLY	MONTHLY	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 (https://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 National phase applications received will be examined and 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 (https://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 (https://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 2018/19.	The average number of website users is over 30,000 for 2018/19.	<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, excluding any processes requiring change controls.
							QUARTERLY
							<ul style="list-style-type: none"> Patent 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. 2,000 IPONZ Facebook followers by June 2019. Increase an average email open rate from 33% to 35% by June 2019. The median time between when a matter is ready for a hearing to when a hearing date is scheduled by IPONZ is less than 4 months.
							BI-ANNUAL
							<ul style="list-style-type: none"> An upward trend in the overall effectiveness of IPONZ in accordance with our quality management system.
							ANNUAL
							<ul style="list-style-type: none"> At least 80% of our clients are satisfied with IPONZ services.