



IP Australia's Information Management Framework

2000 - 2005

Content

Introduction	2
Purpose	3
Benefits	3
Principles.....	4
IP Australia's Information Management Model.....	4
Strategies	5
Responsibilities.....	5
Key Deliverables.....	6

Introduction

The successful management of IP Australia's information resources has an importance beyond the efficient conduct of our business processes. Readily accessible information about IP rights is vital for the Australian community in assisting research and development activities, facilitating business strategic planning and raising consumer awareness. It is imperative then for IP Australia to be a good information manager not only in meeting our statutory and customer obligations but also in seeking to provide new and enhanced customer services.

Developments in information technology systems will help us achieve this. However developing cost effective strategies for migrating from our diverse and complex legacy systems to new systems and tools will be challenging. Apart from the significant technical issues to be addressed our success will be largely dependant on our ability to foster a culture that values information as a corporate resource and ensures staff understand and are equipped to meet their information management accountabilities.

In September 1999 an Information and *Electronic Service Delivery Task Force* was established by the executive to take stock of the domestic and international legal and administrative constraints and requirements that impact on our information management and electronic service delivery, and develop a high level corporate framework for planning, managing and coordinating implementation.

IP Australia is committed to the information management model, principles and strategies presented in this Task Force report within which it will seek to develop its future information management and electronic service delivery infrastructure. I look forward to your support in their implementation.

Dr Ian Heath
Director General
4 February 2000

Purpose

Information is integral to the conduct of our business and a valuable strategic asset. Information management is an essential function supporting the business processes within IP Australia.

IP Australia will implement a corporately focussed information management framework that supports current and future business processes and meets our international and domestic obligations. This framework sets out IP Australia's approach to information management, which will build common understanding and provide a basis for effective decision making.

The framework:

- provides an information management framework that allows coordinated and cost effective decisions to be made about our information resources
- sets a contextual background for information management in IP Australia including an assessment of the relevant internal and external drivers
- allocates ongoing responsibilities for information management
- sets out specific strategies and projects for developing the information management systems necessary for IP Australia to meet its business objectives including improved productivity and enhanced customer service
- allows a coordinated and cost effective approach to systems redevelopment and the provision of new services or systems in response to Government policy and customer demand
- provides an initial step towards integrating information management planning into the business planning cycle

Benefits

By implementing the framework IP Australia will be positioned to:

- effectively support the current and future information needs of core business processes
- reduce costs because of lower levels of redundant, duplicated or erroneous information and more efficient access to information
- meet future business requirements and opportunities
- better harness the skills and knowledge of staff and more effectively support their information requirements
- provide value added information services to customers and the Australian community including electronic filing of IP rights applications and facilitated access to IP related information
- make better informed decisions about information technology and other systems investments
- benefit from future knowledge management strategies and tools

Principles

IP Australia has adopted the following information management principles as the basis for its information management framework:

- 1 Efficient, effective and ethical management of information, consistent with IP Australia's obligations under Australian legislation and international agreements:
 - is the responsibility of all employees;
 - is a primary feature of all systems and processes;
 - underpins business process improvements; and
 - develops and promotes IP Australia as a corporate entity
- 2 IP Australia maximises the usefulness of its information to its employees and the community. This is enhanced by business processes and system applications sharing information
- 3 Information is retained in the corporate information system while it has value or relevance to the business operations of IP Australia, to our customers and to the Australian community
- 4 Information will be available to all staff except where the nature of the information indicates otherwise. Where its nature indicates that it should not be universally available (eg personnel records), access will be limited to those with a need to know
- 5 There is equity of access to IP Australia's information and services

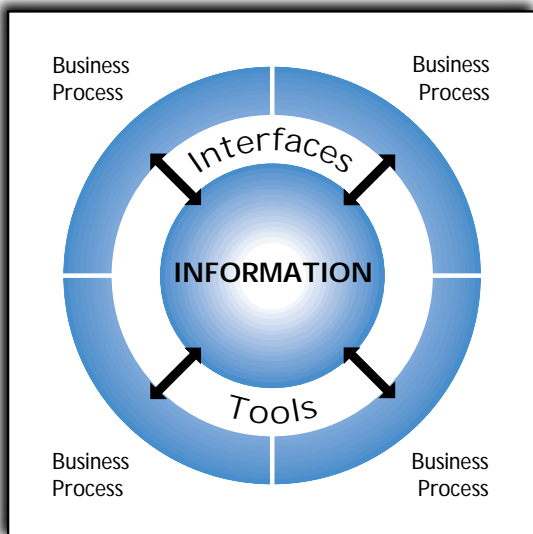


FIGURE 1. Information should be independent of processes and systems

IP Australia's Information Management Model

Information is managed more efficiently and is better adapted to new and changing business requirements if it is stored and can be accessed independently of business processes and the proprietary systems that support them.

This general principle is illustrated in Figure 1.

Figure 2 illustrates the practical implementation of this principle for IP Australia. Business applications are still used to capture and manipulate information but the architecture with its integration layer permits information objects to be managed separately and shared where necessary across business processes and applications. The key to this functionality is corporate metadata.

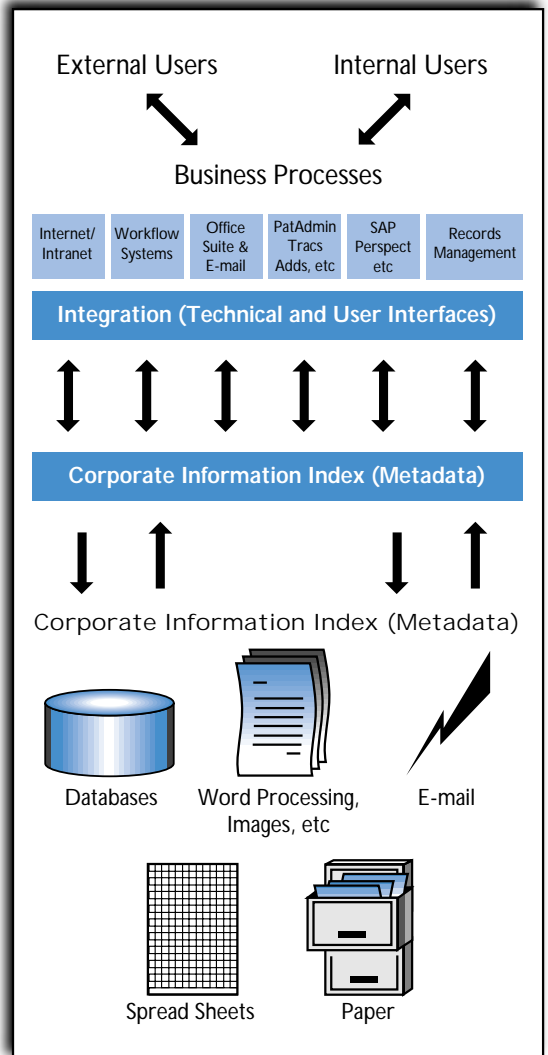


FIGURE 2. Information Management Architecture

Strategies

IP Australia will implement the following strategies to achieve information management outcomes to support its future business needs:

1 Systematically identify IP Australia's current and emerging information management needs and obligations

To obtain a comprehensive understanding of current and future information requirements. This will assist in the development of the framework for managing information and lead to strategies for filling information gaps.

2 Establish a policy and standards framework for information management

To establish policies, business rules and standards to underpin information management in IP Australia.

3 Provide staff with cost effective information management tools and training

To improve information management skills of staff and ensure they are able to access and understand the information resources they need to do their work.

4 Integrate effective information management practices into all business processes

To build into business processes the information management rules and functions that will deliver greater productivity and improved quality.

5 Implement cost effective integrated information technology solutions to manage electronic and physical documents and records

To equip IP Australia with the technical tools to allow staff to efficiently capture, store and access all the information they require and ensure that it is appropriately managed as a corporate resource.

6 Deliver enhanced services and information products to customers

To provide customers with the information products and services they require including user-friendly e-commerce options.

7 Establish an organisational structure for the coordination of information management in IP Australia

To assign responsibility for information management and the development of corporate policies and standards.

Responsibilities

The information management responsibilities under this framework are:

The Director General

- establish auditable accountability for information management and to support the implementation of an effective information management framework

The Chief Information Officer (CIO)

- ensure that IP Australia's information management framework and resources support the achievement of its business objectives and that domestic and international information management obligations are met. This includes responsibility for monitoring and reporting on the implementation of this framework
- provide strategic planning for information management resources and develop corporate standards and policies
- promote effective and efficient operation of information management processes and systems including performance/quality monitoring, evaluation of new technologies and other process improvement activities
- monitor domestic and international developments to identify changing information management obligations and standards

IP Australia Business Units

- implement corporate information management strategies and objectives in business unit plans and consequently in business process developments. This will include business unit implementations of the specific initiatives developed in this framework
- ensure that the corporate information management policies and standards are understood and adhered to in all work areas

Responsibilities

Managers

- understand IP Australia's corporate information management framework, policies and standards
- ensure their staff have access to appropriate information management training and tools
- ensure that information management policies and standards are enforced
- manage section and subsection information as part of the corporate record. This applies particularly to records related to key decision making processes

IP Australia Staff

- be aware of their obligations for the efficient management and security of Commonwealth records
- utilise the available tools to ensure information in IP Australia is managed according to established policies and standards

Key Deliverables

By completing the strategies and projects set out in the framework IP Australia will achieve for:

Customers

- a suite of new or improved electronic services including e-filing/lodgement with user-friendly payment options and structured access to a wider range of useful information

IP Australia Staff

- an integrated electronic information management system that facilitates capture and access to information (electronic or paper) with automated sentencing on creation and metadata capture

Examination and Operational Staff

- electronic case file management and workflow systems providing for electronic filing/lodgement and electronic dispatch of reports and other correspondence
- improved data entry systems to reduce duplication and errors

Corporate Strategy

- better access to strategic information including a customer database

ITS and User Managers

- a corporate data dictionary
- a coherent plan for infrastructure development

Business Services

- archive and records disposal strategies and means to deliver
- rationalised staff information and higher quality financial data
- better customer service tools

Executive

- a comprehensive, corporately focused information framework that meets the evolving information needs of the organisation