



Australian Government

IP Australia

IP Australia - Innovate Reconciliation Action Plan 2015-2018



Contents

Message from Jo Hart (as Champion)	1
1. Our Reconciliation Journey	2
2. Our Vision for Reconciliation	3
3. Our Business.....	3
4. Our RAP	3
Dream Shield	4
Case Study: Protecting inventions	4
5. Relationships.....	7
Our Aboriginal and Torres Strait Islander staff.....	10
Case Study: Vern's story	10
6. Respect.....	12
7. Opportunities.....	14
8. Tracking Progress and Reporting	17

Aboriginal and Torres Strait Islander people should be aware that this document may contain images or names of people who have since passed away.

Date	Amendments
21/05/2015	New document

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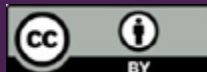
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Message from Jo Hart (as Champion)

It is with great pleasure that I present IP Australia's new Reconciliation Action Plan (RAP). This document sets out our commitment to building partnerships and embedding acknowledgement of and respect for Australia's First Peoples. It articulates opportunities for our recruitment and administrative processes, not only to boost the numbers of Aboriginal and Torres Strait Islander staff in our organisation, but also to make our services more accessible to our Aboriginal and Torres Strait Islander customers. It also contains practical ideas to help make IP Australia more responsive to their needs.

The establishment of a RAP Working Group (RWG) in late 2014 has provided the impetus and framework for IP Australia to reinvigorate our RAP and revisit the gains we have made.

Our Dream Shield program continues to inform, educate and ensure awareness of the value of Intellectual Property among Aboriginal and Torres Strait Islander businesses. Our active involvement with international forums addressing the protection of traditional knowledge and our partnerships with other government departments continue to inform policy around intellectual property issues as they relate to Aboriginal and Torres Strait islander peoples.

This Innovate RAP has been developed in consultation with staff and Reconciliation Australia. I commend it to all staff and encourage everyone to embrace its spirit and take steps to implement its actions as individuals, managers and leaders.

Jo Hart

General Manager, People and Communication Group

April 2015

1. Our Reconciliation Journey

Since the formulation of our first Reconciliation Action Plan (RAP) in 2008, IP Australia has made progress in a number of areas. In 2010 an integrated communication strategy targeting Aboriginal and Torres Strait Islander businesses was developed and the Dream Shield initiative was born. The project delivered several 'firsts' for IP Australia; our first venture on YouTube, our first engagement with Aboriginal and Torres Strait Islander business, our first resource for television and radio, our first communications on Traditional Knowledge, and our first online electronic press kit for improved media coverage.

In 2011, the Australian Marketing Institute honoured the Program with the national award for Corporate Social Responsibility, a prestigious award acknowledging the social benefits of Intellectual Property (IP) awareness.

More recently, IP Australia has partnered with various Government and non-Government agencies working within the Aboriginal and Torres Strait Islander business support sector to more effectively increase awareness of Intellectual Property issues for Aboriginal and Torres Strait Islander businesses. For the first time in 2013, IP Australia collaborated with Indigenous Business Australia (IBA) to incorporate an IP learning module (produced by IP Australia specifically for this purpose) into their 'Education Service Providers' package of teaching resources. This initiative now ensures that Indigenous Economic Development Officers as well as other IBA representatives who provide business support specifically for remote and regionally based Aboriginal and Torres Strait Islander business operators, now include important IP messages as part of their suite of business resources.

During 2014 IP Australia partnered with the National Museum of Australia to deliver a series of Aboriginal and Torres Strait Islander IP workshops entitled, 'Protect your Creative Expression'. These workshops strategically follow the National Museum of Australia's 'Warakurna' travelling art exhibition across various regional areas throughout South Australia and Western Australia, specifically targeting Aboriginal and Torres Strait Islander artists and others involved in the creative industries sector.

In the area of Aboriginal and Torres Strait Islander recruitment, there have been a number of successes including:

- Job application forms being revised to assist in identifying Aboriginal and Torres Strait Islander groups
- Advertising in Indigenous Jobs Australia
- Participation in the APS Indigenous Pathway Programs which resulted in the recruitment of one cadet
- Participation in the Indigenous Australian Government Development Programme (IAGDP) which resulted in one participant successfully completing the program and a second being placed within the Agency.

On the international level, IP Australia staff influenced the direction of discussions on traditional knowledge/cultural expressions in the World Intellectual Property Organization (WIPO) towards Australia's interest in a meaningful and balanced international instrument. We sought the views of Aboriginal and Torres Strait Islanders and other stakeholders through an ongoing consultation which has face-to-face engagement as well as an online presence (http://www.ipaustralia.gov.au/about-us/public-consultations/Indigenous_Knowledge_Consultation/)

We also worked productively with Aboriginal and Torres Strait Islander representatives at these international discussions and organised for the participation of an Aboriginal and Torres Strait Islander expert at an Association of South East Asian Nations (ASEAN) forum.

2. Our Vision for Reconciliation

In partnership with Aboriginal and Torres Strait Islander Australians, promote respect and foster creativity, innovation and prosperity.

3. Our Business

IP Australia is the Australian Government agency responsible for administering patents, trade marks, designs and plant breeder's rights. IP Australia has a key role in promoting awareness of IP and providing policy advice to Government, including the development of legislation to support Australia's IP system. IP Australia also engages in international fora to influence the global IP system for the benefit of all Australians.

We have a diverse staff of around 1100 employees, of which six identify as Aboriginal and/or Torres Strait Islander Australians.

4. Our RAP

Our RAP seeks to increase awareness of issues affecting Aboriginal and Torres Strait Islander Australians and builds on the successes we have achieved in reaching out to Aboriginal and Torres Strait Islander communities and individually-owned and operated Aboriginal and Torres Strait Islander businesses through our Dream Shield program.

The formation of a RAP working group (RWG) made up of staff from five of our business areas (including one employee of Aboriginal and Torres Strait islander background) is testament to our commitment to continuing on our reconciliation journey. The RWG welcomes and encourages input from all IP Australia staff.

IP Australia's RAP sets out specific and measurable steps IP Australia will take to:

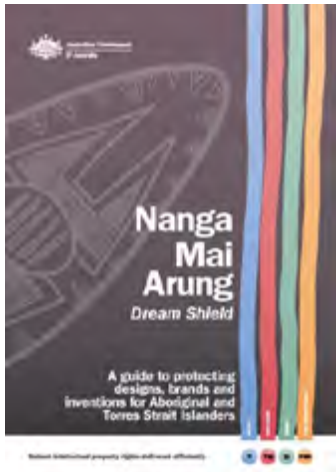
- Increase Aboriginal and Torres Strait Islander employment opportunities in IP Australia
- Eliminate barriers to IP Rights access for Aboriginal and Torres Strait Islander Australians
- Better engage and consult with the Aboriginal and Torres Strait Islander community on the administration, awareness, and policy of IP to ensure that their concerns and interests are fully considered
- Educate staff about working with Aboriginal and Torres Strait Islander communities.

The key activities identified by IP Australia for the RAP framework are:

- *RELATIONSHIPS: Community engagement*
- *RESPECT: Building a culturally supportive organisational environment and*
- *OPPORTUNITIES: Our people and the administration, awareness and policy of IP.*

Dream Shield

Dream Shield is a public education program empowering Aboriginal and Torres Strait Islander Australians to make the most of their intellectual property.



Since its launch in 2010, almost 4000 booklets and videos have been distributed around Australia. Dream Shield is supported with training for business advisors and addresses Aboriginal and Torres Strait Islander cultural issues relating to the IP system.

Video case studies on IP Australia's YouTube channel have generated considerable interest and demonstrate how each major IP right can benefit Aboriginal businesses and communities.

Case Study: Protecting inventions

300K Enterprises is an innovative Australian company which prides itself on creating products that not only save time and money, but improve safety in the workplace.

While working on the mines in Western Australia, founder and Wiradjuri man, Chris Trewin, came up with the idea for a quick, easy way of changing industrial light bulbs.

“Changing light bulbs in 40+ degree heat got me thinking—how can I do this faster?”

Chris went to the drawing board and came up with the ‘Connex’, a plug and play electrical fitting designed for hot swapping industrial globes. Built into the innovative housing is a connecting device allowing the fitting to be removed in under 60 seconds and without the need to isolate the circuit. The unique approach completely eliminates the risk of electric shock and allows all repairs on the light fitting to be undertaken in a workshop with minimal time spent in the field.

Chris and his business partner Bruce Christian realised their innovation could make a lot of money, so they decided to protect it with a patent, but they wanted to do it right.

“You need someone on your side who can explain everything in plain English,” says Chris.

“Professional help cost me a bit, but was well worth it.”

They applied for a provisional patent, giving them 12 months to develop their business strategy before deciding on full patent application. If their invention looks commercially viable, they can claim protection from the date the provisional application was filed in Australia.

“Patent protection was essential before I had to deal with designers and manufacturers. It pays to have a healthy dose of paranoia.”



Figure 1 Aboriginal and Torres Strait Islander business owner Chris Trewin: Patent protection is essential



Figure 2 Chris's story is part of the Dream Shield suite of video case studies on IP Australia's [YouTube](#) channel



Figure 3 Delegates at the 6th Indigenous Economic Development (IED) Forum pose for a group photo. IP Australia supports this and other forums



Figure 4 IP Australia's Chris Hayward holds a certificate of appreciation given to him by The Honourable Bess Price MLA, Member for Stuart at the 6th IED Forum in Alice Springs

5. Relationships

IP Australia aims to build relationships with the appropriate representatives for Aboriginal and Torres Strait Islander Australians on IP issues to ensure their concerns regarding intellectual property matters are considered in IP Australia's policy development and implementation.

IP Australia routinely engages with representatives from Indigenous Business Australia (IBA), is a member of the Indigenous Economic Development Field Officers Forum and liaises with various Indigenous business representative groups including Indigenous Chamber of Commerce agencies.

Engagement through these forums as well as our ongoing long term participation and support for the bi-annual national Indigenous Economic Development forums in the Northern Territory is routinely used to engage with Aboriginal and Torres Strait Islander business owners to seek feedback on IP Australia's engagement program delivered through the Dream Shield suite of resources.

Relationships			
Action	Responsibility	Timeline	Deliverables
1. The RAP Working Group (RWG) continues to actively monitor RAP development, including implementation of actions, tracking progress and reporting	<ul style="list-style-type: none"> Indigenous Champion/ Convenor/s of the RWG 	<ul style="list-style-type: none"> Meetings in Nov, Dec, 2014, Jan, Feb, Mar, April, May, Nov 2015, May & Nov 2016, 2017 & 2018 Launch May 2015 Review May 2016 & 2017 	<ul style="list-style-type: none"> Meeting monthly during the drafting of the RAP Meet at least twice per year thereafter RWG oversees the development, endorsement and launch of the RAP including organising celebration and invitation of guest speaker and Welcome to Country Annual reporting to Executive Report /update through the People and Communication Committee as required RWG to disseminate information at team meetings /informally on a regular basis

Relationships

Action	Responsibility	Timeline	Deliverables
2. Celebrate National Reconciliation Week (NRW) by providing opportunities for Aboriginal and Torres Strait Islander employees and other employees to build relationships	<ul style="list-style-type: none"> Director, People Services and Director, Corporate Communication & Digital Delivery 	<ul style="list-style-type: none"> 27 May-3 June, 2015 then annually 	<ul style="list-style-type: none"> Organise a guest speaker /event to mark the week Encourage all staff to participate in NRW Develop and publish an Intranet article
3. Participate in the Jarwun Indigenous Secondment Program	<ul style="list-style-type: none"> Chief HR Officer 	<ul style="list-style-type: none"> Sept 2015, May 2016 	<ul style="list-style-type: none"> Identify participants to undertake a secondment Encourage participants to report back on lessons learned Build capacity for, and relationships with, an Aboriginal and Torres Strait Islander community thereby bringing greater knowledge and understanding back to IPA
4. Use appropriate media channels to increase our outreach to Aboriginal and Torres Strait Islander communities	<ul style="list-style-type: none"> Director, Public Awareness and Engagement 	<ul style="list-style-type: none"> July 2016 May and July 2015 then annually 	<ul style="list-style-type: none"> Develop an education video on Aboriginal and Torres Strait Islander intellectual property for broadcast on NITV and IPA's YouTube channel Develop and implement a social media activity plan for days of significance eg NRW and NAIDOC Week

<p>5. Promote input from Aboriginal and Torres Strait Islander peoples into IP Australia's policy development to improve access and approachability for Aboriginal and Torres Strait Islander peoples, communities and interested parties</p>	<ul style="list-style-type: none"> • General Manager, Policy & Governance Group • Director, Public Awareness and Engagement 	<ul style="list-style-type: none"> • June 2016 • June 2016 	<ul style="list-style-type: none"> • Increased submissions from Aboriginal and Torres Strait Islander communities and interested parties • Publicise through outreach visits with businesses and other stakeholders
<p>6. Networking and greater understanding of Aboriginal and Torres Strait Islander IP issues</p>	<ul style="list-style-type: none"> • Director, Public Awareness and Engagement 	<ul style="list-style-type: none"> • June 2016 	<ul style="list-style-type: none"> • Examiners/others to attend Aboriginal and Torres Strait Islander Workshops run through Strategic Communication
<p>7. Work with Australian government agencies and other stakeholders on IP issues relevant to Aboriginal and Torres Strait Islander Peoples</p>	<ul style="list-style-type: none"> • General Manager, Policy & Governance Group 	<ul style="list-style-type: none"> • Sept 2015 	<ul style="list-style-type: none"> • Provide advice to government on IP policy
<p>8. Continue to shape and influence the development of a multi-lateral international instrument/s relating to IP and the protection of traditional knowledge which reflects Australia's commitment to the UN Declaration on the Rights of Indigenous people</p>	<ul style="list-style-type: none"> • General Manager, Policy & Governance Group 	<ul style="list-style-type: none"> • Sept 2015 	<ul style="list-style-type: none"> • Attend and influence relevant international forums

Our Aboriginal and Torres Strait Islander staff



Figure 5 IP Australia continues to participate in Aboriginal and Torres Strait Islander Employment Programs. (L to R) Keith Eтчells (IAGDP graduate), Jo Hart (Indigenous Champion), Vern King (IADGP participant)

Case Study: Vern's story

IP Australia's newest Aboriginal staff member, Vern King, is currently studying under the Indigenous Australian Government Development Programme—the government program which seeks to increase the numbers and participation of Aboriginal and Torres Strait Islander people within the Australian Public Service.

Having the opportunity to study and work in the public service is something that Vern doesn't take lightly. His parents were both raised on Purga mission outside of Ipswich, Queensland, at a time when Aboriginal people did not have access to schooling beyond grade four, and children were still being forcibly removed from their birth families. His mother, uncle and aunt were taken away when they were nine, 11 and seven respectively.

"Growing up, my parents, aunts and uncles always instilled in us the need to get an education. If you had an education then you could get a good job," says Vern.

After completing year twelve, Vern moved to Sydney, where, after attending the University of NSW, he was employed in the NSW public service for five years under the Aboriginal Clerical and Administrative training Scheme. He later left the public service and worked in the data centres of two major banks.

Returning to Queensland in 2001 to care for a family member, Vern did temporary work through an employment agency. He again found employment in the public sector in call centre and application support and testing analyst roles.

Vern applied to be part of the Indigenous Australian Government Development Programme in 2014 and now works as an IT officer in IP Australia's Service Centre.



Figure 6 Renee Phillips: former Aboriginal and Torres Strait Islander cadet

...what struck me the most whilst working at IP Australia is the friendly and welcoming work environment, and the ease with which employees interacted with one another and with me as a new member.

...working at IP Australia has provided me with key work place skills that will assist me well in gaining future employment and achieving my future career goals.

6. Respect

The adoption of relevant protocols, Aboriginal and Torres Strait Islander cultural awareness training and the enhanced participation of Aboriginal and Torres Strait Islander Australians in IP Australia is the focus for our RAP to build a more culturally aware organisation for the benefit of all our stakeholders.

IP Australia will aim to:

- Promote cultural awareness within IP Australia and facilitate an increased understanding of Aboriginal and Torres Strait Islander culture and Reconciliation
- Promote ideas and discussions that encourage a culturally supportive organisational work environment.

Respect			
Action	Responsibility	Timeline	Deliverables
1. Implement and communicate protocols around Acknowledgement of Country and Welcome to Country	<ul style="list-style-type: none"> • Director, HR Operations and Director, Corporate Communication & Digital Delivery 	<ul style="list-style-type: none"> • June 2015 	<ul style="list-style-type: none"> • Make protocols available on Intranet • Make Acknowledgement of Country signature block available for download by all staff • Publish Intranet article promoting use of the protocols • Identify at least one significant event for which a Welcome to Country from a Traditional Owner will be included
2. Implement and communicate protocols for IP Australia staff working with Aboriginal and Torres Strait Islander communities	<ul style="list-style-type: none"> • Director, Corporate Communication & Digital Delivery 	<ul style="list-style-type: none"> • June 2015 	<ul style="list-style-type: none"> • Publish protocol document regarding working with Aboriginal and Torres Strait Islander communities on Intranet

Respect			
Action	Responsibility	Timeline	Deliverables
3. Source and deliver appropriate Cultural Awareness training for IP Australia staff	<ul style="list-style-type: none"> Director, Learning & Development 	<ul style="list-style-type: none"> May 2015 Mar 2016 	<ul style="list-style-type: none"> Develop Cultural Awareness training either in-house or external for main target group Make cultural awareness e-learning module available for all IPA staff as part of IPA induction
4. Place signs of recognition of Australia's first peoples in the physical work place	<ul style="list-style-type: none"> Director, HR Operations and Director, Public Awareness & Engagement 	<ul style="list-style-type: none"> July 2015 June 2016 	<ul style="list-style-type: none"> Place information plaques next to Aboriginal and Torres Strait Islander flags, providing meaning of each flag Staff to identify an Aboriginal or Torres Strait Islander person or community to name a room in Discovery House after
5. Celebrate NAIDOC Week and encourage our Aboriginal and Torres Strait Islander staff to engage with their culture and community	<ul style="list-style-type: none"> Director, HR Operations and Director, Corporate Communication & Digital Delivery 	<ul style="list-style-type: none"> July 2015 then annually 	<ul style="list-style-type: none"> Organise a minimum of one event and/or speaker Encourage all staff to participate in NAIDOC Week activities Ensure that all Aboriginal and Torres Strait Islander staff are able to access cultural leave through our Enterprise Agreement Publish a list of NAIDOC activities on Intranet

7. Opportunities

IP Australia is committed to increasing numbers of Aboriginal and Torres Strait Islander staff, not only to reflect the wider community, but also to increase their economic opportunities.

IP Australia provides services targeting external markets and stakeholders to raise the level of public education and awareness of Intellectual Property matters. IP Australia already provides a comprehensive amount of information on its website and also provides an extensive range of IP resources including IP Toolbox, Smart Start, InnovatEd, Patents, Trade Marks and Industrial Designs Application Kits and numerous targeted IP fact sheets.

IP Australia continually assesses the appropriateness and relevance of its resources and public information and, as part of its RAP, will endeavour to ensure that material is appropriate to the needs of Aboriginal and Torres Strait Islander Australians.

IP Australia also plans to include on its website pertinent information and updates relating to Aboriginal and Torres Strait Islander Intellectual Property issues and facilitate more direct educative and information based forums specifically tailored to meet the needs of Aboriginal and Torres Strait Islander peoples, particularly those that are geographically disadvantaged.

Opportunities			
Action	Responsibility	Timeline	Deliverables
1. Investigate opportunities within IP Australia to increase Aboriginal and Torres Strait Islander employment opportunities	<ul style="list-style-type: none"> Director, HR Operations 	<ul style="list-style-type: none"> Sept 2015 June 2015 Sept 2015 	<ul style="list-style-type: none"> Continue to participate in relevant APS Aboriginal and Torres Strait Islander Employment Programs (eg IAGDP, cadetships) to boost the numbers of Aboriginal and Torres Strait Islander staff at IP Australia Review HR Policies and procedures to ensure barriers to Aboriginal and Torres Strait Islander employees are able to be addressed Engage with existing Aboriginal and Torres Strait

Opportunities			
Action	Responsibility	Timeline	Deliverables
		<ul style="list-style-type: none"> • June 2015 • July 2016 	<ul style="list-style-type: none"> Islander staff to consult on employment strategies, including professional development • Update our Aboriginal and Torres Strait Islander Employment Strategy • Partner with the ANU to place two Aboriginal and Torres Strait Islander graduates
2. Develop and revise marketing materials for Aboriginal and Torres Strait Islander recruitment purposes	<ul style="list-style-type: none"> • Director, HR Operations 	<ul style="list-style-type: none"> • July 2015 	<ul style="list-style-type: none"> • Produce a flier/s for recruitment of Aboriginal and Torres Strait Islander staff for use at Career Expos etc
3. Implement the government's new Indigenous Procurement Policy	<ul style="list-style-type: none"> • Director, Financial Reporting, Procurement & Property • Director, International Policy & Cooperation 	<ul style="list-style-type: none"> • July 2016 • Dec 2016 	<ul style="list-style-type: none"> • Adopt and promote procurement policy on Supply Nation • Promote the purchasing of quality Aboriginal and Torres Strait Islander products as gifts for overseas visitors
4. Revise/expand the Dream Shield program	<ul style="list-style-type: none"> • Director, Public Awareness & Engagement 	<ul style="list-style-type: none"> • July 2017 	<ul style="list-style-type: none"> • Dream Shield materials revised and expanded as required with alternative and varied dissemination channels considered

Opportunities

Action	Responsibility	Timeline	Deliverables
5. Collate a list of Aboriginal and Torres Strait Islander research resources (internal and external) for examiners	<ul style="list-style-type: none"> Assistant Director, Research & Library Services 	<ul style="list-style-type: none"> June 2015 	<ul style="list-style-type: none"> Publicise a page of resource links on Intranet
6. Increase awareness of Aboriginal and Torres Strait Islander IP rights issues across IP Australia	<ul style="list-style-type: none"> Director, International Policy & cooperation and Director, Corporate Communication & Digital Delivery 	<ul style="list-style-type: none"> June 2015 	<ul style="list-style-type: none"> Organise a lunchtime seminar on traditional knowledge
7. Improve access by Aboriginal and Torres Strait Islander peoples to IP Australia's services by identifying relevant aspects of IP Rights administration and examination	<ul style="list-style-type: none"> Assistant Director, Integrated Customer & Channel Management Director, Public Awareness & Engagement 	<ul style="list-style-type: none"> Dec 2016 Dec 2016 	<ul style="list-style-type: none"> Develop a mechanism for the identification of Aboriginal and Torres Strait Islander customers Develop tailored IP information for Aboriginal and Torres Strait Islander customers

8. Tracking Progress and Reporting

Tracking progress and reporting			
Action	Responsibility	Timeline	Deliverables
1. Report achievements, challenges and learnings to Reconciliation Australia for inclusion in the annual Impact Measurement Report	<ul style="list-style-type: none"> Director, Public Awareness and Engagement 	<ul style="list-style-type: none"> Annually, Sept 	<ul style="list-style-type: none"> Complete and submit the RAP Impact Measurement Questionnaire to Reconciliation Australia by September 30 annually
2. Evaluate and review the Action Plan at the end of two years	<ul style="list-style-type: none"> Director HR Operations 	<ul style="list-style-type: none"> June 2017 	<ul style="list-style-type: none"> Revise RAP to incorporate new/amended action items
3. Place our RAP on IP Australia's website and Intranet	<ul style="list-style-type: none"> Director, Corporate Communication & Digital Delivery 	<ul style="list-style-type: none"> May/June 2015 	<ul style="list-style-type: none"> RAP available on IP Australia's website and Intranet

RAP contacts

Jo Hart: General Manager, People and Communication Group, RAP Champion.

Jo.hart@ipaaustralia.gov.au (02) 6283 2482

Connie Leikas: Project Officer, RAP Convenor.

Connie.leikas@ipaaustralia.gov.au (02) 6283 2790

Chris Hayward: State Marketing Manager, RAP Convenor.

Chris.hayward@ipaaustralia.gov.au (02) 6283 7978



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