



**Agency Multicultural Plan from 1 January 2016 to 30 June 2018**  
***Multicultural Access and Equity Policy: Respecting diversity. Improving responsiveness***  
**IP Australia – a portfolio agency of the Department of Industry, Innovation and Science**

**Revision History**

<b>Date</b>	<b>Changes</b>
24 Sept 2014	Converted to controlled document
20 Nov 2015	Updates made to Agency Multicultural Plan
1 January 2016	Updated to show progress achieved,
14 November 2016	Updated to show progress achieved, and update team names/position names

## Agency Multicultural Plan from 1 January 2016 to 30 June 2018

*Multicultural Access and Equity Policy: Respecting diversity. Improving responsiveness.*

### IP Australia – a portfolio agency of the Department of Industry, Innovation and Science

#### Our vision for Multicultural Access and Equity Policy:

*To build a better awareness and understanding of the needs of our stakeholders from Australia's culturally and linguistically diverse communities*

#### Our Agency:

IP Australia administers registered intellectual property (IP) rights and the legislation that governs patents, trade marks, designs and plant breeder's rights. We also conduct hearings and decide on disputed matters relating to granting or refusing Australian IP rights. We foster Australian innovation and investment by shaping the development of the IP system both domestically and internationally.

By granting IP rights, we help to:

- create a secure environment for investment in innovation
- enable firms to build brand value and business reputation
- encourage the disclosure of inventions and the transfer of knowledge and technology
- provide a legal framework for trading intellectual assets.

Our agency falls within the Department of Industry, Innovation and Science portfolio as a listed entity under the *Public Governance, Performance and Accountability Act 2013*.

The implementation of this Multicultural Access and Equity Policy (AMP) will support our objectives and focus by ensuring key stakeholders and members of the community receive fair and equal consideration and support. Embracing, recognising and working with our stakeholders and the culturally and linguistically diverse (CALD) members of our community will help make this a reality.

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## Our AMP:

IP Australia has appointed the General Manager, People and Communication Group as the senior executive officer responsible for overseeing our agency's commitment to the government's multicultural access and equity objectives. IP Australia's obligations and commitments, supporting the government in this endeavour are outlined in this AMP.

Through the development, communication and implementation of this AMP, we aim to ensure that staff have an appreciation for, and understanding of the government's multicultural access and equity objectives and, where relevant, promote and support better ways of working that help us to enrich the quality of government services to culturally and linguistically diverse (CALD) communities.

This AMP was developed by the Strategic Communication team, People and Communication Group.

**ACCESS** means that Australian Government services and programs should be available for all culturally and linguistically diverse communities.

**EQUITY** means that these services and programs should deliver outcomes for culturally and linguistically diverse Australian's on par with those that other Australian's can expect to receive.

## 1. Leadership

Effective leadership and communication will facilitate greater understanding of the government's Multicultural Access and Equity Policy objectives to promote better outcomes for all Australians

Minimum Obligations:

**1.1 Executive Accountability** – Agency to assign a senior executive officer to be responsible for implementation of Multicultural Access and Equity obligations

**1.2 Agency commitment** – Agency to ensure that staff understand the government's commitment to Multicultural Access and Equity objectives

<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>	<i>Target/Status</i>
<b>1.1 Executive Accountability</b>			
Appoint an agency multicultural access and equity representative to be responsible for the implementation of IP Australia's Multicultural Access and Equity obligation.	The senior executive	June 2013	<b>Status:</b> Complete  <b>Outcome:</b> General Manager, People and Communication Group (P&CG) has been appointed and has ongoing responsibility for delivering the Diversity Program.
Assign an appropriate section to take ownership of Multicultural Action Plan and support the access and equity representative.	The senior executive	June 2013	<b>Status:</b> Complete  <b>Outcome:</b> The Strategic Communication team, P&CG has taken overall ownership of the AMP. They will support the Access and Equity Representative, monitor progress and liaise with relevant business groups to assist in the implementation of the AMP. Moving forward, People Strategy, within P&CG has ongoing responsibility for delivering the Diversity Program.
Establish an ongoing governance mechanism to monitor implementation of the AMP and coordinate reporting	Strategic Communication, P&CG	June 2013	<b>Status:</b> Complete  <b>Outcome:</b> Strategic Communication team appointed top monitor ongoing implementation of the AMP and

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Action	Responsibility	Timeline	Target/Status
			coordinate reporting.
<b>1.2 Agency Commitment</b>			
Continue implementing the AMP Communication Plan.	Strategic Communication, P&CG	November 2014	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Work with relevant staff to develop and implement a communication plan to promote the government's policy obligations and AMP requirements. The plan should support IP Australia's Workplace Diversity Program and leverage existing mechanisms, such as Executive messaging and the intranet, to communicate these requirements.</p> <p><b>Outcome:</b> In July 2014, IP Australia's Workplace Diversity Program was endorsed. The program emphasises the need for fairness, equity, cooperation and contribution.</p> <p>Intranet presence has been enhanced to address workplace diversity matters, including access and equity. Updates are provided to staff via intranet messaging. A range of activities are organised throughout the year to celebrate and acknowledge cultural days of significance and events. These activities are ongoing.</p> <p>The AMP was communicated to internal and external stakeholders at time of release. Diversity activities are advertised to staff throughout the year in various formats.</p>
Continue to update the Equity and Diversity Intranet page to outline IP Australia's commitment to the strengthened access and equity approach, publish the AMP, report on achievements and, where appropriate, publish supporting policies and	P&CG	October 2014	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Intranet page developed within timeframe and promoted to staff. Page to be reviewed at least annually and visitation statistics monitored.</p>

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<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>	<i>Target/Status</i>
guidance materials.			<p><b>Outcome:</b> IP Australia created an Equity and Diversity intranet page, which was available to staff from 4 November 2014. It is periodically reviewed for currency and relevance.</p>

## 2. Engagement

Equitable interaction with government, industry and community stakeholders from culturally and linguistically diverse communities will support and promote the government's inclusion and participation agenda

Minimum Obligations:

**2.1 Stakeholder Engagement** – Agency to have an engagement strategy to understand culturally and linguistically diverse (CALD) communities' interaction with agency

**2.2 Language and Communication** – Agency to have a language and communication plan for culturally and linguistically diverse (CALD) communities, including on the use of languages other than English and incorporating the use of interpreters and translators.

Action	Responsibility	Timeline	Target/Status
<b>2.1 Stakeholder Engagement</b>			
Expand research to identify and understand CALD stakeholders	Strategic Communication team, P&CG	December 2014	<p><b>Status:</b> Complete</p> <p><b>Target:</b> IP Australia has a clear understanding of its CALD stakeholders and their preferred method of engagement.</p> <p><b>Outcome:</b> IP Australia has expanded customer surveys to capture data on CALD stakeholders following the Australian Bureau of Statistics (ABS) <i>a guide for using statistics for evidence-based policy</i>.</p> <p>In February 2015 a 'service quality and satisfaction' survey was conducted. Of those that responded, less than 19% indicated that a language other than English was spoken at home; over 88% stated that English was their first language; and 0% identified as being Aboriginal and/or Torres Strait Islander. Further analysis is required.</p>
Representatives of CALD communities have opportunities to attend	Strategic Communication team, P&CG	Ongoing	<b>Status:</b> Ongoing

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Action	Responsibility	Timeline	Target/Status
stakeholder engagement activities.			<p><b>Target:</b> Strategic partnerships with service providers and peak organisations are established and maintained, providing CALD communities with opportunities to participate.</p> <p><b>Progress:</b> Stakeholder engagement activities are open to the public and attended by a diverse range of people. IP Australia held forums in Melbourne in November 2014 and In Sydney in June 2015 and more recently in April and Nov 2016. Additionally, Attorney Round Tables are held periodically throughout the year and IP Australia attended and presented at IPTA and LESANZ conferences.</p>
<b>2.2 Language and Communication</b>			
Develop a Language and Communication Plan (LCP) that includes general guidance on access to translation and interpretation services.	Strategic Communication team, P&CG	December 2014	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Information and resources are available on the intranet/website.</p> <p><b>Outcome:</b> IP Australia is registered with TIS National, allowing customers to access government funded translation services. This service is promoted via the corporate website.</p> <p>Patents maintains a list of bi-lingual staff for examination purposes. Staff and users are able to access on-line translation programs such as Google Translation to translate applications or IP Australia information.</p>
<p>Incorporate multicultural access and equity and cultural competency considerations into the Strategic Communication External Communication Strategy and Plan</p> <p>Provide guidance on incorporating multicultural access and equity</p>	Strategic Communication team, P&CG	<p>Plan – 2016</p> <p>Strategy - 2018</p>	<p><b>Status:</b> Ongoing</p> <p><b>Target:</b> Stakeholder Engagement Policy to include considerations of how to engage effectively with clients from CALD backgrounds.</p> <p>Guiding principles for consideration of CALD communities in stakeholder engagement strategies,</p>

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considerations into stakeholder engagement strategies			<p>included in guidance materials.</p> <p><b>Progress:</b> Standard operating procedures guide the engagement of Auslan interpreters and translation services for key events and products. The External Communication Strategy and Plan have been combined into a single Strategic Communication Strategy.</p>
Consider updating the Trade Marks and Design Group Subject Matter Experts List, to include language expertise held by Patent examination staff.	Trade Marks and Designs Group (TMDG)	November 2016	<p><b>Status:</b> Complete</p> <p><b>Target:</b> The Trade Marks and Design Group Subject Matter Experts List is updated to include Patents and published on the Intranet.</p> <p><b>Outcome:</b> Review of current procedures found the TM examination process includes an internet research phase. Where applications include multicultural/non-English references translation occurs during this research phase.</p> <p>As TM applications are received in English, demand for trade mark translation is minimal and if needed, is achieved/conducted during the internet research examination element using online translation programs such as Google translate.</p> <p>Language expertise held by Patent examiners is available to all staff in the Patent Examiners Manual.</p>
Encourage staff to update language skills and equity and diversity details in ESS.	<p>Policy and Strategy, P&amp;CG</p> <p>Strategic Communication team, P&amp;CG</p>	November 2016	<p><b>Status:</b> Ongoing</p> <p><b>Target:</b> Language skills, equity and diversity details recorded in ESS.</p> <p><b>Progress:</b> Staff asked to update ESS information annually in May.</p>
Update internal list of non-English speaking staff member resources on	Strategic Communication team, P&CG	November 2016	<p><b>Status:</b> Complete</p> <p><b>Target:</b> The internal list of non-English speaking staff</p>

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the Intranet			<p>member resources on the Intranet is updated and published.</p> <p><b>Outcome:</b> The TM Trade Marks and Design Group Subject Matter Experts List was updated in October 2016, the Patent Examiners with Foreign Languages list in the PE Manual is updated as per the Manual revision calendar.</p>
Continue to use the Readspeak Tool on the website.	Strategic Communication team, P&CG	Ongoing	<p><b>Status:</b> Ongoing</p> <p><b>Target:</b> Continue to use the Read Speaker Tool.</p> <p><b>Progress:</b> The Readspeak tool appears on 98% of the website pages. This tool contributes to compliance with WCAG requirements.</p>
Investigate ability to implement or provide access a Translation Information Service (TIS) National or Translating and interpreting assistance through GovCms.	Strategic Communication team, P&CG	November 2017	<p><b>Status:</b> Ongoing</p> <p><b>Target:</b> Investigate options to implement or provide access a Translation Information Service (TIS) National or Translating and interpreting assistance through GovCms.</p> <p><b>Progress:</b> "Contact Us" on the website provides details for the Translating and Interpreting service (ie the TIS) 13 14 50 (within Australia) or +613 9268 8332 (outside Australia).</p>
Provide material available on the IP Australia website in at least one of the top four non English speaking country languages. Chinese first priority non English speaking, or provide information on other languages on how to seek assistance.	Strategic Communication team, P&CG	March 2018	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Provide material available on the IP Australia website in at least one of the top four non English speaking countries or provide information in other languages on how to seek assistance.</p> <p><b>Outcome:</b> Website users have the ability to access IP Australia website content in various languages via translation services such as Google translate.</p>

### 3. Performance

Inclusion of multicultural access and equity measures as part of core business will promote better policy, program and stakeholder engagement outcomes

Minimum Obligations:

**3.1 Performance indicators and reporting** – Agency to develop a set of KPIs relating to engagement with, or outcomes of services to, culturally and linguistically diverse clients.

**3.2 Feedback** – Agency to have arrangements to ensure affected culturally and linguistically diverse communities are able to provide feedback on agency Multicultural Access and Equity performance.

Action	Responsibility	Timeline	Target/Status
<b>3.1 Performance indicators and reporting</b>			
Investigate and develop an appropriate set of engagement performance indicators to support the reporting of outcomes and progress against this AMP in the Annual report.	Strategic Communication team, P&CG	December 2015	<p><b>Status:</b> Ongoing</p> <p><b>Target:</b> IP Australia is able to report on its engagement with CALD communities in the next Annual Report.</p> <p><b>Progress:</b> Information included in the 2015-16 Annual report.</p>
Investigate options to expand IP Australia's Customer Surveys to include measures of CALD stakeholder satisfaction	Finance, Quality, Reporting and Property Group	February 2015	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Investigate and, where appropriate, implement options to expand Customer surveys to identify key information regarding IP Australia's CALD communities.</p> <p><b>Outcome:</b> IP Australia has expanded customer surveys to capture CALD stakeholders.</p>

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Action	Responsibility	Timeline	Target/Status
<b>3.2 Feedback</b>			
Improve the agency's online feedback mechanisms to facilitate CALD stakeholder feedback.	Strategic Communication team, P&CG	November 2016	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Online customer information and feedback mechanisms are accessible to all members of the community.</p> <p><b>Outcome:</b> IP Australia provides options for CALD stakeholders to provide feedback and/or to make a general enquiry via phone or an online form. The feedback form is available via the footer on each page of the website.</p>
Review call centre practices and, where necessary, develop options to improve the telephone customer feedback mechanisms to make them more accessible to all members of the community.	Business Improvement and Support Centre, RIOBFG.	November 2016	<p><b>Status:</b> Complete</p> <p><b>Target:</b> CALD stakeholders are represented in Customer surveys. Ensure call centre staff are aware that CALD customers may access the TIS national translation service.</p> <p><b>Outcome:</b> Data relevant to CALD stakeholders is now being captured through customer and quality surveys.</p> <p>Call centre staff are aware of the TIS national translation service and typically receive up to two or three interpreting calls per month.</p>
Review current feedback policy and consultation mechanisms relating to CALD groups to ensure they are adequate.	Strategic Communications, PGG and Quality Improvement Section.	November 2016	<p><b>Status:</b> Ongoing</p> <p><b>Target:</b> Key representatives of CALD communities are consulted. If identified, improvements to feedback mechanisms are agreed by the Director General and promoted to IP Australia customers and CALD communities.</p> <p><b>Progress:</b> As per the Strategic Plan item 4.1.2, IP Australia is actively exploring new consultation</p>

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<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>	<i>Target/Status</i>
			<p>processes to increase community and business participation in identifying improvements to the IP system. This includes liaison with the Department of Communication and the Arts, is exploring a more user friendly online consultation approaches and solution for access by the whole community.</p> <p>Additionally, IP Australia adheres to best practice consultation guidance as provided by the Department of Prime Minister and Cabinet, and utilises the Whole of Government Business Consultation website.</p>

## 4. Capability

Better awareness and understanding of the government's multicultural access and equity objectives will help enrich the agency's capacity and expertise (capability) to engage with its government, industry and community stakeholders

Minimum Obligations:

**4.1 Cultural Competency** – Agency to have training and development measures to equip staff with cultural competency skills.

**4.2 Research and data** – Agency to collect ethnicity data on the culturally and linguistically diverse groups with which the agency engages and to which it delivers services directly or indirectly.

<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>	<i>Target/Status</i>
<b>4.1 Cultural Competency</b>			
Staff have the skills and knowledge to effectively engage with people from culturally and linguistically diverse backgrounds.	Learning Centre, P&CG  Strategic Communication team, P&CG	June 2015	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Review the cultural and diversity awareness training packages (online and face-to-face) and, where necessary, incorporate the strengthened access and equity policy requirements. This may include:</p> <p>General information for staff around when to engage translation and/or interpretation services and how to work with a language service provider.</p> <p>Continue to encourage participation in activities like Harmony Day and NAIDOC week to encourage greater awareness and acceptance of people from culturally and linguistically diverse backgrounds.</p> <p><b>Outcome:</b> IP Australia has continued to encourage greater awareness and acceptance of people from Indigenous and CALD</p>

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Action	Responsibility	Timeline	Target/Status
			<p>backgrounds and has activity celebrated Harmony Day, NAIDOC week and Diwali.</p> <p>IP Australia has rolled out access to Lynda.com, an online training resource, which contains bite-sized introductions on many subjects, including cultural diversity.</p>
<p><b>4.2 Research and Data</b></p>			
<p>Explore options to enhance data collection to identify needs of CALD stakeholder groups. This may include:</p> <p>Reviewing formal data collection to incorporate, where appropriate, elements of the Australian Bureau of Statistics (ABS) <i>a guide for using statistics for evidence-based policy</i>, and other similar whole-of-government documentation.</p>	<p>Strategic Communication team, P&amp;CG</p>	<p>June 2015</p>	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Stakeholder data collection meets the access and equity reporting requirements and informs policy and program development.</p> <p>CALD stakeholders are identifiable in Customer Surveys.</p> <p><b>Outcome:</b> IP Australia has expanded customer surveys to capture CALD stakeholders.</p>

## 5. Responsiveness

Enhanced business process to support and promote the government’s multicultural access and equity objectives will help drive the agency’s responsiveness to its government, industry and community stakeholders.

Minimum Obligations:

**5.1 Standards** – Any whole-of-government standards and guidelines developed by the agency must address Multicultural Access and Equity considerations.

**5.2 Policy, program and service delivery** – Provision to ensure that policies, programs, community interactions and service delivery (whether in-house or outsourced) are effective for culturally and linguistically diverse communities.

**5.3 Outsourced services** – Where relevant, provision for incorporation of Multicultural Access and Equity requirements into contracts, grant agreements and related guidance material of which the agency has carriage.

<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>	<i>Target/Status</i>
<b>5.1 Standards</b>			
Identify and review Whole of Government standards that may impact on IP Australia to ensure we address multicultural access and equity considerations.	P&CG	December 2015	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Any Whole of Government standards developed and implemented by IP Australia include Multicultural Access and Equity considerations.</p> <p><b>Outcome:</b> As per the Strategic Plan item 4.1.2, IP Australia is actively exploring new consultation processes to increase community and business participation in identifying improvements to the IP system. This includes liaison with the Department of Communication and the Arts, is exploring a more user friendly online consultation approaches and solution for access by the whole community. Additionally, IP Australia adheres to Best Practice Consultation guidance as provided by the Department of Prime Minister and Cabinet, and utilises the Whole of Government Business Consultation website.</p>

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<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>	<i>Target/Status</i>
<b>5.2 Policy, Program and Service Delivery</b>			
People from CALD communities have access to programs and services that address their specific needs.	Strategic Communication team, P&CG	Ongoing	<p><b>Status:</b> Ongoing</p> <p><b>Target:</b> IP Australia's policies, programs, community interactions and service delivery (whether in-house or outsourced) are effective for culturally and linguistically diverse communities.</p> <p><b>Progress:</b> the provision of TIS and Readspeak information on the website, coupled with the adherence to best practice consultation processes ensures IP Australia programs and services are accessible. Online translation programs continue to be of assistance on this issue.</p>
Explore options to enhance policy and program delivery mechanisms with other Commonwealth agencies.	Policy and Governance Group	December 2015	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Multicultural Access and Equity obligations are discussed and considered when developing new policy and programs.</p> <p><b>Outcome:</b> IP Australia adheres to Best Practice Consultation guidance as provided by the Department of Prime Minister and Cabinet, and utilises the Whole of Government Business Consultation website.</p>
<b>5.3 Outsourced Services</b>			

Action	Responsibility	Timeline	Target/Status
<p>Investigate the nature and standard requirements of legal templates/contacts used to establish and administer outsourced programs for delivery by a third party.</p>	<p>Procurement Team, FQRPG</p>	<p>December 2015</p>	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Multicultural Access and Equity obligations are discussed and considered when developing new contracts/agreements for services provided by third parties.</p> <p>Where necessary, standard contract templates and other related legal documentation are amended to incorporate the strengthened access and equity provisions for introduction into new contracts and arrangements moving forward.</p> <p><b>Outcome:</b> Procurement procedures and processes comply with PGPA Act requirements and the Commonwealth Procurement Rule 2014.</p> <p>Consideration is being given to adopting the DOIS Sustainable Procurement Strategy, designed to place greater emphasis on social inclusion in procurement.</p>
<p>Review the current tender processes and related documentation to ensure members of Australia's CALD communities have fair and equal access.</p>	<p>Procurement Team, FQRPG</p>	<p>December 2015</p>	<p><b>Status:</b> Complete</p> <p><b>Target:</b> Where a need is identified, the relevant documentation and processes incorporates the access and equity requirements.</p> <p><b>Outcome:</b> Procurement procedures and processes comply with PGPA Act requirements and the Commonwealth Procurement Rule 2014.</p> <p>Consideration is being given to adopting the DOIS Sustainable Procurement Strategy, designed to place greater emphasis on social inclusion in procurement.</p>

## 6. Openness

Greater access to the agency's holdings of cultural and linguistic data will help better support whole-of-government collaboration and promote joined-up services outcomes of government

Minimum Obligations:

**6.1 Publishing** – Agency to publish AMP on agency website and performance reports against agency KPIs for culturally and linguistically diverse clients in agency annual reports.

**6.2 Data** – Agency to make culturally and linguistically diverse data available to other agencies and the public

Action	Responsibility	Timeline	Target
<b>6.1 Publishing</b>			
Identify the most suitable location on IP Australia's website to publish the AMP.	Strategic Communication team, P&CG	September 2014	<p><b>Status:</b> Complete</p> <p><b>Target:</b> AMP is published on the IP Australia website.</p> <p><b>Outcome:</b> the AMP is available under the "About Us" tab on the website.</p>
Reports on performance against KPIs to be published in annual report.	Strategic Communication team, P&CG	June 2016	<p><b>Status:</b> Ongoing</p> <p><b>Target:</b> IP Australia is able to report on its engagement with CALD communities in the next Annual Report.</p> <p><b>Progress:</b> Progress against the AMP was reported in the 2015-16 Annual report.</p>
<b>6.2 Data</b>			
Review cultural and linguistic stakeholder data collection.	Strategic Communication team, P&CG	February 2015	<p><b>Status:</b> Complete</p> <p><b>Target:</b> IP Australia has a clear understanding of its CALD stakeholders. Where appropriate,</p>

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<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>	<i>Target</i>
			<p>CALD data is available to other agencies and the public.</p> <p><b>Outcome:</b> IP Australia has expanded customer surveys to capture CALD stakeholders.</p>