

05/02/2021

Caleb Smith
Rice Speir Solicitors
Level 9, 51 Shortland Street
Auckland 1010
By email: Caleb@ricespeir.co.nz

Dear Caleb,

Official information request for information about the Callaghan Innovation IP programme “business innovation advisors and regional partners”.

I refer to your official information request dated 22 December 2020 for the following information:

1. Please provide an approximate headcount for staff engaged in business innovation advisory roles, R&D advisory roles or similar roles, if you have the information, in the Regional Partners.
2. Please advise whether any businesses, individuals or other entities were offered a greater percentage of co-funding from Callaghan Innovation than was widely advertised for the Innovation IP voucher scheme. For example, were any businesses offered 100% funding of a workshop under the Innovation IP programme.
3. Please advise whether Callaghan Innovation Business Innovation Advisers, R&D advisers or staff in similar roles in Regional Partners promote the Innovation IP programme.
4. Please advise whether Callaghan Innovation Business Innovation Advisers, R&D advisers, and Regional Partner staff acting in similar roles have the discretion to recommend specific Innovation IP programme service providers or refer businesses to specific Innovation IP programme service providers for the Innovation IP Programme.
5. Please advise whether Callaghan Innovation Business Innovation Advisers, R&D advisers, and Regional Partners acting in similar roles have the discretion to recommend specific IP service providers for IP services other than workshops carried out under the Innovation IP programme workshop.
6. Please outline any work by Callaghan Innovation to survey the Intellectual Property service providers operating in New Zealand or the range of services available, including authorised Innovation IP Programme providers and Intellectual Property service providers not so authorised.
7. Please indicate the approximate value of vouchers issued under the 'Booster Voucher Scheme' in relation to intellectual property services.
8. Please indicate the proportion of Booster Vouchers issued towards the cost of intellectual property services by authorised Innovation IP service providers and please indicate the remaining proportion that were issued to IP service providers that are not authorised IP service providers.
9. Please share any briefing materials or instructions given to Callaghan Innovation Regional Partners in relation to the Innovation IP programme.
10. Please advise whether Callaghan Innovation's Regional Partners were instructed to promote the programme.
11. Please provide any policy, guidelines, training material or similar relating to the role of Callaghan Innovation Business Innovation Advisers, R&D advisers or Regional Partners acting in a similar

capacity in relation to the Innovation IP Programme or intellectual property services.

The information you have requested is below.

<p><i>1. Please provide an approximate headcount for staff engaged in business innovation advisory roles, R&D advisory roles or similar roles, if you have the information, in the Regional Partners.</i></p>
<p>Response: Externally (across the Regional Business Partner Network) there are approximately 19 FTE of Growth Advisor - Innovation Specialists, with a head count of approximately 28 people. Internally, we have 27 staff who are in either Customer Manager or Business Innovation Advisor Roles - both act as Primary Relationship managers who engage in business and R&D advisory roles for our customers.</p>
<p><i>2. Please advise whether any businesses, individuals or other entities were offered a greater percentage of co-funding from Callaghan Innovation than was widely advertised for the Innovation IP voucher scheme. For example, were any businesses offered 100% funding of a workshop under the Innovation IP programme.</i></p>
<p>Response: Under the pilot phase of the programme, for a period of approximately 5 months, businesses were offered 100% funding to encourage uptake in the early days of the scheme. Further, nine start-up ventures under incubation (in one of our approved Technology Incubators) accessed this scheme fully funded (Stage 1 only). We no longer offer this. Recently the only companies to be offered this with higher than advertised co-funding are those who have won prizes, where the winner received a 100% funded programme (of their choosing). This was awarded as an innovation prize at SouthMACH & Field Days. Currently, the co-funding rate of 40% remains fixed and businesses are not offered any additional funding.</p>
<p><i>3. Please advise whether Callaghan Innovation Business Innovation Advisers, R&D advisers or staff in similar roles in Regional Partners promote the Innovation IP programme.</i></p>
<p>Response: The programme can be recommended by Business Advisors and Regional Partners and/or other primary relationship managers to those customers where they see the right fit, they do not "promote" in a typical sales fashion. However, participation in the programme is entirely voluntary, and is up to the customer to decide whether or not to use the service.</p>
<p><i>4. Please advise whether Callaghan Innovation Business Innovation Advisers, R&D advisers, and Regional Partner staff acting in similar roles have the discretion to recommend specific Innovation IP programme service providers or refer businesses to specific Innovation IP programme service providers for the Innovation IP Programme.</i></p>
<p>Response: Customer facing staff provide potential customers with a directory list, listing all ten providers. From here, the customer is encouraged to contact two or three providers to see who is the best fit for them in terms of experiences and technical expertise. This information is available on the website - https://www.callaghaninnovation.govt.nz/innovation-skills/innovation-ip/. As part of this process, the customer may want assistance in narrowing down their options, to ensure they are getting the right fit. If requested, the customer facing staff would here be able to use their discretion to assist the customer in helping narrow down their list, based on their knowledge of the customer's business needs. However - it is always up to the customer to make the selection.</p>
<p><i>5. Please advise whether Callaghan Innovation Business Innovation Advisers, R&D advisers, and</i></p>

<p><i>Regional Partners acting in similar roles have the discretion to recommend specific IP service providers for IP services other than workshops carried out under the Innovation IP programme workshop.</i></p>
<p>Response: Yes, as appropriate. Part of their role is helping businesses identify and engage with the right capability (whether this be IP or otherwise). They provide impartial advice to customers based on their knowledge of the ecosystem and the customer's needs. Where appropriate, this may include providing a choice of vendor. However, it is always entirely up to the business to decide who they decide to work with.</p>
<p><i>6. Please outline any work by Callaghan Innovation to survey the Intellectual Property service providers operating in New Zealand or the range of services available, including authorised Innovation IP Programme providers and Intellectual Property service providers not so authorised.</i></p>
<p>Response: No such survey has been conducted.</p>
<p><i>7. Please indicate the approximate value of vouchers issued under the 'Booster Voucher Scheme' in relation to intellectual property services.</i></p>
<p>Response: \$490,000.00 GST Exclusive.</p>
<p><i>8. Please indicate the proportion of Booster Vouchers issued towards the cost of intellectual property services by authorised Innovation IP service providers and please indicate the remaining proportion that were issued to IP service providers that are not authorised IP service providers.</i></p>
<p>Response: 69% authorised Innovation IP service provider; 31% not authorised Innovation IP service providers. .</p>
<p><i>9. Please share any briefing materials or instructions given to Callaghan Innovation Regional Partners in relation to the Innovation IP programme.</i></p>
<p>Response: No formal written briefing material exists specifically for the Regional Business Partner Network. Infographics and similar help text was developed for the programme and is publicly available on our website. An info video was developed to educate internal staff, as well as the RBP network, about the different providers. A link to this video is included below, in the response to question 11. Occasionally an update email will be distributed, advising of upcoming sessions, however this is general info, not instructional. Training for new customer facing staff is received informally through sessions with peers and learning on the job. It is recommended customer managers attend the session with their customer so that they can familiarise themselves with the programme and what is covered.</p>
<p><i>10. Please advise whether Callaghan Innovation's Regional Partners were instructed to promote the programme.</i></p>
<p>Response: The advisors within the RBP Network are encouraged to promote the programme to their customers as appropriate.</p>
<p><i>11. Please provide any policy, guidelines, training material or similar relating to the role of Callaghan Innovation Business Innovation Advisers, R&D advisers or Regional Partners acting in a similar capacity in relation to the Innovation IP Programme or intellectual property services.</i></p>

Response:

As per the response to question 9, no formal written briefing material exists for this purpose. Infographics and similar help text was developed for the programme and is publicly available on our website. This is relevant for both customer facing staff and potential customers.

<https://www.callaghaninnovation.govt.nz/innovation-skills/innovation-ip>

Additionally, an informative video was produced for internal use, giving an overview of the 10 providers. This has been shared with you via dropbox -

<https://www.dropbox.com/s/7b9e8w81fcxhx3a/10%20Innovation%20IP%20Providers%20talk.mp4?dl=0>.

Training for new customer facing staff is received informally through sessions with peers and learning on the job. It is recommended customer managers attend the session with their customer so that they can familiarise themselves with the programme and what is covered.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Kind regards,



Stefan Korn

General Manager - Market Engagement and Experience and Sectors

Callaghan Innovation