Statistics New Zealand
TATAURANGA AOTEAROA

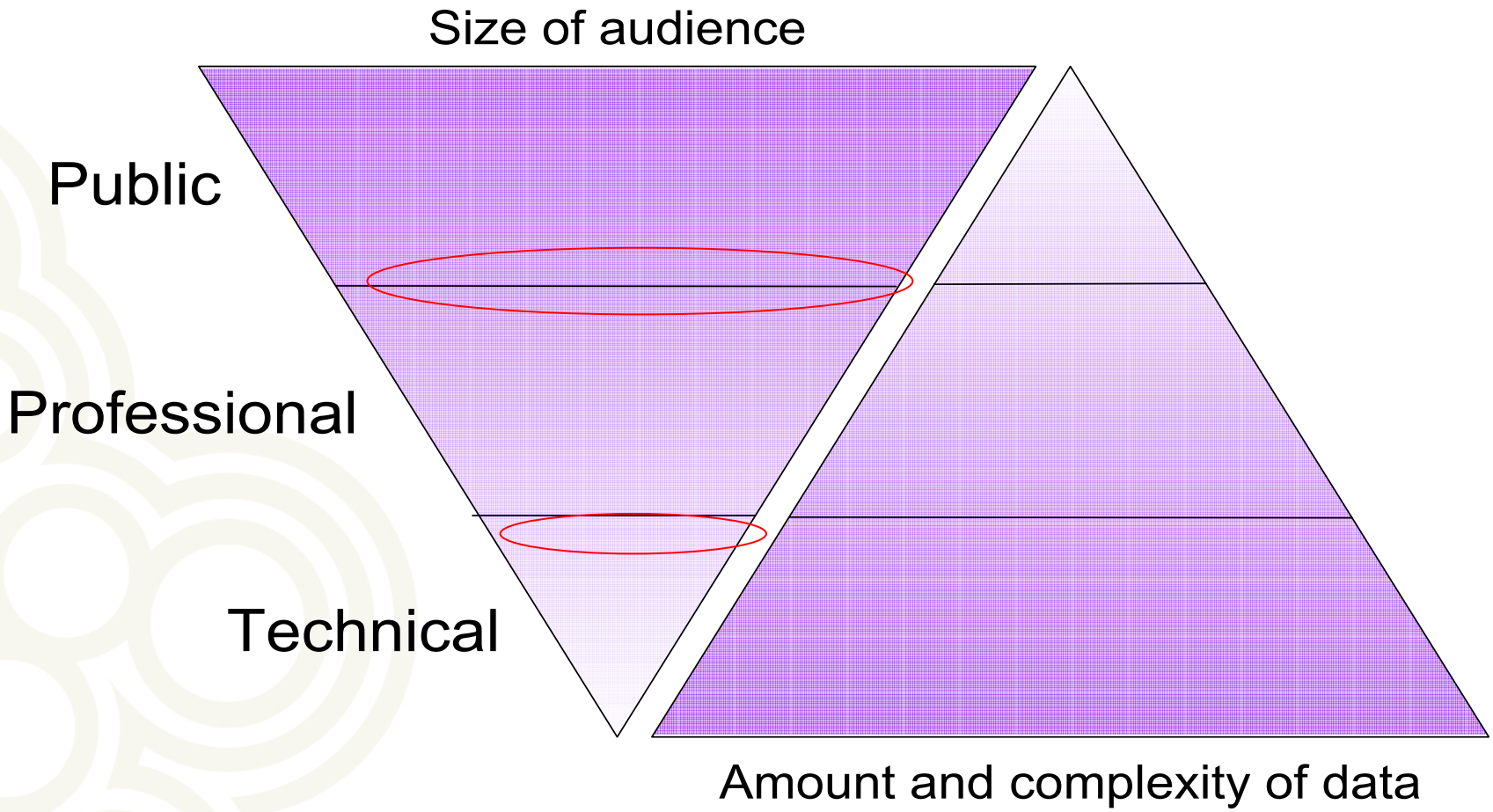
Local Government and the 2006 NZ Census

23rd Population Census Conference – April 07

Content

- Key challenges for a census in 2006
- Aims of local government programme
- Projects involving local government
- Specific intiatives
- Where to from here?

Statistics New Zealand Audience Model



Key Challenges for the Census

- Ensuring the cooperation of the public at a time of increased diversity
  Changing expectations of service
  - homogenous approach no longer works
  - interactions with government (local and central)
- Expectation that the census will reflect individual rather than collective circumstances
- Users and uses are becoming much more diverse

Aims of Local Government Engagement

- To build an understanding of data quality with users
- To encourage participation in the census
- To ensure our processes are transparent
- To build long-term relationships
- To ensure that outputs meet the needs of local government users

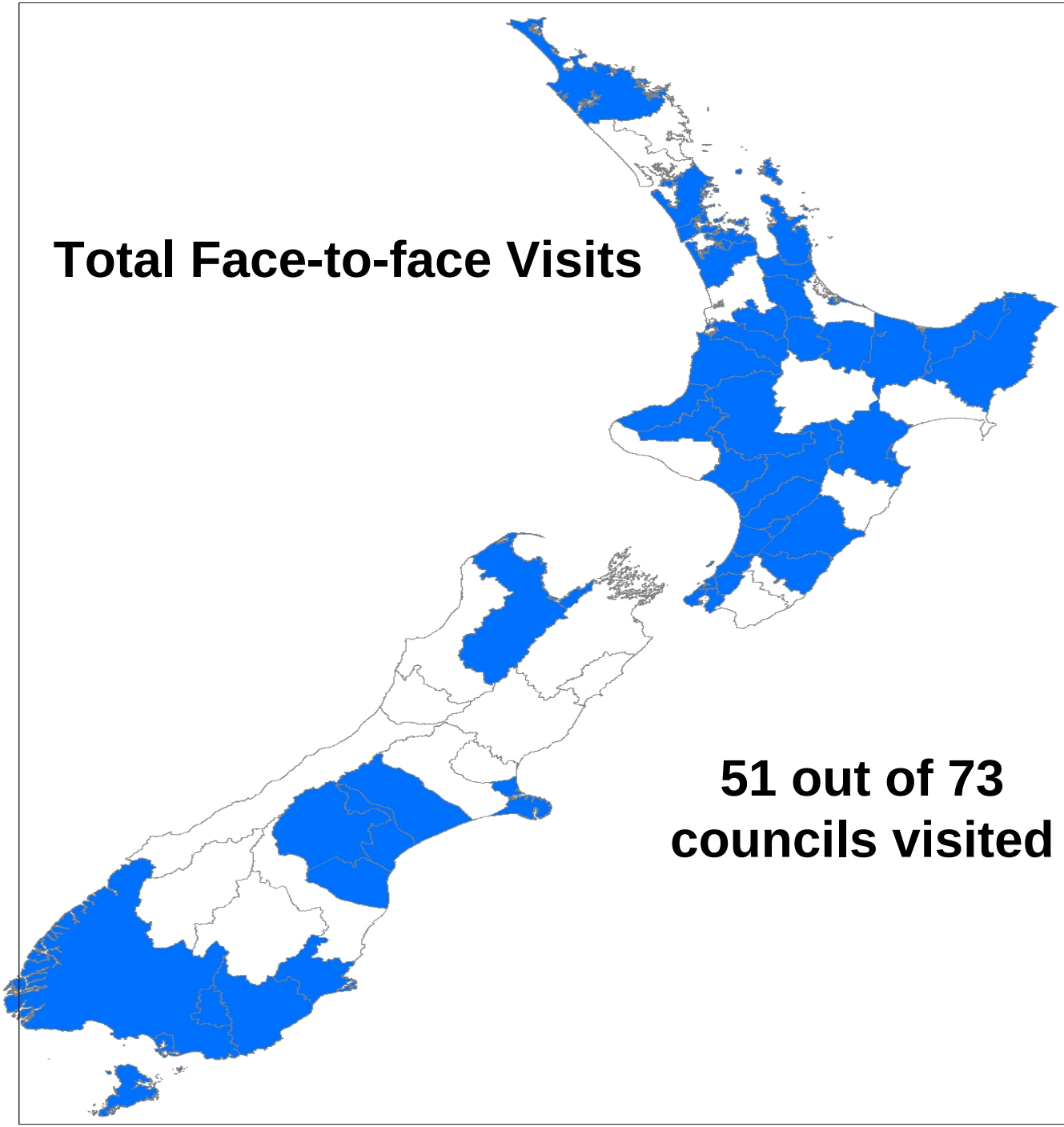
Why is our Relationship with Local Government Important?

- Local government increasingly relies on census data
- Local government lack of understanding of the collection processes and how this can effect data quality
- Local government can support us during the collection and output phases through their strong public links

2006 Census Projects Involving Local Government

- Content development
- Output
- Methodology
- Regional population tour
- Census field operation support
  - youth communications
  - ethnic communities
- Regional data use

Total Face-to-face Visits



51 out of 73 councils visited

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2006 Census Local Government Initiatives

- Census advocates
- Census community stories

Census Advocates

- Advocates in 73 councils
- First point of contact within each council
- Regular newsletters
- Disseminated census messages internally and externally during the data collection phase
- Used for incident management
- Up to date and informed on output dates

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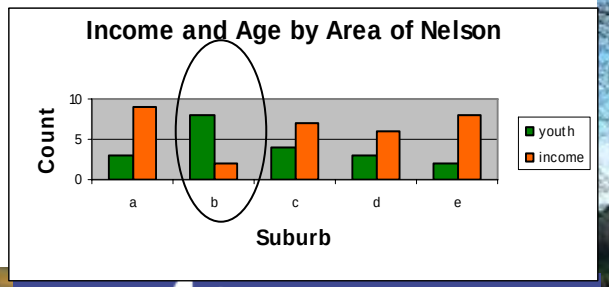
Census Community Stories

Nelson City Census Data Use

High youth population

Gaps in council facility provision

Youth park location?



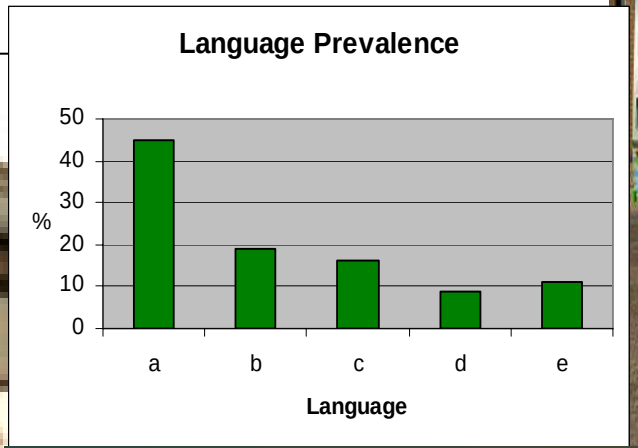
Nelson City Council

Pioneer Park

Waitakere City Census Data Use

Many languages

Language census information



Targeted mobile library resources

Pressure on libraries

Waitakere City Council
Te Taiao o Waitakere

What Did We Achieve?

- Stronger relationships with local government
- Advocate programme worked well
- Stories worked well, but varied uptake
- Better understanding of user needs
- Built an understanding of data quality
- Statistics are interesting!

Where To From Here?

- Ongoing communication to continue
- Further consultation on the look/feel of 2006 census products
- Promotion of 2006 Census products
- Evaluation and debrief
- Planning for 2011

Summary

- Taking a census is becoming harder
- Multiple approaches needed
- Working closer with local government
  - local contacts (advocates)
  - local stories
- Answering the question: What's in it for me?