



Planning for Australia's 2016 Census

Presentation to the 25th Population Census Conference
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Joanne Hillermann
Director, 2016 Census Development



This is an exciting time for the Census program in Australia

This session will cover:

Key challenges

- What is driving changes in the census?
- Census 2011 goals

Changing the business model

- Move from traditional Census to predominantly eCensus for 2016
- Benefits
- Risks

Other issues/options

- Key issues
- Other enhancements under consideration



There is great pressure on the Census program to become more efficient and effective

High level drivers of change

Increasing costs of Censuses

Coverage challenges

Difficulty recruiting quality field staff

Technology advances



Many factors have contributed to increase the difficulty of undertaking a Census in Australia

Factors include:

- Decreasing contact between collectors and households
- High density housing
- Secure apartment buildings
- Changing demographic characteristics of the population
 - Increasing lone person and small households
 - More complex family structures
- Increasing mobile population
 - Including fly-in fly-out workers and other people with second residences
- Geographic location



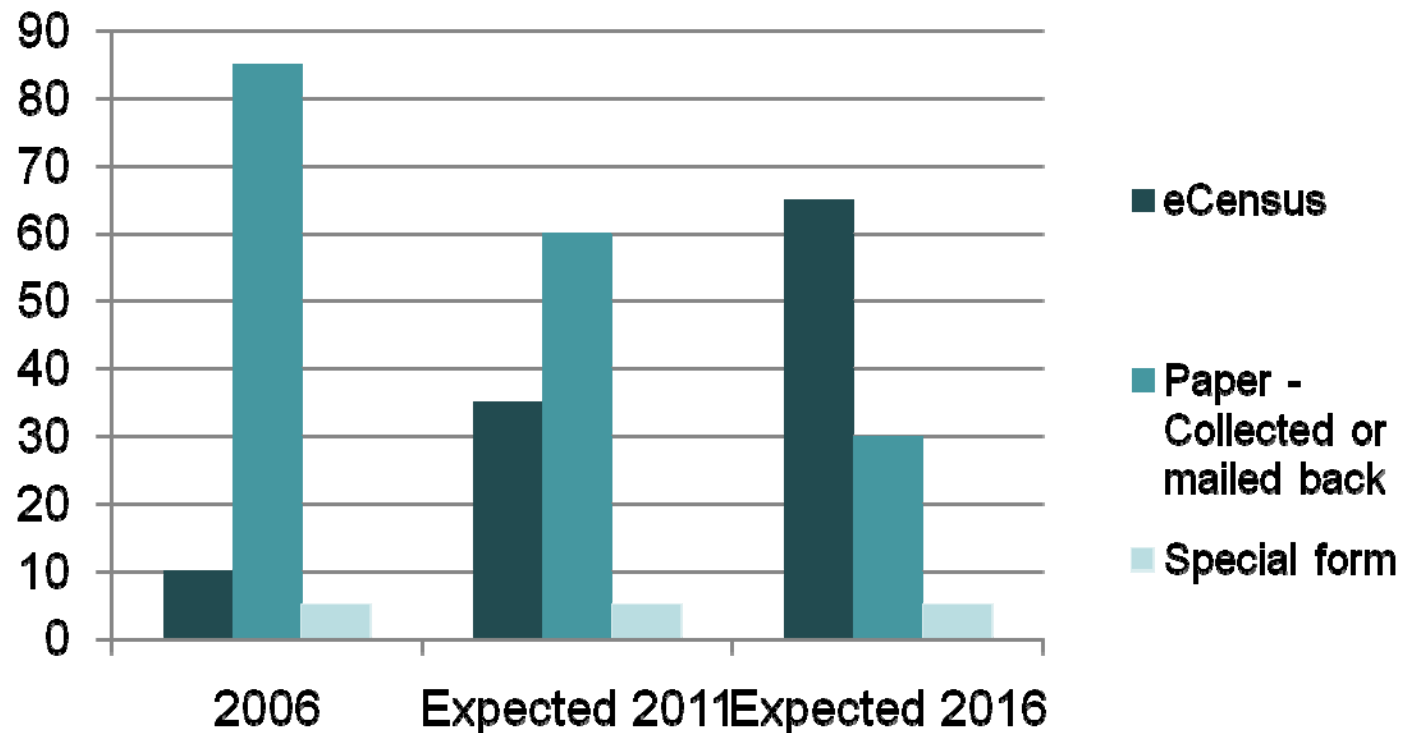
The goals for the 2011 Census reflect the key challenges to the Census program

Key goals for 2011

- Improve the **coverage** of the Census
 - The main goal with emphasis on Indigenous and other key population groups
- Ensure the **relevance** of the Census data to users and providers
- Use resources **effectively** and **efficiently**
- Protect the **privacy** of providers



The business model for the 2016 and later Censuses will change dramatically, with a heavy focus on eCensus



The business model will change from a traditional census to a wave approach with emphasis on eCensus, realising significant savings and timeliness gains.



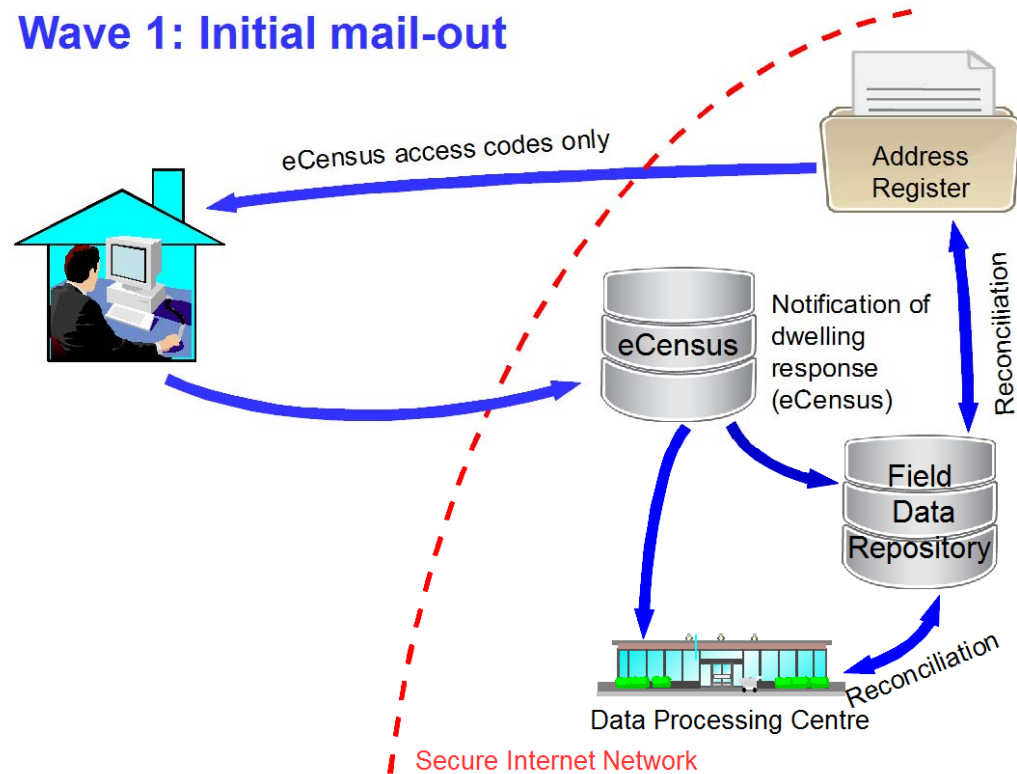
Procedures will vary by areas depending upon the quality of the address register and type of location

- Areas with good quality address data will have a wave based mail-out of eCensus codes
 - Expected around 60% of dwellings
- In areas without comprehensive address data, traditional drop-off model will be used, with preference for eCensus over paper forms
 - Expected about 35% of dwellings
- Specialised procedures will continue for some areas
 - For example, in remote Indigenous communities
 - Expected about 5% of dwellings



At the first stage, eCensus codes are mailed to households based on the address register

Wave 1: Initial mail-out



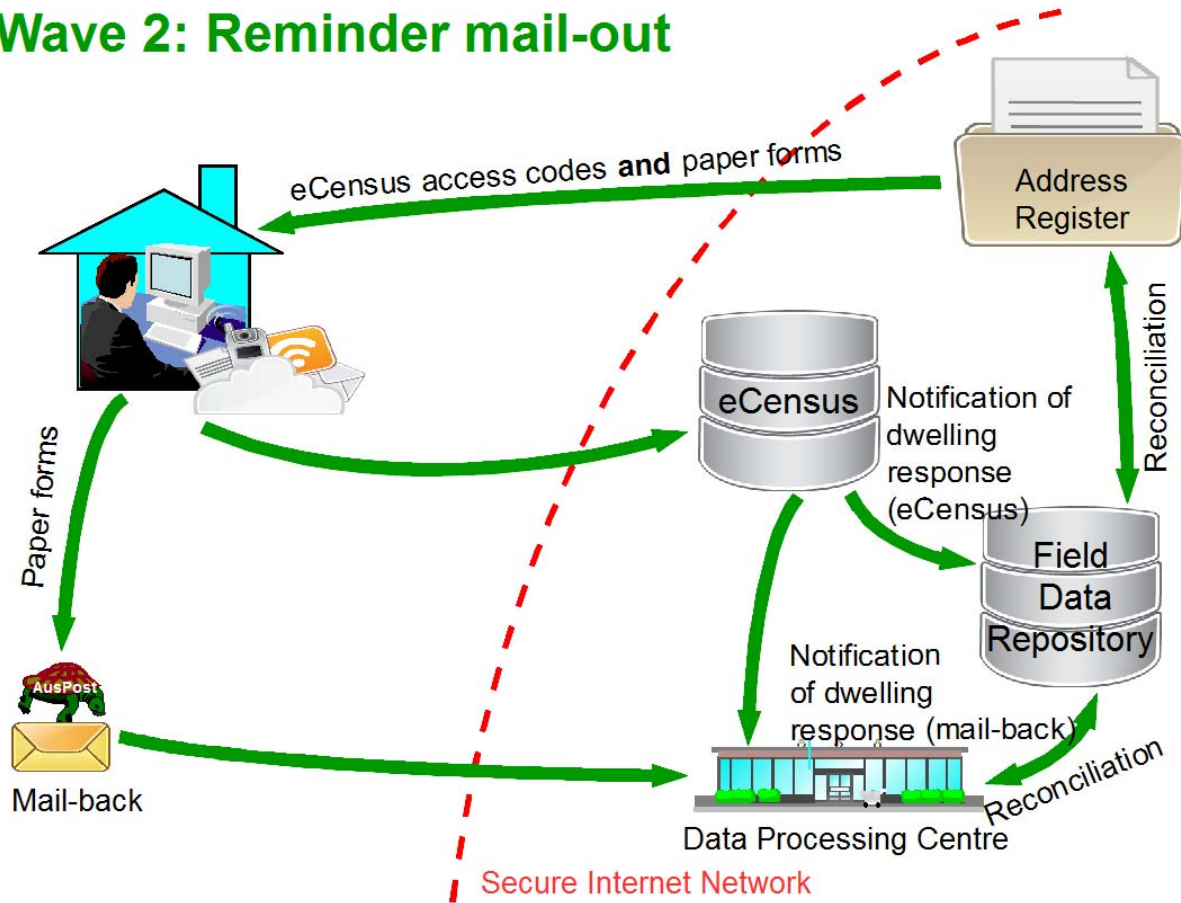
In addition to the wave approach, in areas without good Address Register information, traditional Census collector drop-off of forms and eCensus codes will be used.



At the second stage, eCensus codes and paper forms are mailed to households



Wave 2: Reminder mail-out

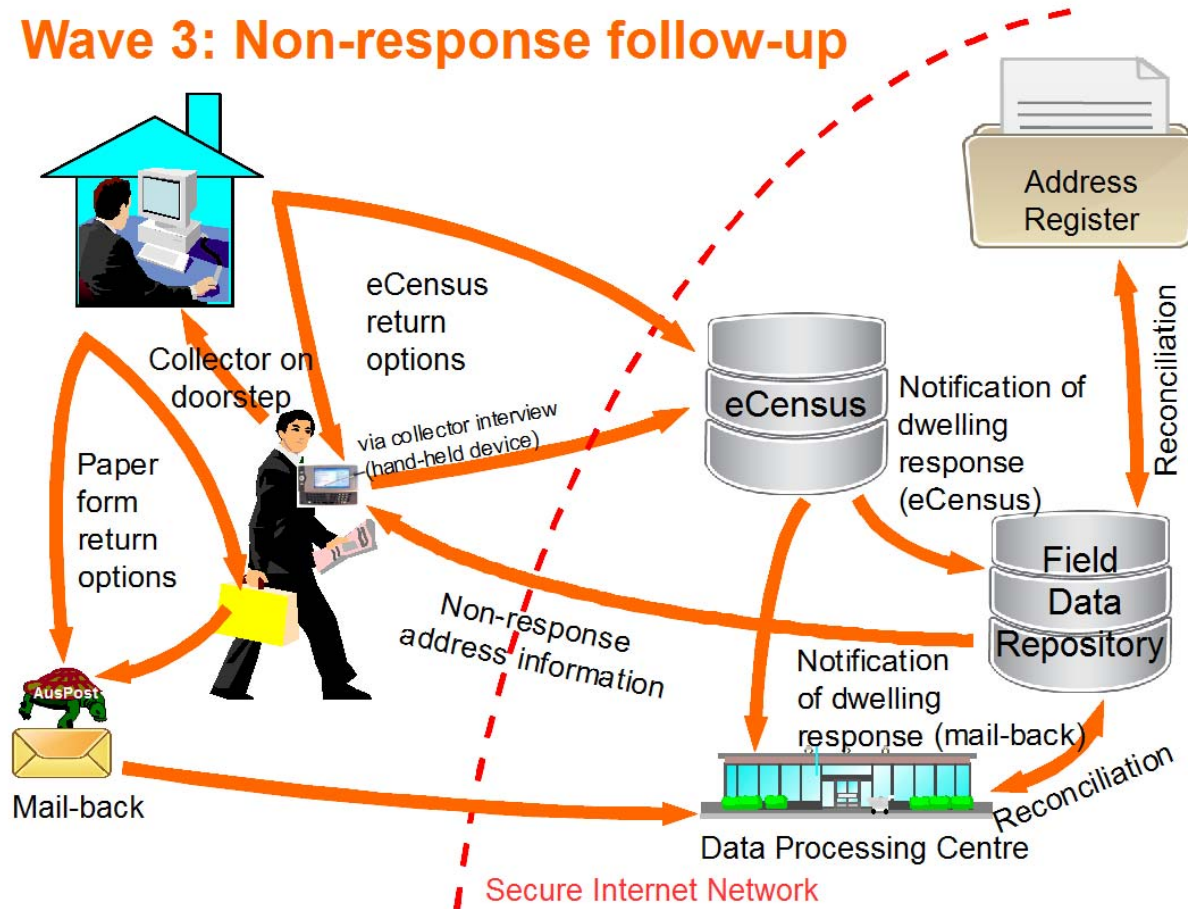




At the third stage, collectors visit non-responding households to obtain responses via eCensus, paper forms or collector interview



Wave 3: Non-response follow-up





A widespread public relations campaign will be critical to achieving high eCensus response rates

Proactive media and advertising

Tailor communication activities to target special audience groups or areas

Assist in recruiting quality field staff

Increase use of social media such as FaceBook and Twitter

Heavily promote eCensus

Continue PR beyond Census night

Promote results and output products and services

Events and sponsorship

Raise awareness and change behaviours



Changes to the business model brings substantial benefits, but also risks

Benefits:

- Reduced field force
- Reduced processing staff
- Productivity savings
- Enhanced coverage
- Improvements to data quality, including timeliness
- Increased focus on hard-to-reach populations for intensive follow-up
- Improved information security
- Environmental outcomes
- Enhanced sustainability and opens door for further innovation

Risks:

- Major change
- Inadequate quality of Address Register (with missed and duplicate dwellings) increasing undercoverage
- System failure at critical times
- Insufficient funding early in the cycle to undertake required development
- Increased time lag to the Post Enumeration Survey – delayed 2 weeks compared with traditional census model
- Lower than expected response rates to eCensus



Many significant issues need to be considered now to prepare the Census infrastructure for 2016

Change the funding cycle

- Redistribute resources so that funds are available in the early years to support development and testing

Develop a suitable Address Register (AR)

- Understand AR quality
- Develop procedures to update and maintain AR

Further develop field systems

- Integrate the eCensus and AR
- Use of hand-held devices by field staff to manage workloads and update address details
- Better identification of unoccupied dwellings

Increase sophistication of eCensus form & development

- For example, smart coding in the field, validation and sequencing
- Metadata driven applications development



Priorities for the 2016 Census content and output will be considered over the next couple of years

Key options and issues under consideration:

New or enhanced topics and classifications

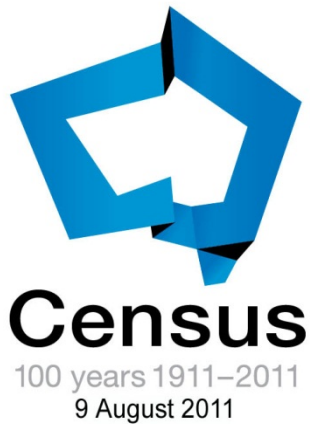
- Review all topics
- Consider new topics, especially second residences, place of education
- Revisions to existing topics, such as improve income reporting
- Updated classifications and coding, such as family coding
- Split forms to increase data content?

Data output

- Fewer standard products
- Flexible platforms to release data
- Earlier data releases

Linked data

- Extend Census Data Enhancement project, linking Census to survey and administrative data sources



Information about the 2011 Census is available on the ABS website

Census of Population and Housing - Windows Internet Explorer
http://www.abs.gov.au/websitedbs/D3310114.nsf/home/census

Australian Bureau of Statistics
Home First Visit? Statistics Services Census Topics @ a Glance Methods & Standards News & Media Education Links Help

Census of Population and Housing

**Shed some light on Census night.
Tuesday 9 August 2011**

89 days until 2011 Census

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Latest News

- [How Australia Takes a Census](#)
- [Census 'Lowdown' - Collector recruitment episode](#)
- [100 Years of working on the Census](#)
- [2011 Census - Are you in the picture?](#)

Census Jobs

- [Census Collector jobs](#) closing soon
- [Census Collector job Q&As](#)
- Information about [Census Collector jobs](#)
- Area Supervisor positions have now closed

Data

- [2011 Census Output Geography Discussion outcomes](#)
- [2011 Proposed Products and Services](#)
- Release of the [Australian Statistical Geography Standard](#)

About the Census

- [The Census 'Lowdown' - Video Updates](#)
- [About the 2011 Census](#)
- [Privacy and confidentiality](#)

Census Media Centre

2011 Census **Preview Our Plans** **CData Online** **SEIFA**

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There are a number of publications about Australian census procedures and plans

Released before Census night

- *Census of Population and Housing: ABS Views on Content and Procedures* (cat. no. 2007.0)
 - released October 2007
- *Census of Population and Housing: Nature and Content* (cat. no. 2008.0)
 - released November 2009
- *How Australia takes a Census* (cat. no. 2903.0)
 - released April 2011
- *Census Dictionary, 2011* (cat. no. 2901.0)
 - to be released May 2011

