

**Executive Leadership Group Meeting – 21 March 2016
Fortnightly ELG Communication Report**

Exec/SES talking points for the next fortnight:

- **Protecting people’s privacy is the ABS’s highest priority.**
- This includes protecting the privacy and confidentiality of everyone who completes the Census. We have always collected names and addresses in the Census. We never have and never will release identifiable Census data.
- Retaining names and addresses in the 2016 Census will make Census data even more valuable and provide greater insight into a range of social and economic areas.

• [Redacted]

• [Redacted]

• [Redacted]

• [Redacted]

• [Redacted]

- [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]

- **2016 Census Communications update:**

- [Redacted]
- [Redacted]
- [Redacted]

- Corporate and Census Communication continue to monitor media and social media coverage, and stakeholder and public response, to the 2016 Census name and address retention decision. Planning for proactive communication around the issue is underway, with a focus on preparation of the ‘How Australia Takes a Census’ resource.

• [Redacted]

• [Redacted]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

		[REDACTED]		
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

Executive Leadership Group Meeting – 4 April 2016
Fortnightly ELG Communication Report

Exec/SES talking points for the next fortnight:

- **Protecting people’s privacy is the ABS’s highest priority.**
- This includes protecting the privacy and confidentiality of everyone who completes the Census. We have always collected names and addresses in the Census. We never have and never will release identifiable Census data.

[Redacted text block containing multiple paragraphs and bullet points, all obscured by black bars.]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

Executive Leadership Group Meeting – 18 April 2016
Fortnightly ELG Communication Report

[Redacted]

- [Redacted]
- [Redacted]

For noting/monitoring:

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

• **2016 Census:**

- [Redacted]
- [Redacted]
- [Redacted] a general Census and a privacy fact sheet, has been finalised [Redacted]
- Online information and other communication material about Census name and address retention has been updated to clarify that the ABS will destroy names and addresses four years after collection (August 2020) or earlier, once there is no longer any community benefit in their retention. [Redacted]
- [Redacted]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[Redacted]

[Redacted]

Communications

- Regional hot-spot engagement - Port Augusta, Coober Pedy, Tennant Creek, Alice Springs, Robinvale, Swan Hill, Rockhampton and Broome
- LGBTI engagement on 'other sex' reporting
- Email overflow management from Census Inquiry Service being planned
- Campaign benchmark, tracking and evaluation research benchmark wave to start 11 July.
- [Redacted]
- Census kit for MPs, Senators and LGAs is currently in production.
- Federal election outcome uncertainty and new Senators
- Media Releases - NAIDOC Week Census, One month to go, Regional virtual roadshows.

[Redacted]

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