



ABS Minute No. 15/M13

Australian Statistician

The Hon Kelly O'Dwyer MP
Parliamentary Secretary to the Treasurer

cc: The Hon Joe Hockey MP, Treasurer
Secretary of the Treasury

ABS appearance at Senate Estimates hearings

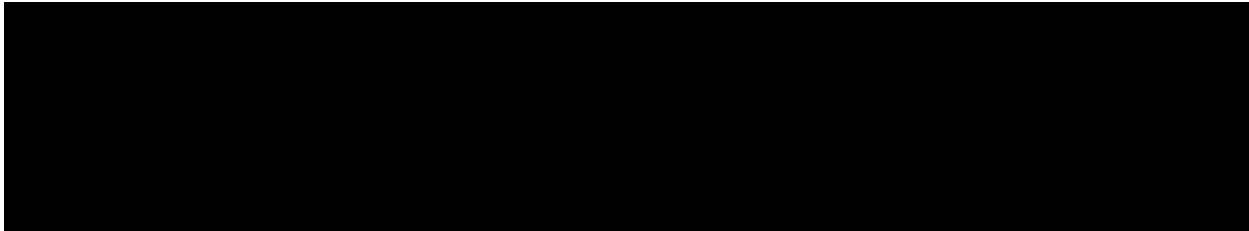
Timing: Urgent (due 25 February 2015)

Recommendation:

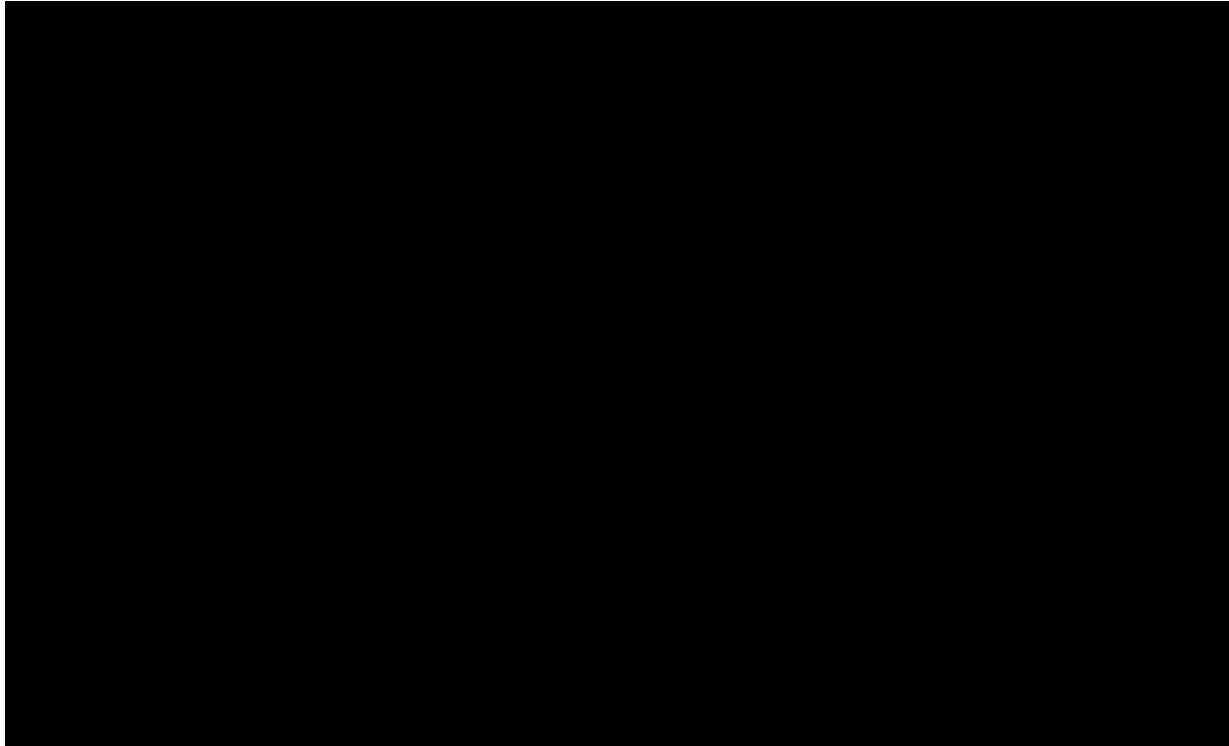

Noted

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Signature

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Date



Work program
Census



ABS contact:  on phone  or email 

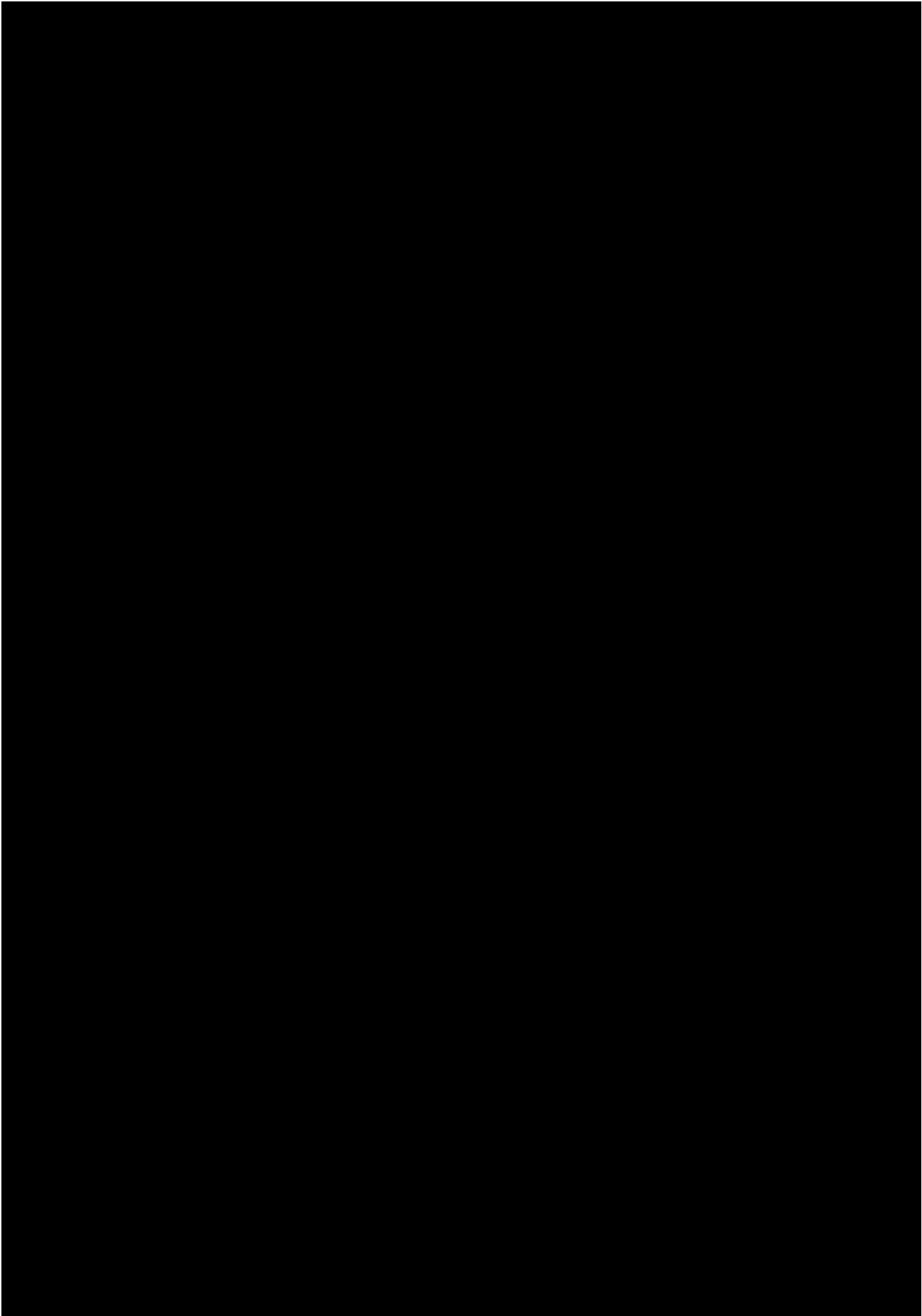
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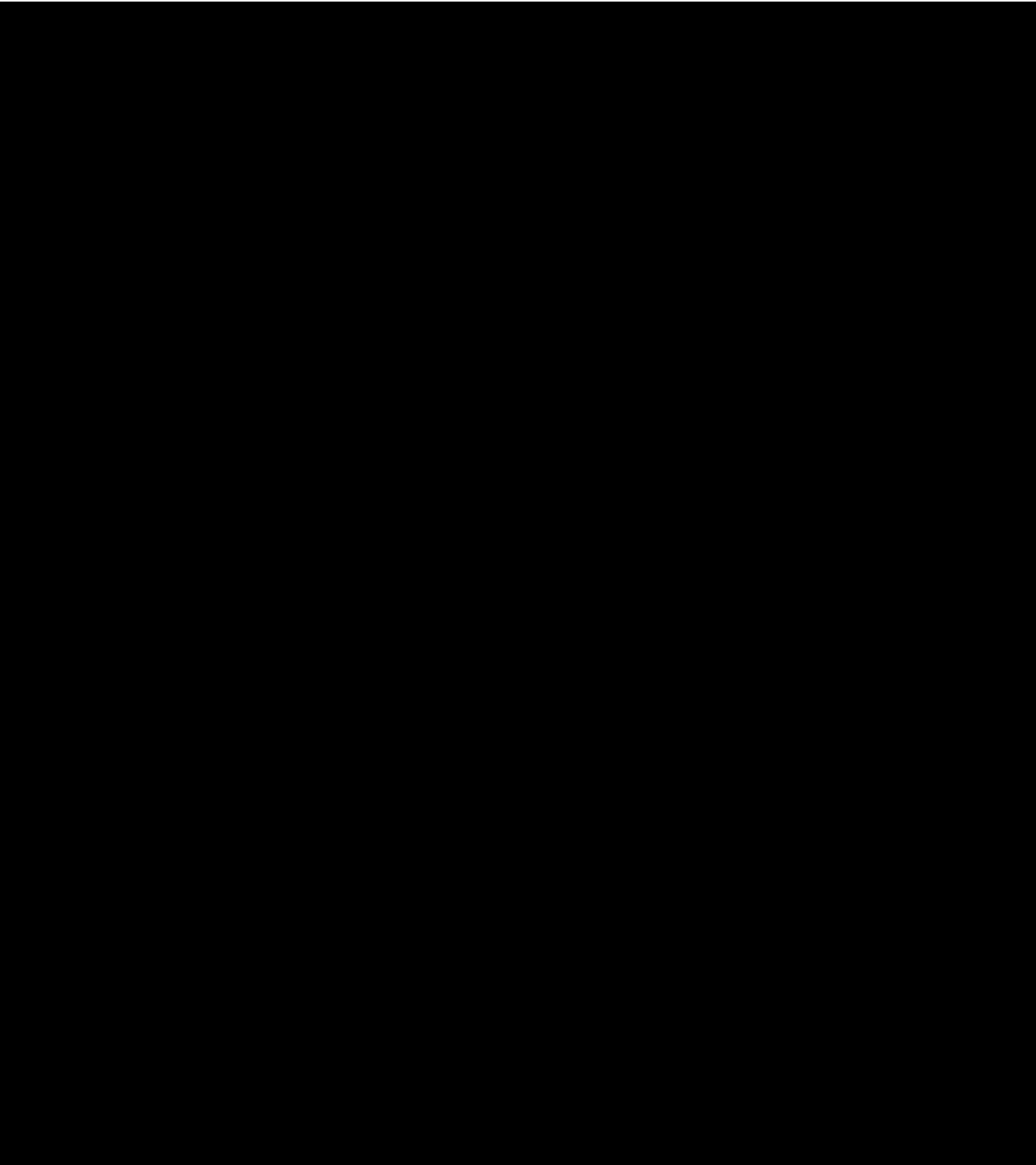
5 [REDACTED] I will note that we are still working to deliver a 2016 Census. The ABS conducted a major test in August 2014 and we hope to finalise Census topics with the Government by April 2015.

[REDACTED]

ABS contact: [REDACTED] on phone [REDACTED] or email [REDACTED]



ABS contact: [redacted] on phone [redacted] or email [redacted]



David W. Kalisch
Australian Statistician

February 2015

ABS contact: [redacted] on phone [redacted] or email [redacted]

Briefing on the ABS appearance at Senate Estimates hearings

Work program

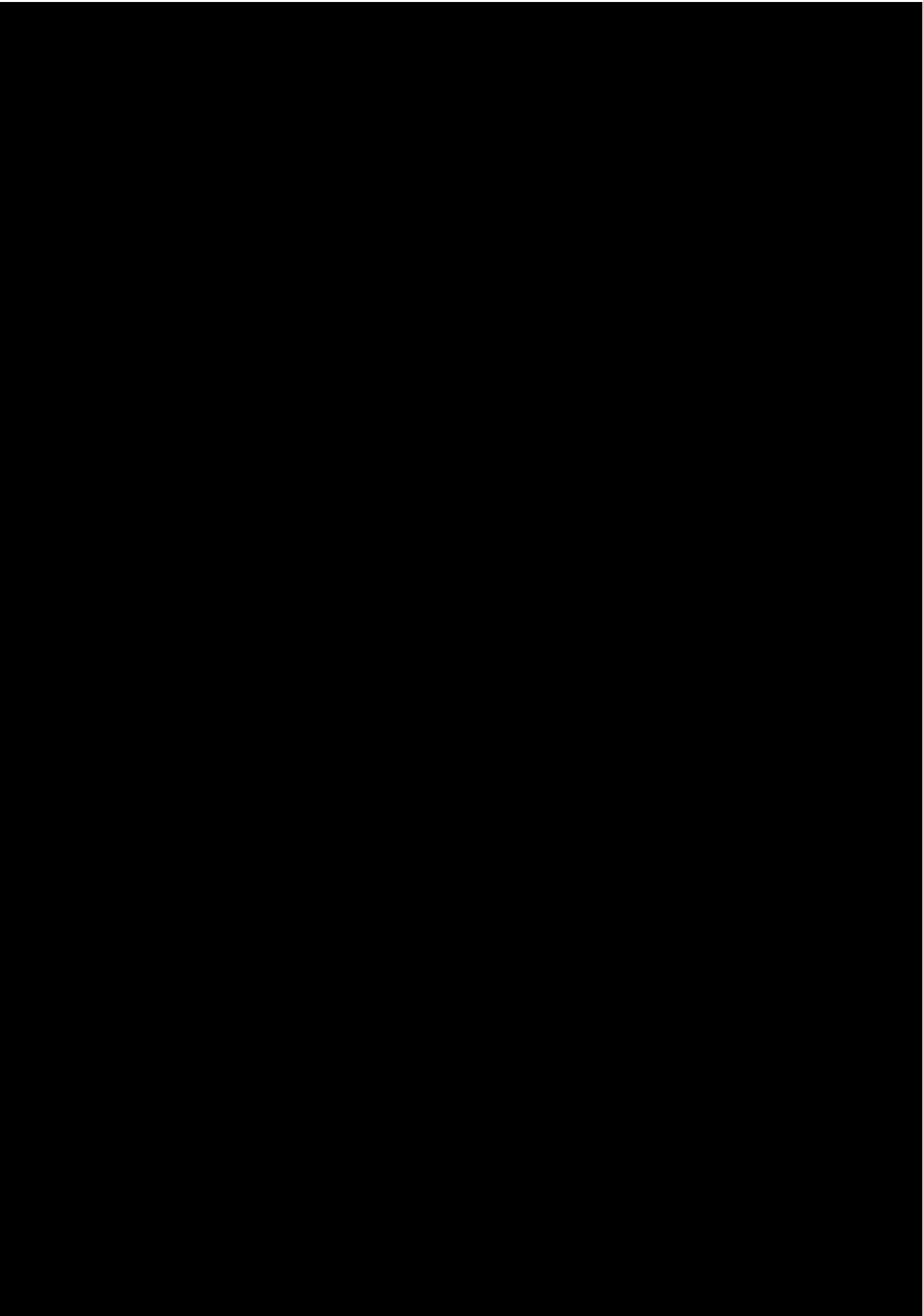
2016 Census

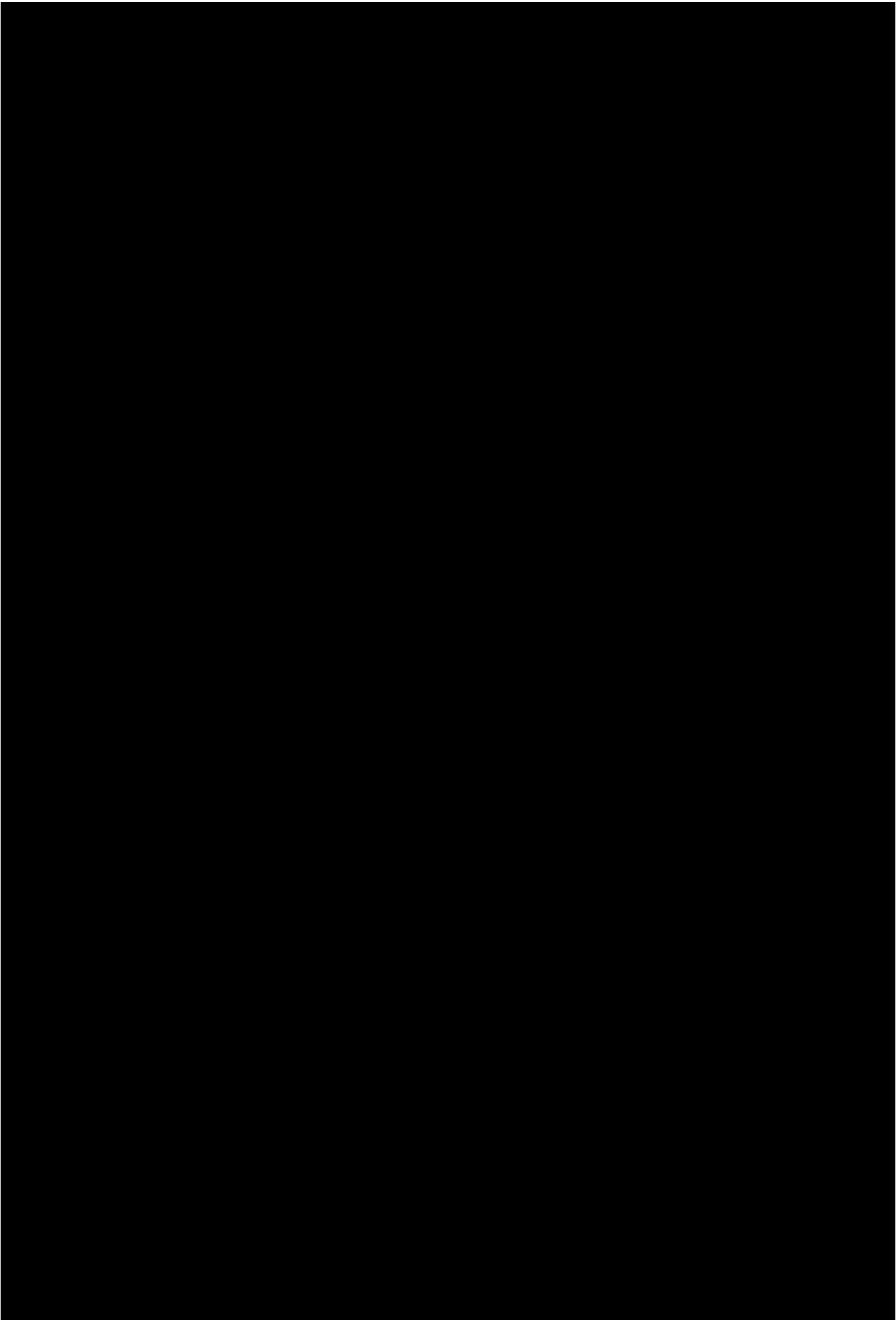
4 The 2016 Census will proceed and will be Australia's first predominantly digital Census, with two-thirds of Australian households completing the Census online. Preparations for the 2016 Census commenced immediately after the 2011 Census to allow the ABS to move to a digital-first model. Extensive testing and preparation, including a major test of 100,000 households in 2014, has demonstrated the effectiveness of ABS Census systems and procedures.

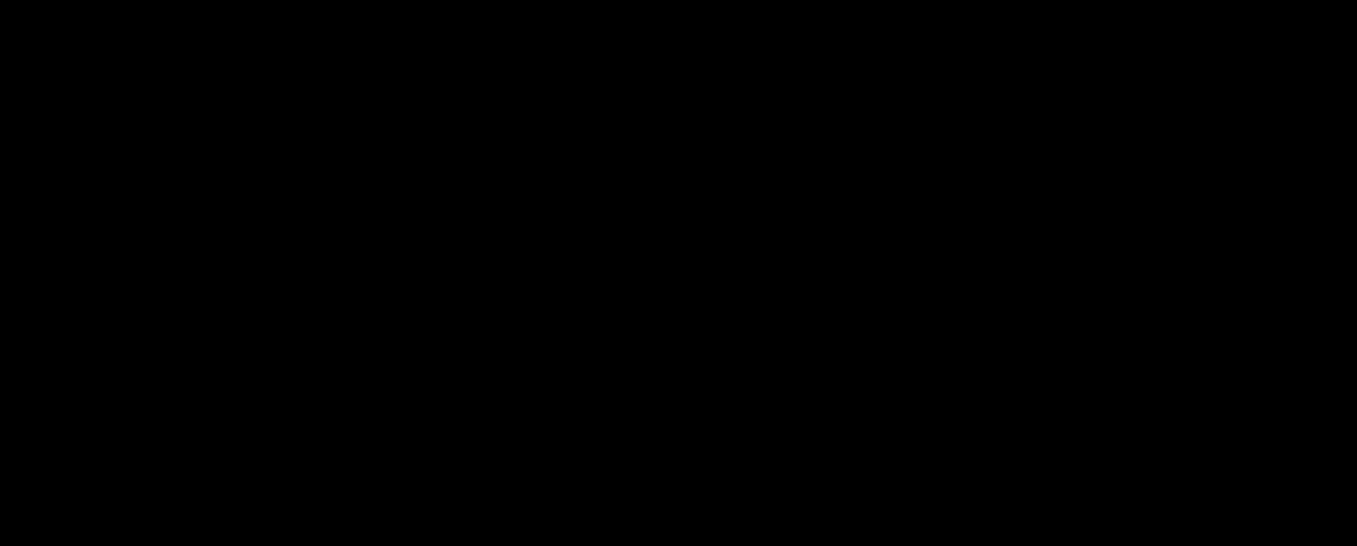
5 The ABS has sufficient funding from the Government for the 2016 Census. A traditional Census would have cost approximately \$325 million in 2016-17 whereas the 'digital-first' Census model will cost approximately \$235 million. Overall the digital Census will be \$105 million cheaper than the traditional Census.

6 A rigorous review and public consultation process of Census topics conducted by the ABS after the 2011 Census showed strong support for each of the existing topics. As such, the 2016 Census will continue to collect high quality information across the same set of Census topics included in the past two Censuses. Data about people experiencing homelessness, including rough sleepers, and data on journeys to work will continue to be collected. Opportunities to integrate Census data with other datasets, to increase the range of insights provided and ensure the Census delivers maximum benefit to government and the community, will continue to be pursued.

ABS contact: [REDACTED] on phone [REDACTED] or email [REDACTED]









ABS Minute No. 15/M33

Australian Statistician

The Hon Kelly O'Dwyer MP
Parliamentary Secretary to the Treasurer

Briefing on Employment Arrangements for 2016 Census Field Employees

Timing: Routine

Recommendation:

That you approve the attached proposed Determination which sets out the terms and conditions of employment for 2016 Census Field Employees.

Approved

Not Approved

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..../..../....

Signature

Date

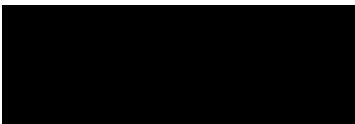
This Minute seeks your approval of the proposed Determination to set the terms and conditions of employment for field employees engaged to assist with undertaking the 2016 Census of Population and Housing. A copy of the proposed Determination is provided at Attachment A.

2 As required by legislation, the ABS conducts a Census of Population and Housing every five years. Census field employees are engaged under Regulation 3 of the Statistics Regulations, are award free, and the ABS traditionally sets the terms and conditions of employment for these employees via a Determination under the sub-section 16(3) of the *Australian Bureau of Statistics Act 1975*. Census Field employees are casual, with the vast majority (around 20,000 Field employees) being paid the National Minimum Wage. The ABS establishes a new Determination for each Census.

3 Under the Australian Government Public Sector Workplace Bargaining Policy (the Bargaining Policy), the Australian Public Service Commissioner is responsible for assessing the Determination against Government Policy. The Commissioner has conducted an assessment of the Determination and considers it consistent with the relevant Policy and legislative provisions and affordable within the ABS existing and known future budget and revenue streams. A copy of the assessment is provided at Attachment B.

4 The Bargaining Policy requires the ABS to obtain its Minister's approval of the proposed Determination before it can be finalised. We now seek your approval of the proposed Determination.

5 Following your approval the Australian Statistician will sign and give effect to the proposed Determination.



Acting Australian Statistician

17 June 2015

ABS contact [redacted] on phone [redacted] or email [redacted]

AUSTRALIAN BUREAU OF STATISTICS ACT 1975

SCHEDULE 1 - 2016 CENSUS OF POPULATION AND HOUSING

PAYMENTS AND ALLOWANCES

Payments and allowances payable to field staff while undertaking duties associated with the 2016 Census of Population and Housing (including training for such duties) are specified below. The hourly rate and casual loading shall be not less than the hourly rate and casual loading specified in the relevant National Minimum Wage Order at any given time.

A. PAYMENTS

1 District Manager

- (a) Rate: \$40.12 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Travel time based on approved kilometres travelled at the rate of 45 kilometres per hour.

2 Assistant District Manager

- (a) Rate: \$36.41 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Travel time based on approved kilometres travelled at the rate of 45 kilometres per hour.

3 Remote Area Mobile Team Leader

- (a) Rate: \$36.41 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Payment for approved travel time - paid at the relevant hourly rate per hour, or part thereof.

4 Remote Area Mobile Team Member

- (a) Rate: \$27.81 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Payment for approved travel time - paid at the relevant hourly rate per hour, or part thereof.

5 Area Supervisor

- (a) Rate: \$27.81 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Travel time based on approved kilometres travelled at the rate of 45 kilometres per hour.

6 Special Area Supervisor

- (a) Rate: \$27.81 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Travel time based on approved kilometres travelled at the rate of 45 kilometres per hour.

7 Area Supervisor - Discrete Community

- (a) Rate: \$27.81 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Travel time based on approved kilometres travelled at the rate of 45 kilometres per hour.

8 Facilitator – Discrete Community

- (a) Rate: \$22.25 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Travel time based on approved kilometres travelled at the rate of 45 kilometres per hour.

9 Reserve Area Supervisor

- (a) Rate: \$27.81 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.

10 Field Assistant

- (a) Rate: \$22.25 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Travel time based on approved kilometres travelled at the rate of 45 kilometres per hour.

11 Field Officer

- (a) Rate: \$16.87 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.

12 Field Officer - Interviewer

- (a) Rate: \$16.87 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.

13 Reserve Field Officer

- (a) Rate: \$16.87 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.

14 Special Field Officer

- (a) Rate: \$16.87 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.

15 Special Field Officer – Other

- (a) Rate: \$16.87 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Travel time based on approved kilometres travelled at the rate of 45 kilometres per hour.

16 Canvassing Officer

- (a) Rate: \$16.87 per hour, or part thereof.
- (b) A loading of 25%, in lieu of paid leave and payment for public holidays, applies to the hourly rate.
- (c) Payment for approved travel time - paid at the relevant hourly rate per hour, or part thereof.

The hourly rate for the Field Officer, Reserve Field Officer, Special Field Officer, Special Field Officer – Other, Canvassing Officer and Field Officer – Interviewer roles will be adjusted in line with the National Minimum Wage.

The casual loading will be adjusted in line with the relevant National Minimum Wage Order.

B. ALLOWANCES

1 Motor Vehicle Allowances (MVA)

(a) Field Officer:

- (i) In cases where Field Officers are working in an area which is urban, a fixed Motor Vehicle Allowance of \$110.88 is payable per workload for use of their personal vehicle, including attendance at training courses.
- (ii) In cases where Field Officers are working in an area which is rural, an amount based on the kilometres assigned to their area of operation is payable. The approved allowance is to be paid at the applicable rate shown in B. 1(c) of this schedule, and will not be less than the fixed rate in (i).
- (iii) Additional allowances may be payable as approved by the ABS in remote areas or where exceptional circumstances exist.
- (iv) In cases where a four wheel drive (4WD) is deemed necessary by the ABS to undertake enumeration in a certain area, the ABS will approve payment of the motor vehicle allowance at the amount of 40% above the rate shown in B. 1(c), Item 1.

(b) District Manager, Assistant District Manager, Remote Area Mobile Team Leader, Remote Area Mobile Team Member, Area Supervisor, Special Area Supervisor, Area Supervisor - Discrete Community, Facilitator - Discrete Community, Field Assistant, Field Officer - Interviewer, Special Field Officer - Other, Canvassing Officer, Reserve Field Officer, Reserve Area Supervisor and Special Field Officer:

- (i) Motor vehicle allowance is payable in respect of approved travel for Census work, when using a personal vehicle. The approved allowance is to be paid at the applicable rate shown in B. 1(c) of this schedule.
- (ii) Additional allowances may be payable as approved by the ABS in remote areas or where exceptional circumstances exist.
- (iii) In cases where a four wheel drive (4WD) may be deemed necessary to undertake enumeration in a certain area, the ABS may approve payment of the motor vehicle allowance at the amount of 40% above the rate shown in B. 1(c), Item 1.

(c) Motor vehicle allowance rates:

(i) The Motor vehicle allowance rates are specified in the table below:

Item	Engine capacity (non-rotary)	Engine capacity (rotary engine)	Rate per kilometre (cents)
1	Above 2,600cc	Above 1,300cc	78
2	1,601 to 2,600cc	801 to 1,300cc	77
3	1,600 and under	800cc and under	64

(ii) These rates will be equivalent to ABS rates which are adjusted in line with the rates provided by an agreed subscription service provider.

2 Travelling Allowance

- (a) The ABS will approve payment of travelling allowance for the purpose of attendance at a training course or for other Census work deemed necessary.
- (b) Travelling allowance for attendance at a training course or for other Census work is payable according to the rates provided by an agreed subscription service provider and adopted by the ABS as the rates for Travelling Allowance.
- (c) Travelling allowance covers items such as:
 - a. Meals
 - b. Incidentals
- (d) Costs related to transport and accommodation will be paid for by the ABS.

3 Reimbursement of Approved Expenses and Fares

- (a) ABS approved business expenses, fares or transport charges incurred in the course of their employment will be reimbursed to:

Remote Area Mobile Team Leaders;
Remote Area Mobile Team Members;
Special Area Supervisors;
Facilitators – Discrete Community;
Field Assistants;
Field Officer – Interviewer;
Canvassing Officers;
Special Field Officer – Other; and
Special Field Officers.

4 Incidentals Allowance

- (a) The Census Incidentals Allowance does not extend to cover the cost of items which become the personal assets of the employee upon cessation of employment (also known as durable items). Durable items may include, but are not limited to, torches, printers, mobile phones, tablet devices and car chargers.
- (b) The fixed Census Incidentals Allowances cover all expense items such as postage, torch batteries, mobile and home phone usage, data usage, paper for printing and photo for ID pass and other small incidentals and are payable at the rates specified in the table below:

Employee Position	Fixed Census Incidentals Allowance
Field Officer (mail out area)	\$111.17
Field Officer (drop off area)	\$166.66
Canvassing Officer	\$88.68
Area Supervisor and Area Supervisor Discrete Community	\$432.10
District Manager and Assistant District Manager	\$584.28

- (c) Additional allowances as approved by the ABS where exceptional circumstances exist.

C. COMMUNITY SERVICE LEAVE AND DEFENCE RESERVE LEAVE

1. Community Service Leave

- (a) An employee who participates in voluntary emergency management activities, for emergency service responses, regular training, reasonable travel and recovery time and ceremonial duties, will have access to unpaid Community Services Leave.

2. Defence Reserve Leave

- (a) An employee may be granted leave without pay to enable the employee to fulfil Australian Defence Force (ADF) Reserve and Continuous Full Time Service (CFTS) or Cadet Force obligations.

D. SUPERANNUATION

- (a) An employee is entitled to superannuation benefits as governed by the relevant Acts.
- (b) The default superannuation fund will be AustralianSuper. ABS will pay employer contributions equivalent to the Superannuation Guarantee Contribution rate as defined by the Australian Taxation Office.

E. PAYMENT ARRANGEMENTS

- 1. For the positions of District Manager, Assistant District Manager, Area Supervisor, Area Supervisor - Discrete Community, Reserve Area Supervisor, Field Officer, Field Officer - Interviewer, Reserve Field Officer, Special Field Officer and Canvassing Officer payments will be predetermined based on the expected hours of work required to undertake the role and duties for that position.
 - (a) The predetermined payment will form the basis of establishing regular fortnightly payments to each applicable employee based on the expected level of completion of duties to that point.
 - (b) In the event an employee resigns, or their contract of employment is terminated, final pays will be based on an assessment of the level of completion of the duties.
 - (c) Where an employee is required to work in excess of the hours which form the basis of the predetermined payment, they will be able to claim payment for additional hours at the ordinary hourly rate.

2. For the positions of Remote Area Mobile team Leader, Remote Area Team Member, Special Area Supervisor, Facilitator Discrete Community, Field Assistant and Special Field Officer - Other, payments will be made on the actual approved time worked based on the relevant hourly rate or part thereof.
 - (a) Payments will be made on a fortnightly basis in arrears following the submission of completed timesheets.
 - (b) Timesheets which specify the actual time worked must be submitted for review by the approving officer. The approving officer may request additional information to support the hours submitted.



Australian Government
Australian Public Service Commission

Australian Public Service Commissioner

Mr David Kalisch
Australian Statistician
Australian Bureau of Statistics
Locked Bag 10
BELCONNEN ACT 2616

Dear Mr Kalisch

Assessment of draft 2016 Census Field Staff Determination

Thank you for providing the draft *2016 Census Field Staff Determination* for assessment against the *Australian Government Public Sector Workplace Bargaining Policy* on 13 April 2015.

Assessment of the determination against the Bargaining Policy

In accordance with Part 8.1.7 of the Bargaining Policy, the Commission considers the draft determination to be consistent with the Bargaining Policy.

Remuneration, Productivity and Affordability

The remuneration increases provided in the draft determination are required by legislation in order to meet the National Minimum Wage Order.

Due to the legislative nature of these increases there is no requirement for them to be fully offset by genuine productivity gains. I note, however, that the Australian Bureau of Statistics has refined their Census operations and identified genuine productivity initiatives that will deliver productivity and savings over the life of the determination, and into the future.

Based on the information provided by your agency and advice from the Department of Finance I am satisfied that the remuneration proposal is affordable

Ministerial approval of the draft determination

Part 8.2.1 of the Bargaining Policy requires you to obtain your agency Minister's approval of the draft determination before it can be finalised. I recommend that you bring the Commission's assessment of the draft Agreement to the Minister's attention to help inform his decision.

I would appreciate it if you could provide the Commission with advice of the Minister's approval as soon as this is available.

If you have any queries about these matters, please contact [REDACTED]
Workplace Relations, by telephone on [REDACTED] or by email at [REDACTED]

Yours sincerely

[REDACTED]
John Lloyd PSM
23 April 2015

ABS Minute No. 15/M35

Australian Statistician

The Hon Kelly O'Dwyer MP
Parliamentary Secretary to the Treasurer

cc: The Hon Joe Hockey MP, The Treasurer
Mr John Fraser, Secretary to the Treasury

Census and Statistics (Census) Regulations amendments & remake

Timing: Response required by Friday 17 July 2015

Recommendation:

That you note that the *Census and Statistics (Census) Regulations 2005* need to be remade. Treasury (in consultation with the ABS) will provide a briefing when your approval is needed to consult on the draft regulations.

Noted

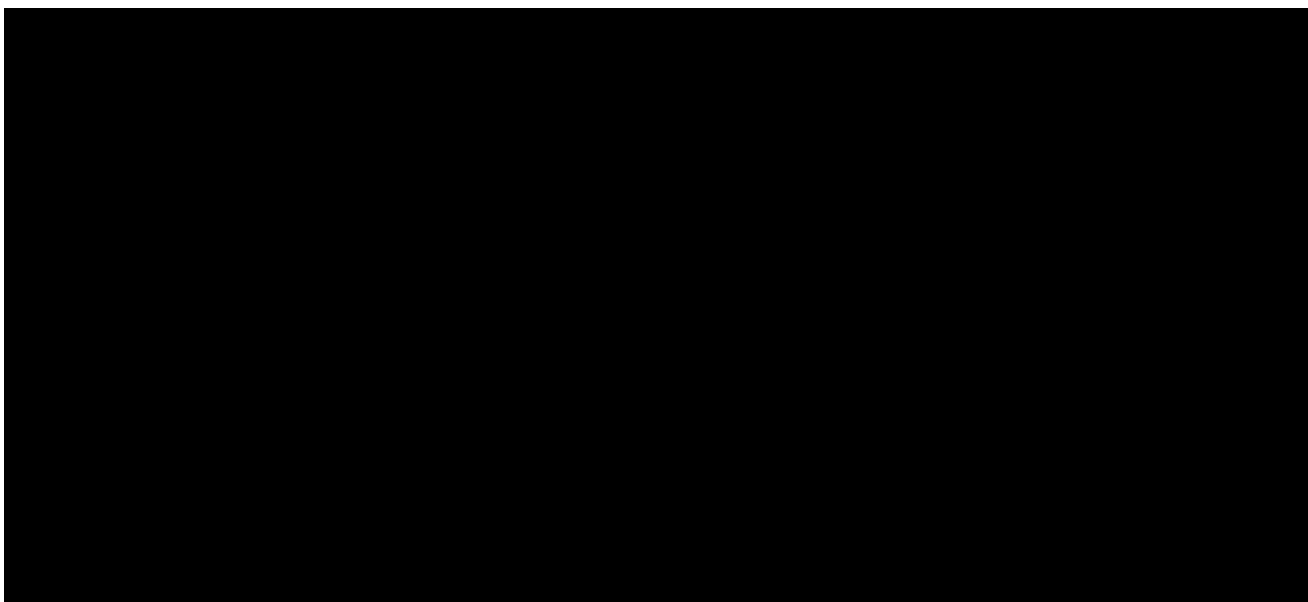
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Signature Date

The purpose of this minute is to provide information on the remake of the *Census and Statistics (Census) Regulations 2005* (Census Regulations) as a result of the sunseting of instruments under the *Legislative Instruments Act 2003* (LIA).

- 2 As of 1 April 2015, sunseting of instruments under the LIA commenced. Unless otherwise provided by the enabling Act, all instruments registered on the Federal Register of Legislative Instruments (FRLI) on or after 1 January 2005 sunset on the 1 April or 1 October immediately on or after their 10th anniversary of registration.
- 3 The Census Regulations will sunset unless remade before 1 April 2016. As agreed (through ABS Minute 15/M27) the 2016 Census is to be conducted on Tuesday 9 August 2016, which is after the sunseting date for the Census Regulations. The Census Regulations should largely not change, as the Government has already made a decision for it to be a 'no change' Census in terms of topics.
- 4 The Census Regulations also require amendment to include Norfolk Island as a prescribed external Territory for the purposes of conducting the Census and producing quarterly population estimates. This continues the extension of mainland laws to Norfolk Island under the *Norfolk Island Legislation Amendment Act 2015*. [REDACTED]
- 5 As Regulations are disallowable instruments, any amendments or a remake introduces small risk. The ABS is of the view that in this case, the risk is negligible given that:
 - a) the Norfolk Island reforms and legislative changes have already passed through Parliament, so disallowance of the Regulations based on the inclusion of Norfolk Island is highly unlikely; and
 - b) there has been strong support for the continuation of a five yearly Census, with the next Census to be conducted in 2016.
- 6 To streamline the process the ABS seeks to handle the inclusion of Norfolk Island and the remake of the Regulations as one process. The ABS will work with Treasury to progress

ABS contact: [REDACTED] or email [REDACTED]

the Census Regulations for consideration at a Federal Executive Council meeting before 1 April 2016.



A handwritten signature in blue ink, appearing to read 'DK', is positioned above the typed name.

David W. Kalisch
Australian Statistician

14 July 2015

ABS contact: [redacted] or email [redacted]

ABS Minute No. 15/M37

Australian Statistician

The Hon Kelly O'Dwyer MP
Parliamentary Secretary to the Treasurer

cc: Treasurer
Secretary to the Treasury

Appointment of Census Day by Proclamation

Timing: Urgent. Signed documents are required by 28 July 2015 in order to be considered at the Executive Council meeting on 6 August 2015.

Recommendation:

That you approve and sign the attached Census Proclamation documents outlined in paragraph 5 by **Tuesday 28 July 2015**.

- Approved
 Not approved

.....
Signature/...../.....
Date

Your approval of the Proclamation appointing Census day is required by Tuesday 28 July 2015 in order to meet Federal Executive Council deadlines.

2 The *Census and Statistics Act 1905* requires that the Census day shall be appointed for that purpose by Proclamation (Subsection 8 (2) of the Act). As agreed (through ABS Minute 15/M27) the 2016 Census is to be conducted on Tuesday 9 August 2016.

3 The attached Executive Council Minute recommends that a Proclamation be made appointing 9 August 2016 as the day on which the 2016 Census is to be taken.

4 Subject to your approval, the Proclamation will be placed before the Executive Council on Thursday 6 August 2015 for certification and signing by the Honourable Paul de Jersey AC QC, Administrator of the Government of the Commonwealth of Australia.

5 Attached is the package of information that is required by the Executive Council:

- Attachment A - Executive Council Minute which you will need to sign but do not date.
- Attachment B - Proclamation which you will also need to sign but do not date.
- Attachment C - Explanatory Memorandum which you will need to initial on the bottom right hand corner of each page but do not date.
- Attachment D - Explanatory Statement which should remain unsigned.

6 The Proclamation was prepared by the Office of Parliamentary Council within the Attorney-General's Department.

7 The Treasury, Exco Secretariat/Prime Minister and Cabinet has been consulted in the preparation of this Minute and the associated attachments.



Australian Statistician
24 July 2015



ABS Minute No. 15/M57

The Hon Alex Hawke MP
Assistant Minister to the Treasurer

cc: John Fraser, Secretary to the Treasury

Australian Bureau of Statistics – Incoming Minister Briefing

Timing: Routine

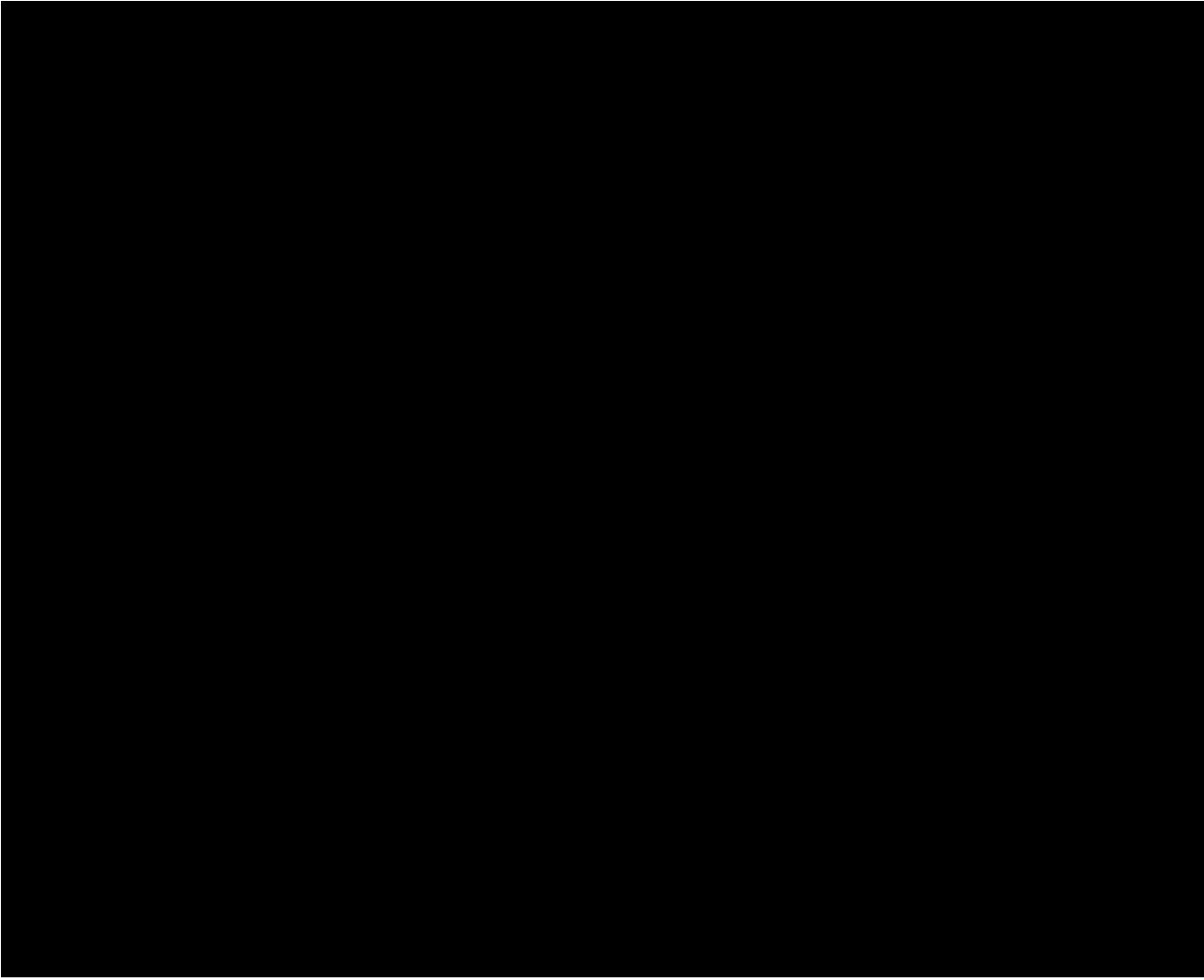
Recommendation:

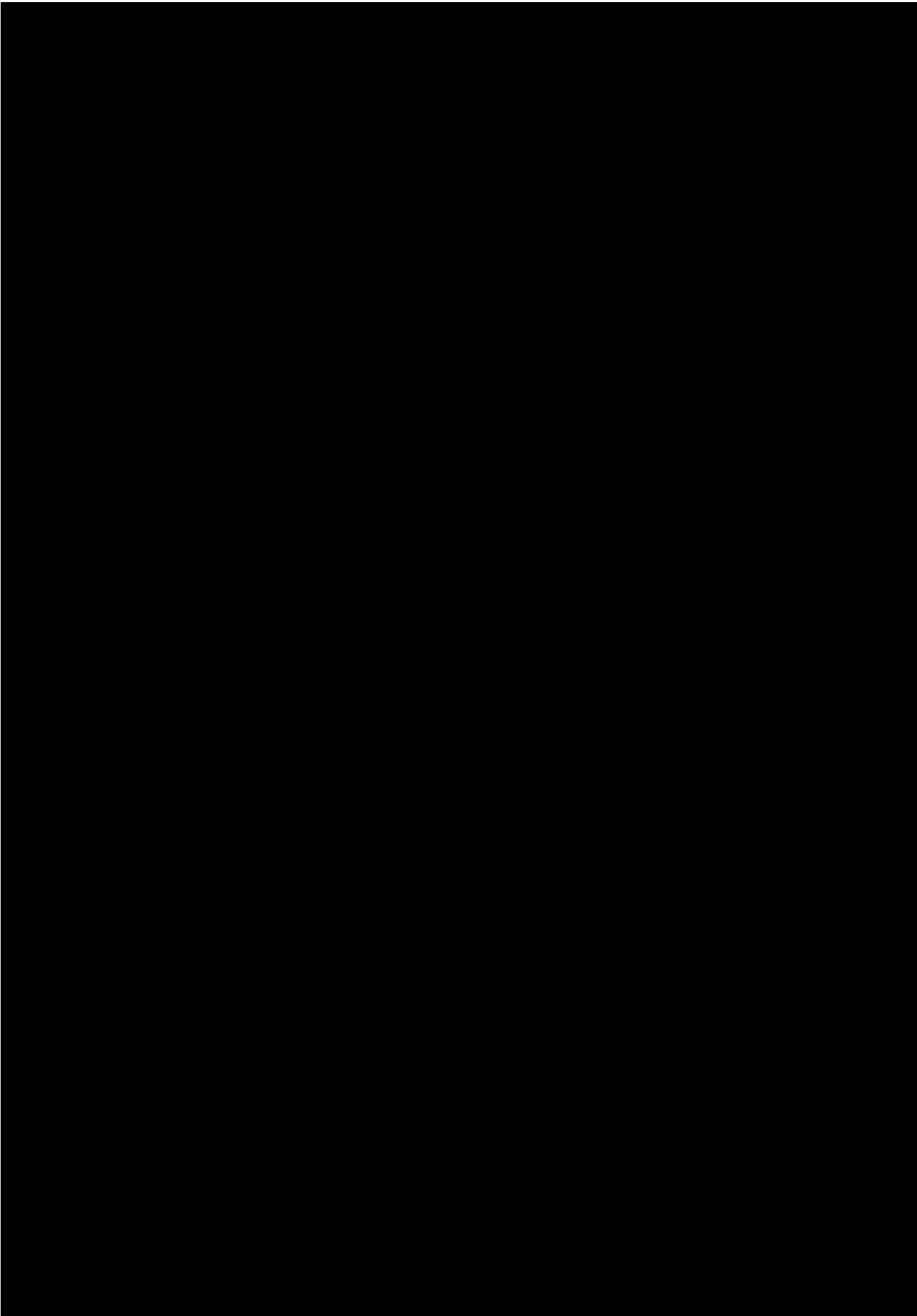
That you note the ministerial briefing from the Australian Bureau of Statistics (ABS).

Noted

.....
Signature

..../..../....
Date





Contact: [redacted] p: [redacted] e: [redacted]

11 Lastly, ABS is in the final stage of preparations for our first predominantly digital Census of Population and Housing. to be held on 9 August 2016.

[Redacted]

[Redacted]

[Redacted]

Acting Australian Statistician

23 September 2015

Attachments

[Redacted]

Attachment 2: 2016 Census of Population and Housing (pages 5-6)

[Redacted]

Attachment 2: 2016 Census of Population and Housing

Key points

- ABS is in the final stages of preparation of our largest and one of our most important operations, the conduct of the Census of Population and Housing, to be held on 9th August 2016.
- The 2016 Census will be Australia's first predominantly digital Census, with two thirds of citizens expecting to complete their Census form online, reducing the operational cost of the Census by over \$100 million.
- The date, content, questionnaire and most aspects of the operational plan for 2016 Census have been confirmed and publicly advertised.

Background

The Census is the largest statistical collection undertaken by the ABS. Its objective is to accurately measure the number and key characteristics of people in Australia on Census night, and the dwellings in which they live.

It provides the basis for the estimation of the population of the states, territories and local government areas, which underpins the setting of electoral boundaries and distribution of government funds.

It also provides critical information on the characteristics of the Australian population and its housing within small geographic areas and population groups.

Census data is also extensively integrated with other public sector data sets in order to provide greater insight into Australia's population.

The date of Australia's 17th national Census (9 August 2016), as well as the content to be collected and the questions to be asked are all set and have been publicly advertised. Production of paper forms and other paper material has commenced.

Census transformation

This will be Australia's first predominantly digital Census, with two-thirds (65 per cent) of citizens expected to complete their forms online.

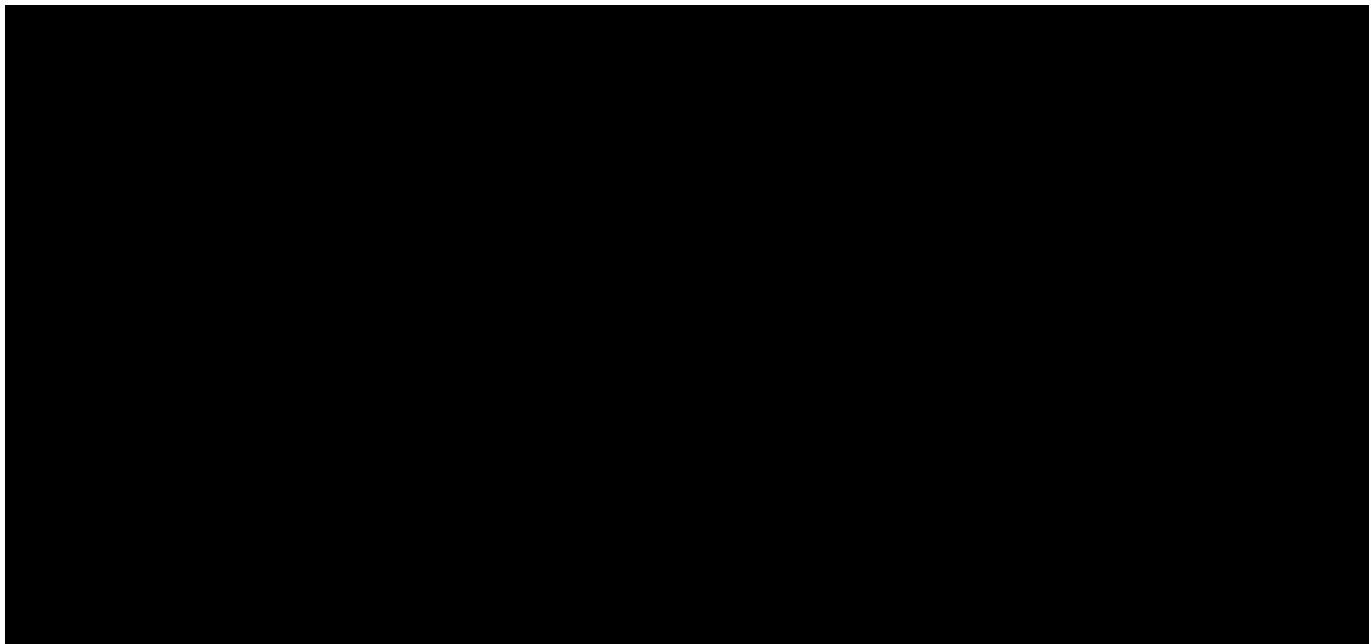
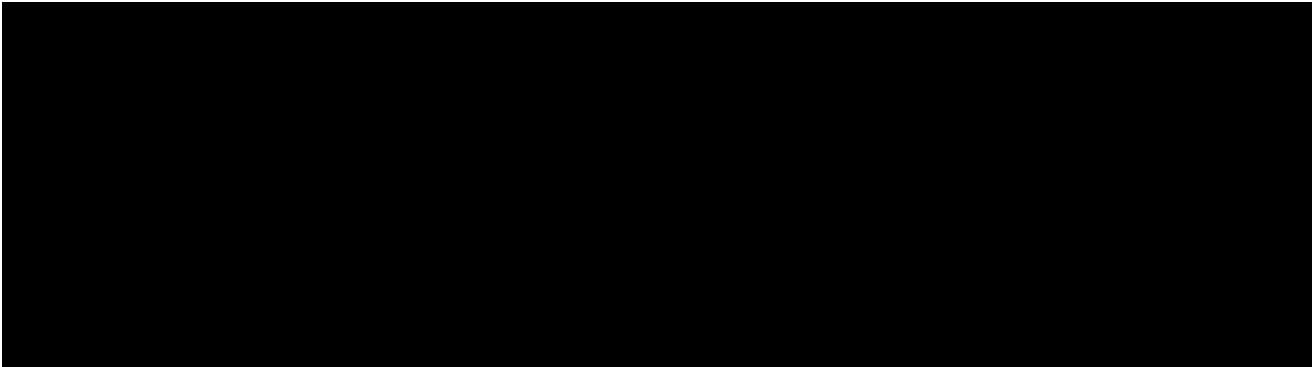
This major transformation will save over \$100 million compared to the traditional Census through reductions in the number of, and contract duration for, field staff to visit households, as well as savings from the reduction in the number of paper forms to scan and process. This transformation will also reduce burden on households, make Census data available earlier and reduce the paper used by over 300,000 kg.

In 2016 most households across Australia receive an online login code in the mail, rather than a visit from Census field staff as has happened in the past. Paper forms will be made available to any household or person that requires them.

The Census are critically reliant on Australia Post who are the most significant external contract for the ABS in financial terms and will need to deliver nearly 20 million letters and forms to and from households across Australia.

The Australian Census plan has built on international experience of similar models used in Canada and the United Kingdom. Preparations for the Australian Census commenced over three years ago, and the new approach has been tested multiple times through public tests. A major test of 100,000 households was conducted in August 2014 confirmed our strategy and capability for the 2016 Census.

Key next steps



Australian Statistician

ABS Minute No. 15/M63

The Hon Alex Hawke MP
Assistant Minister to the Treasurer

cc: John Fraser, Secretary to the Treasury

**ABS appearance at Senate Estimates Supplementary Budget Hearings -
October 2015**

Timing: Urgent – before 21 October, 2015

Recommendation:

[Redacted]

Noted

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Signature

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Date

[Redacted]

ABS contact: [Redacted] p: [Redacted] or e: [Redacted]

2016 Census

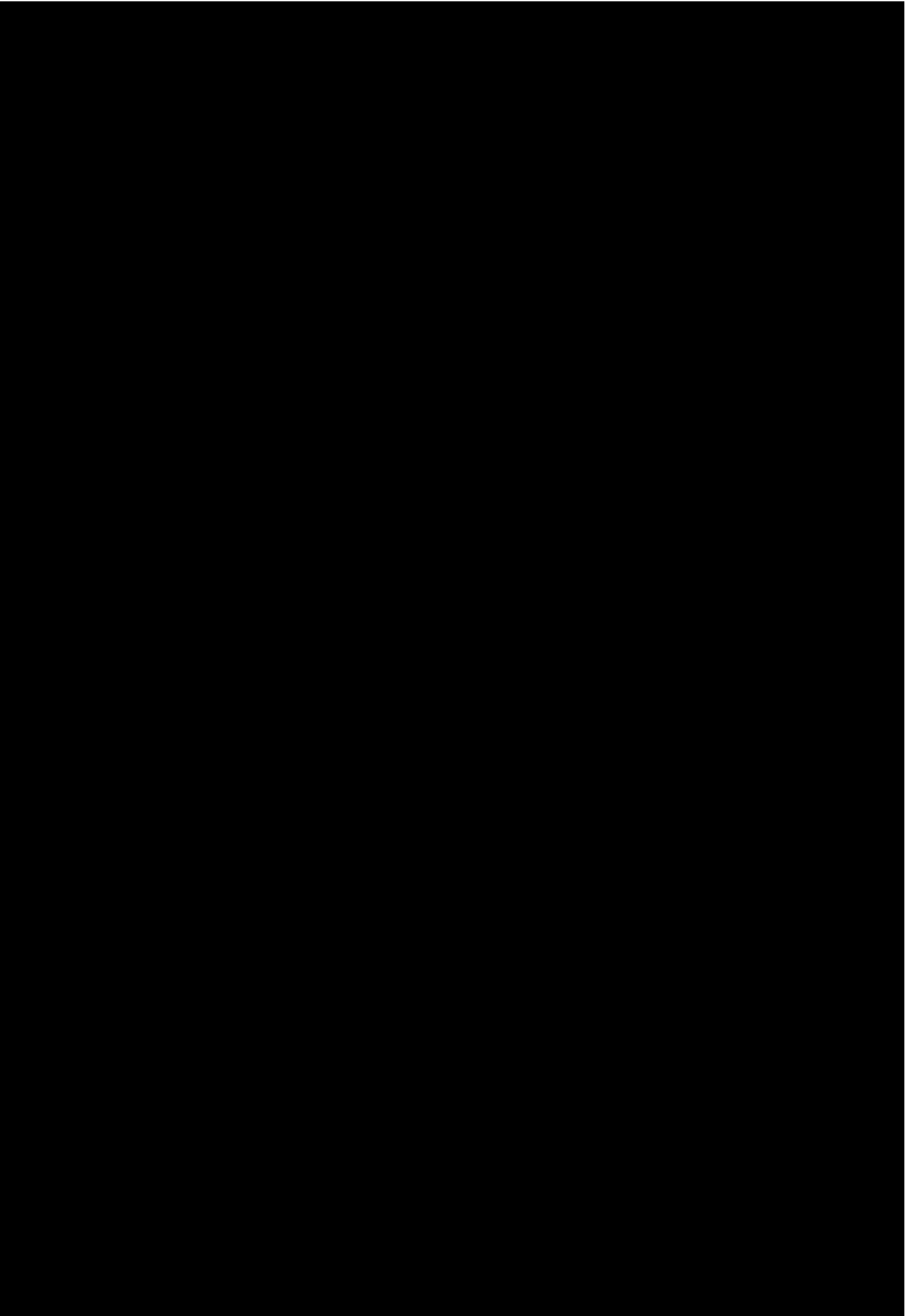
8 The 2016 Census will be Australia's first predominantly digital Census, with two-thirds of Australian households anticipated to complete the Census online. Preparations for the 2016 Census are on track and commenced immediately after the 2011 Census to allow the ABS to move to a digital-first model. Extensive testing and preparation has demonstrated the effectiveness of ABS Census systems and procedures.

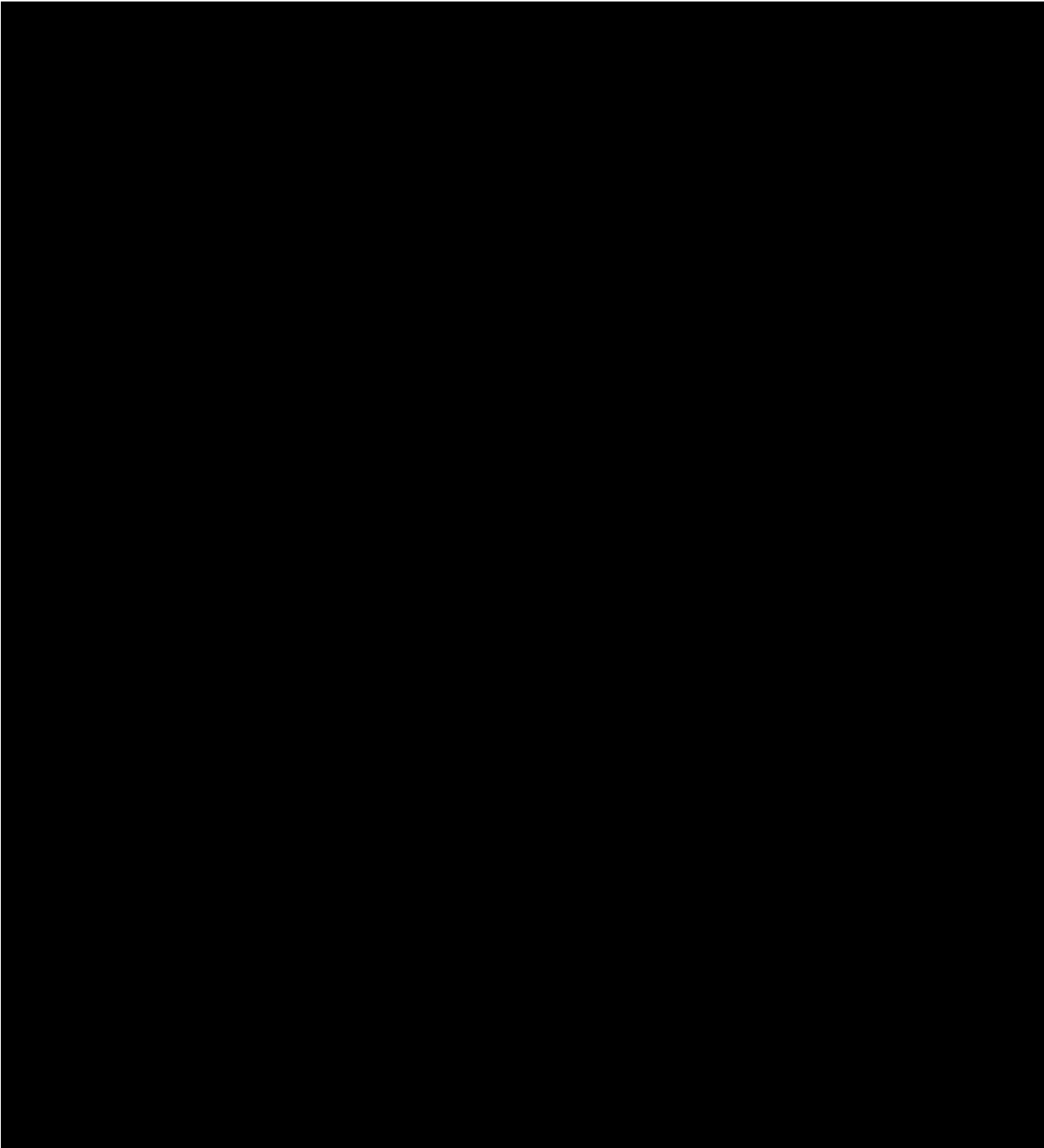
9 The ABS recognises that not all households will be able to provide their responses via the online option. While the online option is the preferred and default channel, and one that most people will find the fastest and easiest, there still remains the options of completing a paper form for those who wish to do so.

10 A traditional Census would have cost approximately \$380 million in the operational years of 2016-17 and 2017-18. The digital-first Census model will cost \$272 million, saving taxpayers about \$108 million. This will require a well-developed communication campaign to support this new digital first approach, in particular to increase the likelihood of achieving the required very high Census completion rates.

11 A rigorous review and public consultation process of Census topics conducted by the ABS after the 2011 Census showed strong support for each of the existing topics. The Government has already agreed that the 2016 Census will continue to collect high quality information across the same set of Census topics included in the past two Censuses. There are significant financial costs for additional questions to be added to the Census, in addition to respondent burden. Data about people experiencing homelessness, including rough sleepers, and data on journeys to work will continue to be collected. Opportunities to integrate Census data with other datasets, to increase the range of insights provided and ensure the Census delivers maximum benefit to government and the community will continue to be pursued.

12 There has been some public interest in the change to the order of responses about religion. After extensive testing and consultation the ABS changed the order of the response options to this question for the 2016 Census. The 'No Religion' option has been moved from the bottom of the response options to the top. This change is consistent with Censuses in other countries (such as New Zealand, Canada and the United Kingdom) and reflects that this was the second most frequent response in the 2011 Census (and the most popular option in all states and territories except New South Wales and Victoria).





A handwritten signature in blue ink, appearing to read 'David W. Kalisch', is written above the printed name.

David W. Kalisch

15 October 2015

Australian Statistician

ABS Minute No. 15/M69

The Hon Alex Hawke MP
Assistant Minister to the Treasurer

cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury

ABS to conduct a Privacy Impact Assessment on retention of names and addresses from responses to the 2016 Census

Timing: By 10 November, 2015

Recommendation:

That you note this briefing on the ABS intention to publicly announce it will conduct a Privacy Impact Assessment on the retention of names and addresses from responses to the 2016 Census.

Noted

.....
Signature

..../..../....
Date

1. Community trust in the confidentiality of Census information given to the ABS is vital to the conduct of a good census. The ABS has an excellent track record in this regard and we are committed to maintaining it.
2. In the past we have promoted trust in the confidentiality of census returns by promising to destroy the names and addresses.
3. For the 2016 Census we believe that a change in approach is needed.
4. Retention of addresses is necessary to build and maintain a high quality address register that will be a key enabler of improved household surveys.
5. Retention of names would support our efforts to integrate survey and Census data with administrative data to provide a richer and dynamic statistical picture of Australia. For further details on the benefits and considerations of retention of names and addresses, see Attachment A - Statement of Intent - ABS to conduct a Privacy Impact Assessment on retention of names and addresses from responses to the 2016 Census.
6. For the 2016 Census, we think it will be sufficient to commit to ensuring that names and addresses are well separated from the Census records. Feedback from focus group testing has been generally supportive of this approach. Focus Group feedback also highlighted the importance of transparency in this area.
7. To inform both our decision and the approach, the ABS will undertake a Privacy Impact Assessment of the retention of names and addresses collected by the Census.

ABS contact: [REDACTED] p: [REDACTED] or e: [REDACTED]

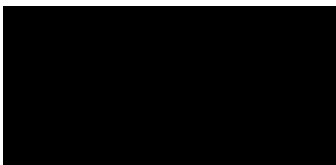
8. The following stakeholders will be directly notified of the intention to conduct a PIA, and invited to provide feedback. These stakeholders include:

- a. Office of the Australian Information Commissioner;
- b. State and Territory Information and/or Privacy Commissioners; and
- c. Australian Statistical Advisory Council.

9. The ABS will also publicise its intention to conduct the PIA by publishing a Statement of Intent (Attachment A) on the ABS website, as well as a media release (Attachment B). Any media attention will be advised to your office.

10. The decision will take into account the PIA as well as feedback from stakeholders and the general public.

11. Feedback is requested by 02 December so the ABS can make a final decision by the end of 2015.



DK

David W. Kalisch

3 November 2015



Document Start

Australian Statistician

ABS Minute No. 15/M81

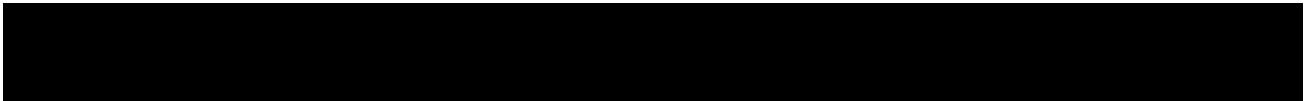
The Hon Alex Hawke MP
Assistant Minister to the Treasurer

cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury

2016 Census campaign agency selection

Timing: Urgent – For a meeting in week beginning 30 November 2015

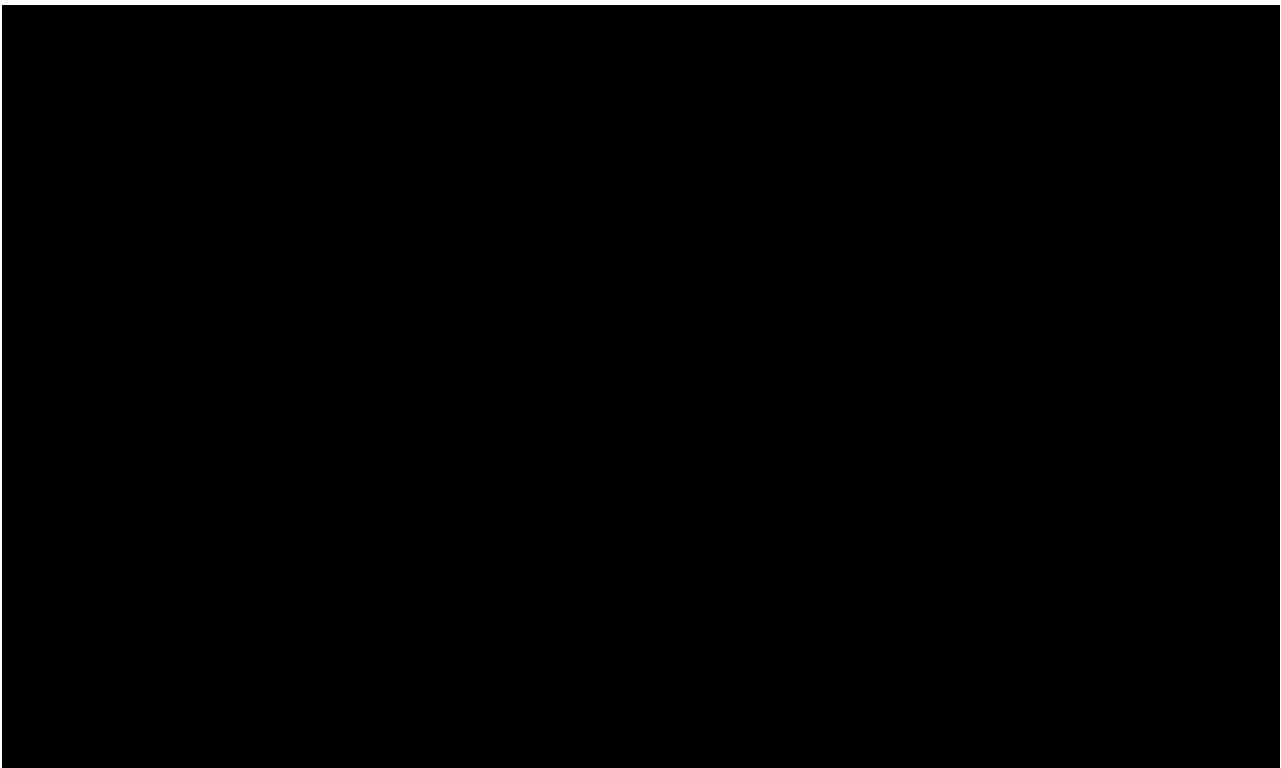
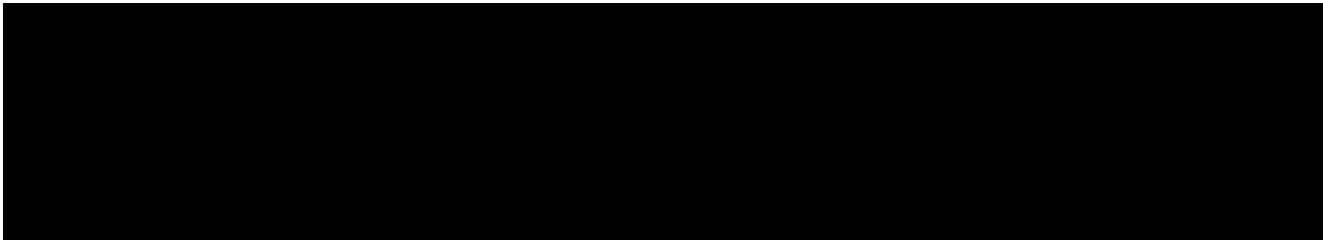
Recommendation:



Noted

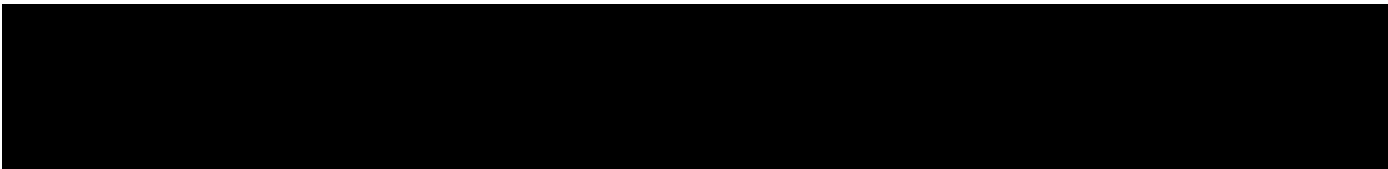
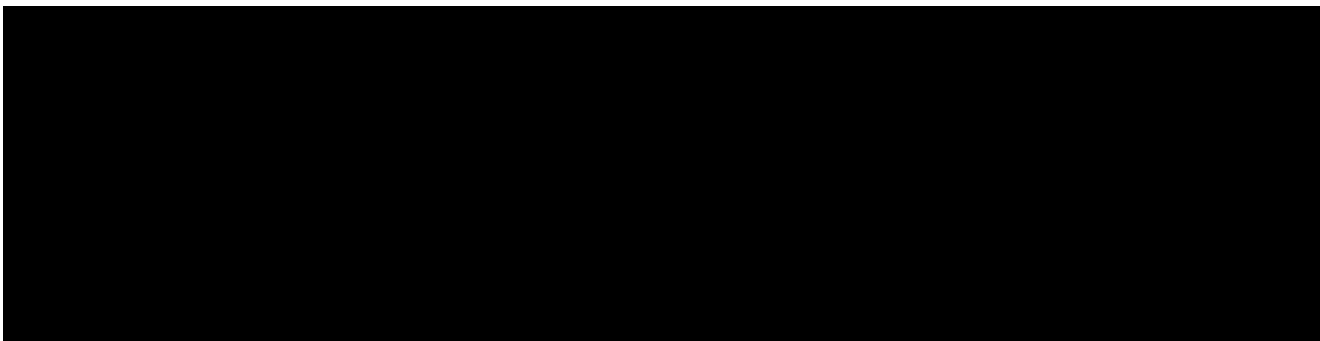
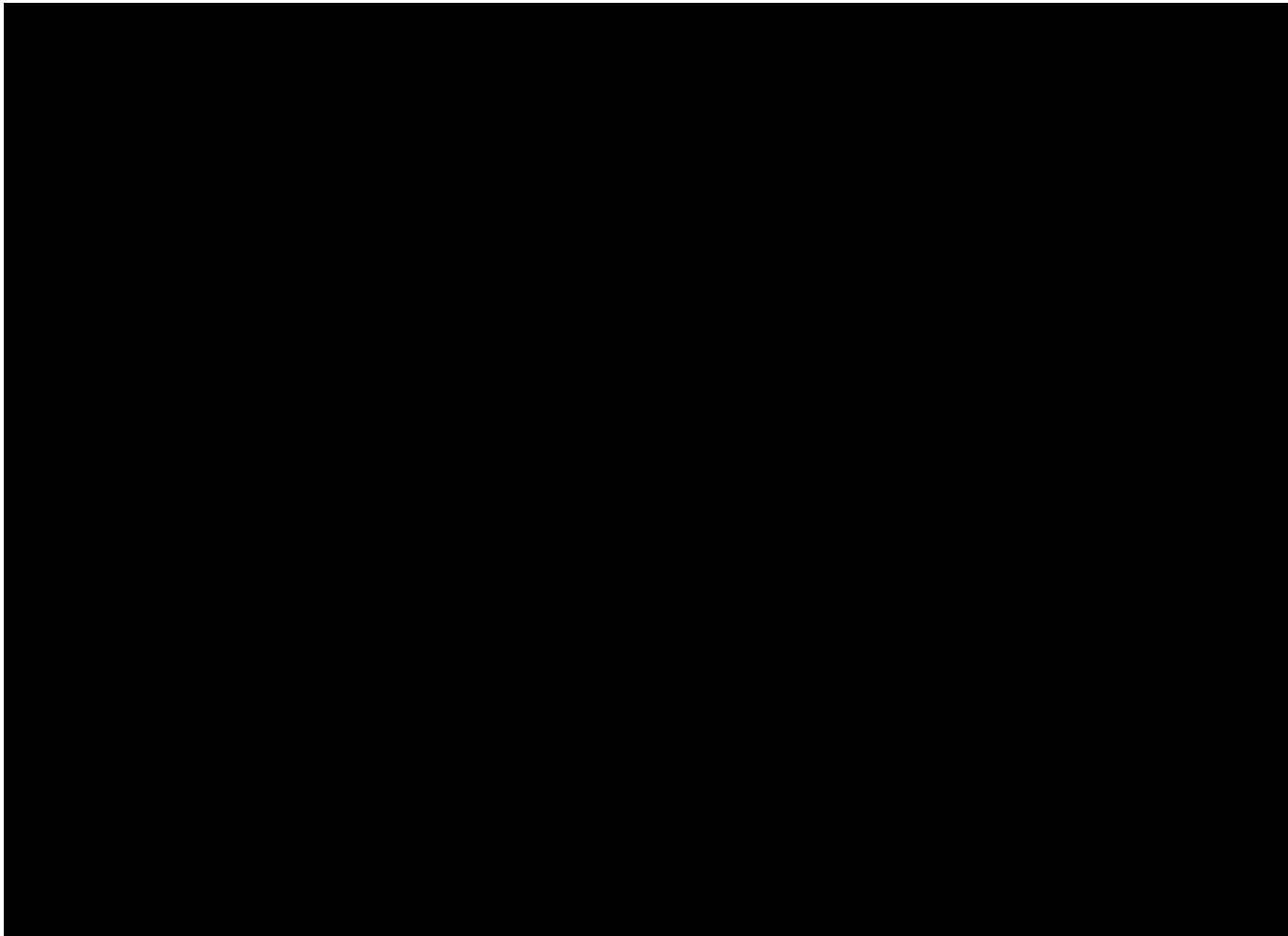
.....
Signature

...../...../.....
Date



ABS contact: [redacted] p: [redacted] or e: [redacted]

6 The Independent Communications Committee (ICC) considered the proposed campaign on 26 August 2015, and found that the campaign is capable of complying with Principles 1 to 4 of the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (the Guidelines).



A handwritten signature in blue ink, appearing to read 'David W. Kalisch', is positioned above the typed name.

David W. Kalisch
27 November 2015

Australian Statistician

ABS Minute No. M15/83

The Hon Alex Hawke MP
Assistant Minister to the Treasurer

cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury

ABS decision to retain names and addresses from responses to the 2016
Census of Population and Housing

Timing: By 16 December, 2015

Recommendation:

That you note the ABS decision to retain names and addresses from responses to the 2016 Census of Population and Housing following a public consultation period and Privacy Impact Assessment.

Noted

.....
Signature

..../..../....
Date

2. Following a public consultation period and a Privacy Impact Assessment conducted by the ABS, the ABS has decided to retain names and addresses from responses to the 2016 Census.

3. There are a number of benefits from this decision:

- The retention of addresses contributes significantly to a high quality address register - a key enabler of more efficient household surveys, reduced burden on householders, and contribution to managing the increasing costs of running surveys.
- The retention of names enables the bringing together of survey and Census data with administrative data to provide a richer and dynamic statistical picture of Australia. These efforts respond to demand from policy makers (e.g. Departments of Immigration and Border Protection and Social Services) and researchers for data that can provide insight into some of the biggest challenges facing the nation, for example:
 - What are the long term payment histories of individuals and families and what interventions can be designed to encourage greater self-reliance?

ABS contact: [redacted] p: [redacted] or e: [redacted]

- Does the type of service provider and the type of assistance received make a difference for short term employment or education outcomes?
- What are the outcomes for individuals and families who receive assistance from a range of social services – child care, housing and homelessness services, child protection services, disability services, etc ?
- What impact does participation in education and training have on labour force participation for young people?
- What factors matter for targeting health services for those most in need, including mental health services?

4. The outcome of the Privacy Impact Assessment and consultation process has provided reassurance that the ABS complies with all regulations and can effectively manage privacy. We will emphasise our very robust legislative provisions that safeguard personal information, our strong internal culture and practice supporting our legislation, our strong protections against cyber-attacks, the separation of names and addresses from any Census content material, and our extensive track record with safe data linkage that produces aggregated trends rather than information on individuals.

5. In addition, the outcomes from previous focus group testing as well as limited media attention or responses to the public consultation process (only three submissions were received) indicates that a decision to retain names and addresses is consistent with general community attitudes.

6. The ABS consulted with the Australian Privacy Commissioner throughout the process and has reflected their advice in ensuring the Privacy Impact Assessment reflects best practice and addresses areas of current community concern around data security. The ABS received responses from NSW and Victorian Privacy Commissioners which did not raise any concerns. A response was also received from WA noting that they do not have privacy legislation but that they were comfortable with the process being undertaken.

7. I am confident that in implementing this decision the ABS can effectively manage the trust of the Australian public. Training and support materials will be developed for Census field officers and responses to 'frequently asked questions' will be published on the ABS website, along with an updated Census Privacy Statement.

8. The ABS will publicise its decision to retain names and addresses on Friday 18 December 2015. This enables the ABS to concentrate efforts in 2016 on engaging with the Australian community to make the digital-first 2016 Census a success.

9. The Privacy Impact Assessment and ABS response to the Privacy Impact Assessment will accompany the ABS release of its decision on Friday 18 December. These documents, along with our media release, will be provided to your office prior to release. Any significant media attention will be advised to your office.



David W. Kalisch

9 December 2015

Australian Statistician

ABS Minute No. 15/M85

The Hon Alex Hawke MP
Assistant Minister to the Treasurer

cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury

ABS-CSIRO behavioural economics collaborative research outcomes

Timing: Routine

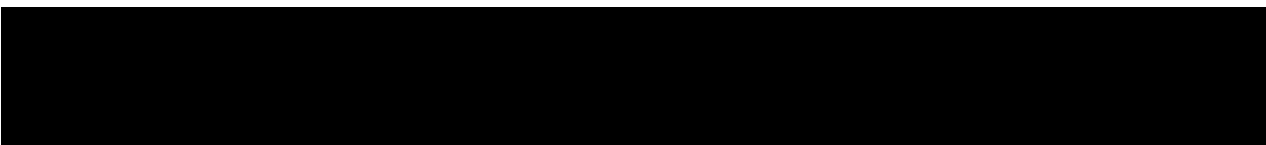
Recommendation:	
That you note the outcomes of an ABS-CSIRO project to develop household contact material for the 2016 Census.	
Noted	<input type="checkbox"/>
...../..../....
Signature	Date

1 The 2016 Census of Population and Housing has been transformed to a digital-first approach to reduce operational costs by more than \$100 million, reduce the environmental impact, and allow the release of Census data significantly earlier. The new approach relies on the ABS effectively inviting households to complete the Census online without the need for a visit from Census field staff or provision of a paper form.

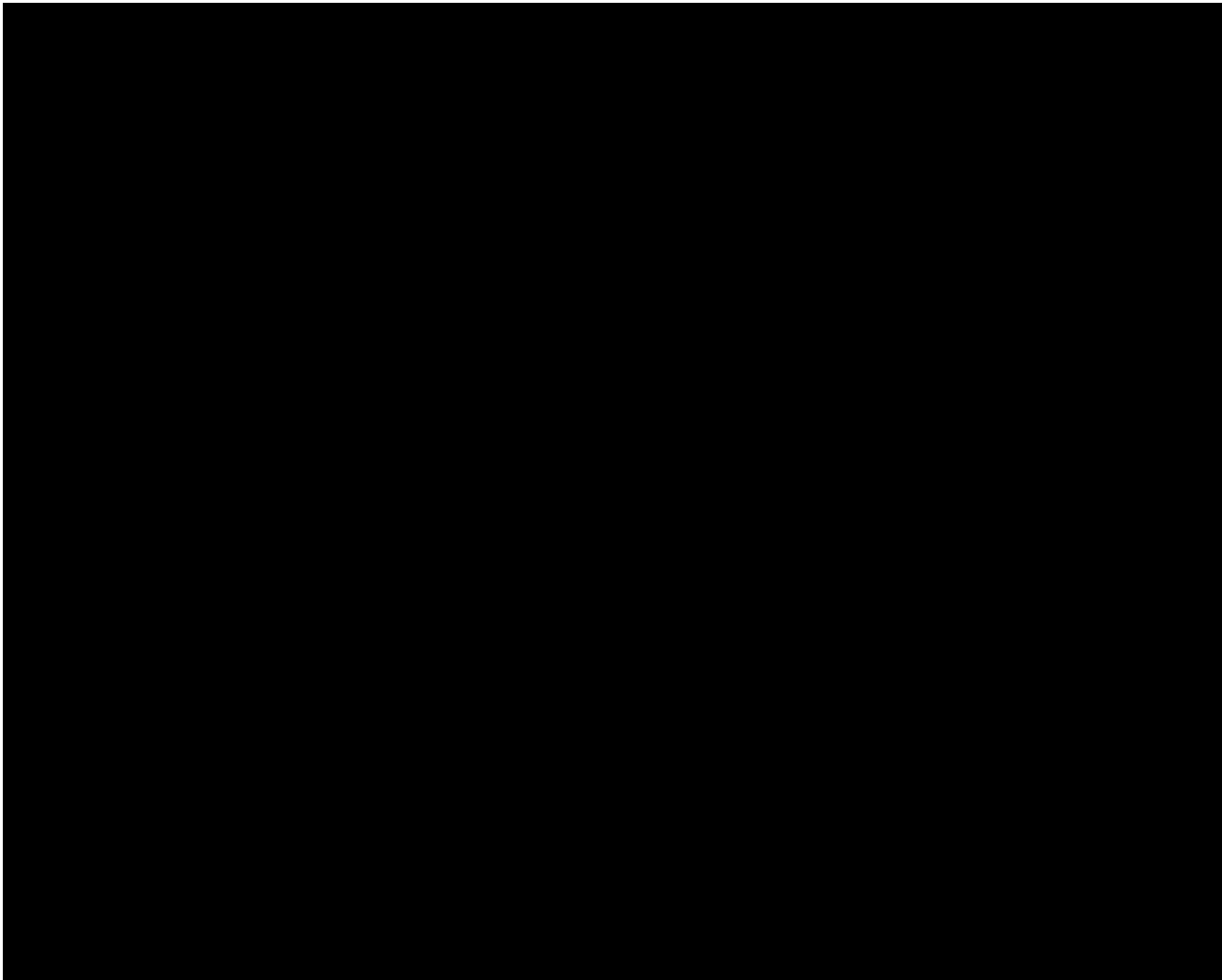
2 During 2015, the Australian Bureau of Statistics (ABS) partnered with the Commonwealth Scientific and Industrial Research Organisation (CSIRO) to develop optimal household contact materials (i.e. letters and envelopes) for the 2016 Census to maximise the level of household self-response (i.e. the number of households responding before a field visit is required).

3 The ABS and CSIRO have applied behavioural economics principles to the development of the household materials. Behavioural economics is broadly the science of human decision making. It seeks to understand human behaviour, biases and barriers, and design cost-effective or cost-neutral interventions that can be applied in normal business processes to achieve behaviour change.

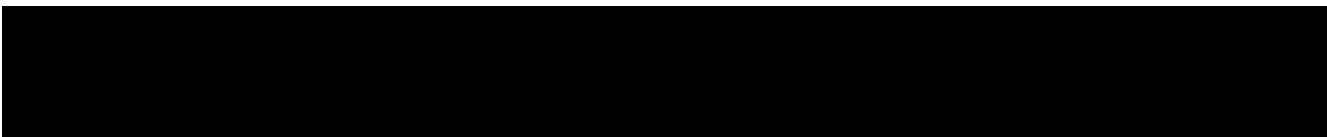
4 In the Census context, the ABS and CSIRO drew on behavioural economics principles to design and test different motivational messages and visual cues, and adjustments to the complexity of information and choices presented in letters and envelopes, to secure timely, online Census completion.



ABS contact: [redacted] p: [redacted] or e: [redacted]



10 Based on this empirical evidence, the ABS will deploy this behavioural intervention for its 2016 Census household contact materials, for approach and reminder phases. Note that these materials will also feature elements of 2016 Census campaign branding to ensure consistency, integration and public recognition of all 2016 Census materials.



12 The ABS is continuing to work with CSIRO to extend findings of this project to other relevant Census enumeration and campaign messages and materials.



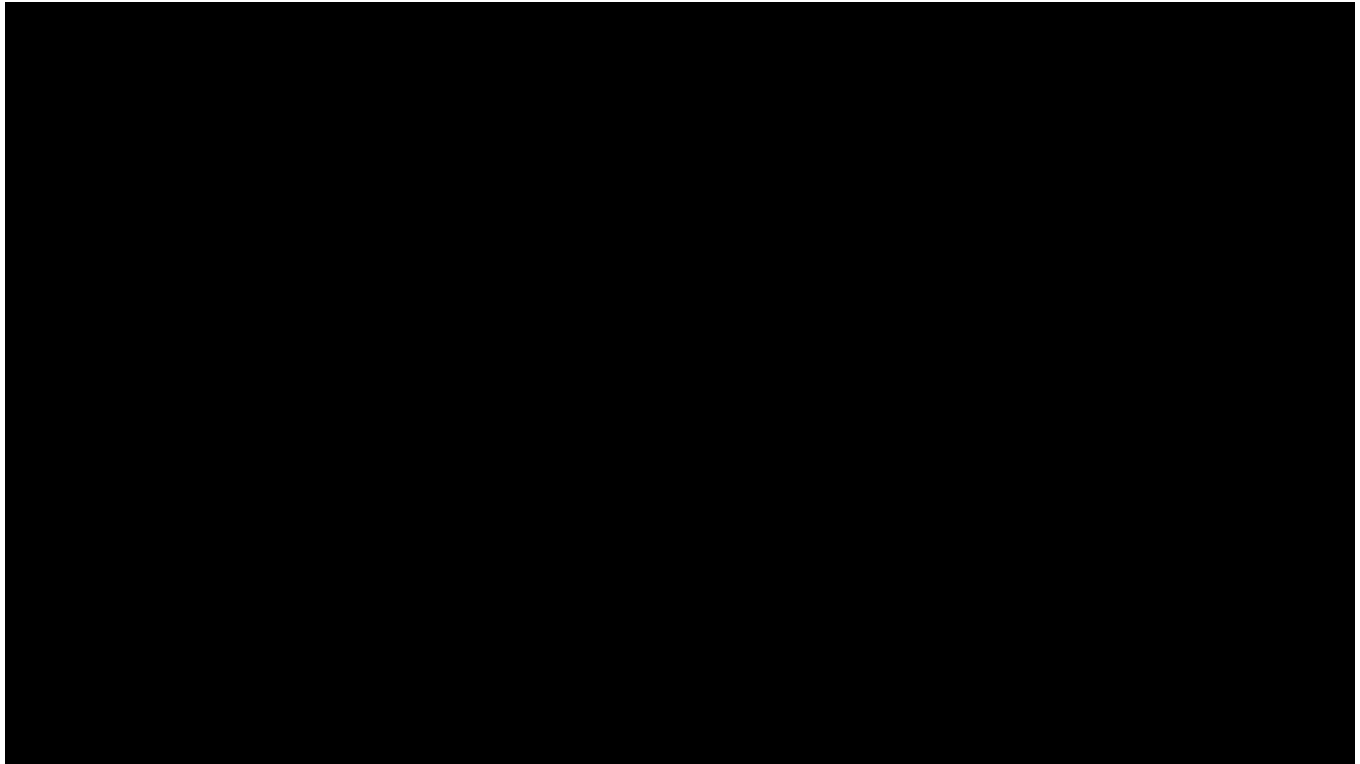
David W. Kalisch
10 December 2015

Australian Statistician

ABS Minute No. 16/M04

The Hon Alex Hawke MP
Assistant Minister to the Treasurer

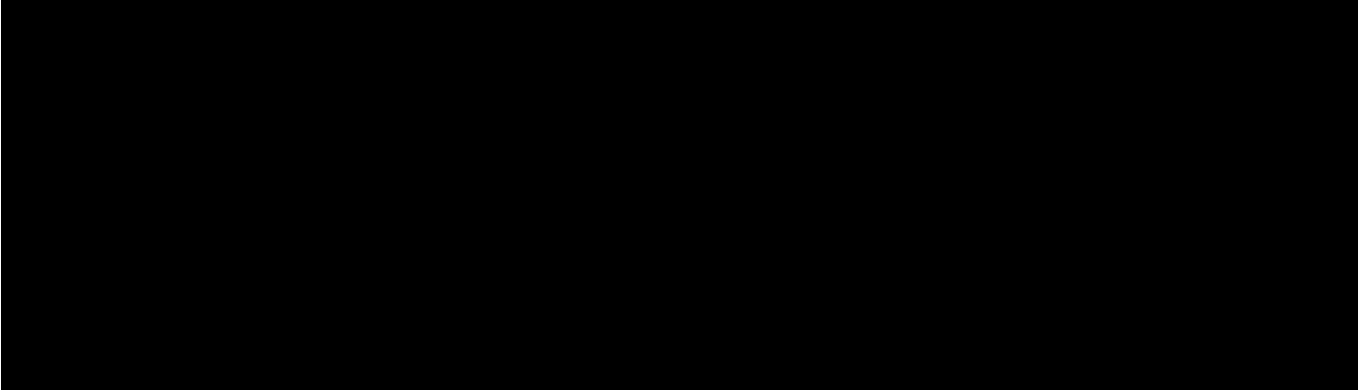
cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury



5. Key points in relation to implementation of the standard in the 2016 Census:
- Sex has been collected in every Census since 1911 and is considered a key demographic variable.
 - Consistent with the Census regulations and demographic requirements, the 2016 Census will collect sex rather than gender. The question though, for simplicity and respondent ease, simply asks "Are you:".
 - While Census forms, both paper and online, only provide two options male/female, there are processes that enables respondents to report male/female/other and these processes will be promoted through community engagement.
 - The third option ('other') is not included on the default forms due to concerns that this will lead to a significant reduction in quality of the male and female counts due to respondent error or deliberate provision of incorrect responses.
 - The ABS have committed to publishing data received on those that respond as 'other'.
 - The ABS is likely to face some criticism for not having the option as the default, and having a paper form that neither advertises or neatly supports the option. The ABS may also receive some positive support for having gone further than some may have expected.

ABS contact: [redacted] p: [redacted] or e: [redacted]

6. The ABS will release a media release accompanying the release of the standard - the aim being to reduce any controversy the release may raise if all aspects of the standard are not taken into consideration (e.g. if just the preface or introduction are read). The media release does not highlight implementation of this new standard in the 2016 Census.



A handwritten signature in blue ink, appearing to read 'David W. Kalisch', is positioned above the printed name.

David W. Kalisch

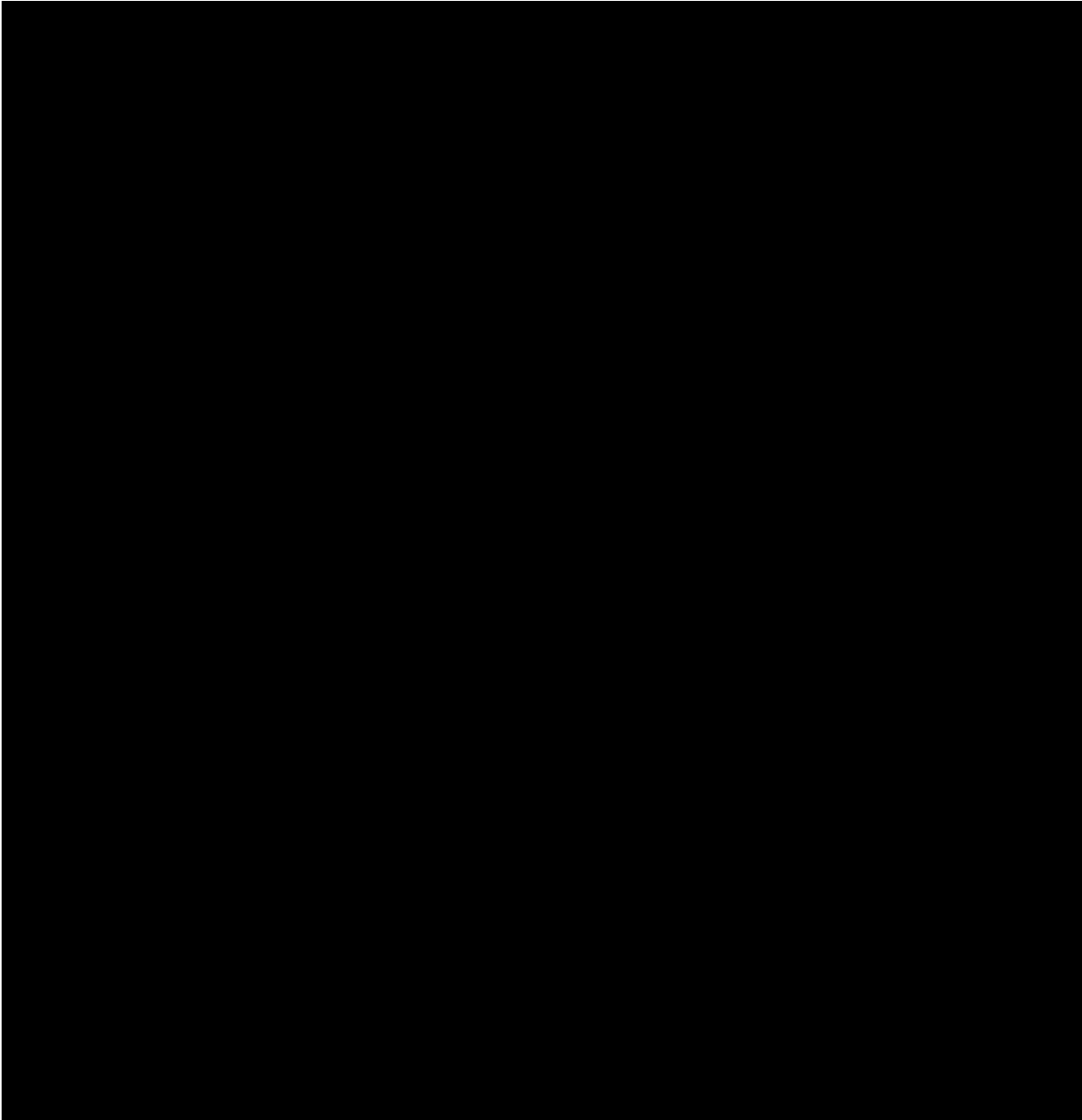
February 2016



Australian Statistician

ABS Minute No. 16/M11

The Hon Alex Hawke MP
Assistant Minister to the Treasurer



2016 Census

5 The 2016 Census will be Australia's first predominantly digital Census, with two-thirds of Australian households anticipated to complete the Census online. Preparations for the 2016 Census are on track and commenced immediately after the 2011 Census to allow the ABS to move to a digital-first model. Extensive testing and

ABS contact: [redacted] p: [redacted] or e: [redacted]

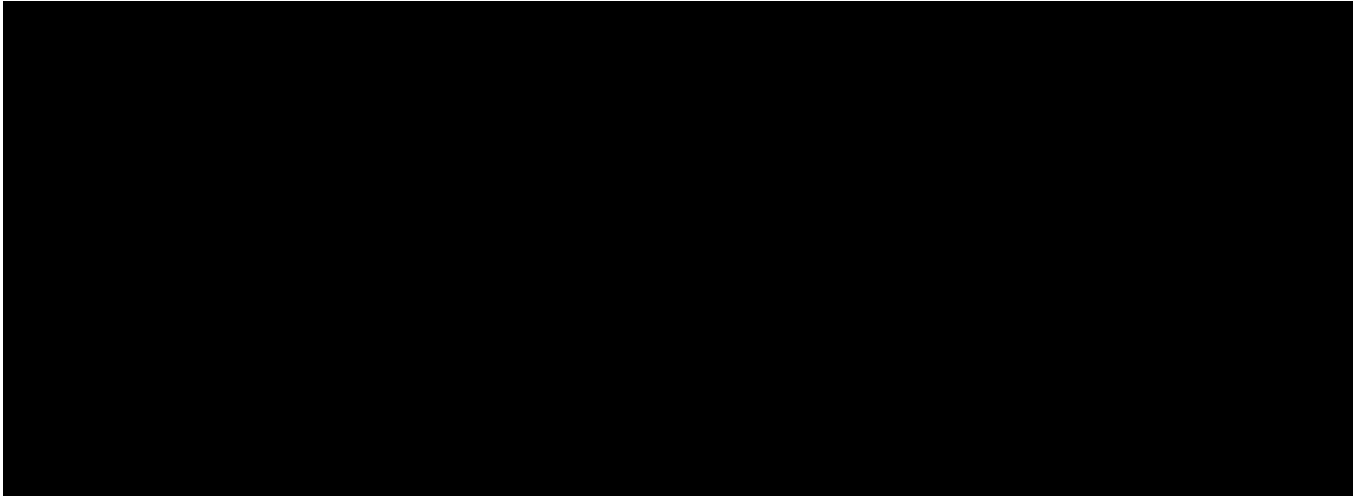
preparation has demonstrated the effectiveness of ABS Census systems and procedures.

6 The ABS recognises that not all households will be able to provide their responses via the online option. While the online option is the preferred and default channel, and one that most people will find the fastest and easiest, there still remains the options of completing a paper form for those who wish to do so.

7 A traditional Census would have cost approximately \$380 million in the operational years of 2016-17 and 2017-18. The digital-first Census model will cost \$272 million, saving taxpayers about \$108 million. This will require a well-developed communication campaign to support this new digital first approach, in particular to increase the likelihood of achieving the required very high Census completion rates.

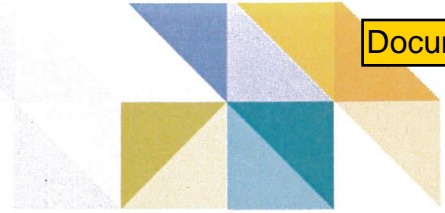
8 A rigorous review and public consultation process of Census topics conducted by the ABS after the 2011 Census showed strong support for each of the existing topics. The Government has already agreed that the 2016 Census will continue to collect high quality information across the same set of Census topics included in the past two Censuses. There are significant financial costs for additional questions to be added to the Census, in addition to respondent burden. Data about people experiencing homelessness, including rough sleepers, and data on journeys to work will continue to be collected. Opportunities to integrate Census data with other datasets, to increase the range of insights provided and ensure the Census delivers maximum benefit to government and the community will continue to be pursued.

9 There has been some public interest in the change to the order of responses about religion. After extensive testing and consultation the ABS changed the order of the response options to this question for the 2016 Census. The 'No Religion' option has been moved from the bottom of the response options to the top. This change is consistent with Censuses in other countries (such as New Zealand, Canada and the United Kingdom) and reflects that this was the second most frequent response in the 2011 Census (and the most popular option in all states and territories except New South Wales and Victoria).



David W. Kalisch

9 February 2016



Deputy Australian Statistician

ABS Minute No. 16/M16

The Hon Alex Hawke MP
Assistant Minister to the Treasurer

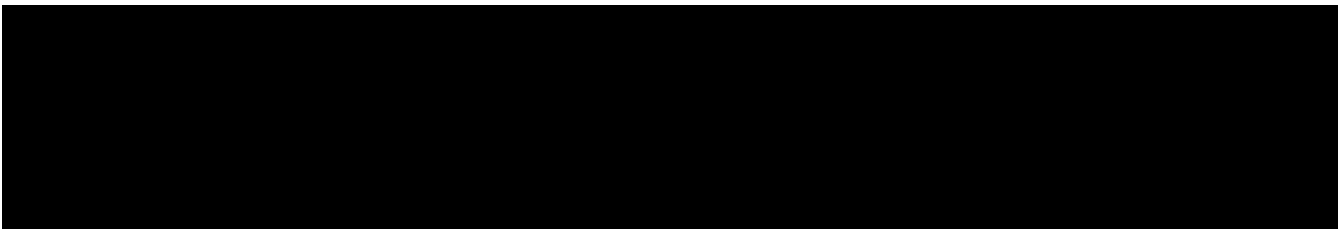
cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury

2016 Census campaign household letterhead and envelope artwork

Timing: Urgent – approval required by 24 February 2016


Recommendation:	
That you approve the 2016 Census household letterhead and envelope artwork.	
Approved <input type="checkbox"/>	Not approved <input type="checkbox"/>
...../..../....
Signature	Date

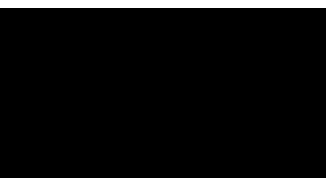
1 Urgent approval is required for the Census letterhead and envelope artwork in order to meet imminent print deadlines. Due to the large volume, the final design of the envelopes and letterheads needs to be with the printer by Thursday 25 February to allow mailing out letters to most households from July 2016.



4 Note that there are multiple letters and envelopes to be mailed out during the different Census enumeration phases (approach, reminder, visit). An example of the letter and envelope, developed by BWM Dentsu, is at Attachment A.

5 Twelve million Census letters and envelopes will be mailed to Australian households during the Census, each containing login codes to complete the Census online. These letters are critical to the success of the 2016 Census, and to achieving online and self-response targets and improving the efficiency of the Census.

6 Should you or your office require additional information, please contact 



18 February 2016

ABS contact:  p:  or e: 

YOUR MOMENT TO MAKE A DIFFERENCE



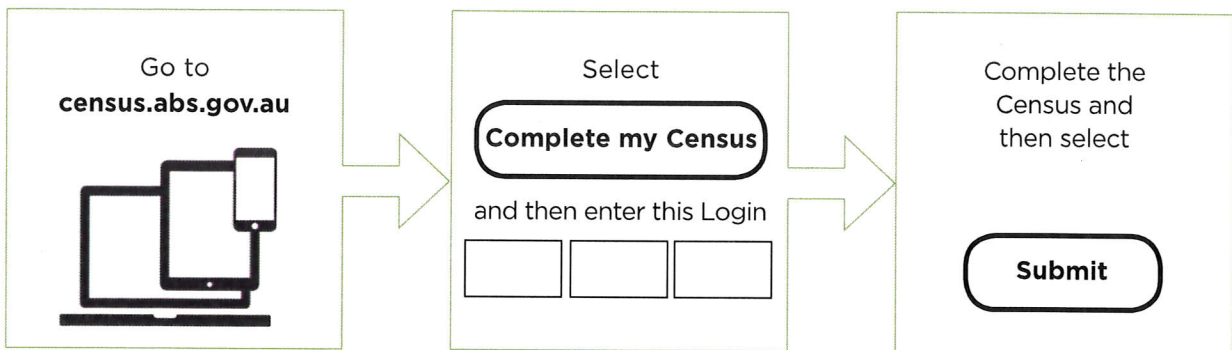
**Your Census Login below.
Keep this safe and save the date.**

Dear Resident,

Please complete the Census on **Tuesday, 9 August 2016**.

The Census is your moment to make a difference and help shape Australia's future.

Just follow the simple instructions below.



If you can't go online, please call 1300 141 964 to request a paper form now. You'll need the 12 digit Census Login above.

If you are deaf, or have a hearing or speech impairment, please contact us through the National Relay Service.

Thanks for playing your part.

Yours sincerely,

Duncan Young
Program Manager
Census of Population and Housing
Australian Bureau of Statistics

All responses are kept strictly confidential by law.

The Census Privacy Statement is available at census.abs.gov.au

For more information census.abs.gov.au 1300 214 531

**Keep this safe and save the date.
Census night is Tuesday, 9 August 2016.**



DELIVERY ADDRESS:

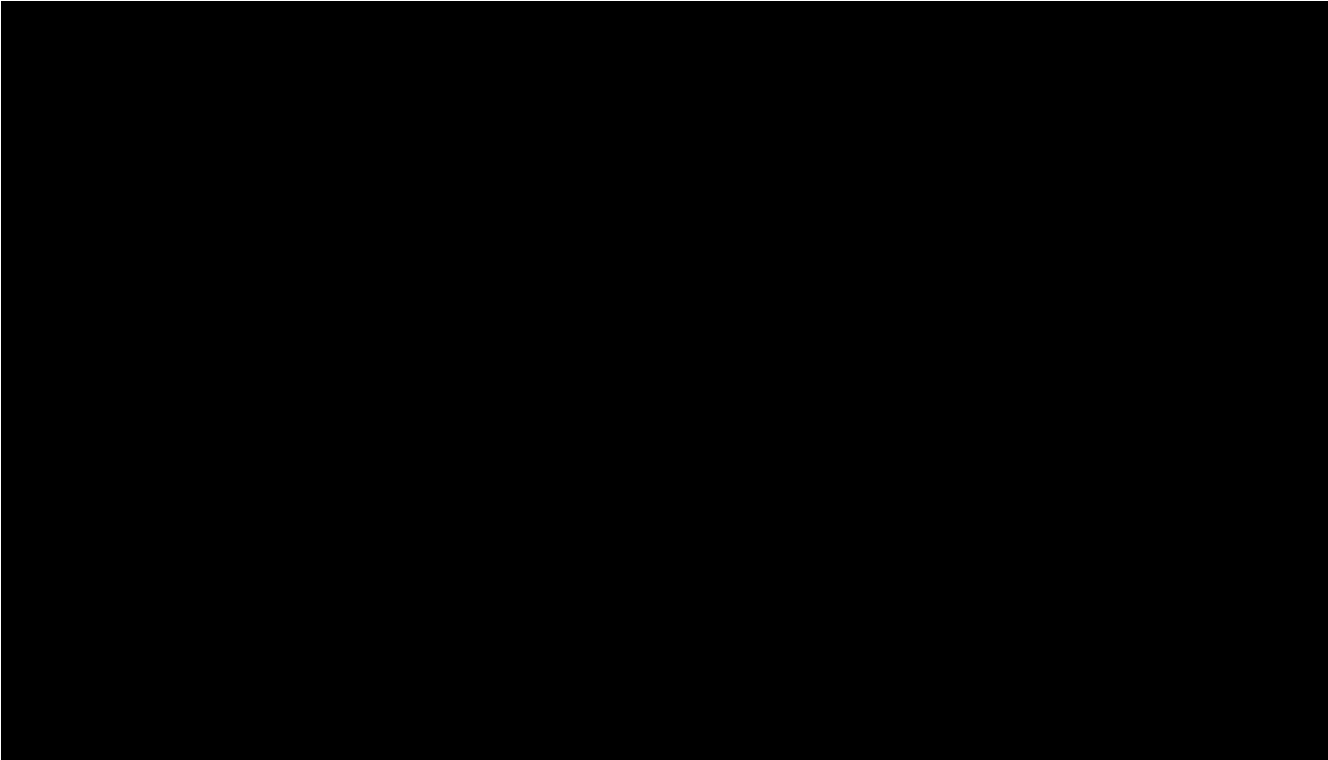


POSTAGE
PAID
AUSTRALIA

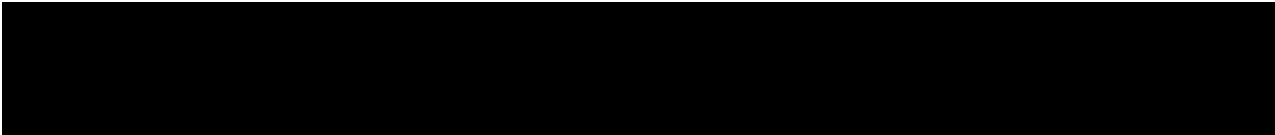
 **Your Census Login inside.
Keep it safe.**

YOUR MOMENT TO MAKE A DIFFERENCE






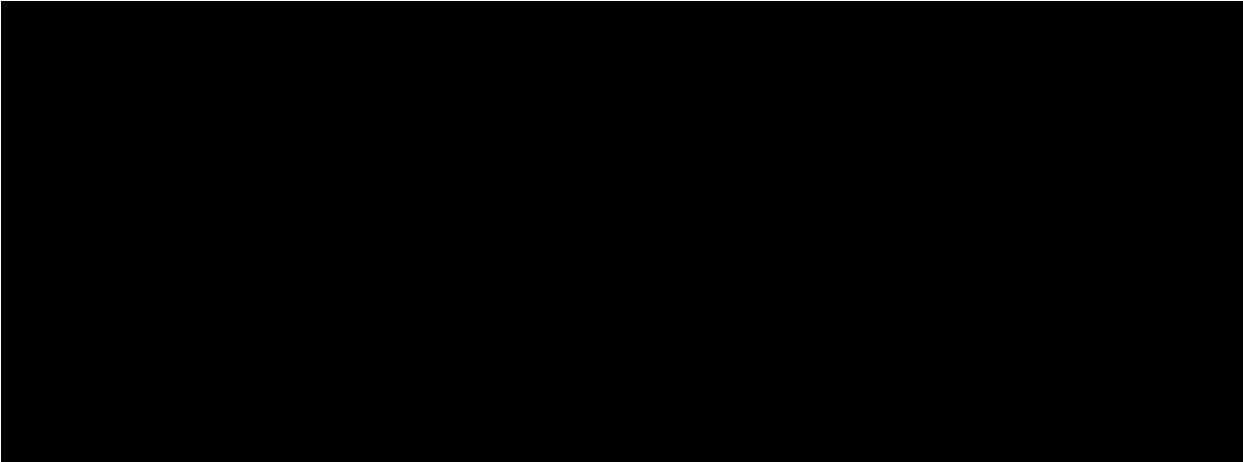
As mentioned below the experience in 2011 was that only 35% of online forms were received in the peak window on Census night and our testing has shown that this will decrease in percentage terms with our new model (closer to 30%) - with more Census responses now being received in the six weeks after Census night when we send reminders and commence visits. We have built in extra capacity to the online form infrastructure so that we could handle an unexpected and unimaginable increase of up to 50% of online forms being received during the peak period on Census night.



cheers,



(See attached file: 2016-02-25 Draft Online Form Brief.docx)



[REDACTED]

[REDACTED] the online form is open over a period of time (July 26 to Sep 24), however we explicitly and deliberately do not reference this in the approach letter for several reasons. [REDACTED]

[REDACTED].

The three reasons behind this decision are:

[REDACTED]

2. Actively pursuing response before Census night leads to criticism and public concern about the data

The ABS and Ministers received complaints in both 2006 and 2011 for opening the online form before Census night and thus allowing households to forecast who would be staying in their home on Census night and how they would travel to work on Census day, with requests even made that we should delete the data collected before Census night. In our 2012 Census Test of 20,000 households in the Greater Geelong area we changed our message slightly to encourage pre-Census night response and even this subtle change lead to complaints being raised with the Australian Statistician. We have thus determined that it is not sensible for us to explicitly encourage pre-Census night responses, however will continue to accept them.

[REDACTED]

The open period for the online form will be available through our online help (frequently asked questions) and our call centre.

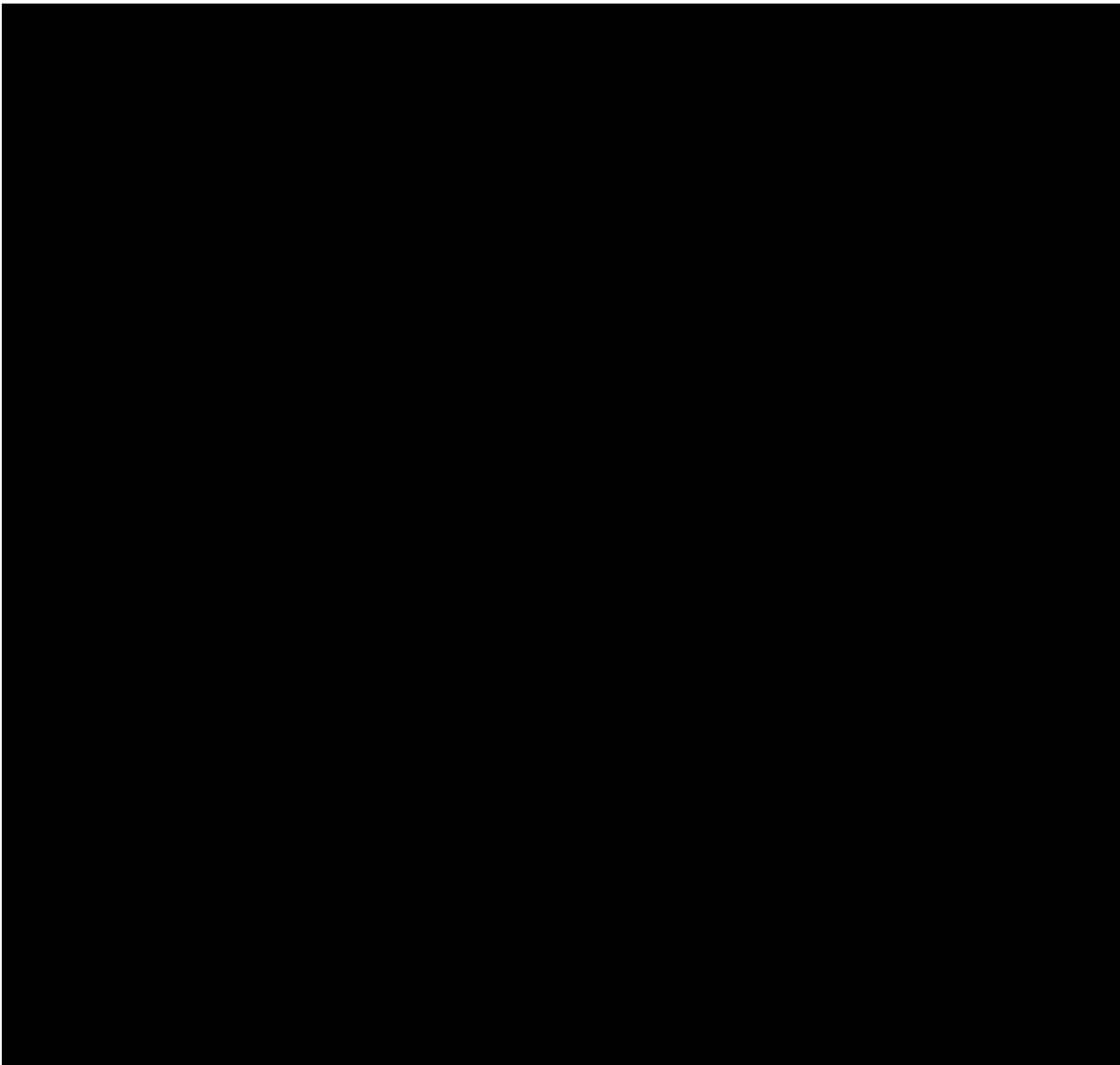
[REDACTED]

There are obviously a range of different letters, materials and other respondent material that we will be producing. In order to ensure the quality and appropriateness of this material, the content of each of these are certified by me as [REDACTED]. This is consistent with other statistical instruments that the ABS produces like the Census household, personal and interviewer forms.

kind regards,

[REDACTED]

[REDACTED]



<2016-02-25 Draft Online Form Brief.docx>

Resilience of Online Census Form

1 The performance, security and usability of the Online Census Form is critical to the ABS and the conduct of the 2016 Census of Population and Housing. The Online Census Form is likely to be used by 65% of Australia households, counting more than 15 million people, and thus is the primary method of collecting Census data.

2 Whilst completion of the Census is compulsory, the ABS relies on willing participation of the majority of the Australian public in order to conduct the Census in an affordable, value-for-money way.

3 If respondents experience significant issues with the Online Form, this will impact their willingness to respond and thus the quality of data collected. Census data quality impacts can have a direct impact on Australian Population Estimates which are used for the distribution of billions of dollars of GST and Commonwealth Grants. Online Form issues would also damage the ABS' reputation and potentially result in negative public, stakeholder and media criticism.

4 The ABS, in partnership with IBM, has gone to significant lengths to ensure the best possible experience for users, with key considerations being availability, speed, usability, access from different devices, reliability and security.

5 ABS and IBM partnered together to deliver highly successful online forms for the Census of Population and Housing in 2006 and 2011, which received forms from 10% and 33% of the population respectively. The preparations for 2016 leverage this experience and investment, as well as incorporating further advancements to take advantage of emerging technology.

6 The 2016 Online Form is based on the proven application and infrastructure design that was successfully used in previous Censuses, and like in previous Censuses will be hosted from IBM's data centre in Baulkham Hills, Sydney.

7 The Online Form was specifically designed for the volume and performance needs of the Australian Census. It is designed to be 'light-weight' to ensure that it provides a quick experience for users, regardless of the speed of their internet connection. It even performs well on dial-up internet connections. The light-weight design also minimises the load on IBM infrastructure and internet service providers.

8 The Online Form deliberately does not use multimedia, for example photos, audio or video. The infrastructure capacity requirements to support this are therefore significantly smaller than many other websites and online applications.

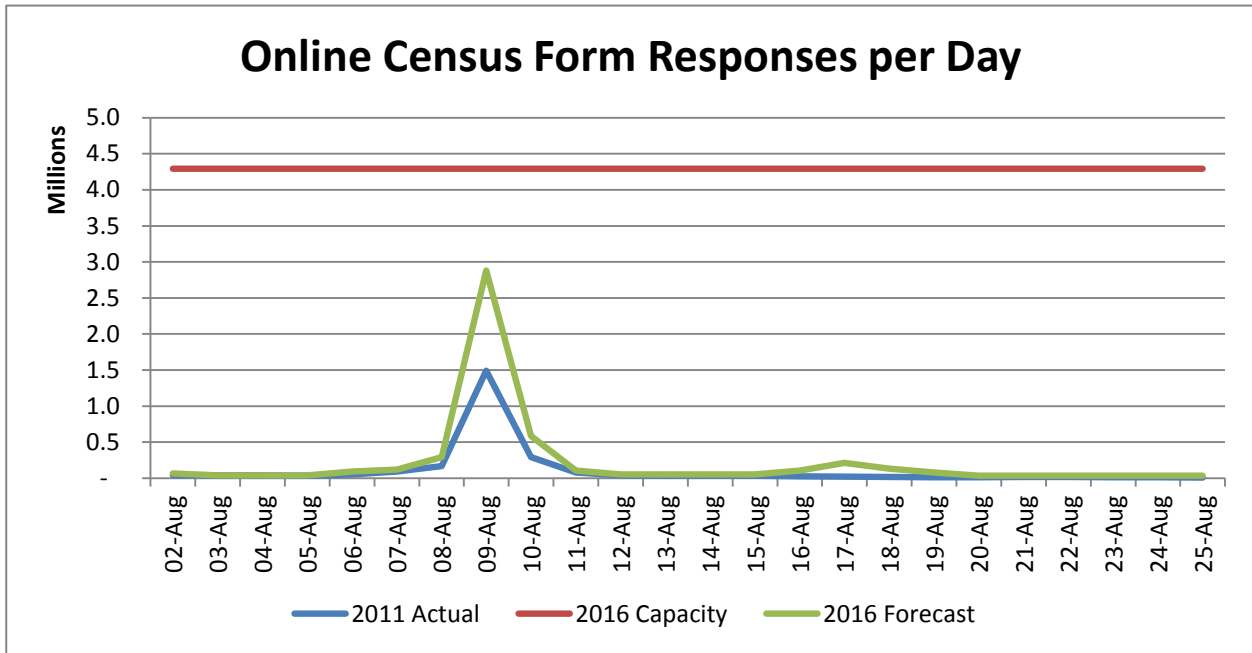
9 The 2016 Online Form has been further developed to dynamically adapt to different devices, ensuring a great user experience on smart phones and tablets, as well as desktop computers, which have become significantly more prevalent since the 2011 Census.

10 The Online Form infrastructure is architected to ensure that all components have complete redundancy so that hardware failures do not cause any reduction in service or service outages.

11. Consistent with previous Censuses, the ABS will communicate with telecommunication providers and internet service providers in advance of the Census to notify them of the event and allow them to make any preparations to ensure provision of good service to their customers.
12. ABS, IBM and Government security experts collaborate to ensure the robustness Online Form, including monitoring the external environment for security threats to the Form like Denial of Service and hacking attacks. The Online Form uses powerful encryption technology and a defence in depth approach to ensure the secure capture, storage and transmission of Census data to the ABS.
- 13 The solution is rigorously tested by both IBM and by ABS appointed independent companies to ensure that it has the capacity, resilience and security to deliver the required service levels.
- 14 The Census testing program, including a major test of 100,000 households in 2014, has confirmed that online uptake is likely to be 65%. The solution, however, has been scaled to allow for up to 80% to ensure that capacity limits are not reached.
- 15 The expected volumes have been accurately modelled through analysis of the 2011 Census and test results. The capacity of the solution needs to be scaled based on the forecast for the peak period, which will occur on Census night.
- 16 Whilst the Census response relates to a single night (9th August), the Census can be completed from 26th July to 24th September. This extended period means that the peak volume on Census day is under 50% of the total response, with 35% in the peak period. The response period has increased slightly from 2011 and the new model is reducing the focus on Census night.
- 17 The analysis has shown that the solution will need to handle a volume of up to 2.9m form submissions on Census day, an increase from 1.5m in 2011. The solution has been designed to manage up to 4.3m form submissions. Attachment 1 shows the 2011 volumes, forecast 2016 volumes and the capacity of the 2016 solution design.
- 18 During the peak four hour window on Census night, there is expected to be 400,000 submissions per hour, or 111 submissions per second, whereas the Online Form has been designed and tested to manage up to 720,000 submissions per hour or 200 submissions per second.
- 19 Consistent with 2011, ABS and IBM both undertake continuous monitoring of the Online Form operations in order to ensure anything unexpected is detected early and responded to rapidly.
- 20 In the very unlikely event of peak volumes exceeding capacity, the Online Form will stop new users from starting the form until sufficient capacity is available. Users will be provided with a user friendly message to encourage them to try again later, so that users already completing their Online Form continue to have a good experience.
- 21 Throughout the period that the Census Online Form is available, the public can call the Census Inquiry Service or submit online requests for information and technical support.

22 A demonstration version of the 2016 Online Form will be available in advance of the Census. A step-through of the form can be arranged upon request.

Attachment 1



Deputy Australian Statistician

ABS Minute No. 16/M25

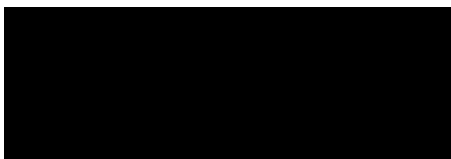
The Hon Alex Hawke MP
Assistant Minister to the Treasurer

cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury

Australian Bureau of Statistics tabling of Proposals for Statistical Collections

For information only

The purpose of this minute is to inform you that, in accordance with sub-section 6 (3) of the *Australian Bureau of Statistics Act 1975*, I intend to table, in both Houses of Parliament, a proposal to conduct the 2016 Census of Population and Housing and Post Enumeration Survey.



15 March 2016

AUSTRALIAN BUREAU OF STATISTICS ACT 1975: sub-section 6(3)

PROPOSAL NO. 6 OF 2016

BY

AUSTRALIAN BUREAU OF STATISTICS

2016 CENSUS OF POPULATION AND HOUSING AND POST ENUMERATION SURVEY

In accordance with section 8(1) of the *Census and Statistics Act 1905*, (C&S Act) the Australian Bureau of Statistics (ABS) intends to conduct the seventeenth national Census of Population and Housing on 9 August 2016.

Regulations determining the content of the census were registered on the Federal Register of Legislative Instruments on 16 December 2015 and tabled in the Parliament on 2 February 2016. The information collected from each person will repeat the topics collected in 2011 and include demographic particulars including age, sex, and marital status; usual address; ethnicity data including birthplace, ancestry, and whether of Aboriginal or Torres Strait Islander origin; religion; education; income; number of children ever born; labour force status; industry; occupation; need for assistance; unpaid work and method of travel to work. Questions will also be asked of each household on ownership of motor vehicles; characteristics of the dwelling occupied; connection to the internet; and tenure of occupation.

All Census responses are collected and stored securely to protect the confidentiality and privacy of respondents, as prescribed in the C&S Act. The C&S Act requires the Statistician to publish results in a way that is not likely to identify a particular person, household or organisation.

In accordance with Section 8A of the C&S Act, a person may consent to having their complete Census information transferred to the custody of the National Archives of Australia. This information will be made publicly available after 99 years.

Prior to Census night, most households will be mailed information which includes a unique login number for the online Census. The option of a paper form is available on request, with forms being mailed back in prepaid envelopes. Temporarily hired field officers will visit around 20% of dwellings to deliver Census materials as well as visiting dwellings that have not participated after reminder letters have been sent.

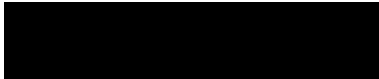
Information will be collected from all persons present in Australia and the external territories of Norfolk Island, Christmas Island and Cocos (Keeling) Islands on the night of 9 August 2016, with the exception of foreign diplomats and their families, and visitors to Australia who are not required to undergo migration formalities, such as foreign crews on ships. Australian residents out of the country on Census night are not included in the Census unless they have left the country without being required to undertake departure formalities (for example, Australian navy personnel serving on Australian ships abroad).

The 2016 Census will provide detailed information for small geographic areas and small population groups. Such data are necessary to support the planning, administration, policy development, and evaluation activities of Commonwealth, State, Territory and Local governments. Other users of Census data include business, academics, and the community generally. Population estimates derived from the Census provide the basis for the allocation of Commonwealth Government funding to the States and Territories, and are also used for electoral purposes.

Extensive testing has shown that the Census form and questions will be well accepted by the community.

As with each Census since 1966, a Post Enumeration Survey will be conducted immediately after the 2016 Census to estimate the extent of under-enumeration. This survey will be conducted by interviewing a random sample of approximately 43,000 households to collect a subset of the information asked in the Census. Data obtained in the survey will be used to calibrate the Census data to ensure the accuracy of population estimates.

Results from the 2016 Census will be released progressively and are expected to be available from April 2017.



Statistical Services Group

March 2016

Australian Statistician

ABS Minute No. 16/M33

The Hon Alex Hawke MP
Assistant Minister to the Treasurer

cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury

Approval of 2016 Census campaign media plan

Timing: Routine – approval required by 20 April 2016

Recommendation:	
That you approve the attached 2016 Census campaign media plan.	
Approved <input type="checkbox"/>	Not approved <input type="checkbox"/>
...../..../....
Signature	Date

1 The ABS is seeking your approval of the 2016 Census campaign media plan [redacted], prior to booking and buying media space.

3 The Australian Government’s Master Media Agency, Dentsu Mitchell, has developed the plan to target all people in Australia aged 18 and over. It includes mediums across rural, regional and metropolitan markets.

4 The plan is within the allocated campaign media budget of \$12 million.

5 Online search advertising will start on 10 July 2016 to inform people that the Census is approaching and to look out for their Census instruction letters.

6 Broadcast advertising will start on 24 July 2016 to coincide with the despatch of household contact material, the opening of the online Census, and the opening of the Census Inquiry Service. This advertising will create mass awareness of the Census and the sense of a collective event to achieve participation on Census night.

7 Advertising will continue after Census night in line with the reminder phase of enumeration, to target people who did not participate on Census night. This advertising will increase the urgency around the call to action and stress the compulsory nature of the Census.

- 8 Media channels included in the plan are:
- Television (national subscription, metropolitan, SBS, community, regional)
 - Digital (display, mobile, online television, search, social)
 - Newspapers (national/metropolitan, regional, community, rural)

ABS contact: [redacted] p: [redacted] or e: [redacted]

- Radio (metropolitan/syndication, regional, Print Handicapped)
- Indigenous and CALD
- Cinema (metropolitan, regional)
- Out of home (national, including digital out of home).

9 Television will create a strong foundation level of awareness, while the strong use of digital, social and out of home will geo-target and reach people where they are and be tailored according to their behaviour, communication preferences and media consumption.

10 It is envisaged that television includes an Olympic Games package on the Seven Network, to capitalise on the anticipated significant share of television viewership expected to be captured by this network during the 2016 Olympics. Final details of this package will be known closer to the Census.

11 Final weights, reach and frequency in the plan have been finalised in partnership with the ABS and the contracted advertising agency and specialist communication consultants. The plan is based on the findings of relevant research, in particular concept testing and refinement research.

12 Following your agreement to the media plan, Dentsu Mitchell can book media space. Final media spots and placements will be purchased and confirmed closer to the Census in line with media specifications and material deadlines.

13 If you or your Office require additional information, [REDACTED]

[REDACTED] are the ABS contact officers.



David W. Kalisch
Australian Statistician

12 April 2016

Australian Statistician

ABS Minute No. 16/Mxx

The Hon Alex Hawke MP
Assistant Minister to the Treasurer

cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury

Update on innovative #MyCensus digital activity

Timing: Routine

Recommendation:

That you note progress on the development of the 2016 Census campaign MyCensus digital activity.

1 The Australian Bureau of Statistics (ABS) would like to update you on MyCensus, an innovative component of the 2016 Census campaign.

2 The 2016 Census Communication Strategy includes the production of a digital, interactive flagship product to 'pull' or attract people to engage with the Census. The product will be participation-focussed and create shareable, user-generated content. It will be particularly effective with young adults, who are a difficult and expensive to enumerate demographic.

3 As part of their successful proposal, BWM Dentsu proposed the development of MyCensus, [REDACTED]. It aligns with the 2016 digital-first Census and will accompany the 'our moment to make a difference' advertising campaign.

4 MyCensus will call on Australians to upload photographs and messages on and around Census night, tagged with #MyCensus, to Twitter, Facebook, Instagram and online via a dedicated microsite.

5 Submissions will be collated, moderated to remove unsuitable content and then displayed online through social media channels, and will also be pushed to digital out of home and mass media channels. It will be promoted through advertising, media and social media.

6 To extend the reach of this tactic, the ABS is working with BWM to collate, web-stream and produce a projection of the content from MyCensus. This extension will create an ongoing visual asset that the ABS can use in future Census and other communication, and open the opportunity for the display of MyCensus content in public venues.

7 The ABS will further amplify the effectiveness and impact of MyCensus by projecting content on to the seven sails of the Sydney Opera House from 6-9 August. The Opera House and projections will then be live streamed via Facebook and Youtube, extending the reach of the projections beyond Sydney and across Australia.

ABS contact: [REDACTED] p: [REDACTED] or e: [REDACTED]

8 The extension to produce a streamable version of MyCensus will include production, creative direction, technology development, project management, technology support and testing expenses.

9 The cost of the projection on Sydney Opera House in 2016-17 will be \$192,000, and includes setup, equipment hire, management and support. The 2016-17 costs will be included and affordable within the existing total cost of MyCensus of \$424,000 and the Census campaign media budget allocation of \$12 million.

10 The Opera House projection is a major public relations opportunity and likely to attract the involvement of social media influencers, as well as traditional and social media coverage. This will maximise awareness and engagement with the Census, and help create a national Census conversation.

11 The Sydney Opera House social media channels have an established audience of 1.3 million, and their Facebook reach is 135 million. 1,762,789 people have checked in at the Opera House with 647,029 likes. More than three million people engaged with Vivid LIVE digital content online from the Opera House in 2016. This event features Opera House projections.

13 This would be the first time that members of the public would be able to contribute to a projection on the Opera House, and the first time the Opera House has been used to promote a brand. It is not available to commercial brands. All major Opera House stakeholders and Port Authorities support the project.

14 If you or your Office require additional information, [REDACTED]

[REDACTED] are the ABS contact officers.

David W. Kalisch
Australian Statistician

2 May 2016



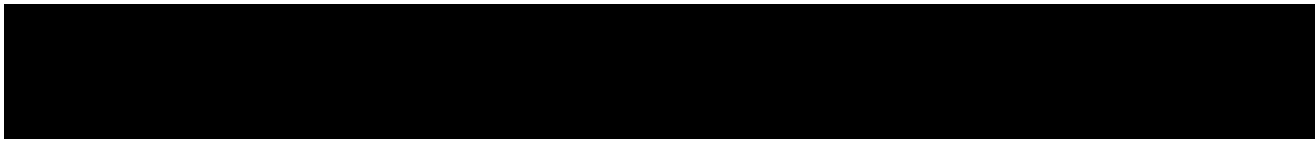
Australian Statistician

ABS Minute No. 16/M44

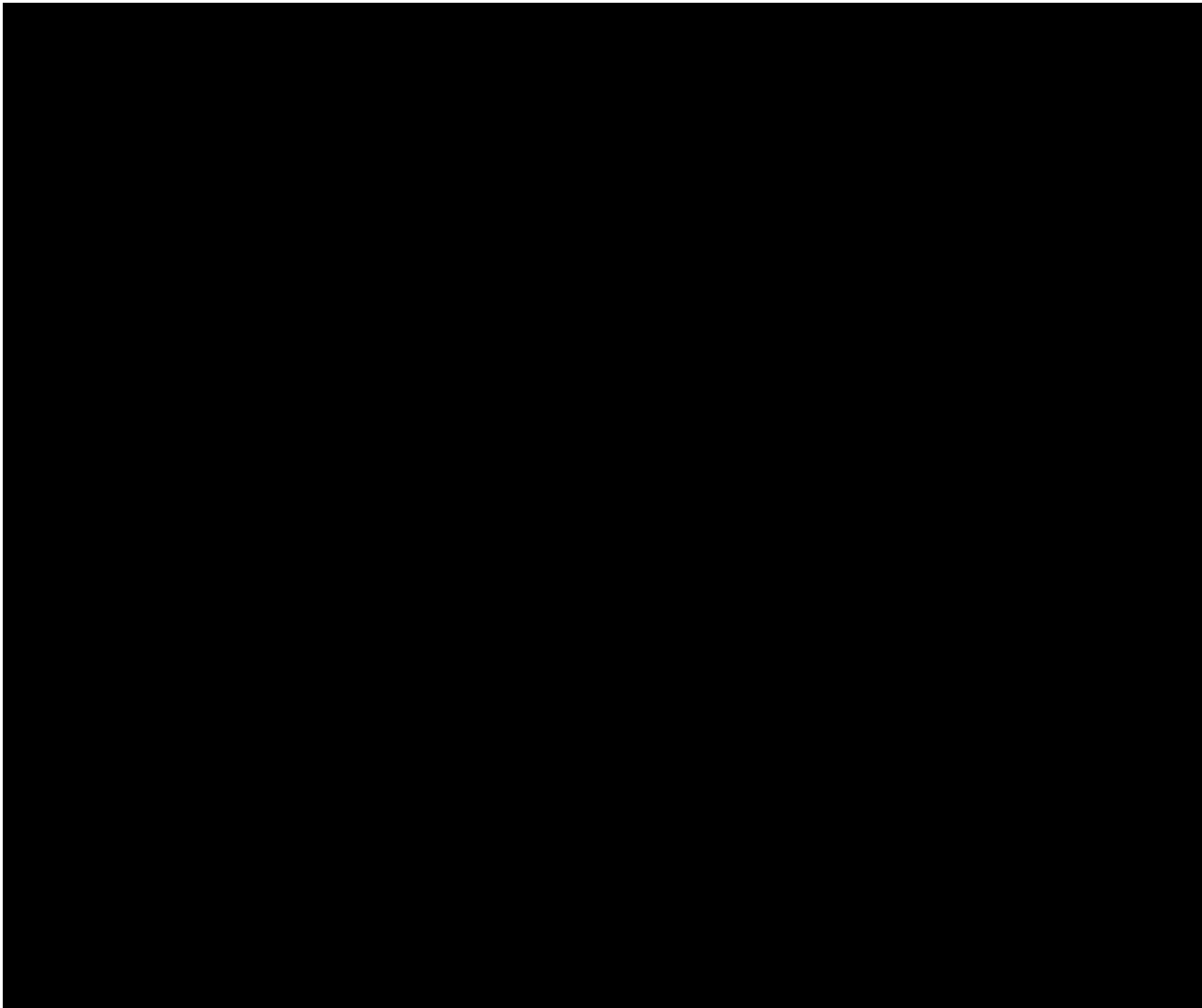
The Hon Michael McCormack MP
Minister for Small Business

cc: The Hon Scott Morrison MP, Treasurer
John Fraser, Secretary to the Treasury

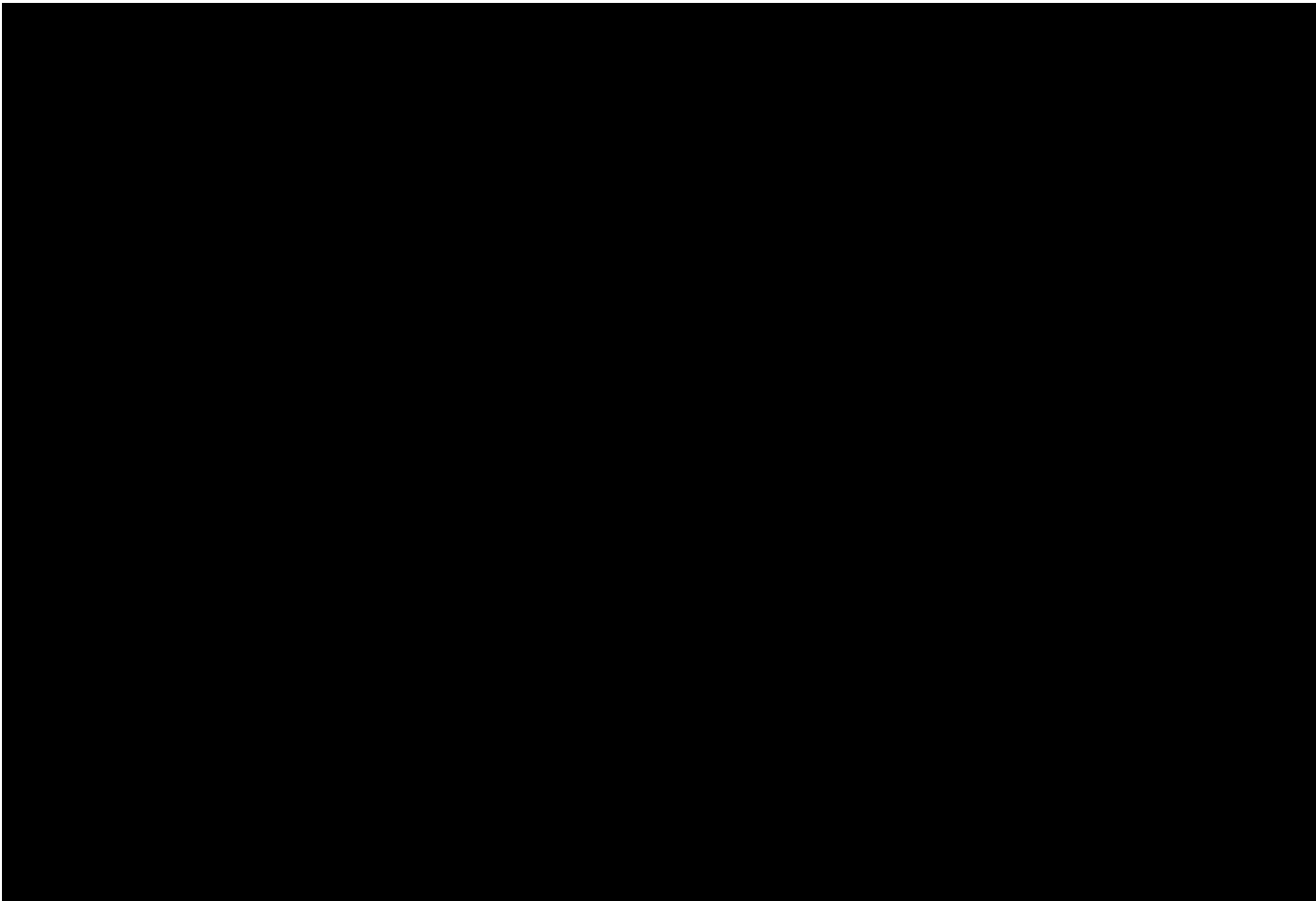
Dear Minister McCormack



I appreciated the opportunity of briefing you on 25 July on our progress on the upcoming Census on 9 August.

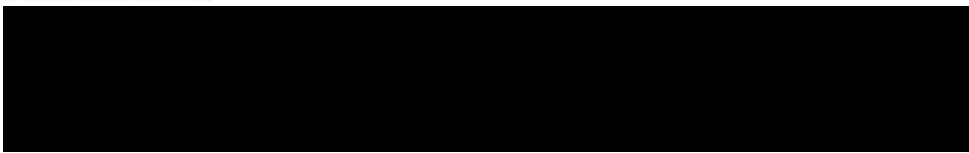


ABS contact: [redacted] p: [redacted] or e: [redacted]

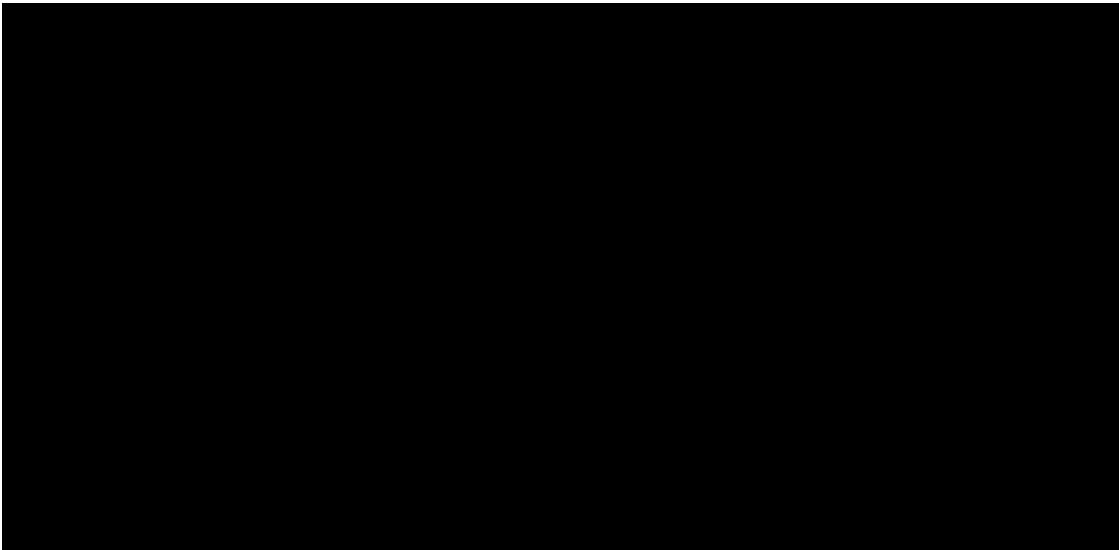


David W. Kalisch
2 August 2016

Attachments



Attachment 5: 2016 Census of Population and Housing



Attachment 5: 2016 Census of Population and Housing

Contact: [REDACTED] p: [REDACTED] e: [REDACTED]

Key points

- 9 August 2016 is Census Night for the 17th National Australian Census of Population and Housing.
- The Census is used for GST/Grant Distribution and setting and redistributing Electoral Boundaries, and other important statistics.
- The five year cost of the 2016 Census Program is \$470m.
- 2016 is a "Digital First" Census where we expect 65% of all households to complete it online, saving \$100m over a traditional Census.
- The protection of privacy and confidentiality is a key part of the Census – the ABS will emphasise the data protection mechanisms that are in place, and that it will never release identifiable data.
- Census data will be available over two months earlier than ever before, with first release in April 2017.
- Names and addresses have been collected in every modern Census as they are a critical part of ensuring the quality and value of the Census. For the last two Censuses, names and addresses were retained for around 18 months while Census processing and evaluation was undertaken.
- The ABS intends to retain the names supplied on Census forms for up to four years. The retention of names will enable the integration of Census data with other datasets leading to an improved evidence base for government policy formulation. Privacy groups are not happy about this and will be vocal in their opposition. The ABS is confident that the high levels of public co-operation required to deliver quality data will be maintained.
- The ABS is confident that it will deliver another high quality Census.

Background

- The Census is conducted under the *Census and Statistics Act 1905* and is compulsory. The first National Census was held in 1911 and has been held every five years since 1961.
- The Census of Population and Housing measures the number and key characteristics of all people in Australia on Census night and the dwellings.
- The Census includes all people in Australia on Census night (including all visitors except foreign diplomatic staff) and the territories of Christmas Island, Cocos (Keeling) Islands and Norfolk Island (for the first time).
- Census data is the basis for the Estimated Residential Population which is a key part of the distribution of GST and most grants at all government levels. The Census is also used to set and redistribute electoral boundaries. It is the definitive, and often only, source of information on small geographic areas and small populations.

Logistics

- The approach being taken for the 2016 Census is quite different to 2011. Instead of census collectors delivering and collecting forms from each household, most households will receive a letter asking them to complete the form online. Paper forms are available on request. Australia Post will be used to deliver and return forms. For areas where the postal service does not have good coverage, field staff will hand deliver forms. Every household that doesn't respond will be sent reminder letters and, if required, will be visited by a Census Field Officer. Census Field Officers will use a smart phone app to receive workloads and send status updates.
- The reduced use of paper forms and field staff will generate a savings of \$100m.
- Extra help will be given to people living in remote locations, those with a disability or language difficulties, and those experiencing homelessness.
- ABS first offered an online Census form in 2006 and it has worked well. For 2016 a significant increase in the use of the online form is expected - 65% (or 16 million people), up from 33% in 2011. The online form is very robust and well tested. It has been developed in partnership with IBM. The form can be completed on mobile devices, including smart phones. ABS tests show that the web site will hold up under the load and that the user experience will be excellent. ABS partnered with CSIRO to develop the letters being sent to households. Their expertise resulted in design changes that delivered improved responses in our tests.
- ABS has drawn on the experience of other countries – including successful approaches in Canada and the UK.
- By 2 August 2016, most households will have received their letter, directed to "The Resident", with a unique and secure Census Login. While responses need to relate to each person's location on 9 August, the window in which to complete a form extends through to 23 September. However, responses are encouraged on, or close to Census night, as this provides the most statistically accurate and cheapest option for the ABS.
- A public call centre will handle requests for paper forms and public enquiries, including translation and disability support services. [REDACTED]
- All paper forms will be mailed to a secure, temporary ABS site in Dandenong for scanning, data repair and paper form destruction. All data from paper and online forms will be transferred to a secure data centre in Canberra where the data will be analysed, coded and quality assured by a temporary workforce of 500 staff.
- The ABS will employ 38,000 Census field staff - a number similar to 2011 but for a shorter period of time given the "Digital First" approach.

- A major \$12m advertising campaign commenced in mid July 2016, following its approval at the last stage of the process by the Government and the Opposition during the Election according to the Caretaker Conventions.

Content

- Australia's Census is one of the most comprehensive in the world with 45 topics collected through 61 questions. Although there has been no change to the topics covered in the 2016 Census, there are some changes to how questions are asked to improve the quality of the data collected or make the Census easier to complete. Most of these changes will be positively received.
 - The option of 'No religion' has been moved from the bottom to the top of the response options as it is the most popular option in the majority of states and territories, and it makes the question easier to complete. It aligns with the approach taken in NZ and the UK. Religion is the only optional question on the Census form, but is answered by over 90% of Australians. Atheist organisations are running campaigns, as they have done in previous Censuses, to encourage people to indicate 'No Religion'.
 - For the first time respondents can indicate that they are neither male nor female on the Census form. By calling the Census Inquiry Service to request a special online code, or by following instructions for the paper form, the respondent can indicate that their Sex is 'Other' and specify what their sex is in a text field.
 - All female respondents are asked for the number of children they have given birth to. Previously, the question asked people to "include live births only" which caused concern amongst some members of the community. This topic scope has been changed to now include all births. Adjustments are made statistically to ensure accurate population projections.
 - With questions on occupation, industry and qualifications, the online form provides additional prompts to respondents to ensure higher quality data, for example asking respondents to indicate what kind of engineering qualification they have. Like in all Censuses, the list of occupations is updated to reflect new industries and jobs that didn't exist five years ago.
 - The questions on country of birth of father and mother have been expanded to capture the actual country of birth, rather than simply 'overseas'. This provides a much richer picture of second generation migrants. The ancestry question has also been enhanced to capture better information on multiple ancestries.
 - The question on the internet has been updated to move from a focus on the kind of internet connection at the dwelling, which respondents have difficulty in accurately reporting, to whether residents can access the internet or not.
-
- Like in 2011, the ABS will publish statistics on same sex relationships where both partners are in the same household, in the same way as opposite sex relationships. The Census does not collect information on sexual orientation or relationships that exist across multiple households.

Privacy

- The ABS takes privacy very seriously, and protects the confidentiality of every person and household. All ABS and Census staff are legally bound never to release personal information to any individual or organisation outside of the ABS.
- Legislative protections under the *Census and Statistics Act 1905* and the *Privacy Act 1988* safeguard the privacy of an individual's information. The ABS has a 100+ year history of maintaining community trust in the way it collects, uses, discloses and stores personal information collected in the Census and consults appropriately with Privacy Commissioners on all aspects of collection.
- Australian Signals Directorate strategies, specifically designed to mitigate targeted cyber intrusions, are implemented for the Census. The 2014 ANAO cross-agency audit of information technology system security against cyber-attacks rated ABS as a Cyber Secure Zone (having high-level protection from external attacks and internal breaches and disclosure of information).
- Names and addresses have been collected in every modern Census as they are a critical part of ensuring the quality and value of the Census. For the last two Censuses, names and addresses were retained for around 18 months while Census processing and evaluation was undertaken.
- Names and addresses are used to generate anonymous keys that can be used to combine existing datasets to create richer and more valuable statistics for Australia. Once these keys are generated names, addresses and data are separated into secure stores and never recombined.
- The ABS conducted a Privacy Impact Assessment and consulted with all Australian Privacy Commissioners on the proposal to retain names and addresses for longer than was previously the case. Names and addresses will now be destroyed within four years of collection or before that if there is no longer a community benefit in their retention. Public consultation and engagement has revealed that Australians expect the ABS to keep their information secure and to use their data to maximise the statistics produced for the benefit of the community.
- Privacy groups have made a number of comments, often incorrect, about the additional retention period. Privacy groups generally have concerns with any data collection and made similar comments about the 2011 Census. We continue to carefully monitor public comment and have responded where we believe this is warranted. We have also provided some additional information on our website to assist with informed public comment.

Unleashing the power of Census

- The Census dataset is linked with previous Censuses to produce an anonymised longitudinal dataset based on a random 5% of the population in order to allow the analysis of pathways for different groups in the community (e.g. from education to employment).
- The Census dataset is also linked with other administrative datasets, like health, taxation and immigration records, to produce anonymised, powerful datasets that provide greater statistical insights for policy development and evaluation.

Key Risks and Mitigations

Plans are in place to manage and minimise the operational risks faced by the Census. The key risks and their mitigations are:

- Financial – a lower than forecast online response or an increase in the proportion of homes that require a home visit would significantly increase the operational costs. The ABS has thoroughly tested the online take up rate through public trials, and will reduce the risk through an integrated public advertising campaign and direct public mail. ABS capacity to absorb greater than expected Census costs is very limited. Any significant cost increase will require additional funding.
- Loss of public support – niche interest groups may encourage people to boycott or provide incorrect data, leading to increased costs or a less accurate Census count. Communication materials to address key likely issues and public concern around privacy or reporting options for specific population groups should mitigate this risk.
- Technological failure – the failure or technical issues with the online form, call centre or technology used by Census field staff would lead to reputational, financial and statistical damage. The ABS has partnered with IBM to provide an online form with capacity well beyond expectations. All systems have been rigorously tested. [REDACTED]
- Statistical risk – the “Digital First” approach and reduced use of field staff increases the risk that data on some population groups, such as homeless, or some geographic areas will not be comparable to data from the 2011 Census. As for the 2011 Census, special strategies are being deployed for hard to count population groups such as homeless, remote communities, travellers and mining camps. Special effort will be made to identify and communicate about the potential changes introduced by these operational rather than societal changes.
- The ABS conducts a Post Enumeration Survey (PES) to measure the quality of the Census and the under or over-count. The PES is a critical component of the ABS’s population estimates.

Ministerial engagement

- ABS will provide regular briefings on progress and issues of Census operations and these will be included in our fortnightly circular. Additional briefings are available on request.
- Materials have been distributed by the ABS to all parliamentarians and elected representatives across all levels of government to promote the Census in their jurisdictions.

ABS Weekly Circular to PST– Week beginning 8 June 2015

[Redacted]

Minutes to be sent to PST

[Redacted]

- For Approval - Planned date for the Census (9 August 2016) to go forward for proclamation (2011 Census was 9 August as well).

[Redacted]

For noting/monitoring

[Redacted]

- ABS has started the development process for the 2016 Census communication campaign, including liaison with the Department of Finance and PST’s Office to seek advice and clarification on the Government Advertising Guidelines and review process.

[Redacted]

ABS Weekly Circular to PST – Week beginning 15 June 2015**Minutes to be sent to PST**

- For approval – Planned date for the Census (9 August 2016) to go forward for proclamation (2011 Census was 9 August as well).

For noting/monitoring

- ABS has started the development process for the 2016 Census communication campaign, including liaison with the Department of Finance and the PST's Office to seek advice and clarification on the Government Advertising Guidelines and review process.

ABS Weekly Circular to PST – Week beginning 22 June 2015**Minutes to be sent to PST**

- For approval – Minute covering the planned date for the Census (9 August 2016), a proposal to use the existing Census and Statistics Regulations and the printing plan for the Census form. (Please see Attachment 1 for more information about current preparations for the Census.)

Attachment 1: update on preparations for the 2016 Census

1. Print Media Group (PMG) has been selected through a procurement process to provide the services to print, personalise, and collate Census forms. This is a \$5.1 million contract with \$1.9 million in 2014/15 for the purchase of paper (approximately 800,000 kg) and \$3.2 million in 2015/16 for the printing and production of Census forms. The printing of the Census Forms is one of the largest "one-off" printing jobs undertaken by the Australian print industry.
2. It is intended for Census 2016 to operate with the same topics as the Census in 2006 and 2011. A [public notice](#) was posted to the ABS website on Tuesday 2nd June 2015 and users who had previously submitted a proposal for new topics have been notified of this.
3. Minor changes are intended to be made to some questions and supporting text. These changes aim to minimise burden for respondents completing the form and to optimise statistical data quality.
4. While most households (65%) are expected to respond online, paper forms continue to be a key part of our 2016 Census design. Paper forms will be used by approximately 3.5 million households.
5. The notable changes for the draft 2016 Census form are:
 - The front page - this has been changed to promote and encourage online participation. Households receiving a paper Census form will be provided with all the information they need to log-on and complete the form digitally, reflecting the 'digital first' design of the 2016 Census.
 - Questions on birthplace of mother and father - the 2016 question will capture the specific country of birth of each parent, whereas in the 2011 Census it was limited to 'Australia' or 'Overseas'. This more detailed question was used in the 1996 Census, however needed to be removed with the inclusion of the Census topic on Ancestry. Re-introducing this question will increase the value of the Census by producing more detailed data and was strongly supported in public submissions. This change is enabled by advancements in our data processing capability in this Digital Census.
 - Question on religion - the response options have been reordered to list 'no religion' at the top of the answer block, rather than underneath the 'other religion' box. This is consistent with the Census in New Zealand, United Kingdom and Canada and as this was the second most frequent response option it will make form completion easier and reduce burden for a large number of respondents.
 - Internet connection - The question has been changed to reflect the contemporary ways in which Australians access the internet through a range of mobile and other devices. This change has been made in consultation with the Department of Communications.
6. The ABS plans to publish the "Nature and Content of the Census 2016 Census of Population and Housing" in mid to late July 2015 and include a copy of the Census paper form as part of this publication.

Minutes to be sent to PST's office

- For approval - Minute advising the proposed strategy to re-make the Census Regulations by April 2016. There is a 'sunset clause' taking effect in April 2016 and the Census Regulations also need updating to include Norfolk Island following the *Norfolk Island Legislation Amendment Bill 2015*.

For noting

- As part of preparations for the 2016 Census, [REDACTED] is now the Director of Census Communications and [REDACTED] is acting as the Director of Communications (for any non-Census communications matters).

- Census 2016 – letters for a limited field test of Census contact material (letters and envelopes) will be sent out from 29 June as part of a behavioural economics project we're doing with CSIRO. The test is in parts of Gold Coast and Western Sydney (up to 10,000 dwellings). There is no media/communications associated with this.

ABS Weekly Circular to PST – Week beginning 6 July 2015

Critical issues

[Redacted]

Minutes to be sent to PST's office

- For approval - Minute advising the proposed strategy to re-make the Census Regulations by April 2016. There is a 'sunset clause' taking effect in April 2016 and the Census Regulations also need updating to include Norfolk Island following the *Norfolk Island Legislation Amendment Bill 2015*.

[Redacted]

For noting

[Redacted]

[Redacted]

ABS Weekly Circular to PST – Week beginning 13 July 2015

Minutes to be sent to PST's office

- For approval - Minute advising the proposed strategy to re-make the Census Regulations by April 2016. There is a 'sunset clause' taking effect in April 2016 and the Census Regulations also need updating to include Norfolk Island following the *Norfolk Island Legislation Amendment Bill 2015*.

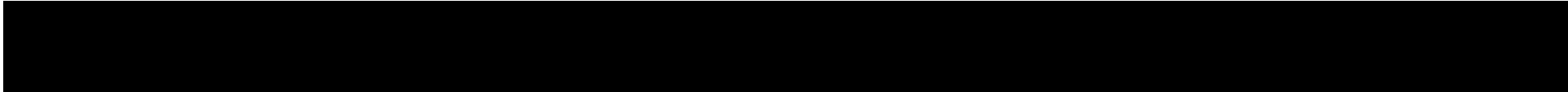
Awaiting PST action

- Minutes:

For noting

- New primary contact for Census Communications and Corporate Communication matters: [redacted] is the acting Program Manager for the Communications and Dissemination Branch [redacted]

ABS Weekly Circular to PST – Week beginning 20 July 2015



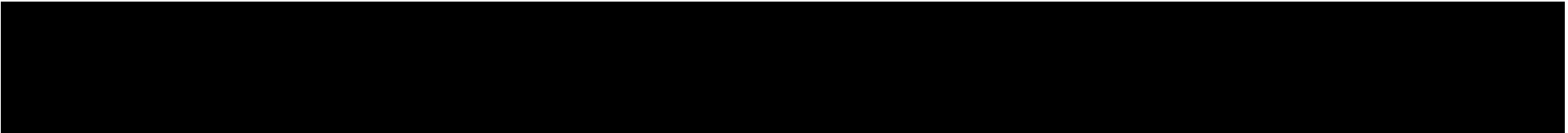
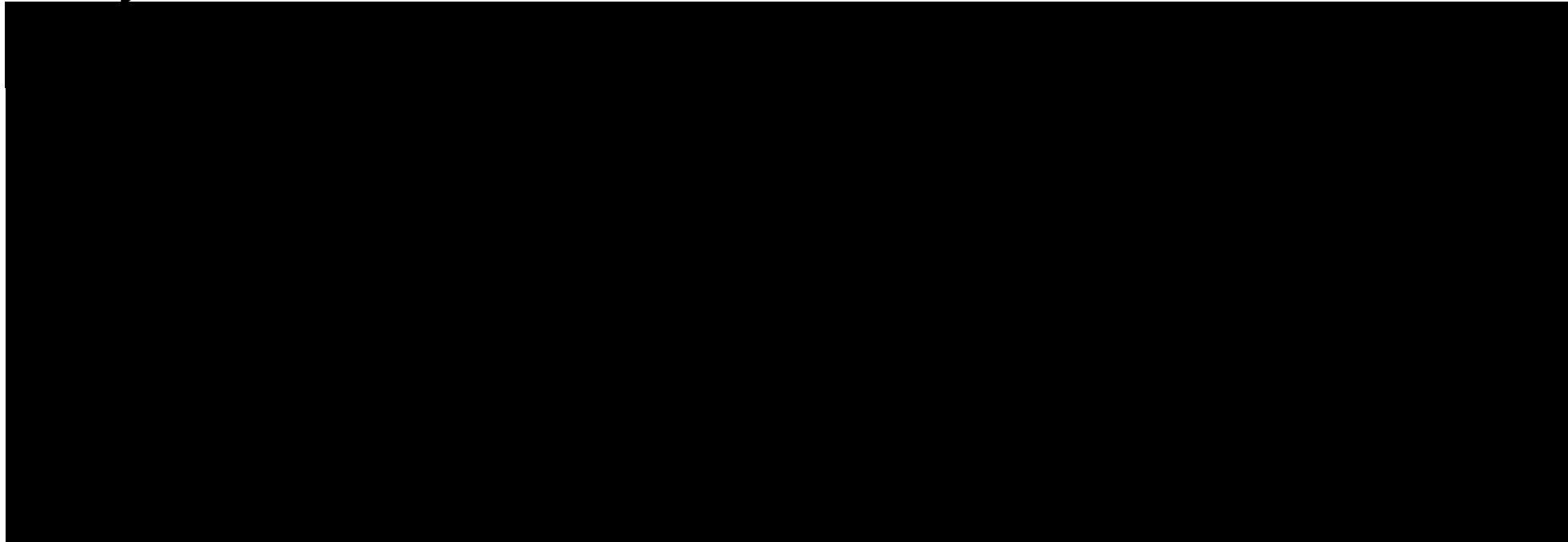
Awaiting PST action

- Minutes:



- ABS Minute 15/M35 - For noting - Minute advising the proposed strategy to re-make the Census Regulations by April 2016. There is a 'sunset clause' taking effect in April 2016 and the Census Regulations also need updating to include Norfolk Island following the *Norfolk Island Legislation Amendment Bill 2015*.

For noting



ABS Weekly Circular to PST – Week beginning 27 July 2015**Critical issues****Minutes to be sent to PST**

- For approval – Minute covering the appointment of the 2016 Census Date by proclamation, with the documents required for consideration at the Executive Council meeting on 6 August 2015.

For noting

- Census 2016 – ABS will liaise with the Executive Council Secretariat in regards to a press release for the publication *Census of Population and Housing: Nature and Content*. At this stage, the intention is to release this in the week commencing [REDACTED] (This publication is not shown in Attachment 1 since the release date is not yet confirmed.)

ABS Weekly Circular to PST – Week beginning 3 August 2015

[Redacted]

Minutes to be sent to PST

[Redacted]

For noting

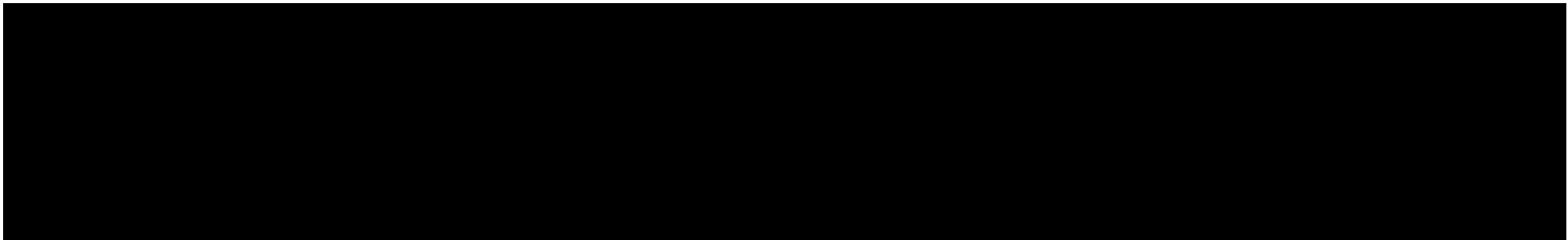
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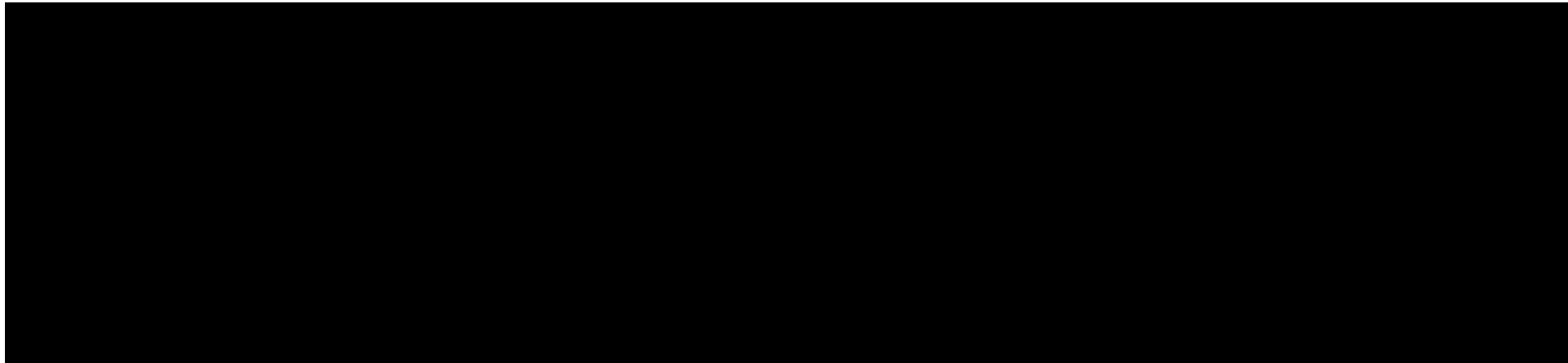
- The 2016 Census Date proclamation will be considered at the Executive Council meeting of 6 August 2015.

[Redacted]

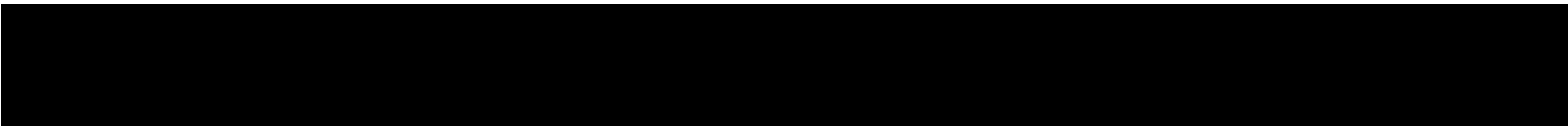
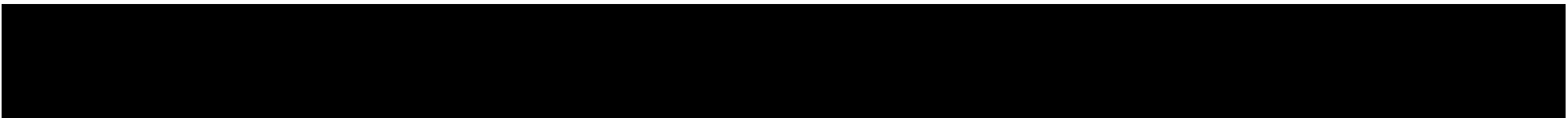
ABS Weekly Circular to PST – Week beginning 10 August 2015



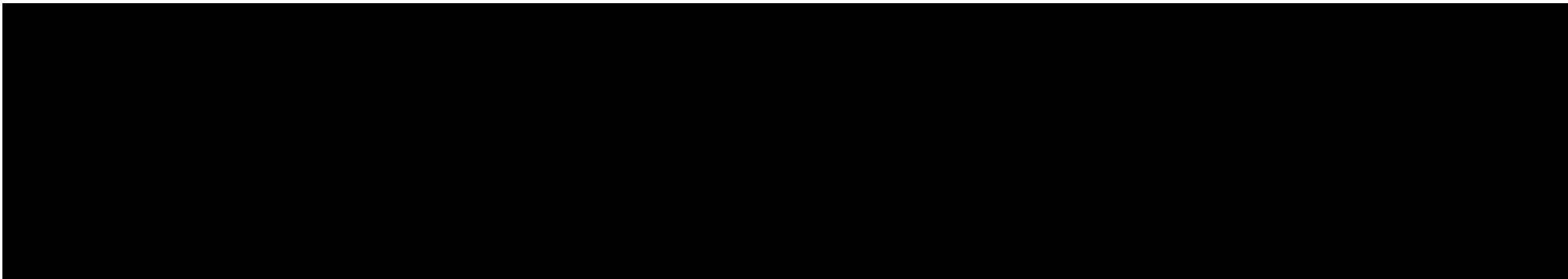
For noting



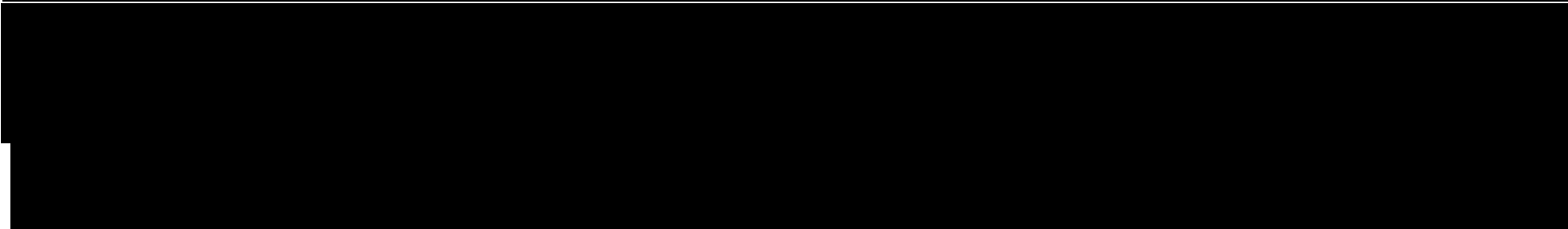
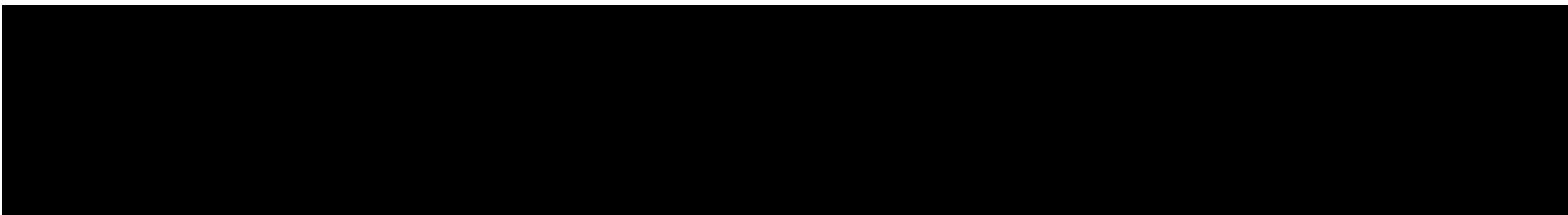
- The Governor-General has proclaimed the 2016 Census date as 9 August 2016.
- The Statistician and the PST will hold a media conference on Sunday 9 August (one year before the Census) to promote the 2016 Census.



ABS Weekly Circular to PST – Week beginning 17 August 2015

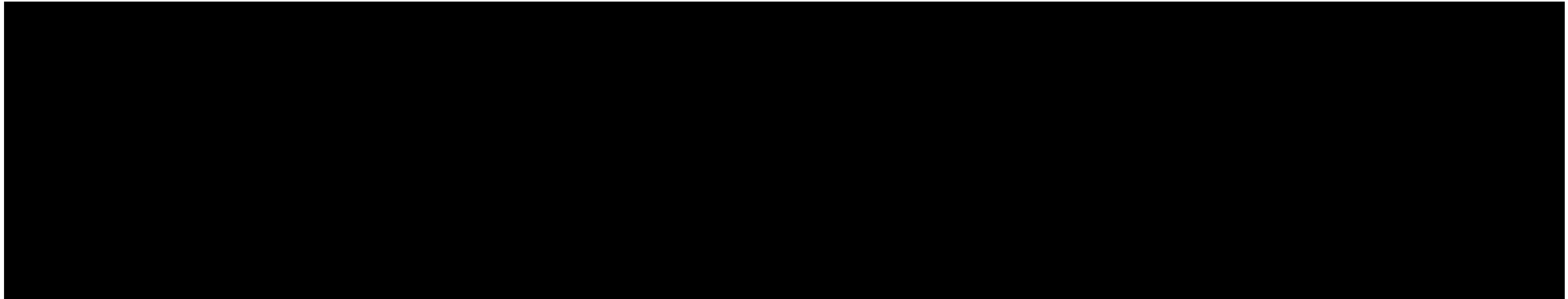
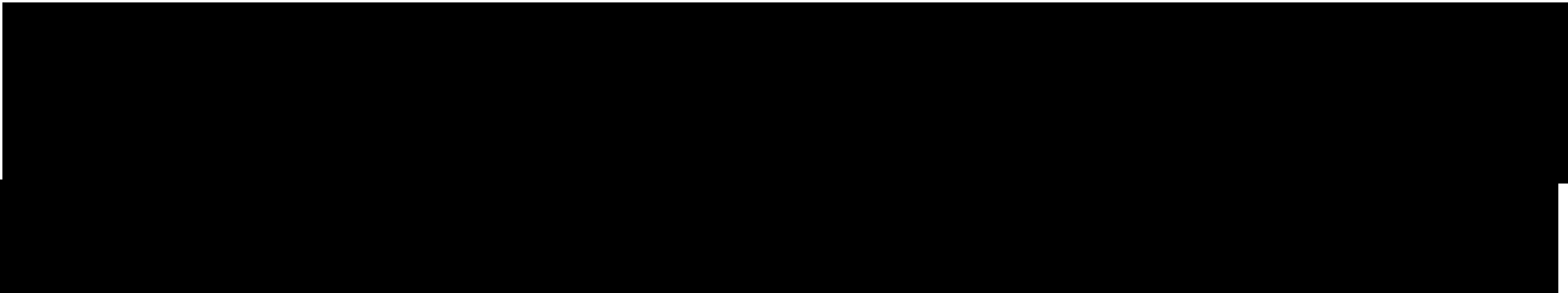


For noting

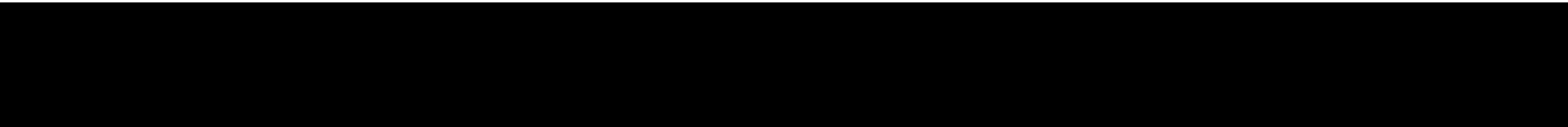


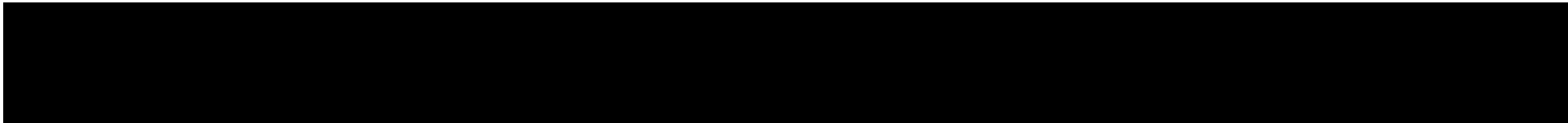
Releases

- Publications to be released in the next three weeks are at Attachment 1. *Census of Population and Housing: Nature and Content* (cat. no. 2008.0) will be released 20 August. An ABS media release will be issued with the publication.

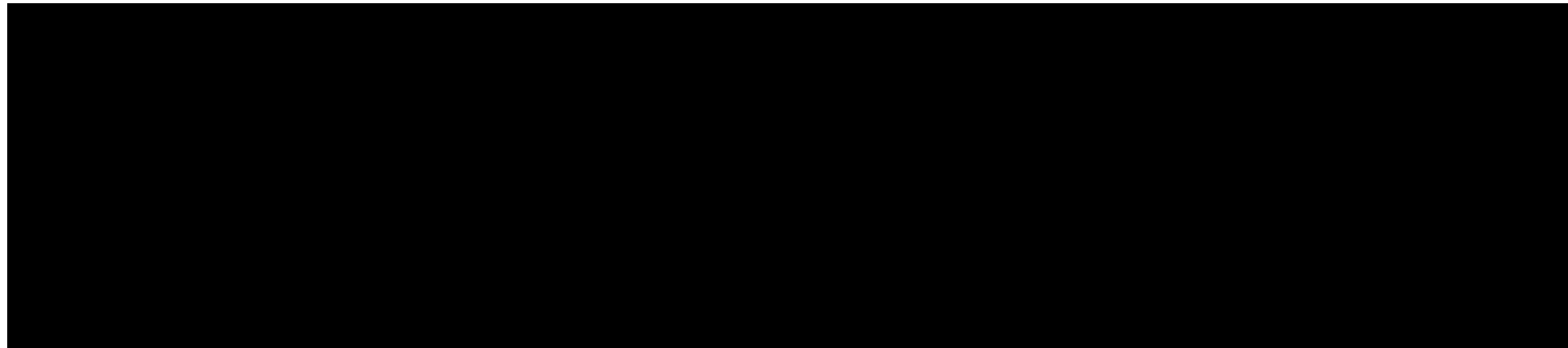
ABS Circular to PST – Fortnight beginning 24 August 2015**For noting**

- The ABS self-response test for the 2016 Census commenced on 19 August and will run to 11 September 2015. The test aims to evaluate effectiveness of household contact materials (letters and envelopes) and the 2016 online form, and measure the likely level of self-response in the 2016 Census. 35,000 households across Queensland and New South Wales will receive letters during the test, and some will receive a paper form. The Census Inquiry Service will be open to the public during the test period.

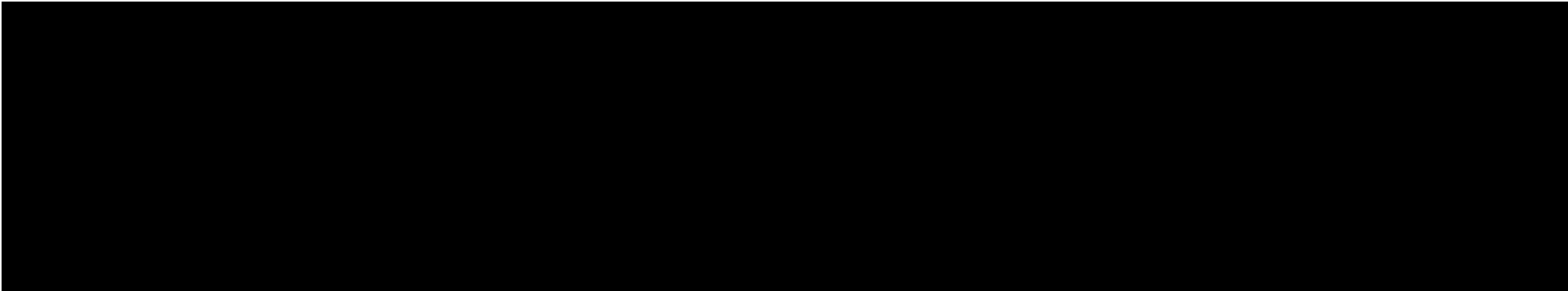


ABS circular to PST – Week beginning 31 August 2015

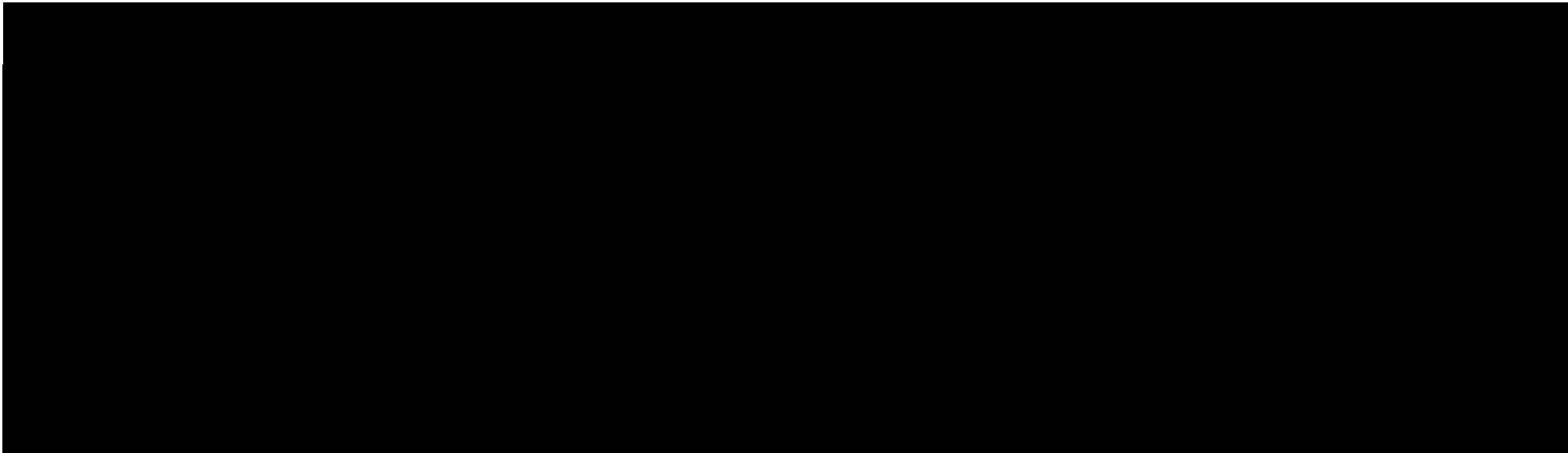
- The ABS self-response test for the 2016 Census commenced on 19 August, with test night on Tuesday 25 September. Households will start to receive reminder letters from the week commencing 31 August. As at 27 August, 3,270 online returns have been lodged, with very few issues identified with the online form. About 50 paper forms have been returned. There have been nearly 730 requests for a paper form and the Census Inquiry Service has received just over 1,000 calls.



ABS circular to PST – Week beginning 7 September 2015



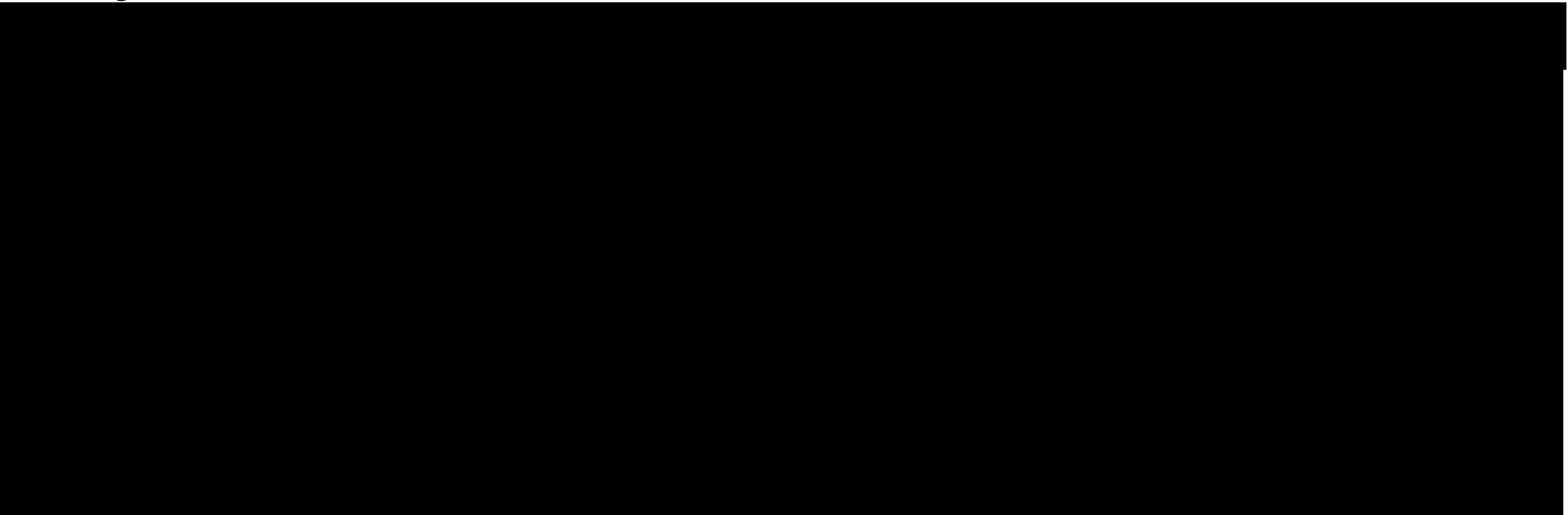
For noting



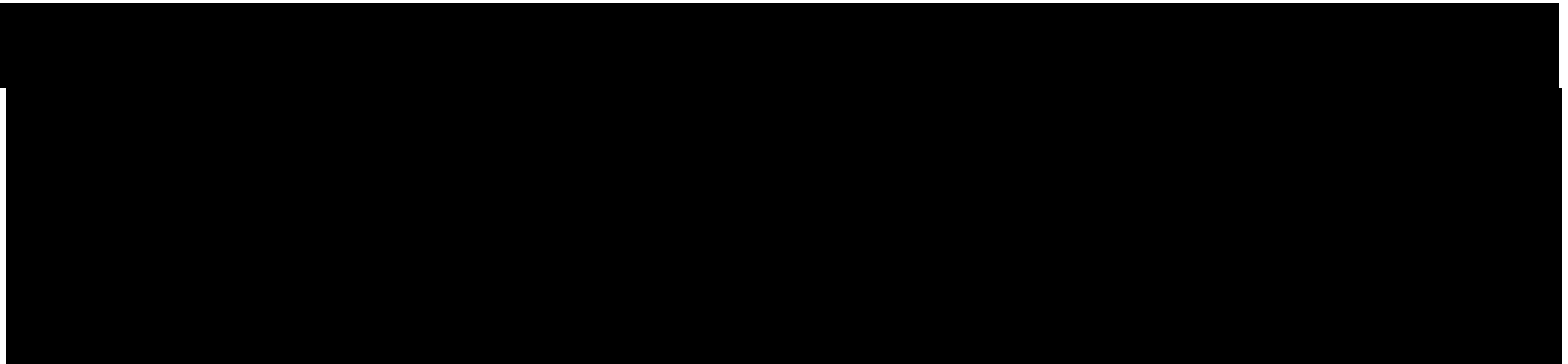
ABS circular to PST – Week beginning 14 September 2015



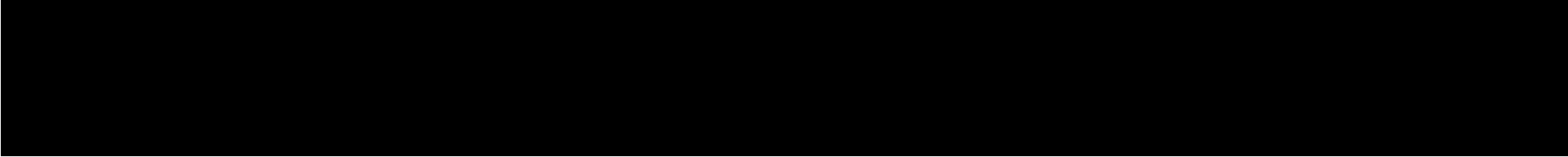
For noting



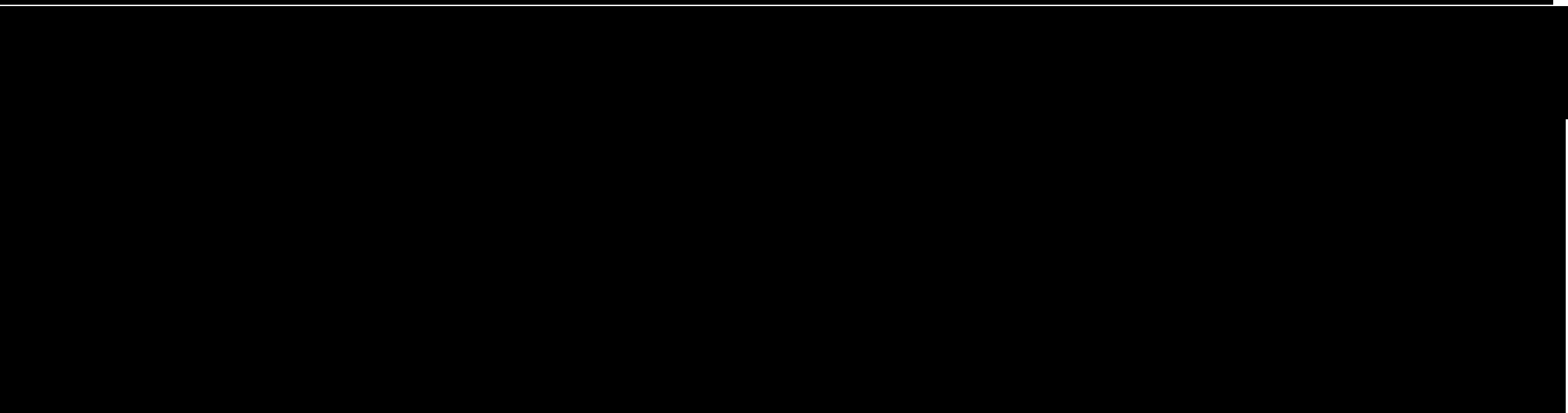
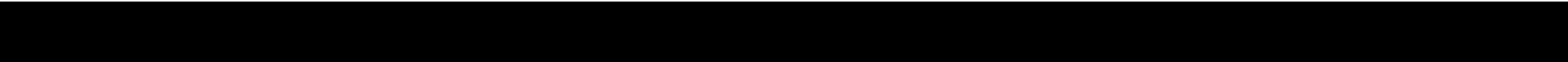
For noting

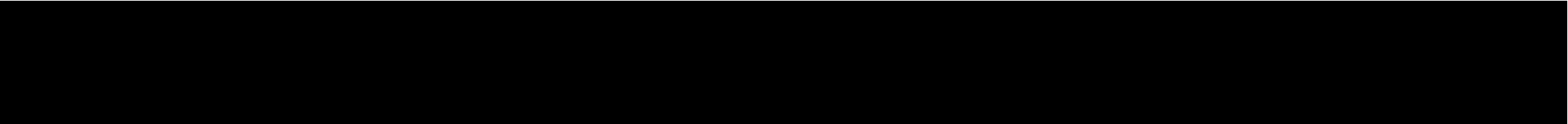


ABS circular to AMT – Week beginning 28 September 2015

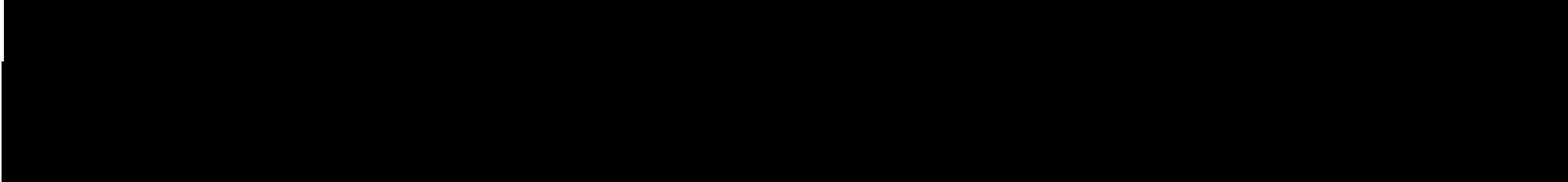


For noting

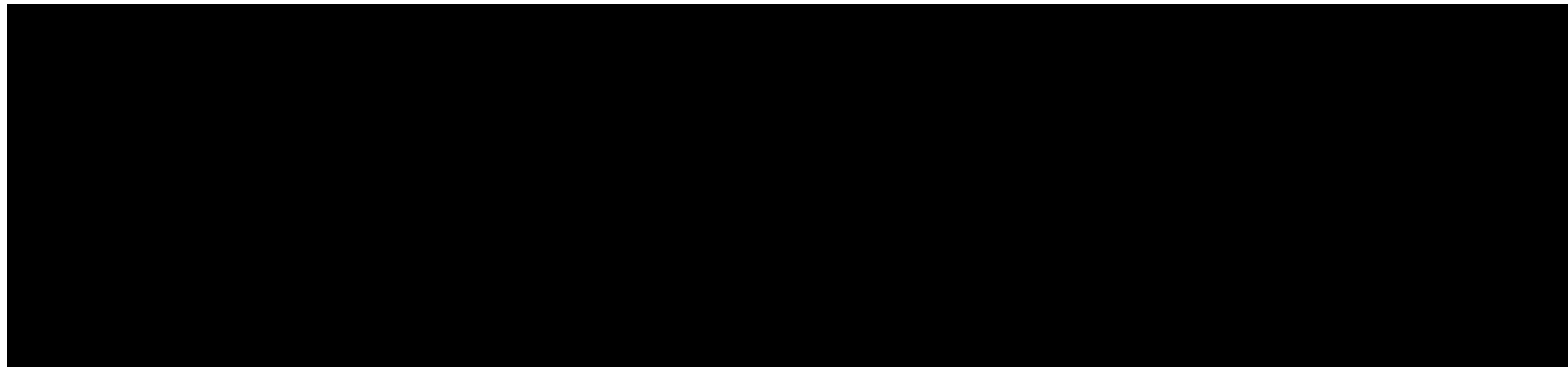




For noting

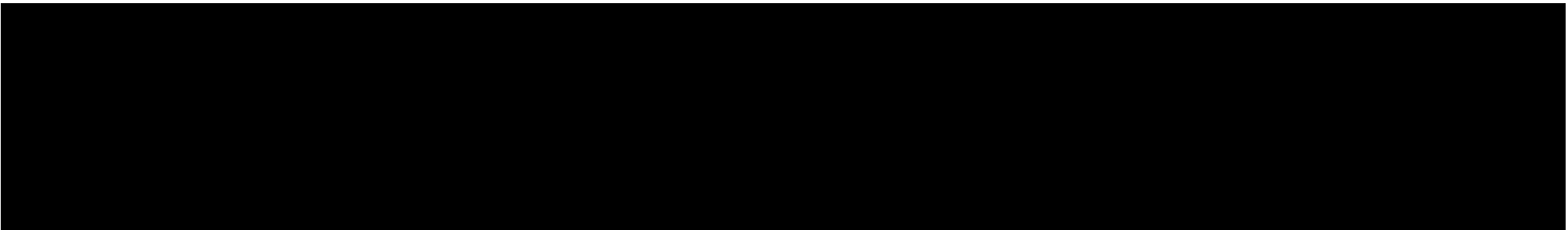
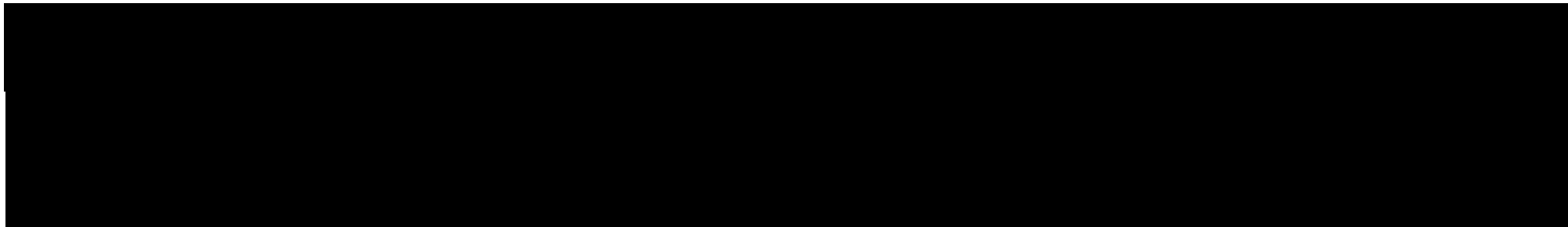


- National address canvassing field work for the 2016 Census is complete, with 12,633,702 addresses, or 99.9% of the total in scope addresses in Australia, canvassed as at 17 September 2015.
- Recruitment for approximately 80 District Managers for the 2016 Census will commence on 15 October 2015, with advertising and media activities planned to promote the vacancies.

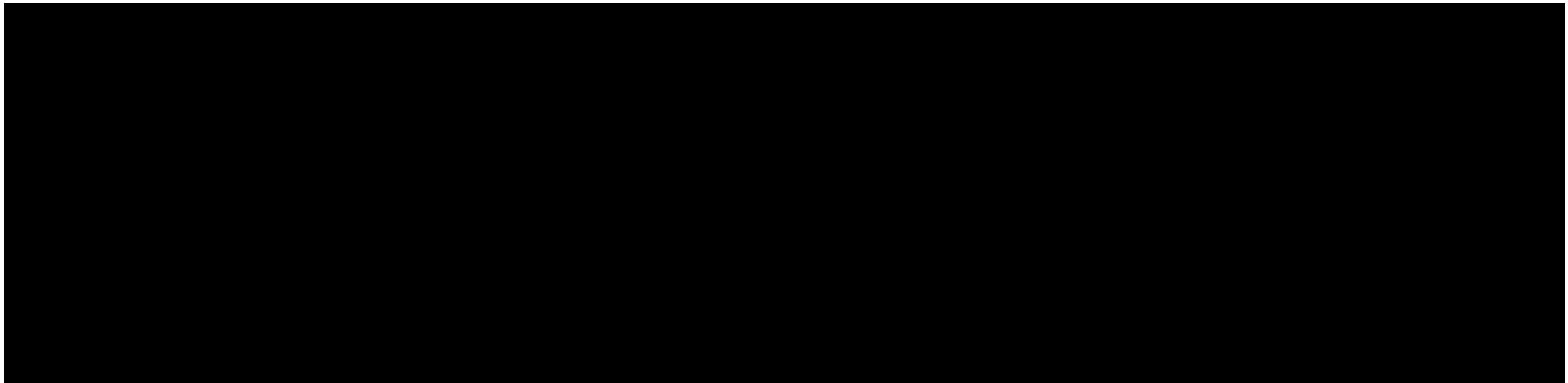


ABS circular to AMT – Week beginning 19 October 2015**For noting**

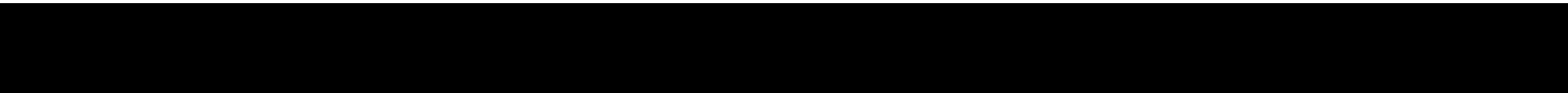
- Recruitment for up to 85 District Managers and Assistant District Managers for the 2016 Census commenced on 15 October 2015, with print, radio and online advertising, and supporting ABS media activity to promote the vacancies. Positions are available in New South Wales, Queensland, Western Australia and Northern Australia.
- The Australian Taxation Office (ATO) will provide the services for the 2016 Census Inquiry Service. A Memorandum of Understanding is expected to be finalised for signing by the ABS and the ATO in the week commencing 19 October 2015.

**For noting**

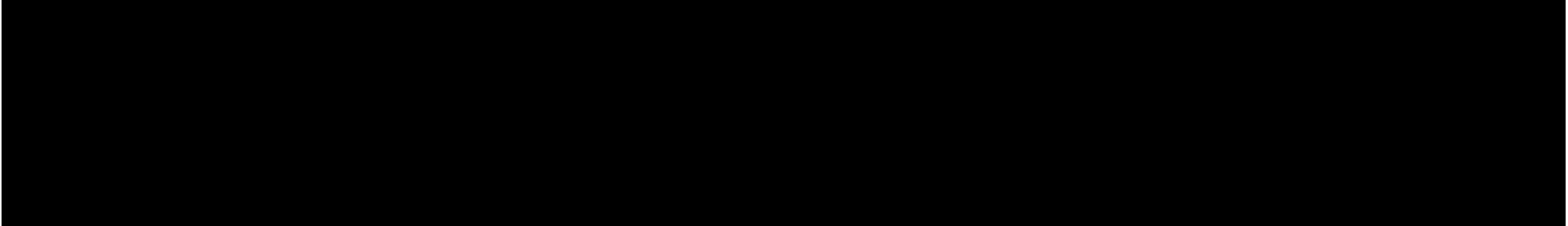

- The Memorandum of Understanding between the ABS and the Australian Taxation Office (ATO) for the provision of the 2016 Census Inquiry Service has been endorsed by the ATO and is expected to be signed by the ABS and the ATO in the week commencing 26 October 2015. The two agencies have begun planning the work required for the service.



ABS circular to Assistant Minister to the Treasurer – Week beginning 02 November 2015**Critical issues**

- The ABS will publish a Statement of Intent to conduct a Privacy Impact Assessment on retention of name and address details from 2016 Census responses, along with a media release. Further information will be provided in the week commencing 2 November 2015. The proposal to retain these personal identifiers will enable some data integration projects to produce higher quality output, while protecting the privacy of individuals and businesses and maintaining community trust.
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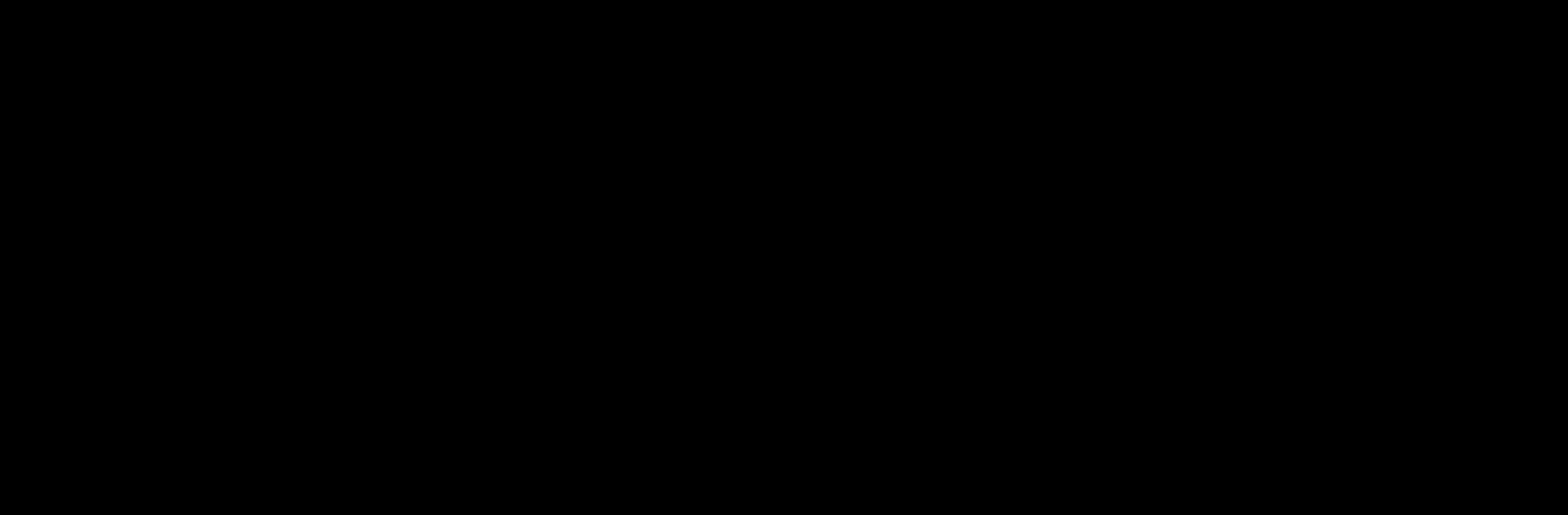
For noting

- 
- The Memorandum of Understanding (MOU) with the ATO for the 2016 Census Inquiry Service was due to be signed in the week commencing 26 October 2015. It will now be signed next week.
- 


Minutes to be sent to the Assistant Minister to the Treasurer

- For noting – ABS to conduct a Privacy Impact Assessment on retention of names and addresses from responses to the 2016 Census.
- 

ABS circular to Assistant Minister to the Treasurer – Week beginning 9 November 2015**For noting**

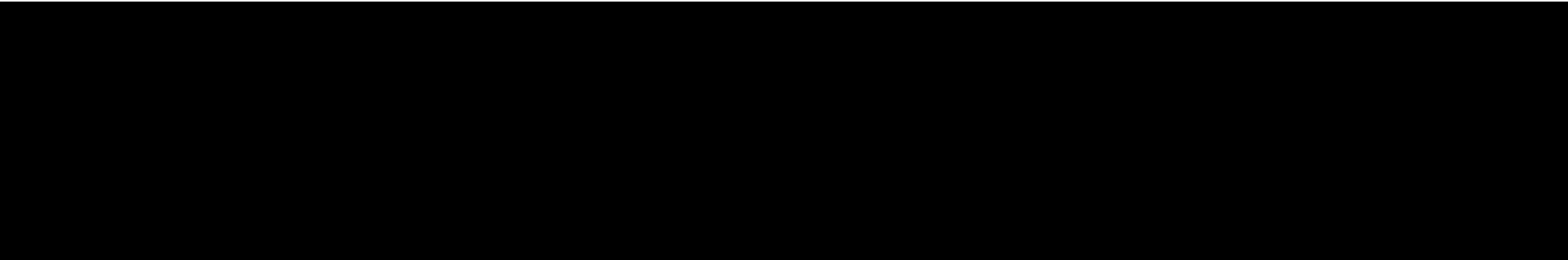
- The Memorandum of Understanding with the ATO for the 2016 Census Inquiry Service has been finalised. The ABS is waiting for advice from the ATO on a date and plans for signing by both parties.
- 

Awaiting PST action

- For noting:
 - ABS Minute No. 15/M69: Privacy Impact Assessment on retention of names and addresses from responses to the 2016 Census
- 

ABS circular to Assistant Minister to the Treasurer – Week beginning 16 November 2015**For noting**

- The Memorandum of Understanding with the ATO for the 2016 Census Inquiry Service has been finalised and will be signed on Wednesday 18 November.
- The CSIRO presented the high level outcomes of its work with the ABS to design and test the 2016 Census household materials (letters and envelopes) using behavioural economics interventions on 5 November. The full final report is due to the ABS week commencing 16 November.

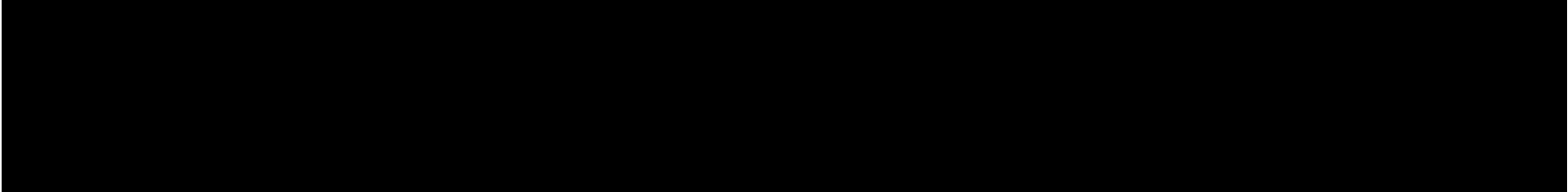


2016 Census

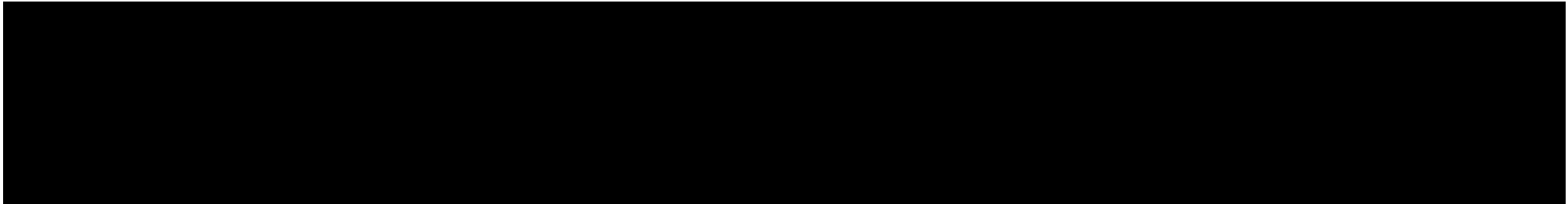
- The Privacy Impact Assessment on the retention of names and addresses from responses to the 2016 Census is at an advanced stage. Australian and State/Territory Privacy/Information Commissioners have been consulted. The public feedback period ends on 2 December 2015, with only two responses to date from private citizens. There has been very minimal media attention. A final decision on retention will be made at the conclusion of the public feedback period. We will advise this decision by 9 December, prior to public release by the end of the year.

Awaiting AMT action

- For noting:



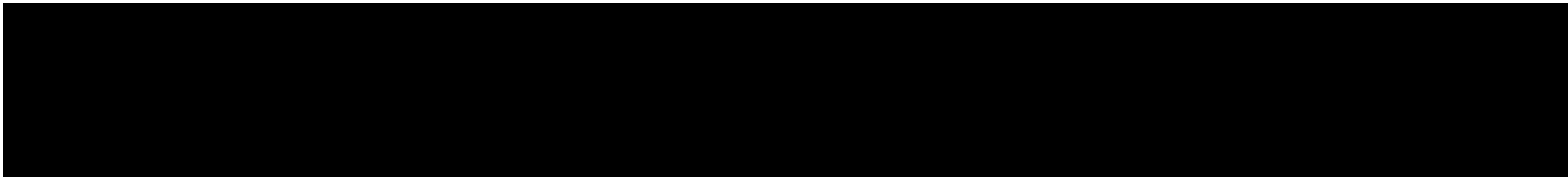
- ABS Minute No. 15/M81: 2016 Census campaign agency selection



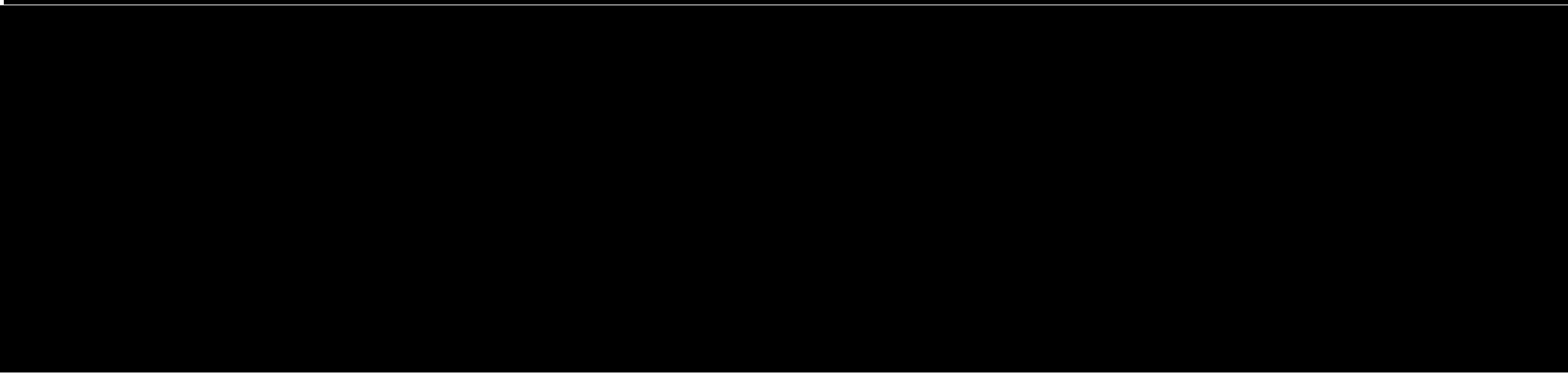
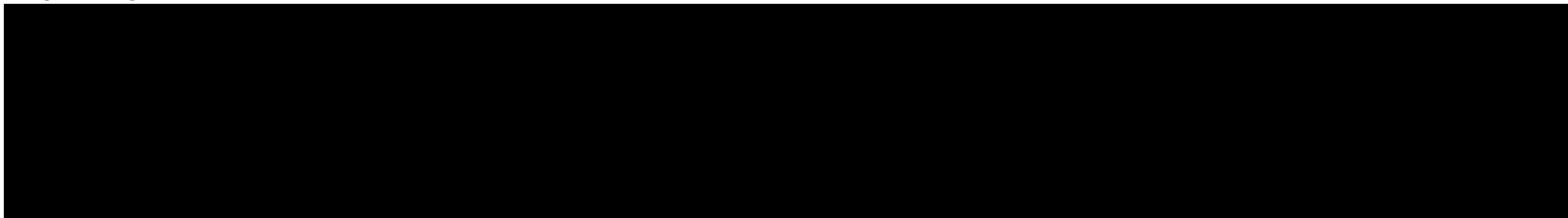
ABS circular to Assistant Minister to the Treasurer – Week beginning 07 December 2015

2016 Census

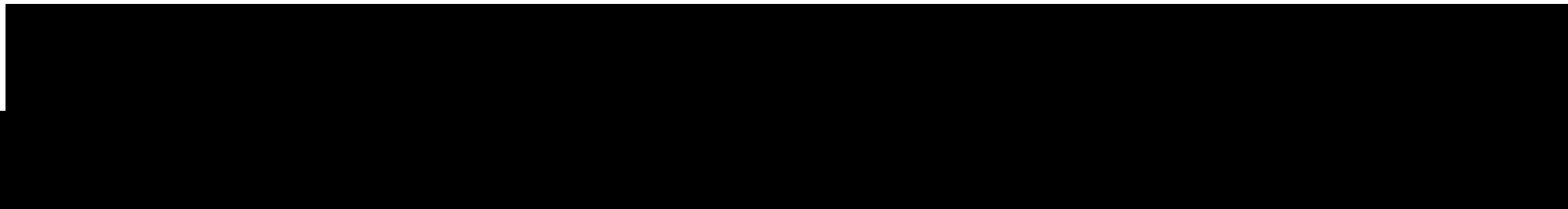
- The feedback period for the Privacy Impact Assessment on the retention of names and addresses from responses to the 2016 Census closed on 2 December 2015 and resulted in three letters being received from private citizens. Consultation occurred with Australian and State/Territory Privacy/Information Commissioners with no concerns raised. Media attention has also been minimal with articles appearing in APS News and IT News only. We will advise our final decision on retention by 9 December, prior to public release by the end of the year.
- The final CSIRO report detailing outcomes of its work with the ABS to design and test the 2016 Census household materials (letters and envelopes), using behavioural economics interventions, has been received and is being considered by the ABS. Further information, and a copy of the final report, will be provided in a minute, week commencing 7 December 2015.



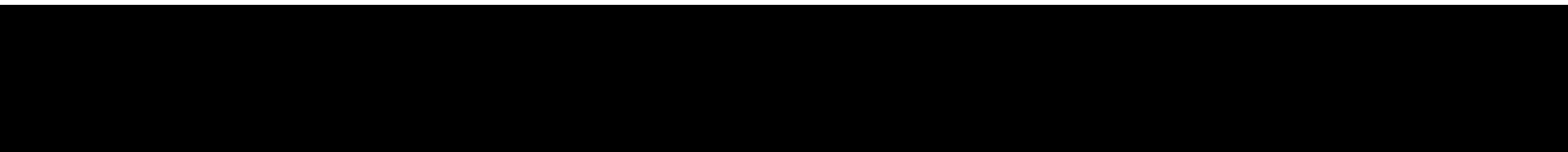
Upcoming Events/Media



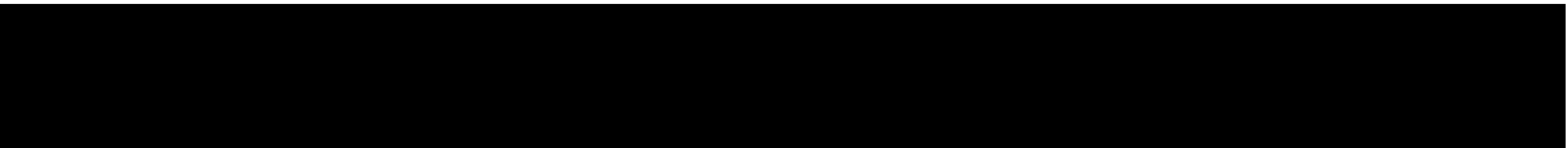
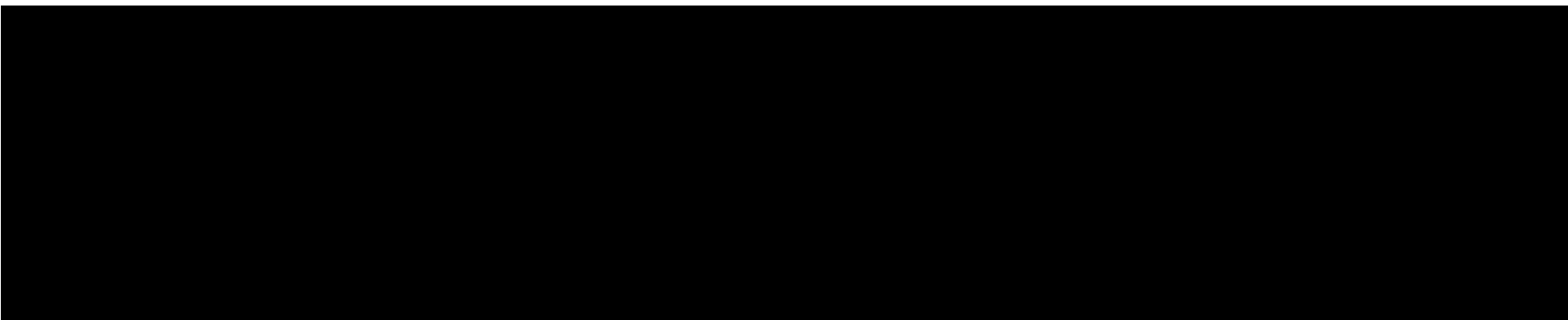
2016 Census



- On 11 December, the Hon Gary Hardgrave, Administrator of Norfolk Island, issued a media release about ordinance changes for Norfolk Island, including changes to the *Census and Statistics Act 1905* to include Norfolk Island in the 2016 Census. The ABS will now work further with the Norfolk Island Branch of the Department of Infrastructure and Regional Development to develop communication and enumeration procedures for Norfolk Island.



Upcoming Events/Media



AMT Briefs

ABS Minute No.	Title	Action required	Date given to AMT	Due date	Status
15/M83	ABS decision to retain names and addresses from responses to the 2016 Census of Population and Housing	Noting	09/12/15	16/12/15	Awaiting AMT response
15/M85	ABS-CSIRO behavioural economics collaborative research outcomes	Noting	10/12/15	17/12/15	Awaiting AMT response

ABS circular to Assistant Minister to the Treasurer – Weeks beginning 21 and 28 December 2015, and 4 and 11 January 2016*

*The weekly circular will recommence for the week commencing 18 January 2016.

2016 Census

[Redacted]

Upcoming Events/Media

[Redacted]

- The release of the Privacy Impact Assessment and the ABS response accompanying the decision to retain names and addresses on Friday 18 December is not expected to generate significant media attention in the coming weeks.

[Redacted]

[Redacted]

AMT Briefs: awaiting AMT response

Minute No.	Title	Action req'd	Date sent to AMT	Due date
15/M85	ABS-CSIRO behavioural economics collaborative research outcomes	Noting	10/12/15	17/12/15

[Redacted]

ABS circular to Assistant Minister to the Treasurer – Week beginning 1 February 2016**2016 Census**

- Coverage of the 2016 Census name and address retention decision has appeared in Crikey, with a focus on a previous 2005 privacy impact statement related to the ABS 2006 Census Data Enhancement proposal. Media will continue to be monitored for any further coverage or issues associated with the ABS decision. The Office of the Australian Information Commissioner has also been advised of the media coverage and the current situation.
- Advertising and other communication activity for Area Supervisor recruitment will commence on 1 February. 2,500 Area Supervisors will be recruited across Australia.

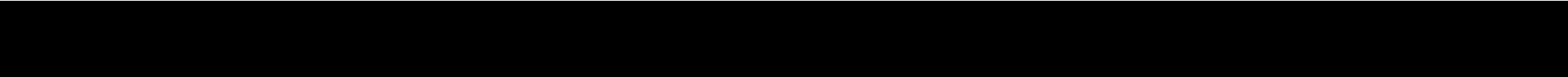
2016 Census

- Advertising, media and communication activities to support Area Supervisor recruitment commenced on 1 February. As at 4 February, approximately 1,100 applications had been received.
- Representatives from culturally and linguistically diverse organisations will attend ABS forums in New South Wales and Queensland in week commencing 8 February to build multicultural community engagement for the 2016 Census.
- There has been some limited media attention generated by the release of the Standard for Sex and Gender Variables (ABS cat no. 1200.0.55.012). ABS is monitoring the interest.

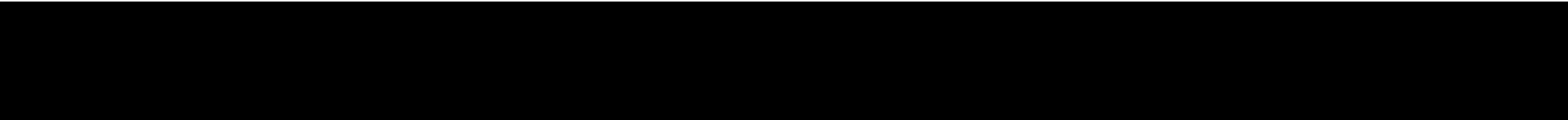
Upcoming Events/Media

ABS circular to Assistant Minister to the Treasurer – Week beginning 15 February 2016

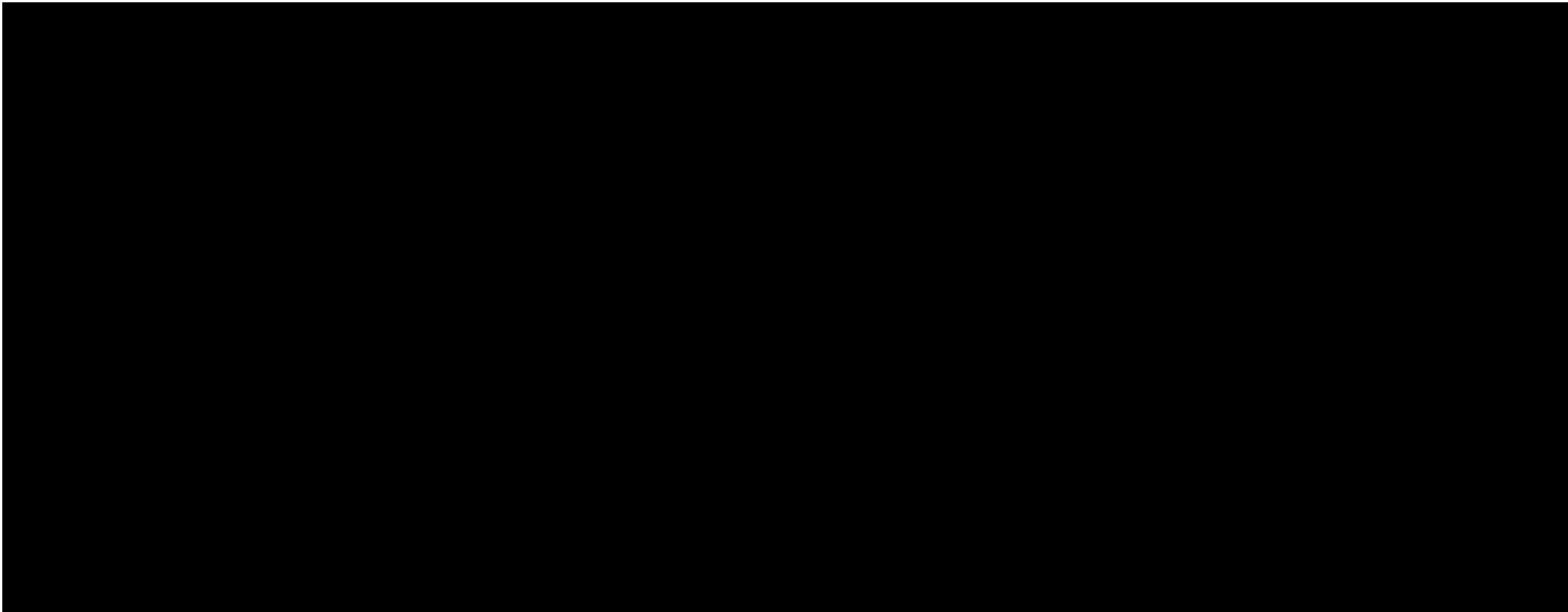
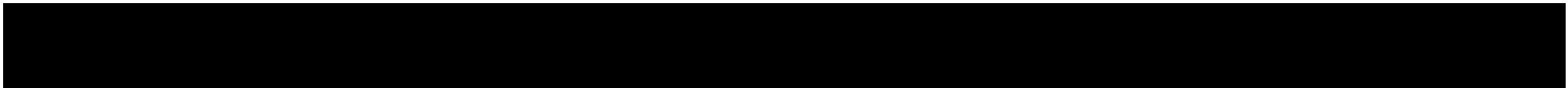
2016 Census



- A Census Inquiry Service workshop with ATO and ABS project teams was held on 3 February. It included a walk-through of call volume estimates, processes used to predict demand and costs. A high level project plan outlining key deliverables and scheduling is to be finalised ASAP.
- An ABS project staff member has commenced in Adelaide co-located with the ATO Census Inquiry Service project managers.
- A Workshop with Regional Management Unit communication support staff is scheduled for 17 February.



Upcoming Events/Media



2016 Census

[Redacted]

- Advertising, media and other communication activities to support Area Supervisor recruitment continue, with a focus on hard to recruit areas.

[Redacted]

Risks/Issues

[Redacted]

- The Australian Statistician has received a letter from the Australian Privacy Foundation advising of its concerns over the ABS's decision to retain names and addresses from the 2016 Census. The [letter](#) was published on the Australian Privacy Foundation website on Friday 12 February. The ABS has responded in writing with an offer to meet to discuss these concerns. The outcome of this meeting will be advised to the AMT's office.

AMT Briefs: awaiting AMT response

Minute No.	Title	Date sent
[Redacted]	[Redacted]	[Redacted]
M16/16	2016 Census campaign household letter and envelope artwork for approval	18 Feb

[Redacted]

ABS circular to Assistant Minister to the Treasurer – Week beginning 29 February 2016**2016 Census**

- The ABS held workshops 24-25 February with all the 2016 Census campaign partner agencies to establish working relationships, define roles and responsibilities and discuss how all parties will work together to ensure a cohesive campaign.
- [REDACTED]
- 2016 Census envelopes are currently being printed following agreement from the AMT. AMT agreement to the artwork for letters is urgently required in order to meet production deadlines.
 - Area Supervisor recruitment campaigns have been extended in some areas where applicant numbers are lower than desired.
- [REDACTED]

Upcoming Events/Media**Risks/Issues**

- A meeting is being arranged with the Australian Privacy Foundation to discuss its concerns over the ABS's decision to retain names and addresses from the 2016 Census. The outcome of this meeting will be advised to the AMT's office.

AMT Briefs: awaiting AMT response

Minute No.	Title	Date sent
M16/16	2016 Census campaign household letter and envelope artwork for approval	18 Feb

[REDACTED]

ABS circular to Assistant Minister to the Treasurer – Week beginning 7 March 2016**2016 Census**

- The Census Mobile Application was field tested from 22-26 February as part of a comprehensive testing program to ensure our systems are fit for purpose and ready to support our field officers as they undertake their work from July.

- 2016 Census envelopes and letters have been sent to print.
- Advertising, media and other communication activities to support Area Supervisor recruitment has largely concluded, and recruitment is being closed off in many areas. The selection process now commences for contracts to start in April.

Upcoming Events/Media**Risks/Issues**

- The ABS is still pursuing a meeting with the Australian Privacy Foundation (APF) to discuss concerns over the decision to retain names and addresses from the 2016 Census. No further commentary has been posted on the APF website regarding this matter. The outcome of the meeting will be advised to the AMT's office.

ABS circular to Assistant Minister to the Treasurer – Fortnight beginning 21 March 2016

2016 Census

[Redacted]

[Redacted]

Upcoming Events/Media

[Redacted]

Risks/Issues

- The ABS has been proactively monitoring and engaging with the media on the ABS decision to retain name and address information from the Census. Senior ABS officers met with the Australian Privacy Foundation on the 14 March to discuss the Foundation's concerns. The ABS will produce a range of communication materials to help the public understand how the Census information will be managed and their privacy protected.

[Redacted]

16/M [Redacted] 25	Tabling of [Redacted] Census	16 March
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[Redacted]

ABS circular to Assistant Minister to the Treasurer – Fortnight beginning 04 April 2016

2016 Census

- We will engage with your adviser in the week commencing 4 April regarding plans to communicate with Parliamentarians regarding the Census.

Upcoming Events/Media

Risks/Issues

- The ABS continues to proactively monitor and engage with the media and stakeholders on the ABS decision to retain name and address information from the Census. The ABS has refreshed FAQ style material on our website as part of a broader communication plan. A range of communication materials will be prepared to help the public understand how Census information will be managed and their privacy protected, and the benefits and value of data integration. A letter from the ABS to the Australian Privacy Foundation, addressing their concerns in more detail, is at Attachment 3.

ABS circular to Assistant Minister to the Treasurer – Fortnight beginning 18 April 2016**2016 Census**

- A joint letter has been sent from the AMT and Statistician to MPs and Senators about the Census, along with two Census fact sheets.
- A media release raising awareness of and encouraging young people to participate in the Census will be issued the week commencing 18 April to coincide with National Youth Week.

Upcoming Events/Media

- The AMT is invited to participate in a media event to announce Census field officer recruitment on 10 May 2016 in Melbourne.

Risks/Issues

- The ABS continues to monitor and engage proactively with the media and stakeholders on the ABS decision to retain name and address information from the 2016 Census. The ABS has clarified that it will destroy names and addresses when there is no longer any community benefit to their retention or four years after collection (ie Aug 2020), whichever is earliest. The ABS [website](#) has been updated and several stakeholders informed as part of ongoing Census communication. Communication material about the benefits of data linking e.g. mental health and migrant case studies, are progressively being published on the ABS website and a PDF version will be provided to the Office. High profile champions in this area are being sought with [REDACTED] and [REDACTED] already agreeing.

AMT Briefs: sent 4 April - 15 April – for action

Minute No.	Title	Date sent
16/M33	Approval of 2016 Census campaign media plan	12 April

ABS circular to Assistant Minister to the Treasurer – Fortnight beginning 2 May 2016**2016 Census**

- The Census campaign advertising shoot is scheduled for week commencing 9 May.
- A Minute is being prepared on the development of the Census campaign's flagship interactive digital activity, MyCensus, to be sent this week.
- The publication 'How Australia Takes a Census' has been renamed 'Making Sense of the Census' and is being repackaged into four 60-90 second animated videos.
- 2,450 Census Area Supervisors have commenced their contracts. Area Supervisors are currently undertaking the first stage of training by completing a series of online modules. 2016 Census is the first time that online training has been used to train Census Field Staff.

Upcoming Events/Media

Advertising and media activities to promote up to 38,000 field officer job opportunities commences 2 May. Planning is progressing for a media event to announce this recruitment on 10 May 2016 in Melbourne.

Risks/Issues

- Media coverage and public enquiries about Census name and address retention has declined. Monitoring continues.