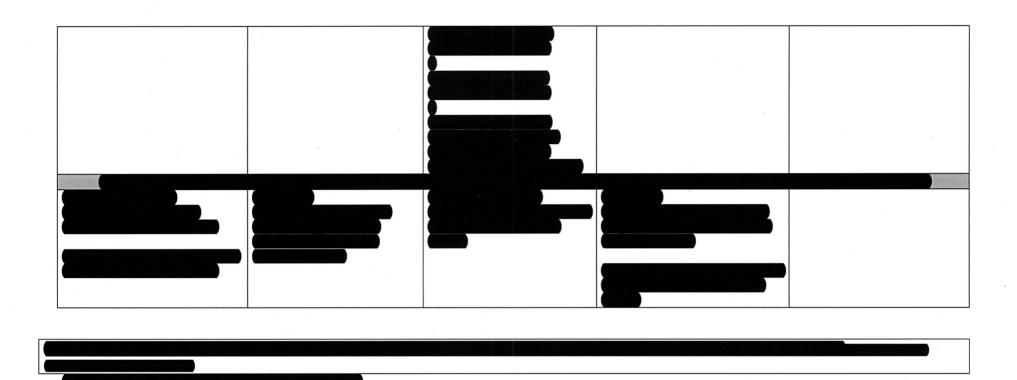
Executive Leadership Group Meeting – 21 March 2016 Fortnightly ELG Communication Report

Exec/SES talking points for the next fortnight:

- Protecting people's privacy is the ABS's highest priority.
- This includes protecting the privacy and confidentiality of everyone who completes the Census. We have always collected names and addresses in the Census. We never have and never will release identifiable Census data.
- Retaining names and addresses in the 2016 Census will make Census data even more valuable and provide greater insight into a range of social and economic areas. 2016 Census Communications update: o Corporate and Census Communication continue to monitor media and social media coverage, and stakeholder and public response, to the 2016 Census name and address retention decision. Planning for proactive communication around the issue is underway, with a focus on preparation of the 'How Australia Takes a Census' resource.

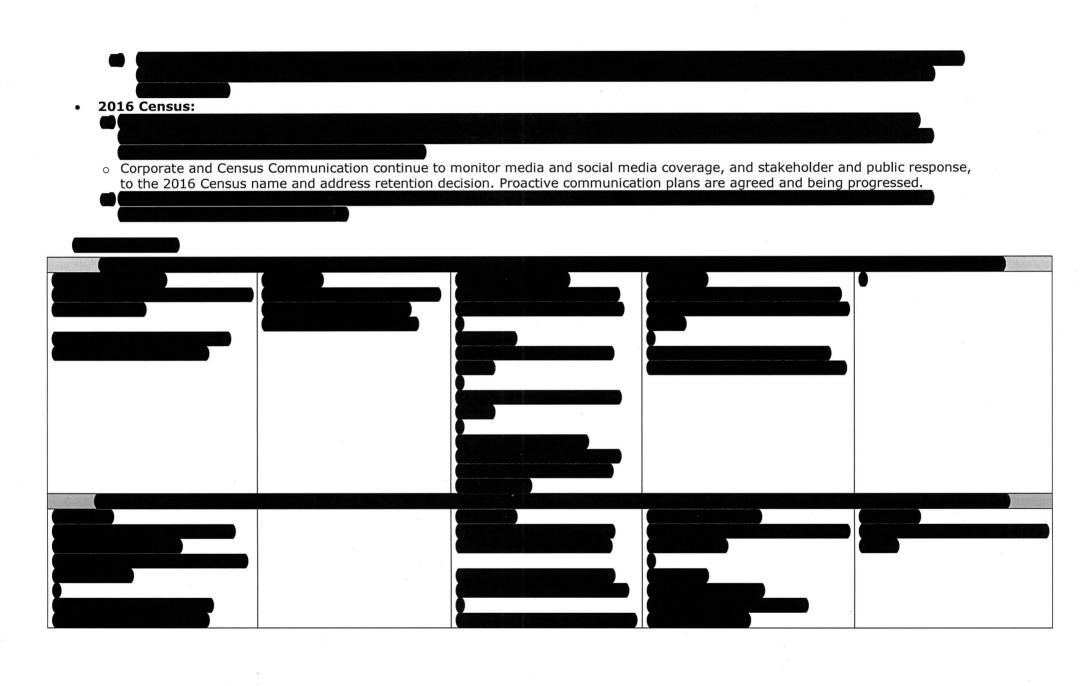


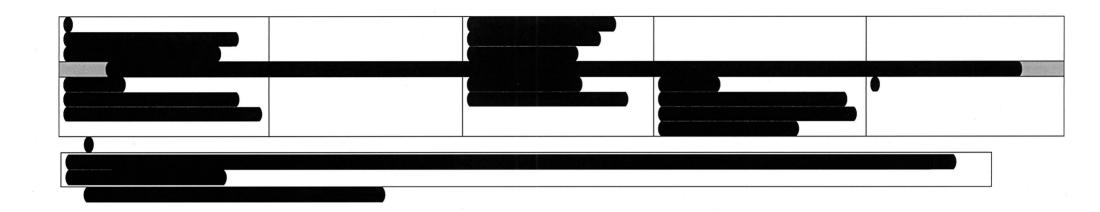
Executive Leadership Group Meeting – 4 April 2016 Fortnightly ELG Communication Report

Exec/SES talking points for the next fortnight:

• Protecting people's privacy is the ABS's highest priority.

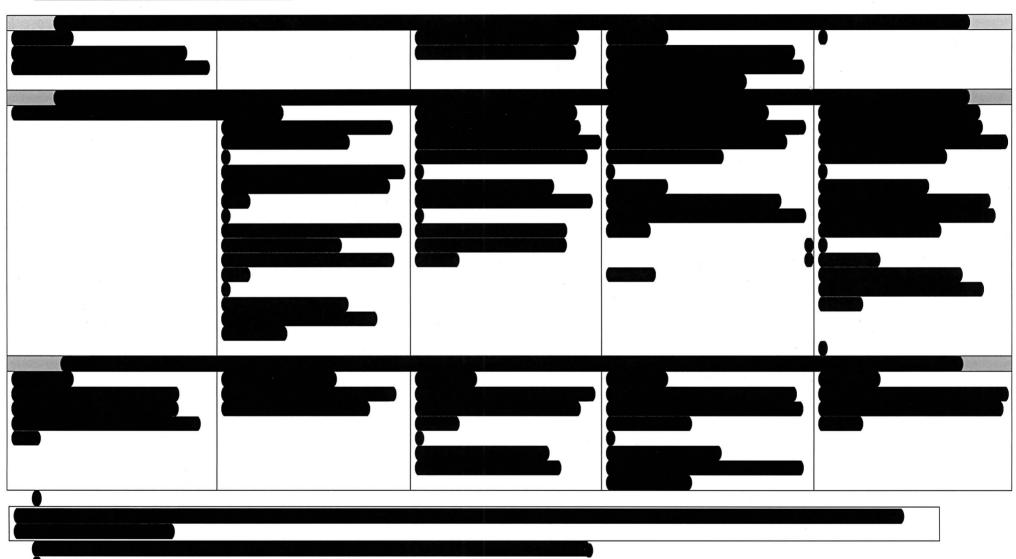
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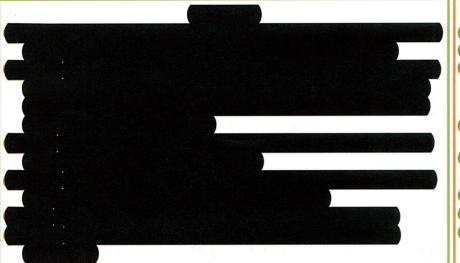


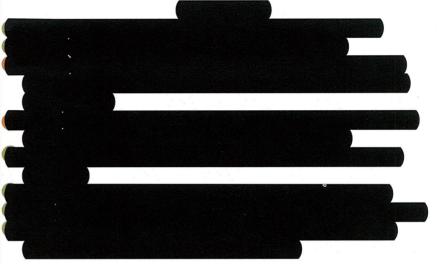
Executive Leadership Group Meeting – 18 April 2016 Fortnightly ELG Communication Report

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For noti	ing/monitoring:
8 2	
• 201	6 Census:
0	a general Census and a privacy
0	fact sheet, has been finalised communication material about Census name and address retention has been updated to clarify that the ABS will destroy names and addresses four years after collection (August 2020) or earlier, once there is no longer any community benefit in their retention.
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Census Update - ELG 11th July - 29 sleeps to go...

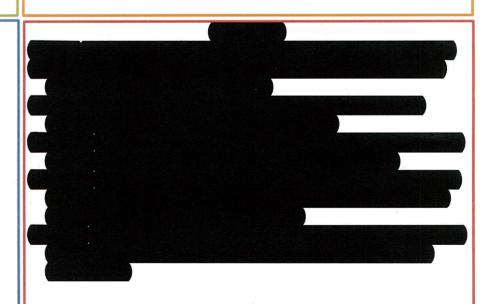




Communications

- Regional hot-spot engagement Port Augusta, Coober Pedy, Tennant Creek, Alice Springs, Robinvale, Swan Hill, Rockhampton and Broome
- LGBTI engagement on 'other sex' reporting
- Email overflow management from Census Inquiry Service being planned
- Campaign benchmark, tracking and evaluation research benchmark wave to start 11 July.
- Census kit for MPs, Senators and LGAs is currently in production.

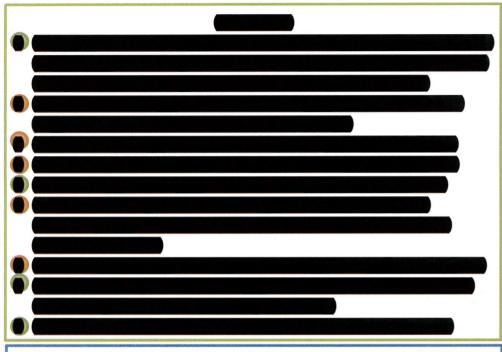
 Federal election outcome uncertainty and new Senators
- Media Releases NAIDOC Week Census, One month to go, Regional virtual roadshows.

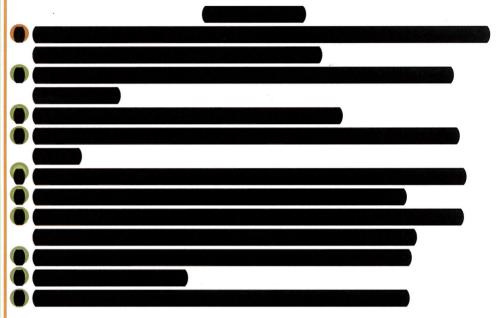


NOTE: FOR ELG CONVERSATION ONLY NOT FOR DISTRIBUTION

Census Update - ELG 25th July - 15 sleeps to go...

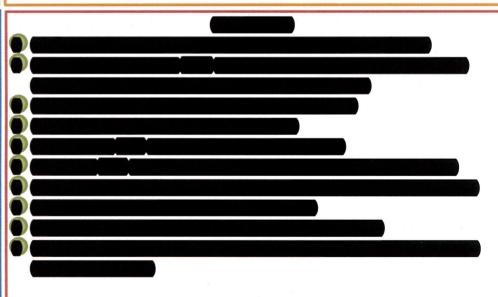






Communications

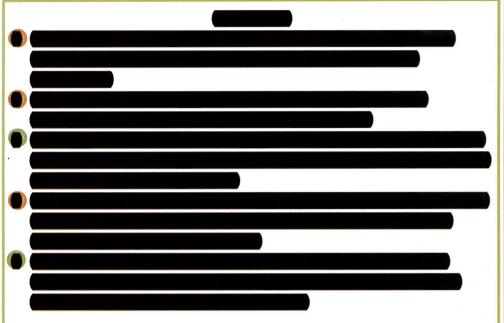
- Census campaign began 24 July.
- Campaign benchmark report received 73% online, 95% postive support for Census.
- Negative privacy coverage
- Opera House illumination planning on track. Landmarks across all states and territories being lit up green
- Social media stakeholder kit (Pause Partner Pack) finalised and uploaded to ABS website, and distributed to various stakeholders.
- Social media strategy and community management plans finalised, including tactics, issues management and escalation.
- CALD community and media briefings / launches.
- Kits for MPs, Senators and councils being distributed.
- Various media releases, editorials, and media event planning underway. Media interest and interviews increasing.
- Working with Australia Post on joint opportunities.

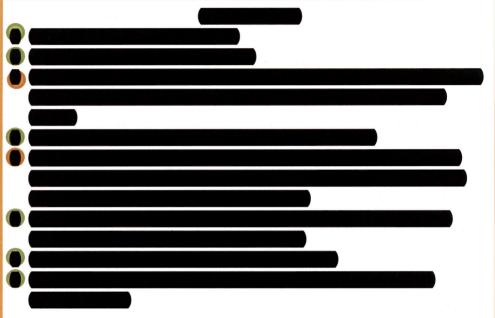


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Census Update - ELG 8th August - 1 sleep to go... •••







Communications

- Negative coverage on privacy.
- Negative coverage on call centre, availability of paper forms, public confusion.
- Public concerns over late fines to be allayed.
- Negative comments by politicians positive by PM, Treasurer and our Minister
- Some positive support and lots of coverage.
- Campaign plus media creating strong awareness highlights incl 7.30 Report, The Project, JJJ Hack and "I made the count" coverage.
- Upcoming Sunrise (today), Today show, green monuments, Ray Hadley, ABS House Census day press call, 100 yo Census completer
- Challenging for RMU Directors as media spokespersons at time particularly as conversation gets detailed technically.

