



Future directions in field enumeration for the Australian Census

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2016 Enumeration model

- 3 Phased approach
- Heavy reliance on a self responding public
- Primarily a mail out approach
- Adaptive variations play a key role in planning
- Pre-planned responsive treatments play a key role in meeting targets and utilising resources optimally



2016 Enumeration model

Breakdown of models

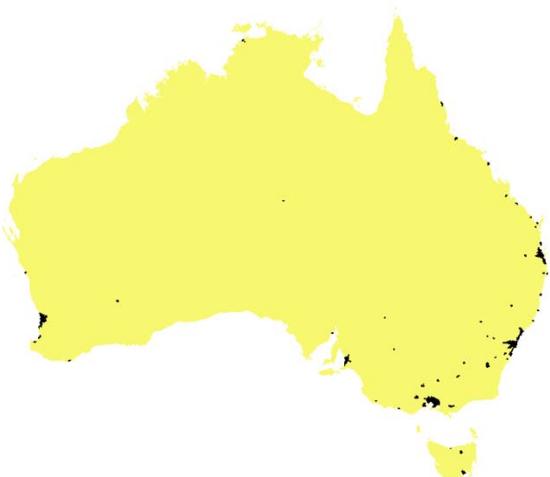
- Mail out - 80%
 - Pre-canvassed dwellings posted eCensus codes
- Drop off - 15%
 - Similar to the 2011 approach
- Interview, targeted strategies and administrative data collection - 5%



Mail Out

- Scope of mail out is 82 towns / regions across Australia – the smallest is 5,000 dwellings
- The main consideration in selection of mail out areas is the reliability of the postal service
- First contact with dwellings will not be until our visit phase – after Census night
- Mainly private dwellings, some “special dwellings”

Selection of Mail Out Areas



Drop Off

- Drop off is without contact – Census officer leaves eCensus codes in letter box
- Mostly private dwellings
- Census officers working from maps only – record dwelling address list as they go
- One officer per workload, responsible for delivery and follow up



Interview and Admin

- Used in certain situations where enumeration is better done via interview
- Admin data for some special dwelling types, e.g. prisons, hospitals, mining camps
- Targeted strategies are pre planned - this includes engagement and PR



Breakdown of phases

- Preparation phase
- Approach phase
- Reminder phase
- Visit phase



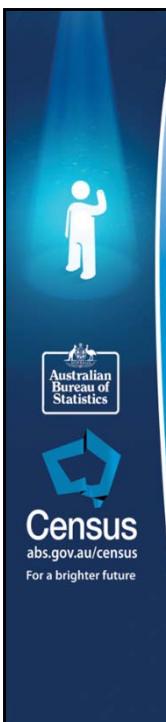
Approach Phase

- 2 weeks in length (prior to Census night)
- Main purpose to deliver eCensus codes
- Respondents can complete Census as soon as they receive codes
- Paper form request via phone or website



Reminder Phase

- 2 weeks in length (post Census night)
- Main purpose is to deliver reminders to non responding dwellings



Visit Phase

- First time contact is made
- Assuming 70% self response to this point
- Timing based on both pre-planning and overall response for given area
- Up to 3 visits in urban, 5 in rural areas
- On last visit, full set of materials left at dwelling



Adaptive Variations

- Adjustments to the initial model, based on pre-existing knowledge
- Set in advance – relies on assumptions being correct
- Examples:
 - Delivery of paper forms to known low e-response areas
 - Contact on delivery where expected to increase response
 - Targeted strategies



Responsive Treatments

- Planned actions or responses that can be put into effect when needed
- Examples:
 - Increasing staffing levels
 - Splitting workloads
- Require real time monitoring to know when and where to implement