Pre-registration and digital contact – future directions

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Background - Pre-registration for Census

- changing behaviours from respondents/changing model of enumeration
- 'always connected' digital society
- trying to predict the tipping point - when does Census become fully digital?
- thinking about the respondent first - rather than what is easiest for us
- opportunity for NSOs to share and develop ideas and developments

Background - Pre-registration for Census

International Collaboration on Census Pre-Registration (ICCP)

- Virtual working group across 6 countries
- Established for 2 years
- Exploring ideas and challenges
- Sharing research and testing
- Understanding initiating self-response and links to dwelling validation

What is pre-registration?

- inviting respondents to register their dwelling online and provide electronic contact details, to receive their instructions/credentials electronically

What is pre-registration?

- Establishing a relationship with the respondent
  - Respondent has made the choice to trust online and electronic communication with government
- Timing is still uncertain:
  - how long prior to pre-register, or
  - is it a direct invitation to register and complete online form straight away?
- Not intended for everyone
  - too early to force it on all
  - but when is the right time to make it available for those that want it?

Why digital for initial contact?

- It will eventually be standard for government service delivery (Digital Design by default policy)
- Reduces reliance on field staff, postal services and paper based materials
- Meeting user demand and expectations – the 'always connected' and online society

Why digital for initial contact?

- Entering a transition phase
  - introduce it as an opt-in process for early adopters
- Very important to recognise
  - we can no longer design a one size fits all process for enumeration
  - There are multiple streams we need to make available for those moving at different paces (two-speed census)

Why digital for initial contact?

- Understand the benefits and the target audience of pre-registration and digital contact
  - expect a digital service
  - want convenience and on their terms
- Census needs to evolve (whether we like it or not)
- Eventually we'll have a cohort of 'don't know a world without the internet'

Digital Design for government service delivery

- Policy to design and deliver online by default
- 'MyGov' account for citizens - Single sign on for government services
- "The development of efficient, cost effective, user friendly and personalised online services for all citizen interactions... with a concerted shift to being more responsive to the way users want to interact with us".*

*Speech delivered by Chris Dale, Assistant Secretary of Government Network Services Branch, Department of Finance, at CeBIT eGovernment Conference, 2014

Single sign on authentication service - MyGov

About myGov

myGov is a fast, simple way to access government services online.

A secure myGov account lets you link a range of Australian Government services with one username and password, all in one place.

When you create a myGov account, you'll benefit from the following features:

- **myGov Inbox** - a central and secure inbox where you can receive messages from Medicare, Centrelink and Child Support. Messages can include online letters, statements and other types of important information.
- **myGov Profile** - helps you keep your personal details up-to-date and will allow you to make the most of new features, like Tell us Once, that will be introduced to myGov in the future.
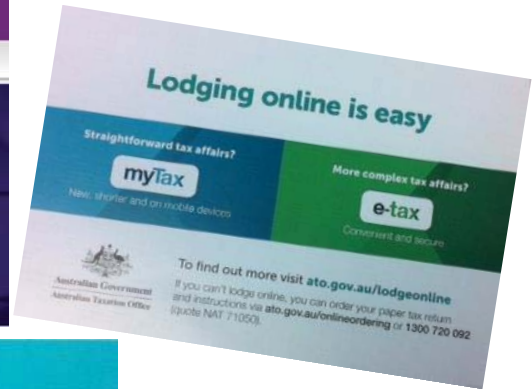

Australia Post Digital Mailbox

Digital Design for government service delivery - examples

- Australian Electoral Commission (AEC)
  - Count me in campaign
  - go online to check enrolment, change address, to register new enrolment
- Australian Taxation Office (ATO)
  - Dinosaur postcard
  - paper is extinct - do your tax online
  - now rebranding to MyTax - redesigned for mobile device use and access via MyGov - single sign on for Government services

Gazing into the future – what's next?

- Postcards will continue in campaigns, and could be targeted to various population groups

- Opportunity to explore 'call to action'
  - Direct citizens online to register/and or participate

- QR codes have been used, but there are concerns
  - Risk that anyone can create a QR code and hijack a campaign

Gazing into the future – what's next?

- Augmented Reality (AR) apps are taking off in Australia
  - Access to dynamic multimedia content rather than static sites
  - Print publications, brochures, magazine titles, product packaging, bus shelters, public advertising etc
  - Value-adding to consumer experiences
- Viewa app has nearly 1 million downloads, 76% return rate and average of 5 min 34 sec per use

Gazing into the future – what's next?

- design a process that is simple, effective and can operate beside the standard processes
- the role of PR messaging and engagement with respondents
  - needs to be considered equally with the business process and technology deployment

Proof of concept demonstration

Postcard call to action to pre-register

Knock Knock?

Proof of concept demonstration

- scan the front of the postcard using the Viewa app to bring up the digital hub
- register contact details (email)
  - in a real campaign, could also validate address
- other rich content to communicate messages for compliance
- direct links to social media

Future opportunities

- ## ABS is considering live testing in 2016
  (still nervous about the dwelling link)

  - ### Allow an area to pre-register (opt-in)
    - Have a contingency to continue or revert to standard procedures

  - ### Targeted population groups to consider
    - Travellers (remote areas, roadhouses)
    - University residences
    - Multi-lingual help
    - Youth market

Census 2020 – user experience?

- People are inseparable from technology
- Wearable tech integrated with speech, movement and augmented reality
- Individual 'smart accounts' connected to the 'internet of things'
  - Big data information collection in real time
  - choose who can access your data and when they can access
- Choosing when and how you complete the Census
  - in-built reminders pushed to connected devices
  - Auto complete from smart account, opt-in to supplement the rest

- Please have a play with the proof of concept
- Download Viewa app (free)
- Scan the postcard and explore
- Send your comments and feedback to my ABS email address

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  Thank you!