

2023 Census Regional tour

WAITAKI

8 February 2023



Welcome

Wairea, wairea te ara takatū
 Wairea te hinengaro
 te tinana, te wairua
 te ngākau, kia mahea, kia wātea
 Wairea te rangi e tū iho nei
 Te papa e takoto nei
 Te hunga e huihui mai nei
 Kia tīrama rangi
 Kia tīrama nuku
 Kia tau te rangimārie ki roto ki tēnā
 Ki tēnā o tātou
 Tuturu a whiti whakamaua kia tina!
 TINA! Haumi ē, hui ē! TAIKI Ē!

Protect and clear the pathway ahead
 Clear the mind,
 the body,
 the spirit,
 the heart,
 so it is unburdened and free
 Clear the sky above us,
 the ground beneath us,
 the group gathered here
 So that we will shine brightly as the sky
 And shine brightly as the earth
 So that peace and calm will reside in
 each one of us
 Let this karakia hold fast!
 Hold fast!
 Draw it together!
 Affirm!
 It is affirmed!

What we will cover today

- About Census
- What we are doing differently for 2023 Census
- Improving outcomes for Māori
- Accessibility and language support
- New and changed questions
- 2023 Census Products and Services
- Community Engagement regional approach
- Field operations and what is happening locally
- Opportunities to support 2023 Census in your region

Census Day is Tuesday 7 March 2023



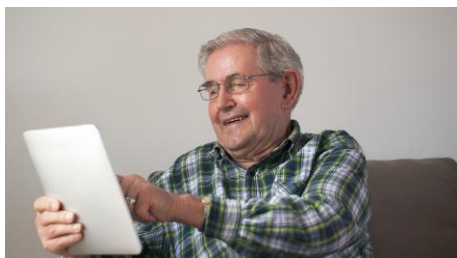
New Zealand Census of Population and Dwellings

- The census is a nationwide survey that is run every five years
- It provides an official count of people and dwellings in Aotearoa New Zealand
- Census provides an understanding of all the people in Aotearoa New Zealand and where they are living
- It is a snapshot of life, people, and communities in our cities, towns, rural areas, and outer islands
- By law, everyone must take part in the census.

When we all take part in the 2023 Census, all of us count
- Tatau tātou



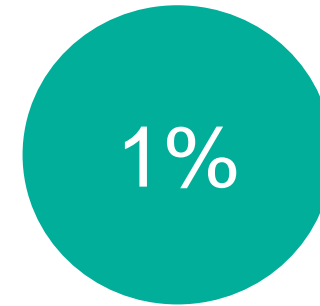
Value of Census



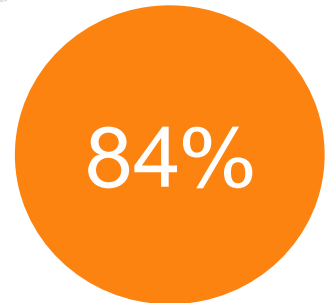
- The information collected helps government, councils, iwi, community groups, and businesses make decisions about, and plan for, services that affect us all.
- Census helps to create a better understanding of community and what it needs.
- Population projections
- Planning for future housing and service needs of communities
- Public transport, roading and infrastructure
- Schools and education facilities
- Electoral boundaries
- Community projects and social investment
- Health and wellbeing
- And more...

Waitaki District

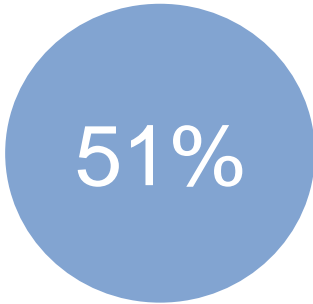
- The census usually resident population count was **22,308** in 2018
- Between 2013 and 2018, the population grew by **7%**
- **23%** of the population was aged 65 or over in 2018



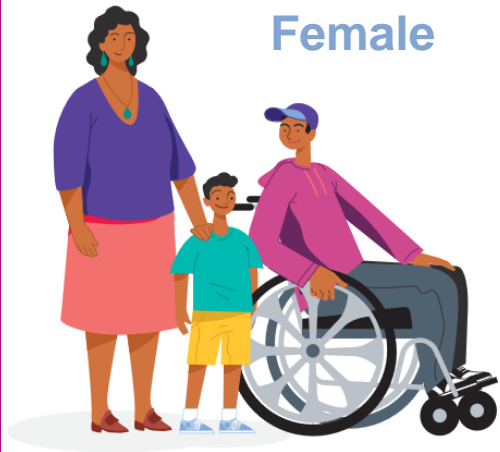
1% speak **te reo Māori**



84% born in **New Zealand**

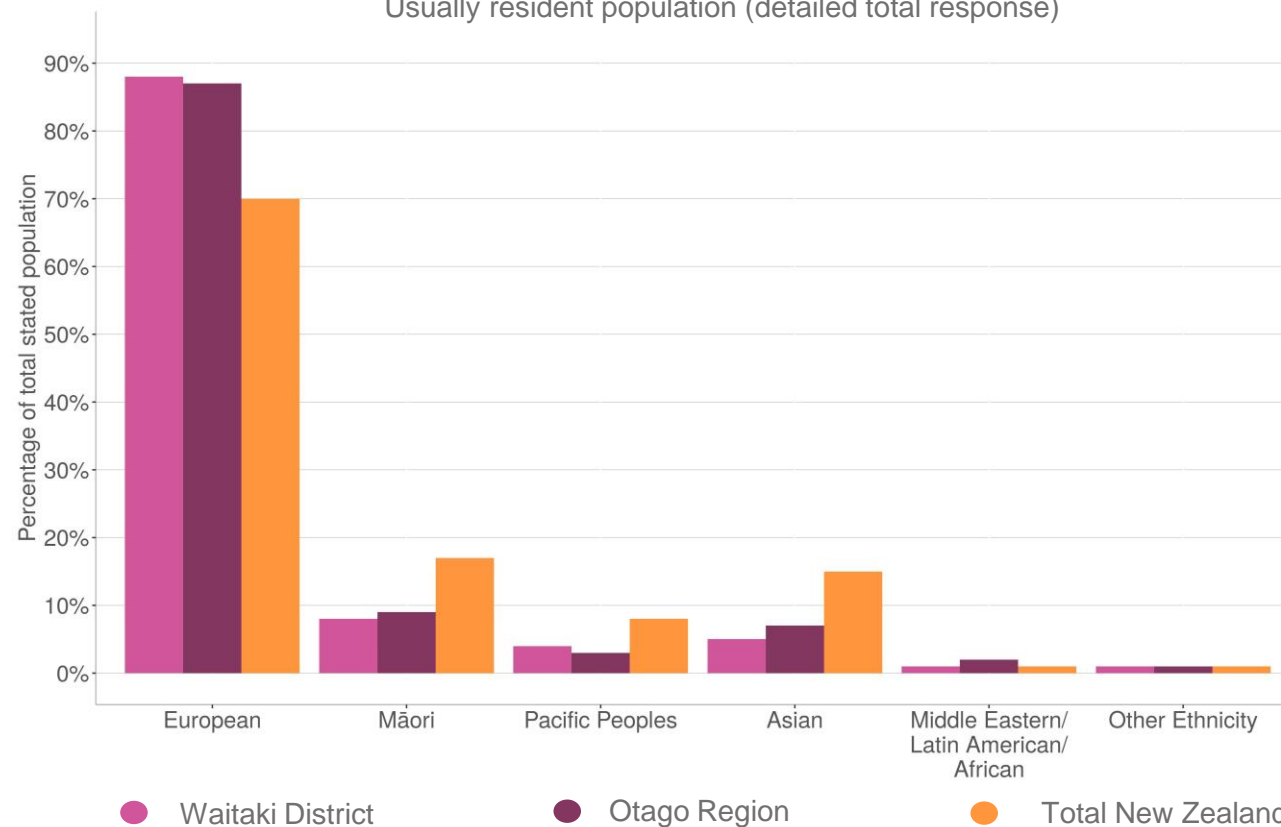


51% **Female**



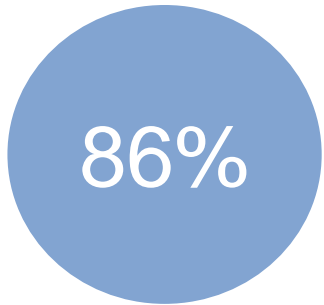
Ethnic Group

Usually resident population (detailed total response)

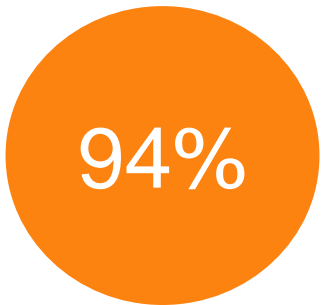


Percentages are calculated from rounded counts and total people stated. For more information including all Data quality ratings and Confidentiality rules please visit stats.govt.nz

Otago Region



of households had **internet access**



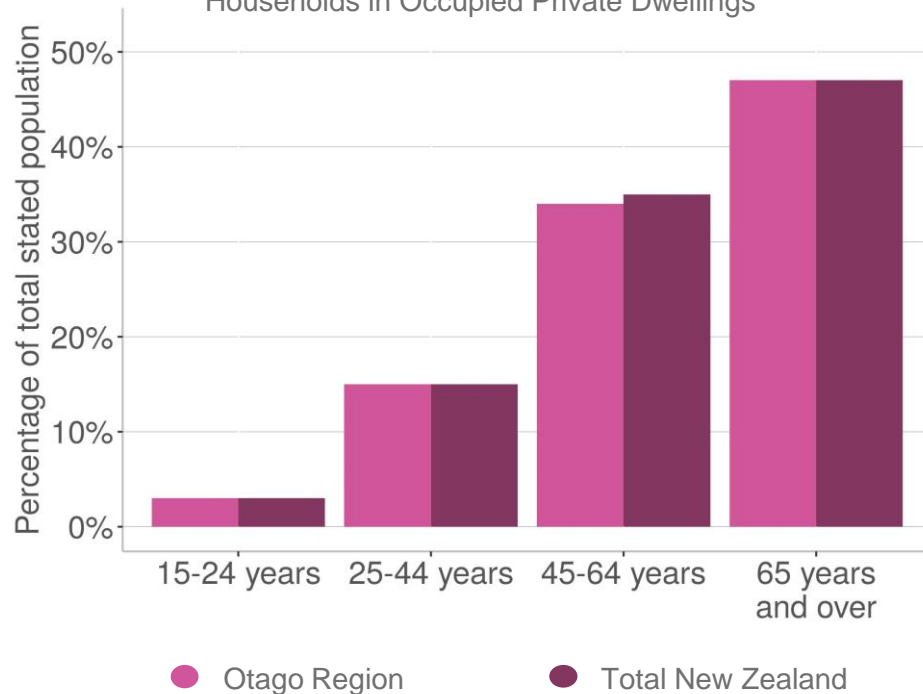
of households had access to all **basic amenities**

In 2018:

- The median household income was **\$67,000**
- The median weekly rent was **\$290**
- **73%** of households had no dependent children

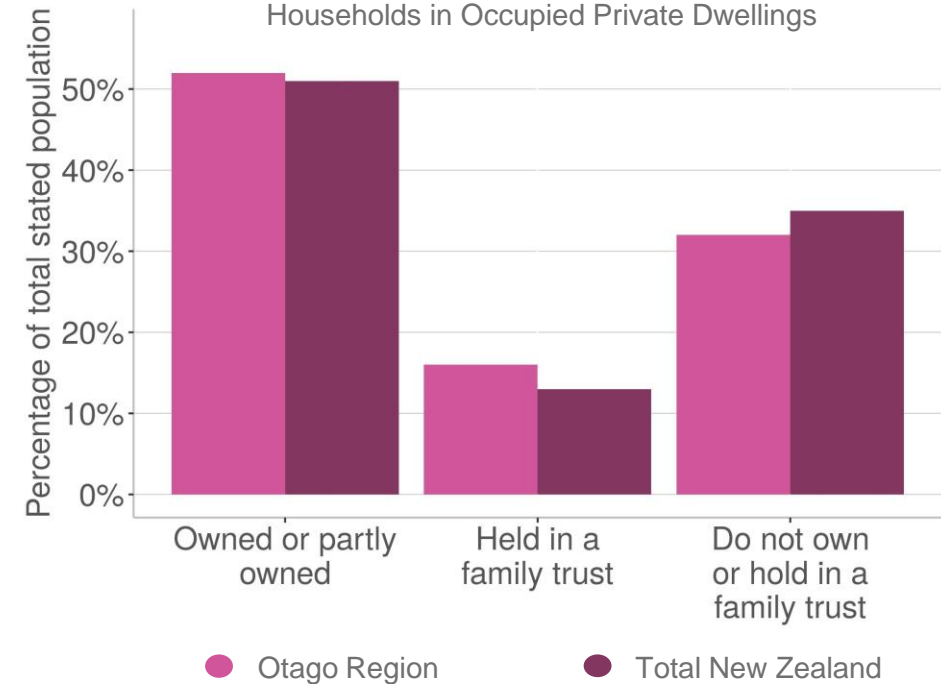
One person Households

Households in Occupied Private Dwellings



Tenure of Household

Households in Occupied Private Dwellings

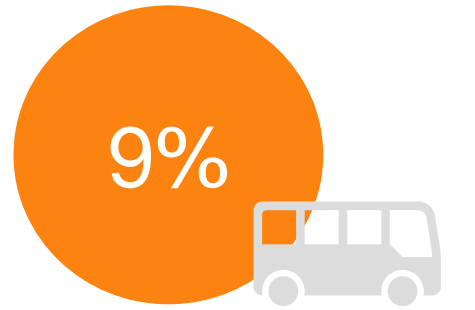


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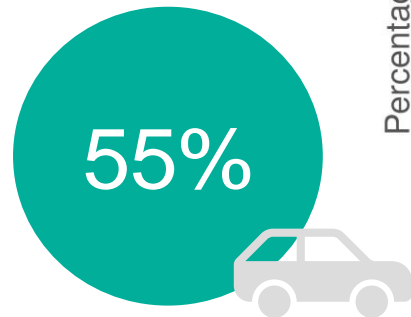
Otago Region

Top Three Occupations

Employed census usually resident population



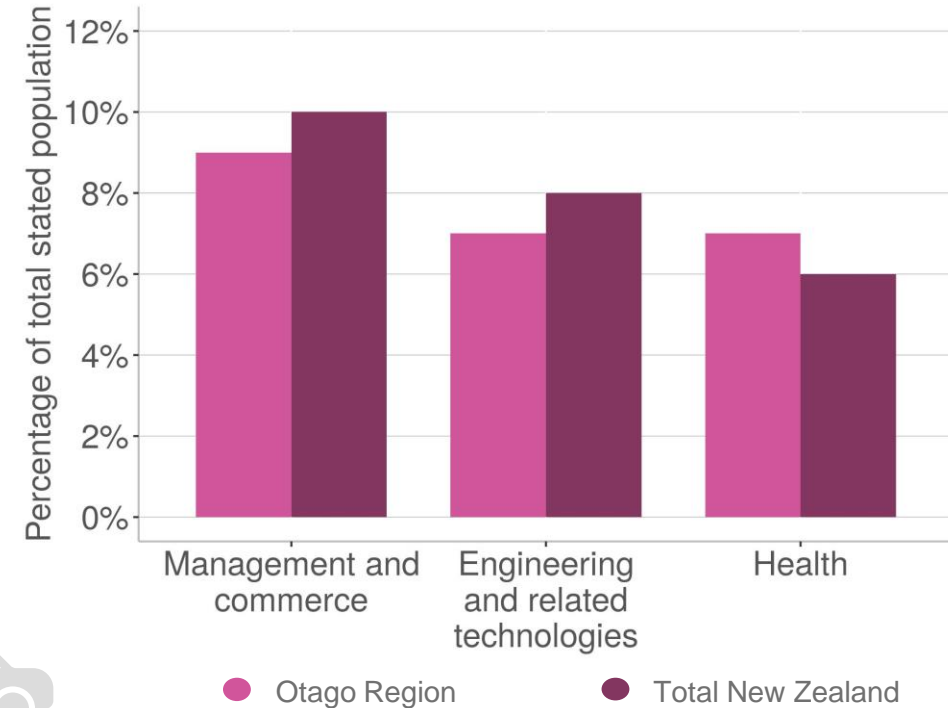
of people in **study** travelled by **school bus**



of people in the **workforce** travelled by **private vehicle**

Top Three Fields of Post-school Study

Employed census usually resident population



Of the Adult Usually resident Population

- **14%** earned over \$70,000
- **49%** were employed full-time
- **14%** had a Bachelors degree and level 7 qualification.

Percentages are calculated from rounded counts and total people stated. For more information including Data quality ratings and Confidentiality rules please visit stats.govt.nz



2018 Census

- 85.8% census field response rate
- Not enough paper or people on the ground
- Delays in releasing data
- “Combined methodology” developed:
 - used admin data (information from other sources) to fill the gaps
 - improved quality for some topics
 - but some data not able to be released because no admin data available e.g. iwi affiliation

Moving forward from the 2018 Census

Our mission for the 2023 Census is to rebuild trust and confidence in census and deliver quality data to our customers. To achieve this, we are prioritising census design around four strategic initiatives.

- **Drive higher response rates**
- **Deliver quality data to meet customer needs**
- **Build trust to gain commitment**
- **Build trust and value for Māori through data equity**

Change



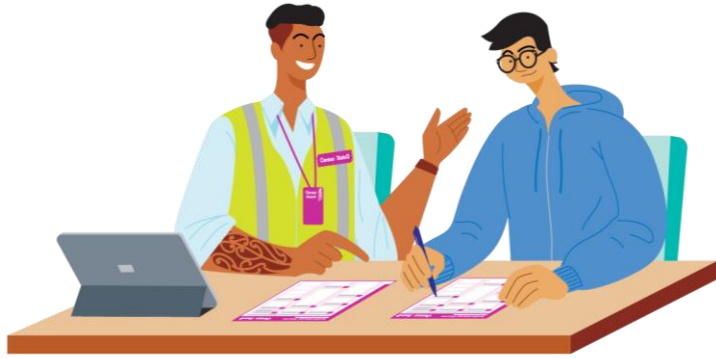
Key Changes For The 2023 Census

- Earlier and sustained engagement with communities
- Earlier census collection
- More census collectors
- More assistance to complete census forms
- The option of doing the census online or on paper
- An increased focus on accessibility, different formats, and language support
- Earlier and localised communications and marketing
- A combined census model by design
- The inclusion of gender and sexual identity questions.

Improving outcomes for Māori

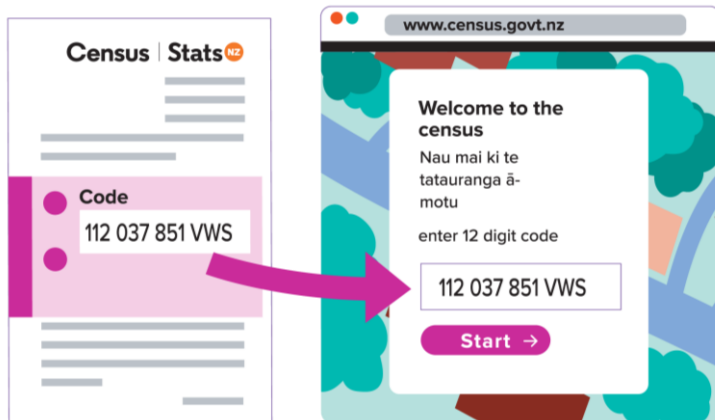
- Stronger voice for Māori in the Census Programme
- Stronger engagement with Māori
- A commitment to te reo Māori
- Making it easier to do the census
- Building Māori capability and capacity
- Māori-first design approach for the 2023 Census campaign

Accessibility initiatives



- Anyone can request a collector visit to support them to complete their forms
- A new training video for field collection staff

- Redesigned call-to-action letter



- Working with disability sector organisations to prepare for census and to encourage and support participation

Accessibility initiatives

Supporting information to help will be available in five accessible formats to help people to complete their census:



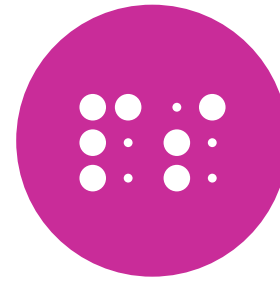
NZSL



Easy Read



Large Print



Braille



Audio

- Census questions and supporting material will be available in **New Zealand Sign Language** (NZSL) videos
- **Easy Read** guide to the census in both English and te reo Māori
- Improvements to paper form and a **Large Print** form available
- Census questions and guide notes available in **braille** format

Language support

- Census website can be viewed in English or te reo Māori
- A bilingual paper form is available and the online form can be completed in in English or te reo Māori
- Nine languages - English, Te Reo Māori, Mandarin, Cantonese, Gagana Samoa, Lea Faka-Tonga, Korean, Hindi and Punjabi:
 - 0800 CENSUS (0800 236 787) 7 Feb – 27 May
 - multilingual flyer for collectors and community events



Further language support

Information on census in 29 languages:

- census website content (text copy)
- census collector language aid
- posters and flyers

Default language setting

English

Māori

Languages

[New Zealand Sign Language](#)

[Arabic / عربي](#)

[简体中文 / Chinese \(Simplified\)](#)

[繁體中文 / Chinese \(Traditional\)](#)

[Te Reo Māori Kuki 'Āirani / Cook Islands Māori](#)

[Farsi / فارسی](#)

[Vosa Vakaviti / Fiji](#)

[Français / French](#)

[ગુજરાતી / Gujarati](#)

[हिन्दी / Hindi](#)

[日本語 / Japanese](#)

[Te taetae ni Kiribati / Kiribati](#)

[한국어 / Korean](#)

[Vagahau Niue / Vagahau Niue](#)

[ਪੰਜਾਬੀ / Punjabi](#)

[Fäeag Rotūam / Rotuman](#)

[Gagana Samoa / Samoa](#)

[Af-Soomaali / Somali](#)

[Español / Spanish](#)

[Tagalog](#)

[தமிழ் / Tamil](#)

[ภาษาไทย / Thai](#)

[Te Gagana Tokelau / Tokelau](#)

[Te Gana Tuvalu / Tuvalu](#)

[Lea Faka-Tonga / Tonga](#)

[اُردُو / Urdu](#)

[Tiếng Việt / Vietnamese](#)

Keeping your information safe

We ensure:

- privacy by collecting only the information we need to produce statistics and research
- security by keeping data safe from unauthorised access and use
- confidentiality by not releasing information that could identify individuals, households, or businesses
- transparency in all our processes

www.census.govt.nz/your-info/



[We ensure your information is kept safe - video link](#)

Census topic areas

- Housing
- Transport
- Location
- Population Structure
- Families and Households
- Ethnicity, Culture and Identity
- Health and Disability
- Work and Income
- Education and Training



[What questions are in the 2023 Census?](#)

[2023 Census Final Content report](#)

[Design of forms for the 2023 Census](#)

New and changed questions for 2023 Census

Reflects the [Statistical standards for gender, sex, and variations of sex characteristics](#)

Gender
Sex at birth

Sexual identity

Variations of sex characteristics

New and changed questions for 2023 Census

For selecting sample and contacting people to participate in the 2023 Disability Survey...

New Limiting Health Conditions question

Phone number is being reinstated as a question

2023 Census Products and Services mix



News and stories

Information releases
News releases
Social media
Infographics



Interactive summaries

Place summaries
Ethnic group summaries
Iwi summaries (Te Whata)
Map gallery
Commuter data visualisation



Metadata

Metadata products



Microdata

Microdata products



Tables and data transfer

NZ.Stat tables (upgraded, including API)
Geospatial files



Reports and papers

Analytical reports
Methods and research papers



Services

Info Centre
Customised data services
Te Ara Takatū
Census engagement and capability building
Expert advice and collaboration



Tū Toka Te Oha o Maru (Oamaru) Community Engagement team



Community Engagement



**Regional Manager:
Selau Ifopo**



**Senior Community
Advisor: Solomon
Smith**



**Community Advisor
Nola Tipa**



**Community Advisor
Latham Martin**



**Community Advisor
Lio Fasi**

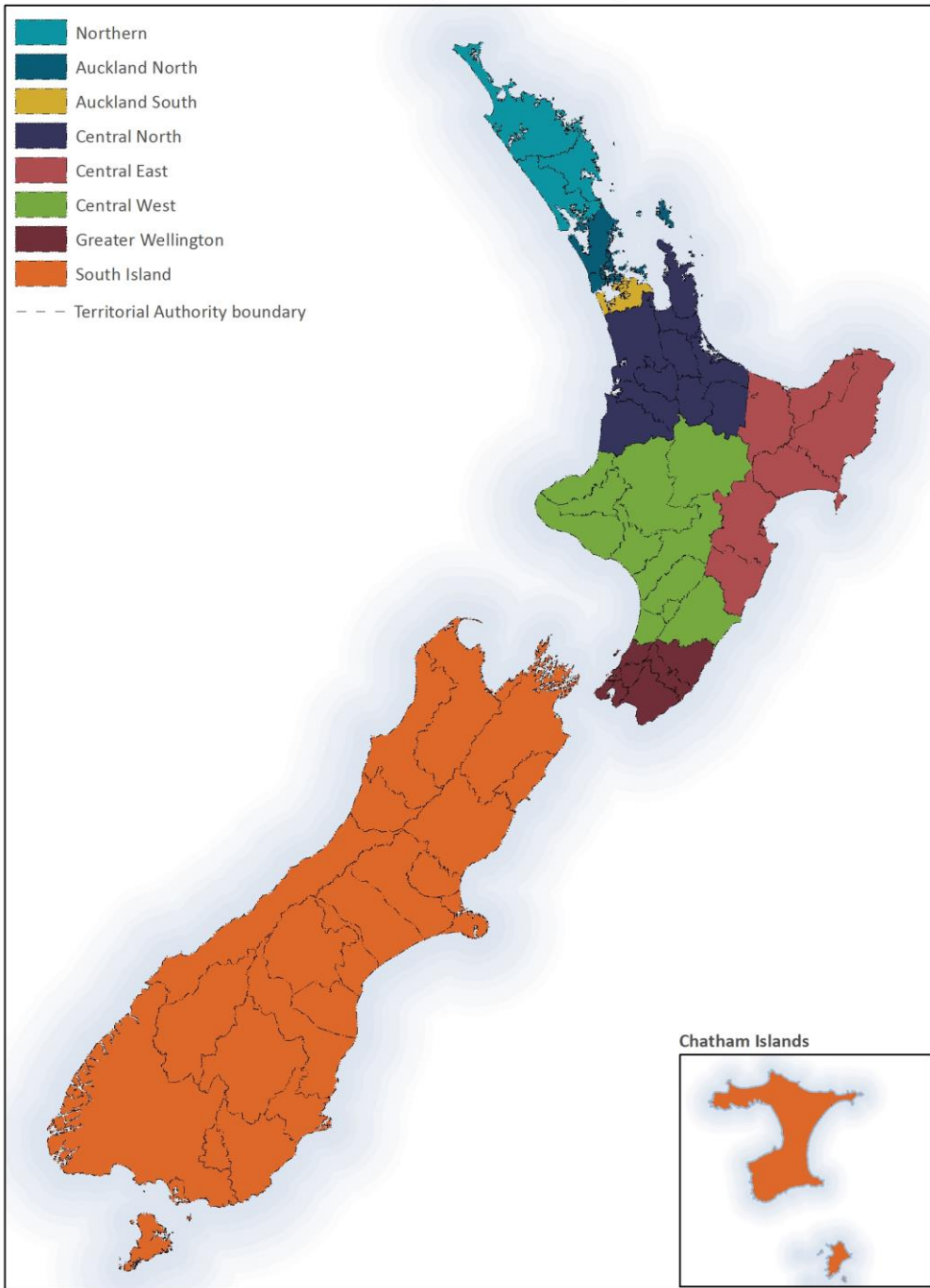
Who are we? Why are we here?

Brought on early 2022 to support the awareness, understanding and response for the 2023 Census at a local level

Our priority response groups:

- Māori
- Pacific people
- Youth
- Older people
- Rainbow
- Ethnic Communities
- Disability/Accessibility community
- Homeless
- Rural

Census 2023 Regional Manager Areas





Future Activities

- N.O. A & P show
- Road Show – Oamaru
- Farmlands Highlanders vs Crusaders
- Talanoa Ako
- Engagement Te Whare Koa
- Engagement - Pasifika
- Engagement - youth
- Promotion of 2023 Census Teacher Toolkit

Assisted Completion Events²⁹

- Pasifika Day
- Old Boys Rugby
- Pacific Rugby
- Pops event - Kaumatua
- Leave your mark – schools
- Moeraki Marae – 28th February
- Te Whare Koa – 28th Feb (TBC)



Assisted Completion Locations

Locations that will be supported with key messages, language resources, and other information about the Census.

Assisted Completion Locations will be in the following centres throughout New Zealand:

Oamaru library

Waihemo Library

Palmerston Library

Moeraki Marae

Te Whare Koa Marae

Alliance Pukeuri (TBC)



Waitaki Field Operations



Census Field Operations

Tatau tātou

All of us count

Our Team & Our Roles

Our Place

Our Communities

Your Team & Our Roles

Our Role

Engage & Enable

Participation Rate >90%

Data Equity & Quality

Team Leaders

Sally Cattle

Helen Jansen

Alan Pont

Maheno

Oamaru

Ahuriri

Senior Collectors

Soti Fealofani

Ann Parker

Specialised Assist

Rural

Area Manager

Tania Macfarlane

Strategic Oversight

Waitaki

Ashburton

South Canterbury

Mackenzie

Waimate

Census Field Operations

Your Place

2 Team Leader Areas

Urban

Oamaru Central

Ahuriri

Rural

Kakanui

Hampden

Moeraki

Palmerston

Macraes

Kurow

Rural Weston



Our Communities

Understanding our changing communities is critical to the success of our operations team.

'Making it easy for everyone to participate is our number one priority'



Māori
Pacific peoples
Filipino and many
other communities

Accessible
Elderly
Vulnerable

Rural
NPDs
Transient

Youth Male
15-29

2023 Census campaign

Campaign phases

May - Nov	Value of data: How participation benefits you and your community
Oct - Nov	Trust and confidence: Overcoming key barriers to participate
Jan - Feb	What is the census and why is it important?
Feb - Mar	When is the census, what to expect in my area, and how can I participate?

[Census Promotional Materials](#)

2023 Census campaign

Tatau tātou – All of us count: *The census is about the people of Aotearoa New Zealand. We are connected and together create an authentic picture of who we are today, as a community, a region, and a country – we all count.*



Examples:

- Street posters
- Advertising on social platforms



Examples:

- Print
- Billboard
- Flyer



Value of data

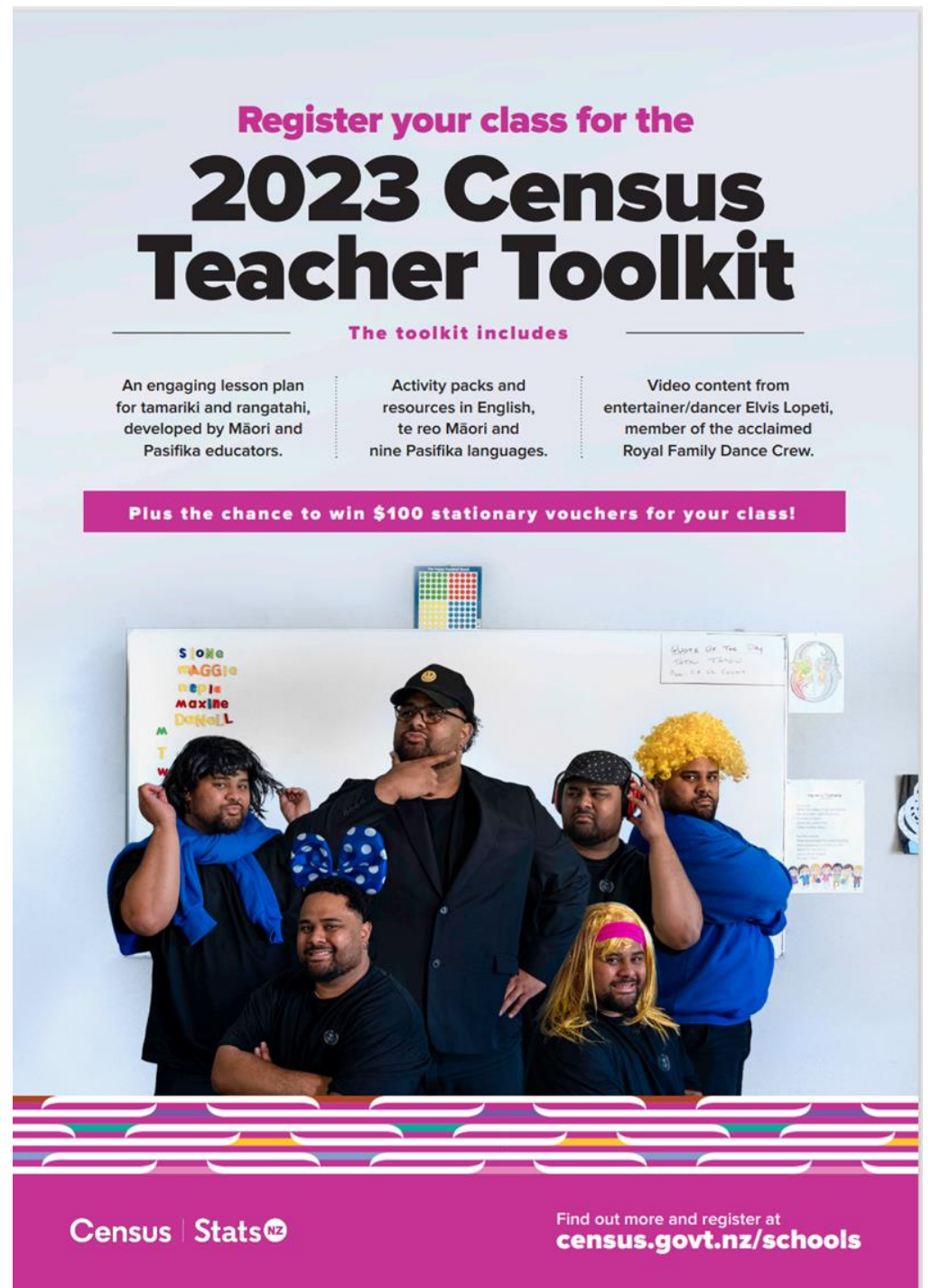
Nau Mai Rā

2023 Census Teacher Toolkit

Developed by Māori and Pasifika teachers, with tamariki and rangatahi. It includes:

- a tailored lesson plan
- activity packs and fun video content featuring Elvis Lopeti
- a competition: create your own mini-census, for a chance to win \$100 stationery vouchers

Register at www.census.govt.nz/schools




Register your class for the

2023 Census Teacher Toolkit

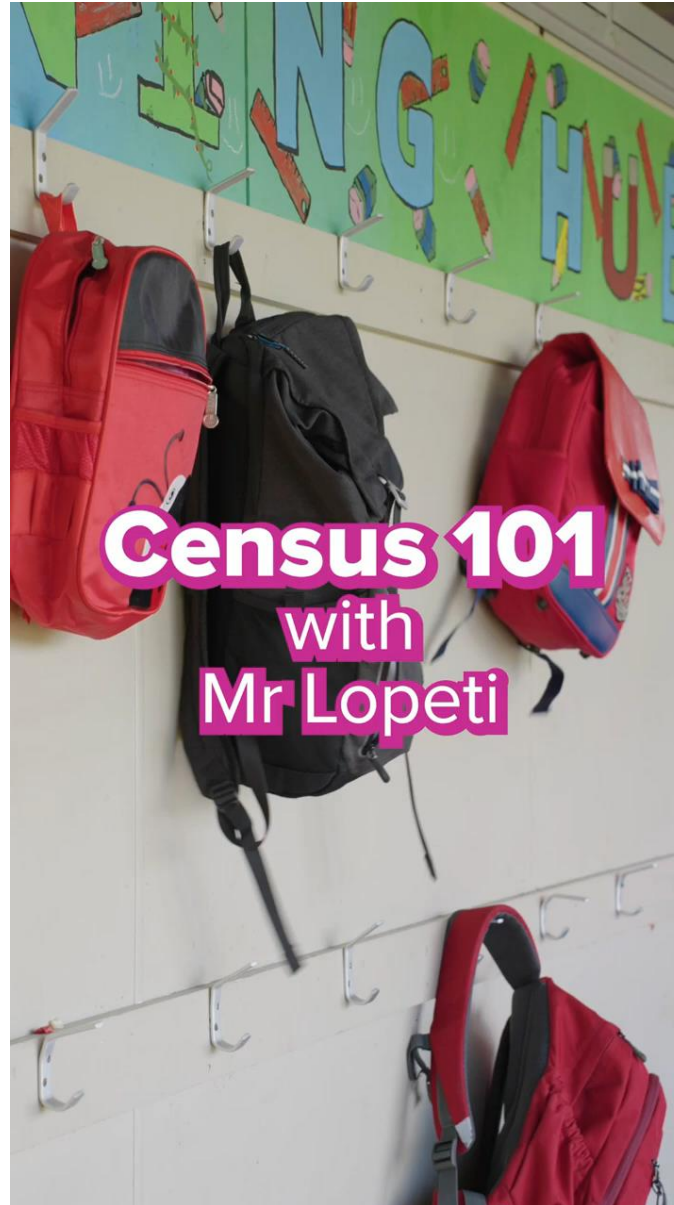
The toolkit includes

- An engaging lesson plan for tamariki and rangatahi, developed by Māori and Pasifika educators.
- Activity packs and resources in English, te reo Māori and nine Pasifika languages.
- Video content from entertainer/dancer Elvis Lopeti, member of the acclaimed Royal Family Dance Crew.

Plus the chance to win \$100 stationary vouchers for your class!

Census | Stats 

Find out more and register at [census.govt.nz/schools](https://www.census.govt.nz/schools)



How can we work together?

- Help people understand the importance of census
- Build awareness
- Activate networks of others interested in supporting the census
- We can help share your stories about how you are using data
- He waka eke noa – we are all in this together



Contacts and resources

Community Engagement – for regional/local events, networks and connection

- Advisor: Nola.tipa@stats.govt.nz

Field Operations – local collection operation information

- Area Manager: Tania.macfarlane@stats.govt.nz

Customer Engagement – for census data users

- CensusExternalRelations@stats.govt.nz

Census Communications – for help to promote the census

- www.census.govt.nz/census-resources/
- Census.communications@stats.govt.nz

Karakia Whakakapi

Unuhia, unuhia, unuhia

Unuhia i te uru tapu nui a tāne

**Kia wātea, kia māmā te ngākau, te tinana te
wairua i te ara takatū**

Koira e Rongo

Tūturu whakamaua kia tina!

TINA!

Haumi ē, hui ē, TĀIKI Ē!

Draw on, draw on, draw on the supreme sacredness

To clear, to free the heart, the body and the spirit of mankind

Rongo, suspended high above

Draw together! Affirm!

Tatau tātou - All of us count

Ngā mihi
Thank you

www.census.govt.nz

0800 CENSUS (0800 236 787) 7 Feb – 27 May

