

2011 Census of Population and Housing

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AGSF
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eCensus

- Electronic smart form
 - Fast, easy and secure
- 2006 = 10% of households
- 2011 = min 30%
- 2016 = 60%?
- Key challenge is providing sufficient infrastructure for a large peak on Census night



Census
For a brighter future

Shed some light on Census night.

[eCensus User Guide](#)  [FAQs](#)  [Login Help](#)  [Technical Help](#)  [Contact Us](#)  [Census Guides](#) 

eCensus Login

- Your Census Form Number can be found on either the paper Census form or the eCensus envelope.
- Your eCensus Number can be found in the sealed eCensus envelope.
- To protect your privacy, your eCensus session will timeout after 30 minutes of inactivity. For further information, please refer to FAQs.

Census Form Number: - - -

Check
Letter

Check
Letter


eCensus Number:

LOGIN

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Household Form: John Smith

Status: Complete

Question 9 Where did the person usually live one year ago (at 9 August 2010)? 

- For persons who had no usual address on 9 August 2010, give the address at which they were then living.
- Enter abbreviated name for State/Territory, example: VIC, QLD, SA, NSW.
- For more information, see the Census Guide or press the Information Button for this question.

Same as in question 8
 Elsewhere in Australia - please specify address

Apartment/Flat/Unit number (if any)

Street number

Street name (Examples: GRAHAM AVENUE, GEORGE STREET)


Suburb/Locality

State/Territory


Postcode

Other Country

Address

[Address details](#) 

Person(s)

[1. John Smith](#) 

[+ Add another person](#)

[- Delete this person](#)

Dwelling

[Dwelling details](#)

Submit

[Submit your eCensus](#)

Exit

[Exit \(save\) eCensus](#)

eCensus (cont)

- Maximising take-up
 - Directing people to the option
 - Collectors are key
 - Removing other options (UK 16% vs Canada 40+%)
 - PR campaign

eCensus Future

- Will be main channel in 2016
- Smarter form
 - Online edits/coding
- Return of information to respondents
 - “quirky facts” at time of the Census
 - Automatically disseminate results back to respondents

Census Planning

- The largest peace time logistical exercise in Australia
 - Over 9 million dwellings
 - 43,000 staff at peak
- Support from all levels of government is critical for achieving a quality outcome

Census Planning (cont)

- Local government in particular has been a strong supporter
- Support includes:
 - Access to administrative data sets for planning
 - Infrastructure
 - Staff

Census Planning (cont)

- Support includes:
 - Access to local networks
 - Community workshops
 - Local knowledge about hotspots
 - Active promotion
 - Complementary paid advertising campaign

Census Key Dates

- 18 July - PR campaign begins
- 28 July - delivery of forms starts (eCensus opens)
- 9 August – Census night
- 10 August to early Sept – form collection
- June 2012 – first results released
- October 2012 – second results