

2021 Census



Census

MONASH MULTICULTURAL & SETTLEMENT SERVICES

MEETING

Australian Bureau of Statistics
Informing Australia's important decisions



About the Census

About the Census



Census

- The Census counts every person and home in Australia. It's held every five years.
- The Census includes around **10 million households** and **over 25 million people**.
- Census data tells us about the economic, social and cultural make-up of the country.
- It's a **snapshot** of who we are and tells the story of how we are changing. It takes the guesswork out of preparing for the future.
- For every \$1 invested in the 2016 Census, \$6 of value was generated to the Australian economy (*Lateral Economics independent valuation of the Australian Census*).

How Census data is used

- It provides data on important topics such as populations, rents, mortgages, incomes, religion, languages, housing and more.
- The Census helps governments, businesses, researchers, not for profit and community organisations make informed decisions.
- Census data is used to plan services that impact on our lives, from schools, healthcare, transport and infrastructure to local support for individuals, families and communities.



What's new in the 2021 Census?



Census



More time to complete. People can complete as soon as they get instructions, rather than waiting for Census night.



Two new questions:

- ✓ Long-term health conditions
- ✓ Current and past service with the Australian Defence Force



We are building an online form to the highest security standards. All information collected via the online form will be encrypted and stored in Australia.

Every stat tells a story



Cancer Council ACT uses Census data to tailor its SunSmart programs: The SunSmart program uses age, education and ancestry data from the Census to target places where it can have the most impact on reducing future skin cancer rates. This includes childcare centres, schools and workplaces.



Helping refugees and migrants thrive in Australia: Welcoming Australia uses Census data to help refugees, people seeking asylum and recently arrived migrants connect with their local communities.



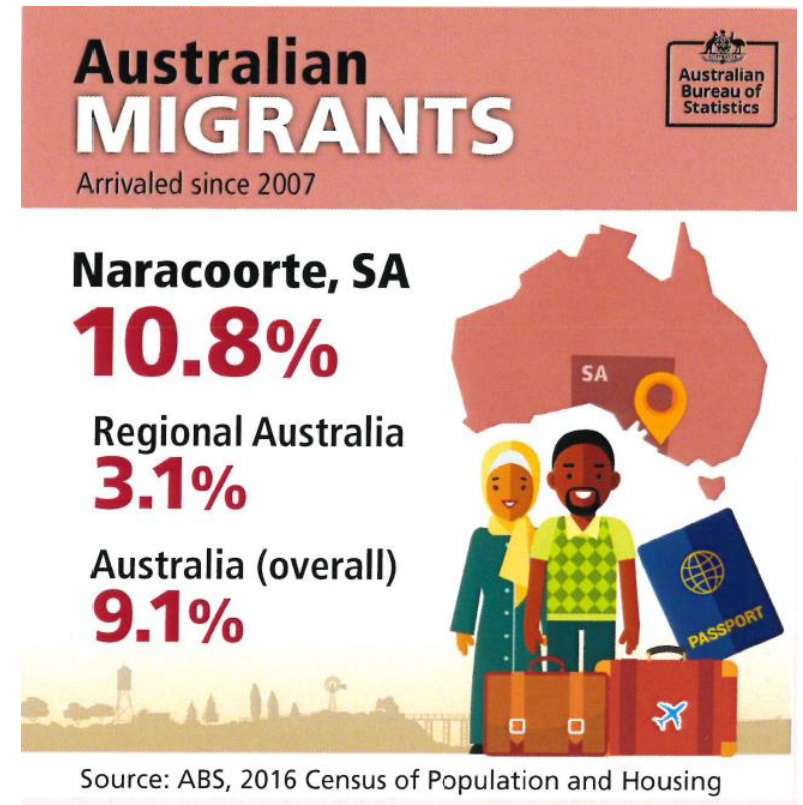
Funding for affordable and culturally appropriate housing: Census data helps regional not-for-profit SEARMS determine where housing is needed for Aboriginal and Torres Strait Islander people living in the south eastern region of NSW.

Census data is used to seek English class funding for new migrants

The Australian Migrant Resource Centre in Naracoorte in South Australia helps refugees and new migrants settle into the local community.

With the help of Census data, the Centre was able to secure funding to provide English classes for newly settled women from Afghanistan.

Learning the language opens up new opportunities. The women – many of whom have young children – are able to get their drivers' license, study and find meaningful work.



Essendon Football Club

Census data on age, ancestry and languages spoken helps the Essendon Football Club create inclusive programs to share the love of the game with multicultural communities.

“We encourage everyone to participate in the Census. It’s vital that all Australians, including our multicultural communities, are counted so we can see what services and programs are needed to help local communities continue to grow and thrive,” said Brenton Humphreys, Essendon Football Club Chief Strategy Officer.



Privacy information

Your personal information is protected



Census

- Your personal information is protected by law and isn't shared with anyone.
- This includes other government agencies such as police, Centrelink or housing offices.
- You can't be identified by the information you share about yourself and your family in your Census.
- More information available in the 2021 Census Privacy Statement at census.abs.gov.au/privacy



How to complete the Census

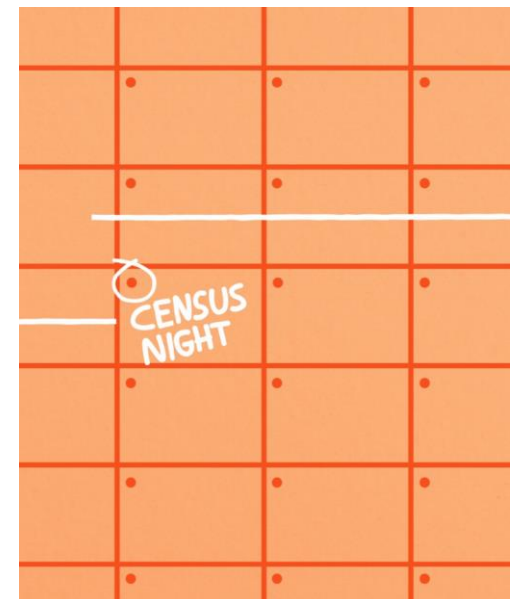
How to complete the Census



Census

You can complete your Census online, by paper, or with help from us.

- **Most households will get instructions in the mail to complete online.** This will have a unique Census number and temporary password. Go to www.census.abs.gov.au when you receive your instructions in early August 2021.
- **Some households will receive a paper form.** Once completed, return to us using the reply-paid envelope provided. There are instructions on the form if you prefer to complete online.
- **You can start as soon as you get instructions** if you know who will be home on Census night, Tuesday 10 August.
- **Some people living in remote areas and people experiencing homelessness** will have help from Census staff.



Census instruction letter and envelope



Census

Census instruction letter



Census

Every stat tells a story.

Census instruction letter - envelope



DELIVERY ADDRESS:
Locked Bag 3333
DANDENONG VIC 3175

POSTAGE
PAID
AUSTRALIA

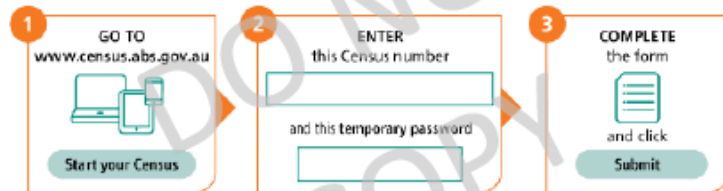
It's time to complete your Census – online form open now

Dear Resident(s)

This letter provides instructions on how to complete your Census.

The information you provide is used to inform important decisions about transport, schools, health care, infrastructure and business. It also helps plan local services for individuals, families and communities.

Your participation is important. You can complete your online form now by following these steps:



The Census is compulsory*. It asks questions about everyone staying at this address on the night of **Tuesday 10 August 2021**, including visitors and babies.

We will contact you by letter or in person if you have not submitted your form by **Thursday 12 August 2021**.

Need help?

Go to www.census.abs.gov.au/help. If you can't complete your Census online, call our 24-hour automated service on 1800 130 250 to request a paper form.

Thank you for taking part.

Chris Libran

General Manager, Census Division

IMPORTANT: Your Census instructions are inside

OPEN NOW

The Census is compulsory*

Questions on cultural diversity



Census data tells us about the social and cultural make-up of the country. Combined, questions in the Census about citizenship, country of birth, ancestry and language provide insights into the nature of our society.

16 In which country was the person born?

- Mark one box, like this:

<input type="checkbox"/> Australia	▶ Go to 18																																								
<input type="checkbox"/> England																																									
<input type="checkbox"/> New Zealand																																									
<input type="checkbox"/> India																																									
<input type="checkbox"/> Philippines																																									
<input type="checkbox"/> Vietnam																																									
<input type="checkbox"/> Italy																																									
Other (please specify)																																									
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20 Does the person use a language other than English *at home*?

- If more than one language other than English, write the one that is used most often.
- Include use of sign languages (for example, AUSLAN) in the 'please specify' option.
- Include use of Aboriginal or Torres Strait Islander languages in the 'please specify' option.
- Mark one box, like this:

<input type="checkbox"/> No, English only	▶ Go to 22																																								
<input type="checkbox"/> Yes, Mandarin																																									
<input type="checkbox"/> Yes, Arabic																																									
<input type="checkbox"/> Yes, Cantonese																																									
<input type="checkbox"/> Yes, Vietnamese																																									
<input type="checkbox"/> Yes, Italian																																									
<input type="checkbox"/> Yes, Greek																																									
Yes, other language (please specify)																																									
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22 What is the person's ancestry?

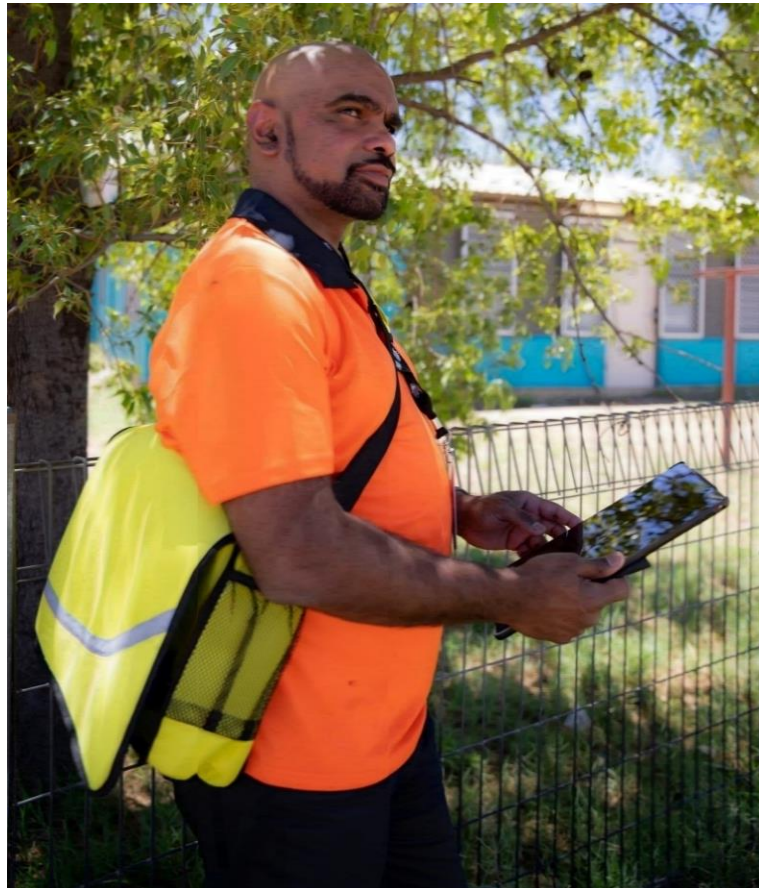
- Provide up to **two** ancestries only.
- Examples of 'Other ancestry': CROATIAN, SERBIAN, FILIPINO, TAMIL, SINHALESE, HMONG, MAORI, PITCAIRN, AUSTRALIAN SOUTH SEA ISLANDER.
- Mark box, like this:
- i* Go to www.census.abs.gov.au/questions for more information.

<input type="checkbox"/> English																																									
<input type="checkbox"/> Irish																																									
<input type="checkbox"/> Scottish																																									
<input type="checkbox"/> Chinese																																									
<input type="checkbox"/> Italian																																									
<input type="checkbox"/> German																																									
<input type="checkbox"/> Aboriginal																																									
<input type="checkbox"/> Torres Strait Islander																																									
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Other ancestry 2 (please specify)																																									
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Identifying a field officer



Census



Operating in a COVID safe way

The ABS has undertaken significant **risk and contingency planning** to ensure staff and the community are safe.

- Monitoring health and government advice to ensure our safety measures are current and best practice.
- Undertaken extensive planning for how we engage with the community, and how we protect staff, during the pandemic.
- Working with and learning from the experiences of international Census Bureaus and our recent Census Test in 2021.
- Developed a range of approaches to deal with different situations.



Support available for migrant communities

Support available for migrant communities



Census

- Translated information and printable resources
- Face-to-face support:
 - fill-in-the-form sessions (online and in person)
 - pop-up hubs
- Partnering with organisations to support their communities
- Census lesson guides for organisations that teach English to migrants
- Hiring staff who speak additional languages
- In-language phone support
- Working with community leaders and ethnic media
- Local engagement contact.



Resources for migrant communities

- Translated general information on the website **in 25 languages.**
- Printable information sheet **in 25 languages.**
- Printable poster **in 25 languages.**
- 4 short explainer videos (covering topics like the importance of the Census and privacy) available **in 7 languages.**
- Supporter fact sheets to help stakeholders support their local communities.



Face to face support



Census

Census pop up hubs

Offer **face to face** help

Set up in **high foot traffic** areas

Up to **400 locations** across Australia

Census pop up hubs and fill in the form sessions will be available in August 2021.

Fill in form sessions

One-on-one or group help with the Census

Help with **digital or paper** Census Form

Language assistance at selected sessions

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Find a location near you:

www.census.abs.gov.au/find-us

Census campaign

Campaign overview



Census

You can learn about the Census campaign and access advertisements on the Census Campaign Hub (<https://www.abs.gov.au/census/census-campaign-hub>). This includes CALD advertisements.

Advertising will run in phases across television, cinema, radio, print, outdoor channels, digital and social media.

2021 Census data release – returning information

2021 Census topics data release plan



First release **– June 2022**

- Long term health conditions
- ADF service
- Cultural diversity
- Disability and carers
- Demographics
- Transport
- Housing
- Location
- Aboriginal and Torres Strait Island peoples
- Education and Training



Second release **– Oct 2022**

- Labour force
- Non-school qualifications
- Method of travel to work
- Workplace address
- Internal migration



Third release **– Early to mid-2023**

- Socio-economic indexes for areas (SEIFA)
- Estimates of homelessness
- Distance to work
- Australian Census Longitudinal Dataset (ACLD)

Contact details



Census

Damian Biasillo
VIC CALD state manager

Email: damian.Biasillo@abs.gov.au

Phone (if appropriate): 03 9615 7607

Web: www.census.abs.gov.au

Census Contact Centre: 1800 512 441



If you need information about the Census in your language, you can call the **Translating and Interpreting Service (TIS National)** on **131 450**.