

2023 Census Field Operations WAIKATO “A13”



Overview

- **NZ Census 2023**
- **Waikato Area A13**
- **2018 Stats by Council Areas**
- **Field Operation – examples & issues**
- **Outcomes**
- **Census Future**
- **Giveaways from project closing**
- **20 Slides = 15 - 20 mins**
- **+ Questions ? Mins**



Value of Census

- Planning for future housing and service needs of communities
- Estimating severe housing deprivation / homelessness



½ the Waikato Census Team!

- Transport and Roothing
- Council Planning
- Education Planning
- Elections
- Community Organisations & Projects
- Health funding and more...

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.

Field Operations and Community Engagement Teams

Field Operations

8 Regional Managers

33 Area Managers

320 Team Leaders

160 Senior Collectors

3000 Census Collectors

Community Engagement

8 Regional Managers

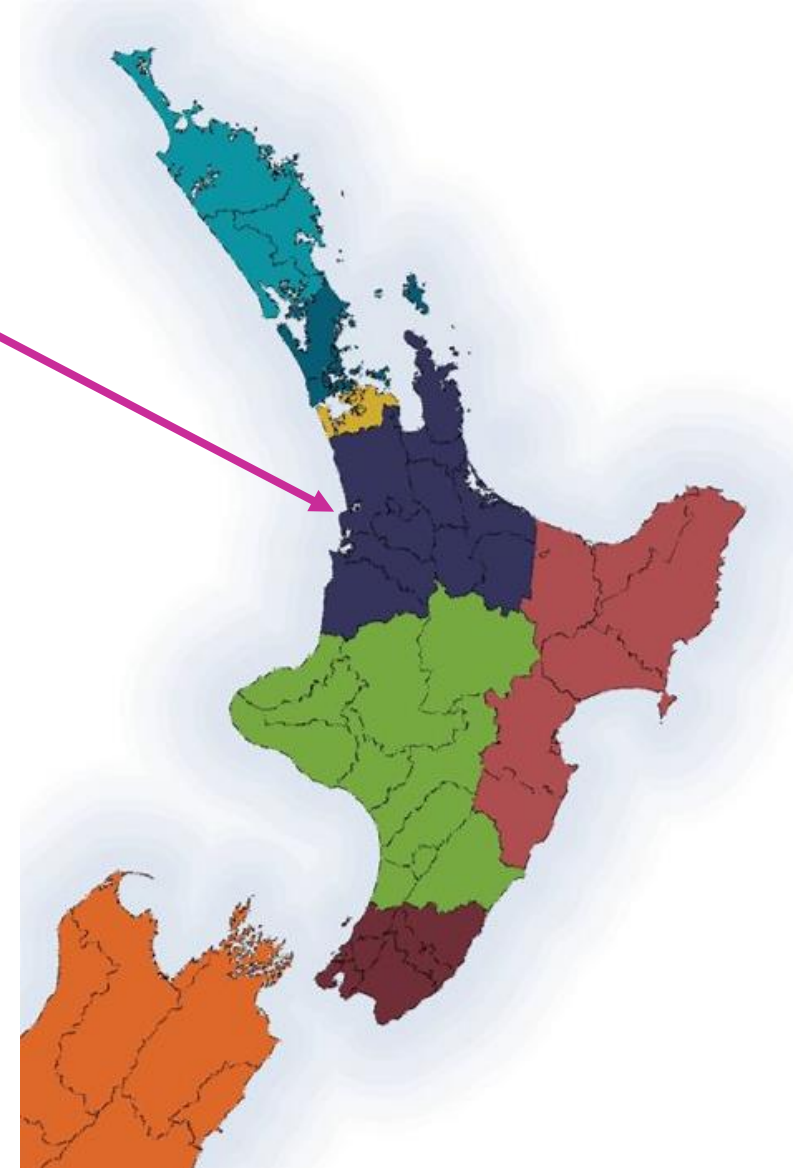
8 Senior Advisors

32 Advisors

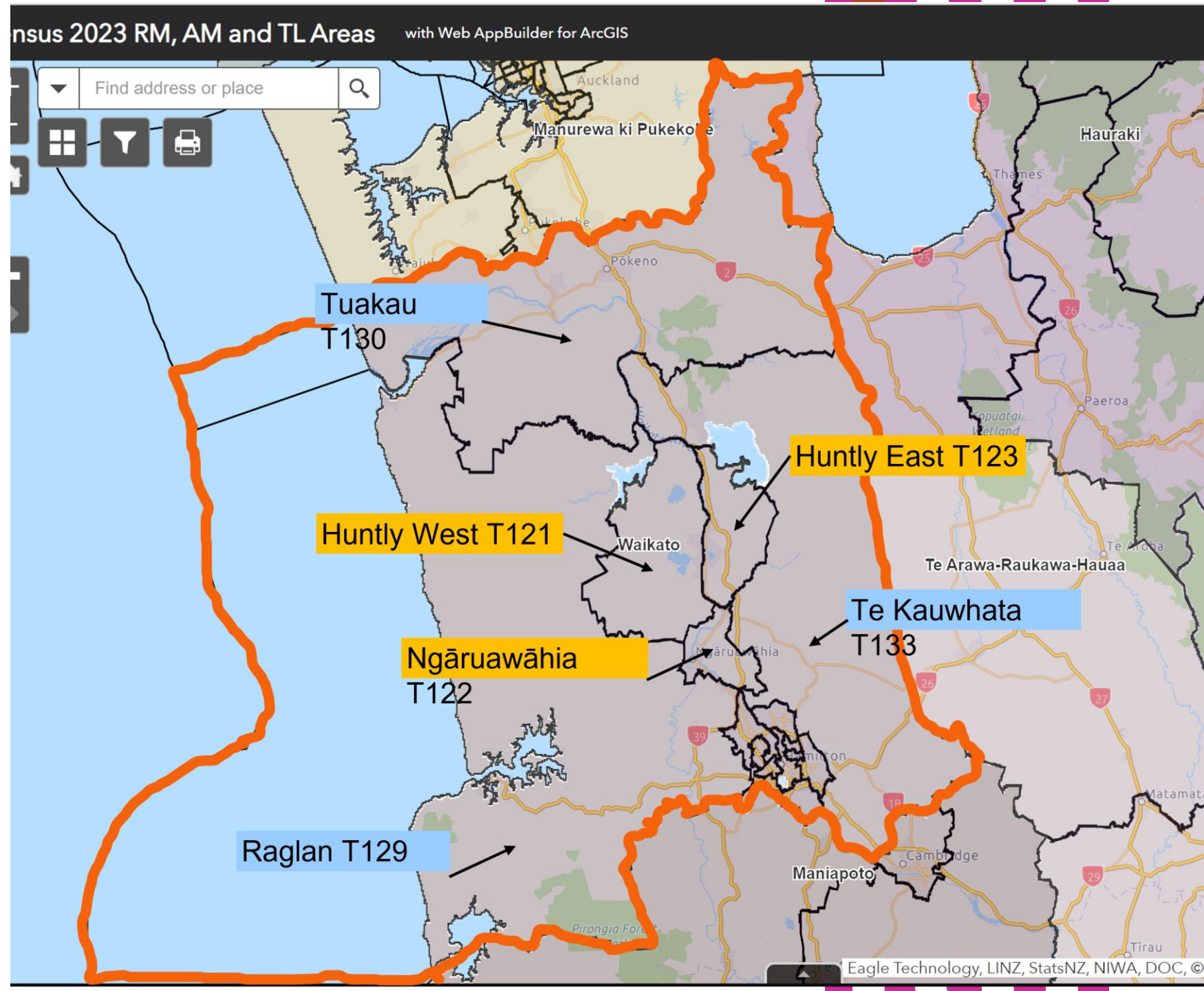


Central North Operational Team

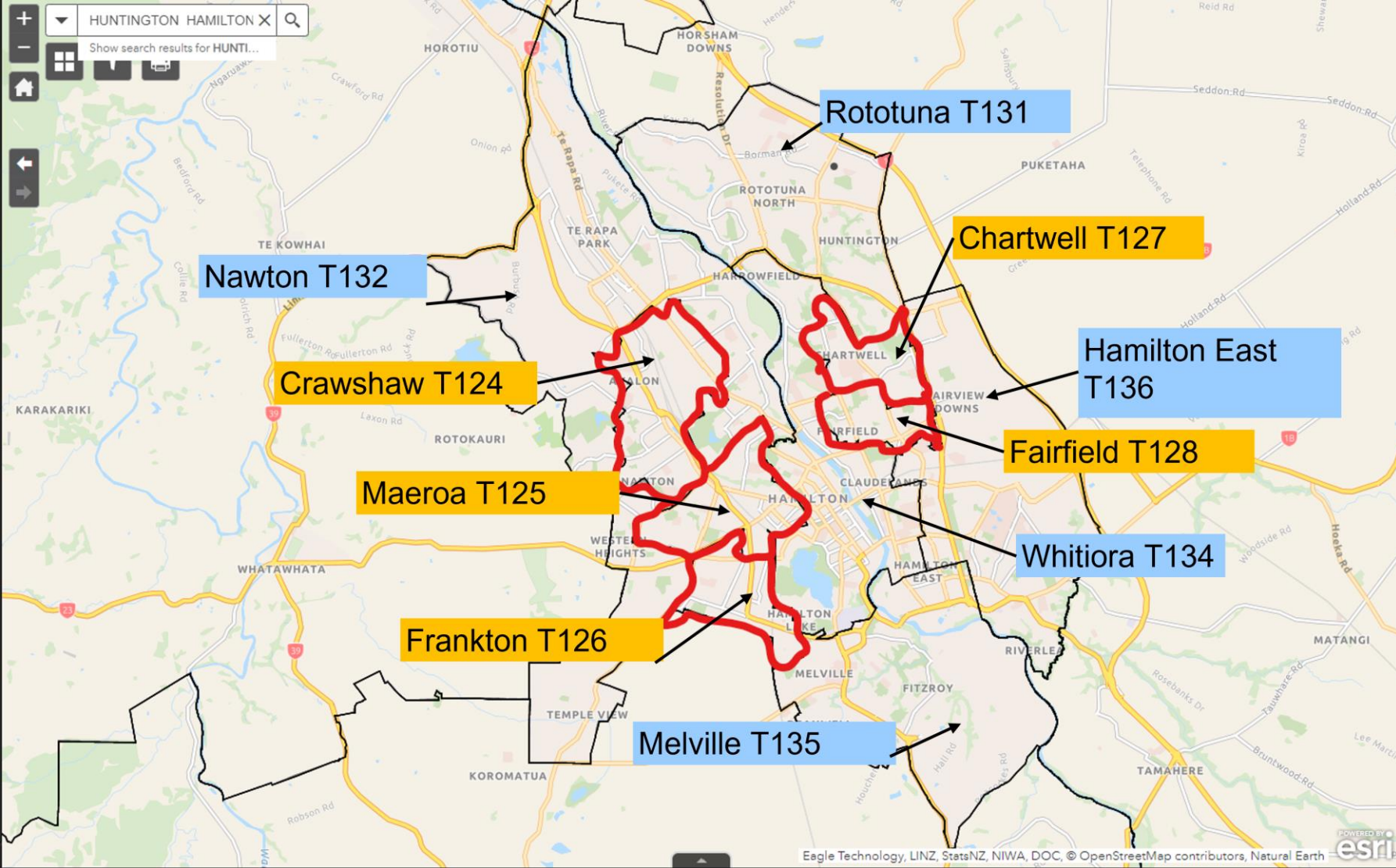
- **Regional Manager** – Stephanie Prosser
- **Area Manager** – Godfrey Bridger
- **Four other Area Managers across
Central North Region**



Waikato A13 WDC Area



Waikato A13 HCC Area



Staffing (FTE & Head Count)

Role	Total	WDC FTE
Team Leaders	16	6
Senior Collectors	8	4
Collectors	130.5	50
Total field operations staff required (FTE)	154.5	60
Admin, Training & management	3	1
Head Count approx.	205	80

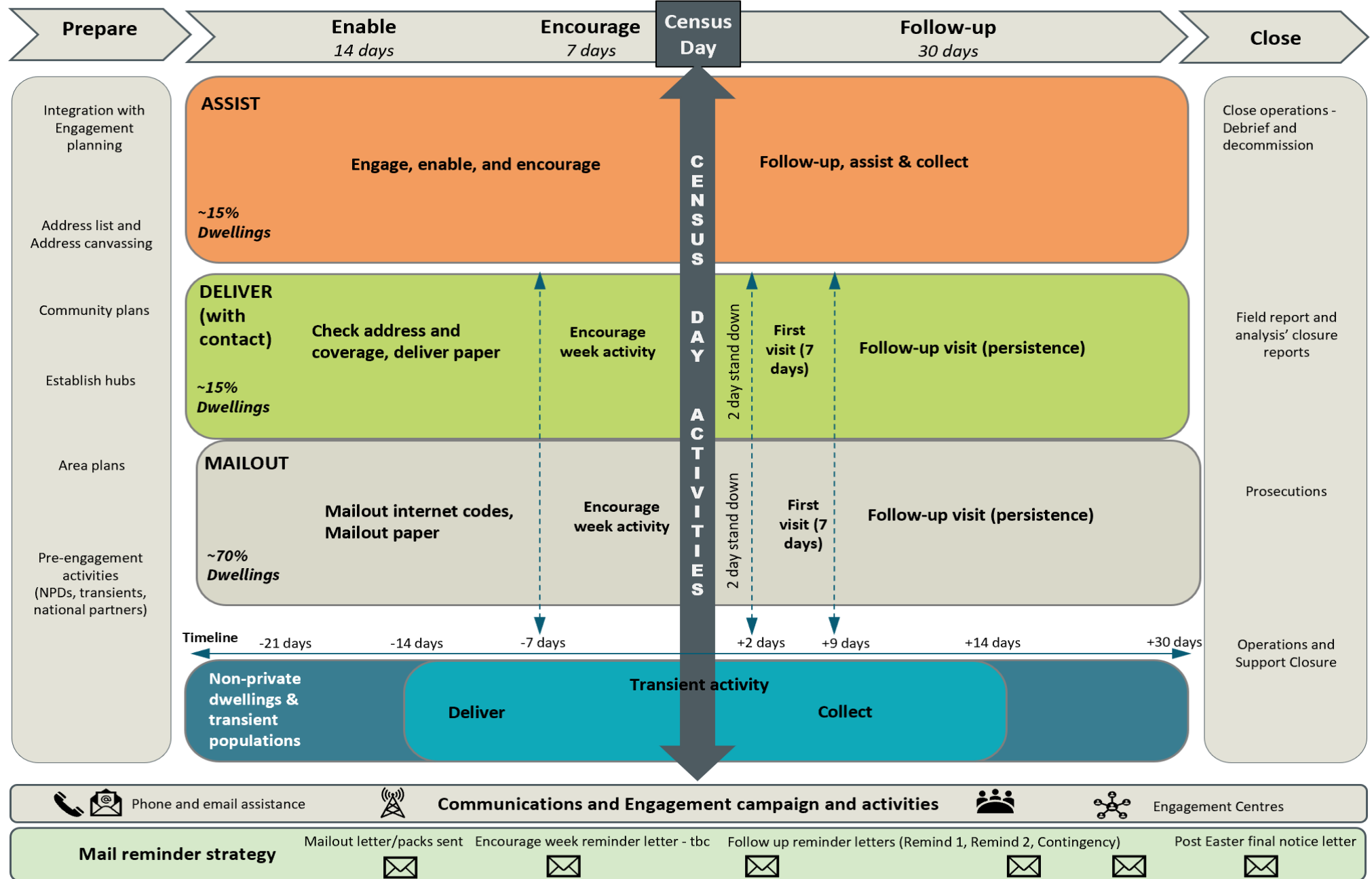
FTE = Full Time Equivalent



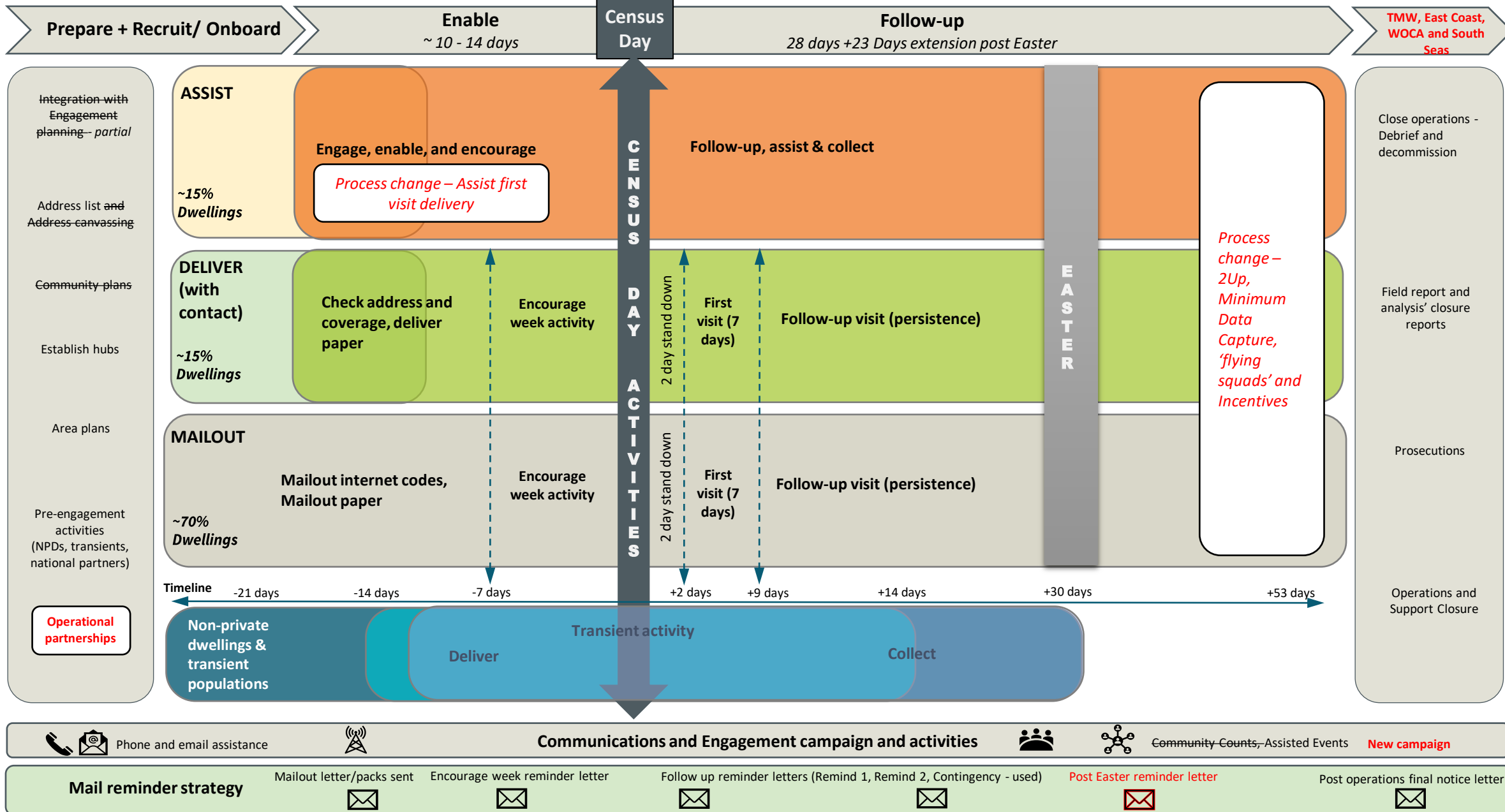
26 Direct Reports: 58% female, 58% Pakeha, 27% Maori, and 15% other - Indian, Malaysian, Afghani, and Nepalese

UPDATED Simple - 2023 Census Field Design

This design is based on option 1a of the business case and subsequent design decisions (Sept 2021).



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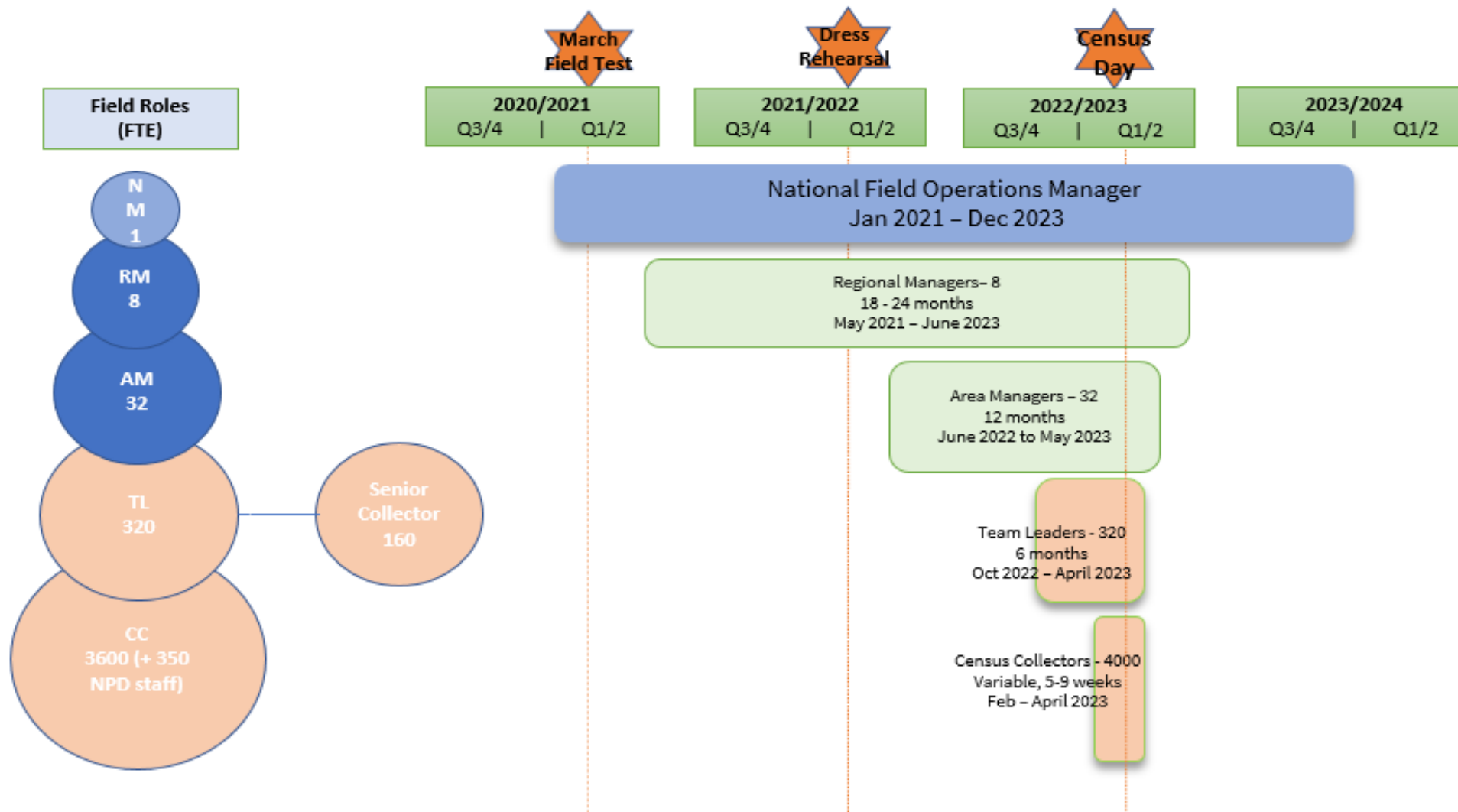


Field Operation Information

Seven Day Operation

- Monday - Friday 12pm - 7.30pm
- Saturday and Sunday 10 - 5.30pm
- Mix of full and part time collectors
 - 20 hours
 - 40 hours
 - Ideally 2 weekend days
- Hi vis vest and hats – the uniform
- All Health and Safety and PPE Gear is provisioned.





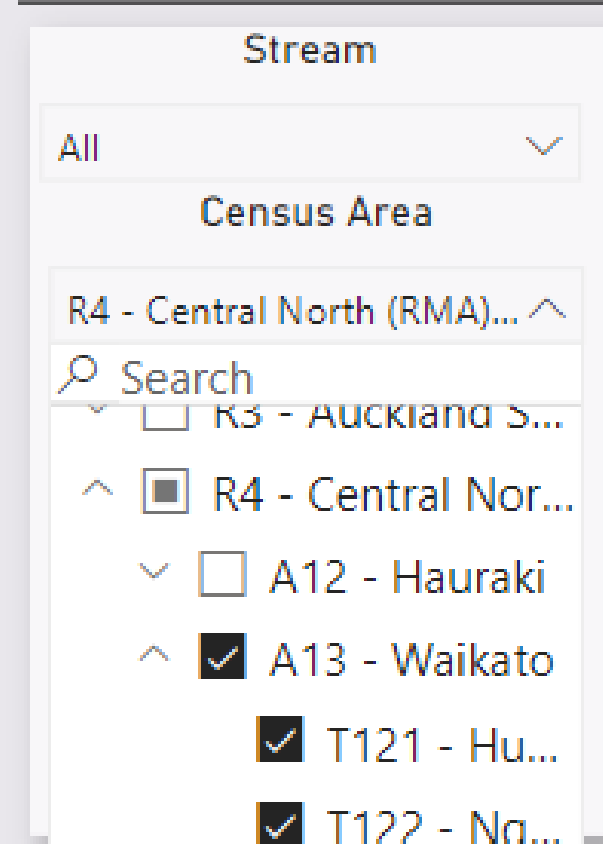
Census 2018

Census 2023 Area A13 Waikato (from 2018 Census)					
	Waikato District Council	Hamilton City Council	Total A13	NZ	Source
	WDC	HCC	WDC + HCC	NZ	
Territorial Authority					
Area (Square km)	4,404	110	4,514	267,710	
Area % of Waikato A13	98%	2%	100%		
Area % of NZ	1.6%	0.0%	1.7%	100.0%	
Total Population Waikato A13	75,618	160,911	236,529	4,699,755	Census 2018
Total Population % Waikato A13	32%	68%	100%		
Total Population % NZ	1.6%	3.4%	5.0%	100.0%	
Small Urban ("Small Urban", Rural Settlement")	29,940	-	29,940	708,800	
Small Urban %	39.6%	0.0%	12.7%	15.1%	
Remote/Rural ("Rural Other")	45,681	-	45,681	677,000	
Remote/Rural % ("Rural Other")	60.4%	0.0%	19.3%	14.4%	
Urban Area ("Major", "Large" and "Medium")	-	160,911	160,911	3,737,900	
Urban %	0%	100%	68%	80%	

Census 2023 Area A13 Waikato (from 2018 Census)					
	Waikato District Council	Hamilton City Council	Total A13	NZ	Source
Territorial Authority	WDC	HCC	WDC + HCC	NZ	
Youth - 15 - 29 for 2023 compatability	30,963	40,308	71,271	996,320	← Census 2018 Provisional Census 2023 →
Youth % 15 - 29	17%	25.1%	40.1%	21.2%	
Maori	19,947	38,112	58,059	775,836	
Maori %	26.4%	23.7%	24.5%	16.5%	
Pacifica	3,176	9,816	12,992	380,680	
Pacifica %	4.2%	6.1%	5.5%	8.1%	
Asian	4,386	29,769	34,154	709,663	
Asian %	5.8%	18.5%	14.4%	15.1%	
Other incl Middle East, Latin America	5,444	5,471	10,915	126,893	
Other %	7.2%	3.4%	4.6%	2.7%	
Pakeha	58,075	101,374	159,449	3,299,228	
Pakeha %	76.8%	63.0%	67.4%	70.2%	
Number of Private Dwellings	25,026	55,068	80,094	1,664,313	
Number of Private Dwellings at NPD incl Retirement homes					
Un-occupied dwellings %	10.6%	5.6%	16.2%	11.5%	
Dwellings Under Construction	273	285	558	15,972	
Occupied Non-Private Dwellings (NPD)	90	243	333	9,567	
Occupied NPD % A13 Waikato (%TL for TLs)	27.0%	73.0%	100.0%		
Occupied NPD % NZ	0.9%	2.5%	3.5%	100.0%	

Non-response Follow-up (NRFU)

NRFU = a week or so after Census Day



Field Progress - NRFU | Scope Detail

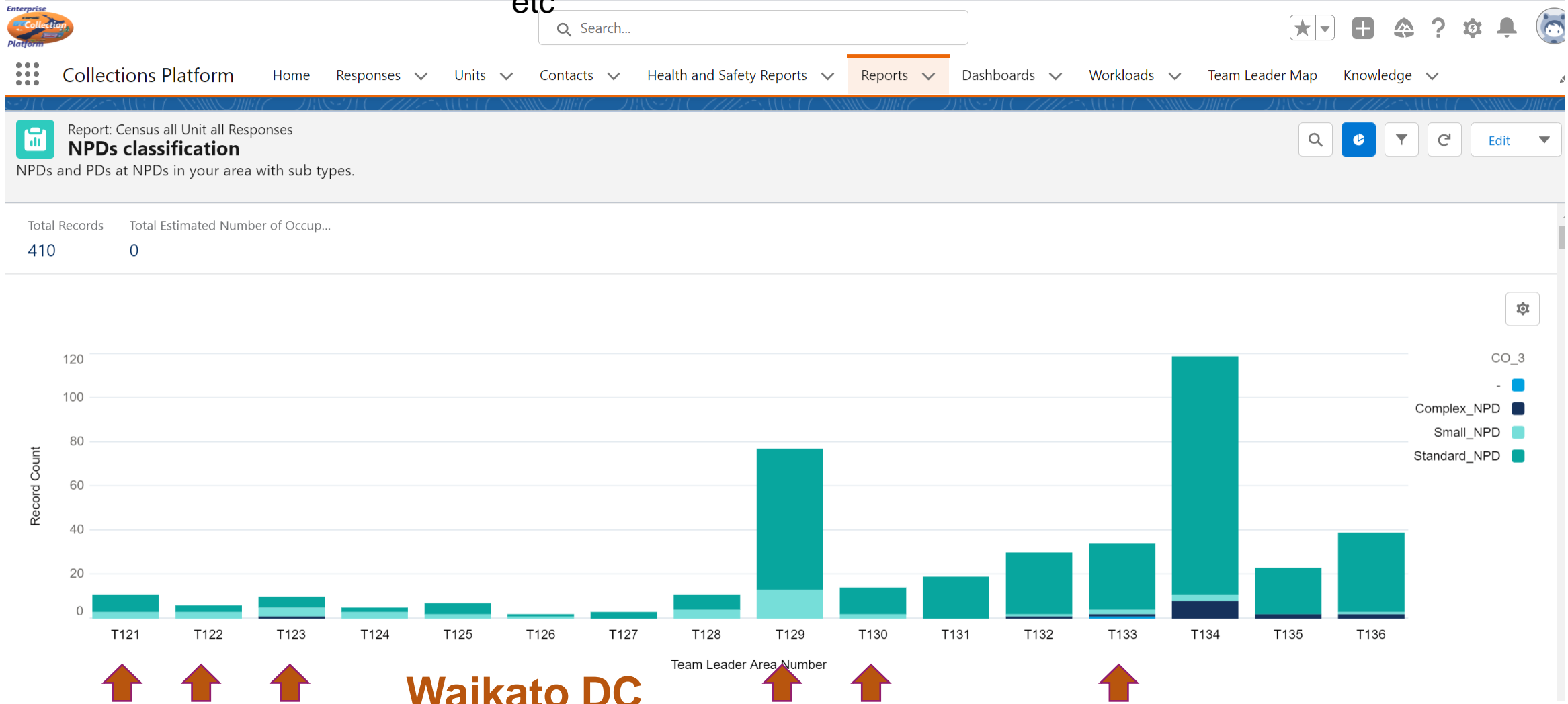
Dwellings responded during NRFU phase

NRFU Visit Count	Fully responded dwellings
Dwellings with 0 NRFU Visits	3,703
Dwellings with 1 NRFU Visit	8,668
Dwellings with 2 NRFU Visits	4,151
Dwellings with 3 NRFU Visits	2,578
Dwellings with 4 NRFU Visits	1,763
Dwellings with 5 NRFU Visits	1,064
Dwellings with 6 NRFU Visits	789
Dwellings with 7 NRFU Visits	90
Dwellings with 8 NRFU Visits	51
Dwellings with > 9 NRFU Visits	33
Total	22,887

0 Visits made because they did a Census before we got to them!

Non Private Dwellings (NPDs)

Includes Residential Care, Hospitals, Camp Sites, Refuges, Motels etc



Field Operational Issues

1. Dog Bites – 2 Hospitalisations, 4 total
2. Harassment – 4
3. Cyclone Gabrielle – Tuakau North Only – Dwelling Form (DF) response excellent (91% - highest in WDC area)
4. About 4 field trips to Coromandel/Hauraki
5. Very many “internal” (within A13) trips to cover “weak spots”
6. Lowest DF response rate (in Waikato A13) = Huntly West 77% but greater than 2018, and other data will fill gaps.

NZ Census 2023

20 weeks between 13 February and 30 June

Between **89 and 91 percent of the New Zealand usually resident population** took part in the field collection phase of the 2023 Census

Learning from the 2018 Census, we addressed the operational areas that under-delivered in the 2018 Census, set out to make the 2023 Census **the most inclusive census yet**, and designed a model that enabled **innovative and community-led approaches to challenges such as Cyclone Gabrielle**

Census data will now undergo processing and analysis by data experts at Stats NZ over the several months needed to produce final data from the 2023 Census. This process will include using **administrative data, data from previous censuses, and statistical methodologies to fill gaps in what has been gathered through the field collection operation**

The final 2023 Census data set represents around 97–98 percent coverage rate of Aotearoa New Zealand and is of the highest quality possible

Stats NZ plans to release the first data at the end of **May 2024**

NZ Census FUTURE

“While we are delivering on our plan for the 2023 Census, it is now evident that the traditional model for conducting a census (whether online or on paper or both) is not sustainable for the future,” said **Mark Sowden.** (CEO & Government Statistician)

“Not only is it getting more expensive and harder to ensure response targets are met, but the traditional survey model is also not resilient to the impacts of extreme weather events or pandemics which are both considerations for the future.”

“New Zealand is not alone with these challenges, with **survey responses declining globally.**

“At the same time the value proposition for good data and the interest in using it by iwi and communities increases. Stats NZ, with input from census customers, key partners, and through public consultation, will be looking at how the **2028 Census is conducted differently** to ensure it continues to deliver maximum value for the country.”

Giveaways – are you interested in these?



Emergency car window breaker



Questions or Comments?

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Tatau tātou - All of us count

Ngā mihi
Thank you

