

Get ready to pause and make a difference in Australia's biggest online event

23 July 2016

CO/96

To view and download a copy of the first phase of Census advertisements, follow [link](#)

The countdown to Australia's biggest online event has begun, with the Australian Bureau of Statistics (ABS) launching its 2016 Census of Population and Housing advertising campaign on Sunday 24 July.

The ABS is calling on everyone in Australia to pause and make a difference by taking part in the 17th national Census on Tuesday, 9 August.

Head of the 2016 Census Program, Duncan Young, said the national Census campaign, broadcast across television and radio, and appearing in print, online, and outdoors, will reach everyone in Australia and remind people to get online on August 9.

"Census data is critical to our democracy. It informs decision and policy making about services and infrastructure in all communities across Australia," Mr Young said.

"We need everyone to know about the Census, so everyone can take part and benefit.

"Our integrated national campaign has a number of phases that will roll out from 24 July to the end of August. It is inclusive and innovative, reflecting this year's digital-first Census.

"Just as the Census can be completed using desktops, laptops, tablets and smartphones, the Census advertising campaign is heavily digital and designed to highlight the ease of participating online.

Through its central visual device of a green pause symbol, accompanied by the key call to action of 'Get online on August 9 – it's our moment to pause and make a difference', the campaign highlights the brief pause required to complete the Census, the importance of Census data to our nation's future and reinforces that this is the most environmentally friendly Census yet."

Mr Young said from next week, most Australian households will receive a letter in the mail from the ABS addressed 'To the Resident', containing a unique 12 digit Login and instructions on how to complete the Census online.

“You don’t need to download or install anything to complete the Census online. All you need is access to a desktop, laptop, tablet or mobile device that is connected to the internet and your Census letter,” Mr Young said.

The 2016 online form features technology that will make it the fastest, easiest and most secure Census in its 105-year history.

People who cannot access the internet or would prefer to fill out a paper form can call an easy to use automated paper form request service and a paper form will be sent in the mail.

For more information, search *Census*. To see a copy of the first phase of Census advertisements and related Census material follow the [link](#).

Background information on the 2016 Census of Population and Housing

The 2016 Census will send approximately 13.5-million letters, employ more than 39,000 temporary staff who will survey more than 24-million people from about 10-million households.

The 2011 Census covered 98 per cent of the population, placing Australia as a world leader in Census participation. From 2006–2011 there was an 8.3 per cent increase in the Australian population— what will 2016 Census show you?

For further information on the 2016 Census, visit www.census.abs.gov.au.

For media inquiries, including interview opportunities:
National Media Manager, (P) 02 6252 6617 / census.media@abs.gov.au
Outside of business hours please call 0429 955 731

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