



2011 CENSUS OF POPULATION & HOUSING





To help us count everyone in Australia during the 2011 Census, the Australian Bureau of Statistics is seeking the advice and support of community focussed and government organisations in the preparations for the 2011 Census.

Census results are used by all sectors of the community, from local, state/territory and commonwealth governments to community groups, researchers, business & individuals to:

- underpin our democracy through its use in the allocation of seats in the House of Representatives and determination of electoral boundaries
- provide information to support planning, administration, policy development and evaluation activities
- help to plan for future infrastructure needs such as housing, transport, education, recreation facilities and hospitals
- show characteristics of Australia's people and their housing within small geographic areas and for small population groups, and
- assist in determining the distribution of federal government funds to the states and territories.



The 2006 Census achieved good outcomes in many regions, however the results also showed us that we need to focus on improving coverage to ensure the Census count is the best possible. We aim to do this through initiatives that:

- increase support for the Census at the community level
- utilise local knowledge and intelligence
- improve awareness of recruitment of Census field staff, and
- raise awareness and promote the benefits of the 2011 Census.

We are looking to establish a network of organisations that are interested in the Census and making sure their community counts. We aim to involve this network of organisations in these initiatives.

For more information and to be part of the planning for the 2011 Census, contact the Census Engagement Officer in your state or territory (see back page for details).



The 2011 Census is on its way. Mark August 2011 in your diary now!

The broad objectives of the Census are to:

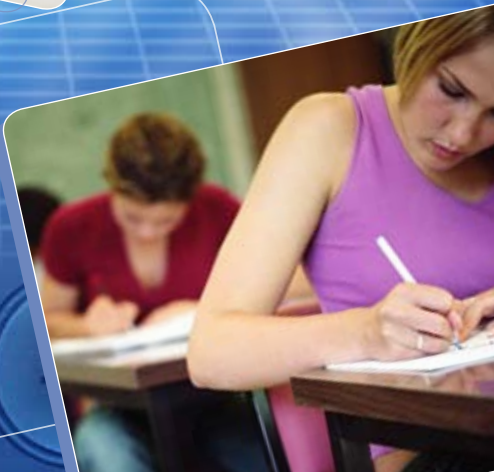
- accurately measure the number and key characteristics of people in Australia on Census Night, and the dwellings in which they live, and
- provide timely, high quality and relevant data for small geographic areas and small population groups.

The key goals for the 2011 Census are to:

- improve coverage, which is the primary goal of the Census
- ensure the relevance of the Census data to users and providers
- use resources effectively and efficiently, and
- protect the privacy of the public.



MAKING YOUR COMMUNITY COUNT



**For further information please contact
the Census Engagement Officer in your
state or territory**

NSW	(02) 9268 4219
VIC	(03) 9615 7520
QLD	(07) 3222 6155
SA	(08) 8237 7588
WA	(08) 9360 5181
TAS	(03) 6222 5985
NT	(08) 8943 2123
ACT	(02) 6252 8924

Further Information

Information and statistics from
the 2006 Census are available
free from the ABS website at
www.abs.gov.au

or call
the National Information and
Referral Service on
1300 135 070