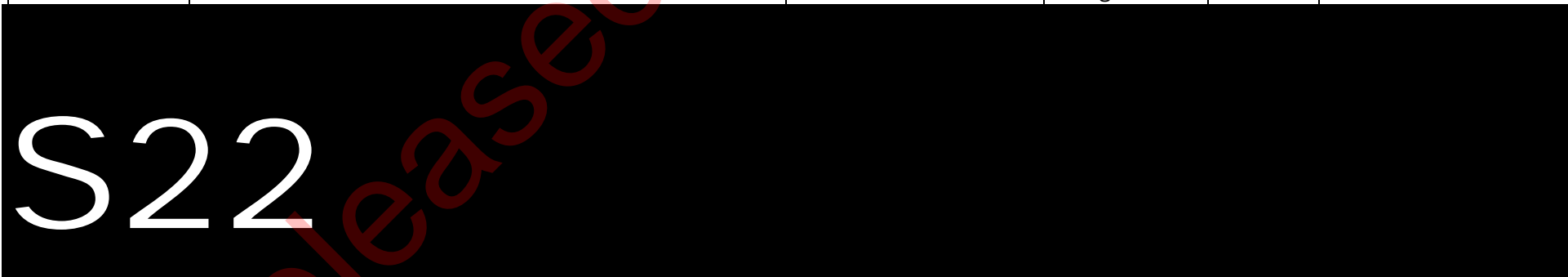


Decide Room Overview

Topic	Impact of Govt decision on 2024 Test
Date/Time	Saturday 24 August, 4pm
Chair	Mark Harding
Decision Maker	Duncan Young
Issue Controller	NB: Not defined but Brenton Goldsworthy provided the issue brief to the Decide Room.
Note Taker	S22
Attendees	Brenton Goldsworthy, Duncan Young, Mark Harding, Helen Robson, Denise Carlton, S22, S22, S22 S22, S22, S22, S22, S22, S22, S22
<p>Issue Overview: The Government will be making an announcement on Sunday 25 August that the topics in the 2026 Census will be the same as the 2021 Census. This announcement is one day before the 2024 Test is due to go live, with new topics included on the test form. As a result, ABS is not expecting to proceed with the current timing and scope of the September 2024 Test.</p> <p>Decision Outcome: A set of actions were identified and assigned to be taken before and after the Government announcement takes place.</p>	

No.	Action Description	Owner	Date Assigned	Date Due	Status
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S22

After Govt announcement – Duncan Young to provides Green light to proceed.

5	Provide Green Light for all Post Govt announcements action to occur	Duncan Young – Via Signal Group	24/8	25/8	Complete
6	Cancel Media Briefings for Monday 26 August	S22 [redacted] / S22 [redacted] S22 [redacted]		25/8	Complete

S22

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S22

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S22

Released under FOIA Act

S22

Released under FOIA Act

S22

From: [redacted]@abs.gov.au
Sent: Friday, August 23, 2024 2:39 PM
To: Duncan Young <Duncan.Young@abs.gov.au>
Cc: [redacted]@abs.gov.au; [redacted]@abs.gov.au; [redacted]@abs.gov.au
Subject: RE: For final endorsement: Census Test media briefing slide pack

Hi Duncan,

I've made those changes to the slides (have also attached the final version for you).

It's been advertised as a one-hour briefing. Journalists can pop their questions into the chat throughout the presentation or hold their questions until the end. I'll keep an eye out during the presentation and will facilitate anything that comes through on chat at the end.

Thanks,

[redacted]
Senior Communication Officer, Census Customer Experience
Census 2026 Branch | **Australian Bureau of Statistics**
(P) [redacted] (E) [redacted]@abs.gov.au (W) www.abs.gov.au

The [ABS Privacy Policy](#) outlines how the ABS handles any personal information that you provide to us.

From: Duncan Young <Duncan.Young@abs.gov.au>
Sent: Friday, August 23, 2024 12:56 PM
To: [redacted]@abs.gov.au; [redacted]@abs.gov.au; [redacted]@abs.gov.au
Cc: [redacted]@abs.gov.au
Subject: RE: For final endorsement: Census Test media briefing slide pack

Hi [redacted],

- [redacted] – slides 1/2
- Duncan – slides 3-5
- [redacted] – slides 6-8
- Duncan – slide 9
- [redacted] – slides 10/11.

Has it been advertised as 1 hour? How will questions be asked? (e.g. raise hands, chat, etc...)

[redacted] will handle questions on topic and questions changes. Duncan will handle the rest, including Gov decision and ABS recommendations.

Looking forward to it.
Duncan

From: [redacted] <[redacted]@abs.gov.au>
Sent: Thursday, August 22, 2024 12:15 PM
To: Duncan Young <Duncan.Young@abs.gov.au>; [redacted] <[redacted]@abs.gov.au>; [redacted] <[redacted]@abs.gov.au>
Cc: [redacted] <[redacted]@abs.gov.au>
Subject: RE: For final endorsement: Census Test media briefing slide pack

Thanks Duncan,

We will progress the [redacted] for final proof and integrity check.

Can you please confirm which slides you will cover and which [redacted] will cover?

Yes - people will be able to request a separate form (household form) online or through the call centre.

Thank you,

[redacted]

[redacted]

Assistant Director, Census Customer Experience
Census 2026 Branch, Australian Bureau of Statistics

T: [redacted] **M:** [redacted]
E: [redacted]@abs.gov.au **W:** www.abs.gov.au

From: Duncan Young <Duncan.Young@abs.gov.au>
Sent: Wednesday, August 21, 2024 5:31 PM
To: [redacted] <[redacted]@abs.gov.au>; [redacted] <[redacted]@abs.gov.au>
Cc: [redacted] <[redacted]@abs.gov.au>; [redacted] <[redacted]@abs.gov.au>
Subject: RE: For final endorsement: Census Test media briefing slide pack

Thanks [redacted] – a few minor changes. One question re slide 8 re ability of people to request a separate form for privacy reasons for the test both online and through call centre – is this correct?

From: [redacted] <[redacted]@abs.gov.au>
Sent: Tuesday, August 20, 2024 9:26 AM
To: Duncan Young <Duncan.Young@abs.gov.au>; [redacted] <[redacted]@abs.gov.au>
Cc: [redacted] <[redacted]@abs.gov.au>; [redacted] <[redacted]@abs.gov.au>
Subject: For final endorsement: Census Test media briefing slide pack

Hi Duncan and [redacted],

Please find attached the Census Test media briefing slide pack for your endorsement as final. We've incorporated the notes and changes from other products into the speaker notes and have Q/A'd the pack.

I'll be handling the introduction and media notes, as well as fielding questions from journalists for you. Could you both please identify and flag your preferred sections of the slides you'd like to present on.

Thanks,

[redacted]

Senior Communication Officer, Census Customer Experience

Census 2026 Branch | **Australian Bureau of Statistics**

(P) [REDACTED] (E) [REDACTED] [@abs.gov.au](mailto:[REDACTED]@abs.gov.au) (W) www.abs.gov.au

The [ABS Privacy Policy](#) outlines how the ABS handles any personal information that you provide to us.

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Census

Media Briefing

Census Test – 10 September 2024

S22

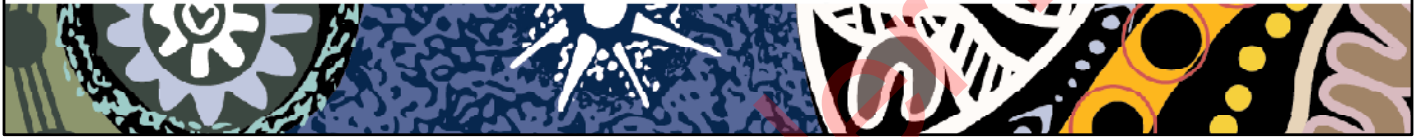
- Welcome to the media briefing for the Census Test
- I'm S22 one of the communication officers in the Census media team.
- You'll be hearing from Duncan Young, the General Manager of the Census Division and S22, Director of 2026 Census Content, during this presentation.
- The information provided during this briefing is for background. A media release will be provided with quotes from Duncan Young.
- If you have any questions throughout the briefing, post them in the chat and we will get to them at the end of the presentation. You can also wait until we get to Q&A to ask Duncan or S22 a question.
- Before we begin, please mute your microphone/turn off your camera.
- Recording has already started – as stated in our email, by joining this briefing you agree to be recorded. Please let me know if you have any questions about the recording.



Our Story.
Our Future.



The Australian Bureau of Statistics acknowledges the Traditional Owners and Custodians of Country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to their cultures and Elders, past and present.



S22 - acknowledgement of country

- I'll now handover to Duncan to take us through the Census Test.

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Census Test – 10 September 2024



Census

- Australia's next Census will be in 2026.
- In September 2024, the ABS will undertake a large-scale Census Test.
- Around 50,000 households across the following Local Government Areas are included in the Census Test:
 - Glenelg, Victoria
 - Yarra, Victoria
 - Central Coast, New South Wales
 - Inner West Sydney, New South Wales
 - Toowoomba, Queensland
- The ABS is testing data collection processes, systems and potential question changes as part of preparations for the 2026 Census.
- The Test will help ensure the 2026 Census is easy to complete and collects high-quality data.



3

Duncan

- Every five years, the Census gives us a snapshot of who we are and tells the story of how we are changing.
- The Census helps inform decisions about transport, schools, health care and infrastructure for communities across Australia.
- Australia's next Census will be held in 2026 and planning is currently underway.
- The ABS undertakes extensive planning for the Census. It's important to test how we will run the Census to make sure our processes work, that the Census form captures the right information and is easy for people to complete.
- In September 2024, the ABS will undertake a large-scale test
- The test will include around 50,000 households from
 - Glenelg and Yarra, Victoria
 - Central Coast and Inner West Sydney, New South Wales
 - and Toowoomba, Queensland
- The locations for the Census Test were chosen using 2021 Census data to ensure we cover the diversity of Australia.
- This is to make sure that the Census Test represents the variety of responses we'd see

during the 2026 Census.

- The ABS is testing changes to questions ahead of the 2026 Census.
- We are also testing our collection processes, as well as our operational systems to ensure they are ready to deliver a positive, safe, and secure Census, that is easy to complete.

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How to complete the Census Test



Census

- Selected households will start receiving instructions in the mail in late August 2024.
- Some will receive a letter to complete an online form and some will receive a paper form.
- Census Test night is Tuesday 10 September 2024.
- Households can complete the Census Test as soon as they receive their instructions, if they know who will be home on Census Test night.
- The Census Test is voluntary. However, participation and feedback will help ensure the 2026 Census captures the right information, is easy for people to complete and produces high-quality data.
- The information provided in the Census Test is confidential. The ABS is legally required to keep data secure and not release information in a way that will identify any individual or household.
- Not everyone in the Test areas will be invited to participate.
- The data collected in the Census Test is for testing purposes and will not be released.

4

- From late August 2024, selected households will receive instructions in the mail on how to take part in the Census Test.
- Some households will get instructions in the mail to complete online, and some will receive a paper form.
- Households can complete the Census Test as soon as they receive instructions if they know who will be home on Census Test night, Tuesday 10 September 2024.
- The test is not compulsory - however, it is important that everyone who is invited to participate takes part to ensure the test reflects a broad cross-section of the community.
- The information provided in the Census Test is confidential. The ABS is legally required to keep data secure and not release information in a way that will identify any individual or household.
- The ABS will send reminders to households who haven't completed their Census Test.
- Support is available for people to complete the Census Test including on the ABS website and via the Census Contact Centre
- Not everyone will be asked to participate in the Census Test. If they don't receive instructions in the mail, there's nothing they need to do.

- The data collected in the Census Test is for testing purposes and will not be released.

Released under FOIA Act

- This Test includes three topics that were not in the 2021 Census and changes to 12 existing topics. The Test will help the ABS ensure any changes collect data of high quality.
- The shortlist of topics for the 2026 Census was developed based on public consultation, feasibility assessments and preliminary testing activities.
- The shortlisted topics meet priority data needs and help make the Census more inclusive.
- The topics being tested are not final and do not reflect content decisions for the next Census.
- The Australian Government determines what topics will be collected in the 2026 Census.
- The ABS determines the questions that will collect the best quality data on these topics.
- Outcomes from the Test will help the ABS design the final questions in the 2026 Census.

5

- We're testing changes to questions that we've heard could inform key services for communities across Australia if they were collected in the 2026 Census.
- The Census Test will include three topics that were shortlisted by the ABS for inclusion after public consultation and changes to 12 existing topics. The changes being tested include increasing our understanding of Australia's cultural diversity and LGBTIQ+ populations, as well as expanding information on work, study and long-term health conditions.
- The Census Test will help us understand if questions and topic changes collect data of high quality.
- Every Census, the ABS undertakes a review to inform our recommendation to the Government on the topics that could be included in the Census.
- This shortlist of topics for the 2026 Census has been developed based on evidence gathered through public consultation undertaken in 2023, feasibility assessments and preliminary testing activities. There are many considerations when determining the topics in the Census, such as data need, respondent burden, availability of other data sources, the cost and complexity of processing and analysing responses, and whether the Census is an appropriate way to collect the data.
- Consideration has been given to the need for data comparability between Censuses and the time and resources available to the ABS for the delivery of the 2026 Census.
- There is always more demand for information to be collected than can be accommodated in the Census. The ABS has prioritised the topics that are feasible for collection in the 2026 Census and that ensure the Census is inclusive.

- The changes being considered are in keeping with the ABS plans to again deliver the Census at a reduced cost per capita than the previous Census.
- The topics being tested are not final and do not reflect decisions for the next Census. It is the Government's role to decide the topics that will be included in the Census.
- The ABS's role is to determine the questions that will collect the best quality data on these topics.
- Along with outcomes from the Census Test, stakeholder feedback will be considered when designing the final questions in the 2026 Census.
- Even if a topic or change to a question is not included in the 2026 Census, outcomes from the Census Test will be helpful to develop topics for future Censuses and other data collections.
- Following Government decision on 2026 Census topics, Treasury will coordinate an amendment to the Census and Statistics Regulation 2016, which will be tabled in Parliament.

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Potential changes being tested



Census

Ancestry	Increase the number of ancestries collected from two to up to four to better reflect cultural diversity.
Attendance at an educational institution	Update the response categories to count the number of children who are home schooled.
Country of birth of parents	Adjust language in the question by introducing terms parent 1 and parent 2 to be more inclusive.
Household and family relationships	Update the response categories to use non-gendered terms and be more inclusive.
Industry of employment	Update the question wording to improve alignment with the Labour Force Survey.
Labour force status	Update the response categories to include 'Yes, looked for both full-time and part-time work' for the question 'Did the person actively look for work at any time in the last four weeks?', to improve alignment with the Labour Force Survey.

6

- Like the previous Census, the Census Test will ask people questions about their age, country of birth, religion, ancestry, language used at home, long-term health conditions, work and education.
- We are considering a number of changes to questions asked in the 2021 Census. Some of the changes being tested will make the Census more inclusive for our diverse community. Other changes are being tested to improve alignment with available data sources.
- The Census Test gives us the opportunity to analyse outcomes of any potential changes.
- Ancestry - We are testing expanding the ancestry question to collect up to four ancestries for each person, compared to two ancestries in 2021. This lets people give a richer picture of their family background or cultural groups if they choose to.
- Attendance at an education institution - The proposed change being tested is to update the response categories to count the number of children who are home schooled.
- Country of birth of parents – The proposed change being tested is to adjust gendered language from the question by introducing terms such as parent 1 and parent 2.
- Household and family relationships - The proposed change being tested for this topic is to introduce non-gendered terms in the response categories.

- Industry of Employment - The proposed change being tested for this topic is to update the question wording to improve alignment with the Labour Force Survey.
- Labour Force Status - The proposed change being considered for this topic is to update the response categories to include 'Yes, looked for both full-time and part-time work' for the question 'Did the person actively look for work at any time in the last four weeks?', to improve alignment with the Labour Force Survey.

Released under FOIA Act

Potential changes being tested



Census

Long-term health conditions	Update the response categories to include 'Liver disease' and 'Migraine' to collect a wider range of long-term health conditions.
Marital status	Update the response categories to collect de facto relationship status.
Mode of travel to work	Update the response categories to include 'Bicycle (including e-bike)' to include more contemporary modes of travel.
Persons temporarily absent on Census night	Update the existing topic of sex to collect 'sex recorded at birth' and collect data on Gender.
Religious affiliation	Update the question wording to 'Does the person have a religion?' and using a free text field for responses to support accurate data collection and make the question more equitable.
Sex	Update the question wording to specifically collect 'sex recorded at birth' and update response categories to improve data quality.

7

- Long-term health conditions - The proposed change being tested for this topic is to update the response categories to include 'Liver disease' and 'Migraine'.
- Marital status - The proposed change being tested for this topic is to update the response categories to collect de facto relationship status.
- Mode of travel to work - The proposed change being considered for this topic is to update the response categories to include 'Bicycle (including e-bike)'.
- Persons temporarily absent on Census night - The proposed changes being tested for persons temporarily absent include updating the existing topic of Sex and adding the collection of Gender.
- Religious affiliation - We are testing the use of a write-in box for all responses to the religion question. This makes it an equitable experience for everyone completing the question.
- Sex - The proposed changes being tested for this topic includes updating the question wording to specifically collect 'sex recorded at birth'.

New topics in the Census Test



Census

Gender	<ul style="list-style-type: none"> • What is the person's gender? • This data could help contribute to informed policy and planning, resource allocation and delivery of services based on a person's gender. • The combination of gender and sex recorded at birth will provide an opportunity to produce data for the cisgender, trans and gender diverse population. • 'Prefer not to answer' can be selected if the person does not want to provide an answer.
Variations of sex characteristics	<ul style="list-style-type: none"> • Has the person been told they were born with a variation of sex characteristics (sometimes called 'intersex' or 'differences of sex development')? • Understanding the number of people who were born with a variation of sex characteristics could help government and non-government organisations to plan, legislate and provide resources to support individuals and their families. • 'Prefer not to answer' can be selected if the person does not want to provide an answer.
Sexual orientation	<ul style="list-style-type: none"> • How does the person describe their sexual orientation? • This data could help contribute to the development of policy, allocation of resources and delivery of services to support individuals and their families. • This question is only asked of persons aged 15 years or older. • 'Prefer not to answer' can be selected if the person does not want to provide an answer.



Detailed information about how to answer each question will be available on the ABS website. A separate form can be requested if a person wants to keep their answers separate from others in their household.

8

- The Census Test contains three new topics that may be considered by the Government for the 2026 Census – questions on gender, sexual orientation and variations of sex characteristics.
- We are also testing an update to the question that collects data on a person's sex, to ask sex recorded at birth.
- During our consultation on topics for the 2026 Census we heard how collecting data on Gender, Variations of sex characteristics and Sexual orientation in addition to Sex recorded at birth could better inform researchers, policy development and service providers about the characteristics of the LGBTIQ+ population.
- The combination of gender and sex recorded at birth will provide an opportunity to produce data for the cisgender, trans and gender diverse population.
- Additionally, including a question on Gender will allow for more accurate data for Sex recorded at birth.
- The ABS has been consulting with an LGBTIQ+ Expert Advisory Committee for the 2026 Census (EAC). The EAC is made up of organisations and individuals with expert knowledge of LGBTIQ+ issues across legal and human rights, health and families, and research methodologies for LGBTIQ+ populations.
- The EAC provides advice to the ABS on: question development for the 2026 Census; educational materials for respondents; and the processing, analysis and dissemination of data collected.
- The Census Test allows the ABS to ask questions on these potential new topics on a large scale. This lets us know if our questions produce data of the expected quality or

if further refinement is needed.

- The questions for each of these topics include the option to answer 'prefer not to say'.
- The question on sexual orientation is only asked of persons aged 15 years or older.
- A person can fill in a separate form to keep their answers separate from other respondents in the household, for example for privacy reasons. Separate forms can be requested online or by calling us.
- Detailed information about how to answer each question and other help information will be available on the ABS website tomorrow.

Released under FOIA Act

Topics not included in the Census Test



Census

Ethnic identity	<ul style="list-style-type: none"> • Testing found the public is unlikely to have a consistent understanding of what ethnic identity is, or to have consistent views on the difference between ethnic identity and ancestry. • Following consultation, the ABS has decided to prioritise the expansion of the ancestry question. • The 9 topics about ethnicity and cultural diversity collected in the 2021 Census are not being considered for removal.
Aboriginal and Torres Strait Islander cultural identity	<ul style="list-style-type: none"> • The ABS assessed that there is significant public value in adding new content to reflect Aboriginal and Torres Strait Islander cultural identity more fully. • Further collaboration and engagement is required on the design of this topic, which is not possible within 2026 Census timeframes. • The ABS will continue development on this topic in partnership with Aboriginal and Torres Strait Islander organisations and representatives for potential inclusion in the 2031 Census.
Main reason for moving in the last 12 months	<ul style="list-style-type: none"> • This topic could provide information for several policy areas, including climate, housing, labour force and education, and support improved population forecasting and planning. • The ABS investigated options for development of this topic. The ABS was unable to develop a question to sufficiently meet data needs that was easy for respondents to answer.
Number of children ever born	<ul style="list-style-type: none"> • Does not have a strong requirement for collection on a five-yearly basis and meet data needs by being collected again in the 2031 Census.

9

- Some topics identified through our consultation are not being tested in the 2024 Test.
- There is always more demand for information to be collected than can be accommodated in the Census.
- The ABS has prioritised the topics that provide the strongest public value, are feasible for collection in the 2026 Census and that ensure the Census is inclusive.
- **Ethnic Identity** - Testing found the public is unlikely to have a consistent understanding of what ethnic identity is, or to have consistent views on the difference between ethnic identity and ancestry.
- The ABS has decided to prioritise the expansion of the ancestry question to collect up to four ancestries per person rather than recommend the introduction of a question on ethnic identity.
- The 2021 Census included 9 topics about ethnicity and cultural diversity. The ABS will be recommending that these existing topics are included in the 2026 Census.
- **Aboriginal and Torres Strait Islander cultural identity** - The ABS assessed that there is significant public value in adding new content to reflect Aboriginal and Torres Strait Islander cultural identity more fully.
- As outlined in the [2026 Census topic review: Phase two directions](#) publication, the ABS expected this topic cannot be completely implemented by the 2026 Census, as a statistical standard and statistical classification will need to be developed in partnership with Aboriginal and Torres Strait Islander people.
- Testing and stakeholder consultation confirmed that the ABS would be unable to

develop and collect high quality data on the topic within the 2026 Census timeframes. The ABS will continue development of this topic in partnership with Aboriginal and Torres Strait Islander organisations and representatives for potential inclusion in the 2031 Census.

- **Main reason for moving in last 12 months** - The ABS investigated options for development of a topic on Main reason for moving in the last 12 months.
- This topic could provide information for several policy areas, including climate, housing, labour force and education, and will support improved population forecasting and planning.
- The ABS reviewed outcomes from testing. Challenges with the question design were identified. For these reasons, the topic is no longer being considered for inclusion in the 2026 Census.
- **The Number of children ever born** - this topic will be recommended for removal from the 2026 Census and return to collection every 10 years. It will be next collected in 2031 to align with international reporting requirements.

Released under FOIA Act

- The ABS will circulate a media release to attendees and distribute nationally at 12:00pm AEST, 27 August 2024.
- Audio grabs from Duncan Young will be distributed by Radio Release to media in Test areas at 4:00am AEST, 28 August 2024.
- Any questions not answered today will be taken on notice – our team will follow up with you to provide the relevant information.
- Visit Census Media Hub for backgrounders and images.
- Please email media@abs.gov.au or call us on 1300 175 070 for any further enquiries or to book an interview with our spokesperson.

S22

- Some media notes before we go into Q&A.
- Media release is under embargo until 12pm AEST Tuesday 27 August.
- Radio Release will be released on Wednesday at 4am AEST 28 August.
- Any questions we haven't been able to answer today will be taken on notice – the Census media team will follow up with you to provide the relevant information.
- Please visit our Media Hub and ABS website for additional background and images.
- If you have any follow up questions or requests, please email media@abs.gov.au or call us on 1300 175 070 and we'll be able to assist.

Questions?

S22 to facilitate questions submitted.

Released under E.O. 14176

S22

From: [REDACTED]
Sent: Friday, August 23, 2024 5:06 PM
To: [REDACTED] <[REDACTED]@TREASURY.GOV.AU>
Cc: Duncan Young <Duncan.Young@abs.gov.au>; Mark Harding <Mark.Harding@abs.gov.au>; Denise Carlton <Denise.Carlton@abs.gov.au>; [REDACTED] <[REDACTED]@abs.gov.au>; parliamentary@abs.gov.au; [REDACTED] <[REDACTED]@TREASURY.GOV.AU>; Leigh DLO <LeighDLO@TREASURY.GOV.AU>; [REDACTED] <[REDACTED]@TREASURY.GOV.AU>
Subject: For information: 2024 Census Test Communications Collateral

Hi [REDACTED],

S22

Overview of communication activities and timing (updated 23 August)

Date	Time (AEST)	Activity
26 August	9:30am	Media briefing (embargoed)

S22

S22

Please reach out if you have any questions.

Thanks,

S22

S22

Director, Census Customer Experience
Census 2026 Branch, Australian Bureau of Statistics

T: S22 M: S22
E: S22 @abs.gov.au W: www.abs.gov.au

From: S47F <S47F@TREASURY.GOV.AU>

Sent: Friday, August 16, 2024 5:36 PM

To: S22 <S22@abs.gov.au>; S47F <S47F@TREASURY.GOV.AU>; Leigh DLO <LeighDLO@TREASURY.GOV.AU>; parliamentary@abs.gov.au; S47F <S47F@TREASURY.GOV.AU>

Cc: Duncan Young <Duncan.Young@abs.gov.au>; Mark Harding <Mark.Harding@abs.gov.au>; S22 <S22@abs.gov.au>

Subject: Re: For consultation: draft 2024 Census Test Communications Collateral [SEC=OFFICIAL:Sensitive]

OFFICIAL: Sensitive

CAUTION: External email. Do not click links or open attachments unless you recognise the sender and know the content is safe.

OFFICIAL: Sensitive

Thank you for this S22. Will touch base if we have questions.

Have a great weekend.

Kind regards,

S47F

Media Adviser | S47F

Assistant Minister for Charities, Competition, and Treasury

Assistant Minister for Employment

OFFICIAL: Sensitive

OFFICIAL: Sensitive

From: [redacted] <[redacted]@abs.gov.au>

Sent: Friday, August 16, 2024 5:30 PM

To: [redacted] <[redacted]@TREASURY.GOV.AU>; [redacted] <[redacted]@TREASURY.GOV.AU>;

Leigh DLO <LeighDLO@TREASURY.GOV.AU>; parliamentary@abs.gov.au <parliamentary@abs.gov.au>

Cc: Duncan Young <Duncan.Young@abs.gov.au>; Mark Harding <Mark.Harding@abs.gov.au>; [redacted]

[redacted] <[redacted]@abs.gov.au>

Subject: For consultation: draft 2024 Census Test Communications Collateral [SEC=OFFICIAL:Sensitive]

OFFICIAL: Sensitive

OFFICIAL: Sensitive

OFFICIAL: Sensitive

Hi [redacted],

I hope you are well. Ahead of the 2024 Census Test operations, [redacted]

[redacted]

S22

Schedule of communications activity

Date	Time (AEST)	Activity
[redacted]	[redacted]	[redacted]
26 August	9:30am	Media briefing (embargoed)

S22

S22

Thanks,

S22

S22

Director, Census Customer Experience
Census 2026 Branch, Australian Bureau of Statistics

T: S22 M: S22

E: S22 @abs.gov.au W: www.abs.gov.au

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Census

Media alert



Media alert: Census Test briefing

16/08/2024

We are reaching out to invite you to our media presentation about the upcoming Census Test.

In preparation for the 2026 Census, the ABS is running a Census Test in September 2024. This one-hour background briefing led by Duncan Young, General Manager Census Division will cover timing and locations selected for the Census Test, topics and question changes being tested and how the test will inform the 2026 Census.

Date: Monday 26 August 2024.

Time: 9:30am to 10:30am AEST

Please confirm your interest via email by 2pm AEST Friday 23 August.

Please note that this session will be recorded, and by attending you authorise us to record audio and video.

For any questions, please contact us on 1300 175 070 or email us at media@abs.gov.au.

Sincerely,
Census Media

The views expressed in this media release are solely those of the sender and do not necessarily reflect the views of Stroom.

You are receiving this email because you were included on Australian Bureau of Statistics's media release. To unsubscribe and stop receiving emails from this organisation [click here](#).



Census

Media alert



Media alert: Census Test briefing

20/08/2024

We are reaching out to invite you to our media presentation about the upcoming Census Test.

In preparation for the 2026 Census, the ABS is running a Census Test in September 2024. This one-hour background briefing led by Duncan Young, General Manager Census Division will cover timing and locations selected for the Census Test, topics and question changes being tested and how the test will inform the 2026 Census.

Date: Monday 26 August 2024.

Time: 9:30am to 10:30am AEST

Please confirm your interest via email by 2pm AEST Friday 23 August.

Please note that this session will be recorded, and by attending you authorise us to record audio and video.

For any questions, please contact us on 1300 175 070 or email us at media@abs.gov.au.

Sincerely,
Census Media

The views expressed in this media release are solely those of the sender and do not necessarily reflect the views of Stroom.

You are receiving this email because you were included on Australian Bureau of Statistics's media release. To unsubscribe and stop receiving emails from this organisation [click here](#).



Census

Media alert



Media alert: Census Test Briefing

23/08/2024

Hi,

We're emailing to remind you that the Census Test Briefing is on next Monday at 9:30am AEST. Please confirm your attendance today if you would like to attend.

In preparation for the 2026 Census, the ABS is running a Census Test in September 2024. This one-hour background briefing led by Duncan Young, General Manager Census Division and [REDACTED], Director Census Content, will cover timing and locations selected for the Census Test, topics and question changes being tested and how the test will inform the 2026 Census.

Date: Monday 26 August 2024

Time: 9:30am to 10:30am AEST

Please confirm your interest via email by 2pm AEST Friday 23 August.

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Census

Media alert



Media Invite: Census Test Briefing

23/08/2024

Thanks for confirming your interest in attending the Census Test Briefing.

In preparation for the 2026 Census, the ABS is running a Census Test in September 2024.

This one-hour background briefing led by Duncan Young, General Manager Census Division and S22, Director Census Content will cover timing and locations selected for the Census Test, topics and question changes being tested and how the test will inform the 2026 Census.

Find the Microsoft Teams link below:

S22

Please ensure you join the briefing by 9:30am AEST Monday 26 August for a prompt start. Please mute your mic and turn off your camera.

Sincerely,
Census Media

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Census

Media alert



25/08/2024

Hi,

Thank you for registering your interest in the Census Test briefing, Monday 26 August 2024.

Following the Government's decision on topics for the 2026 Census, the briefing has been cancelled.

Regards,
Census Media

media@abs.gov.au

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Released under FOIA Act

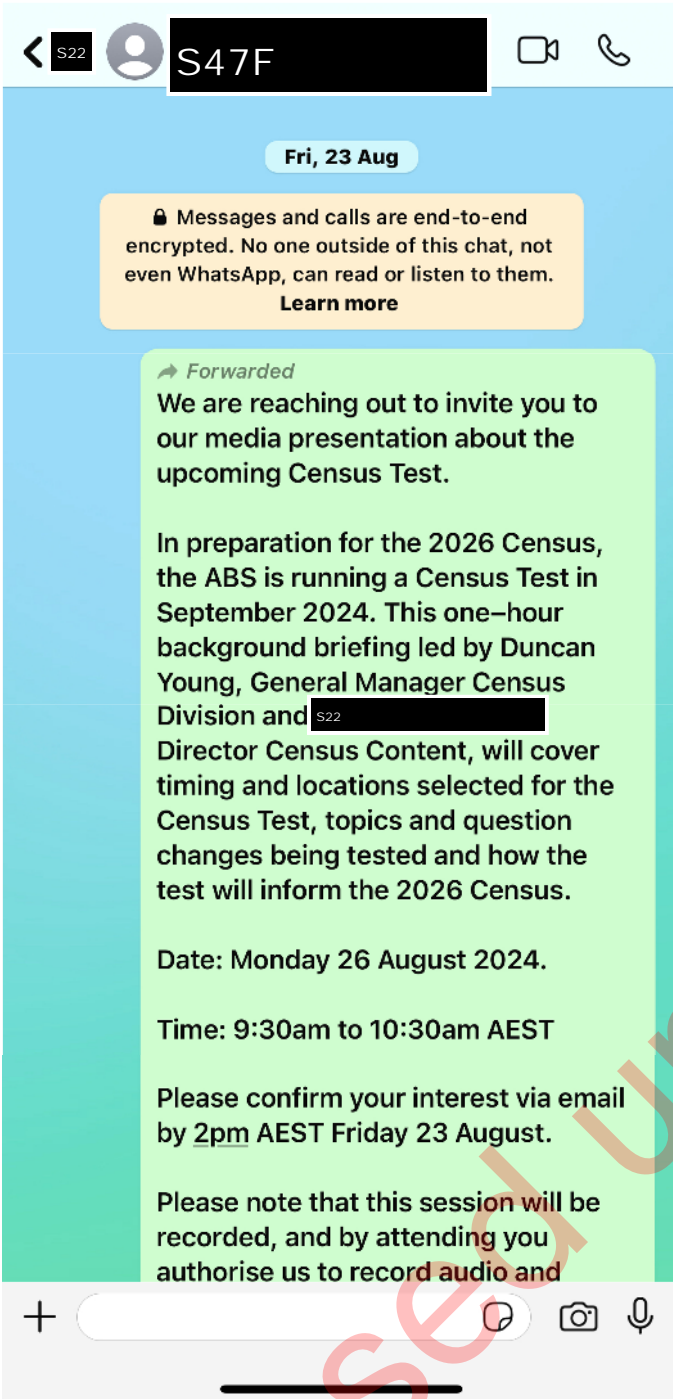
S22

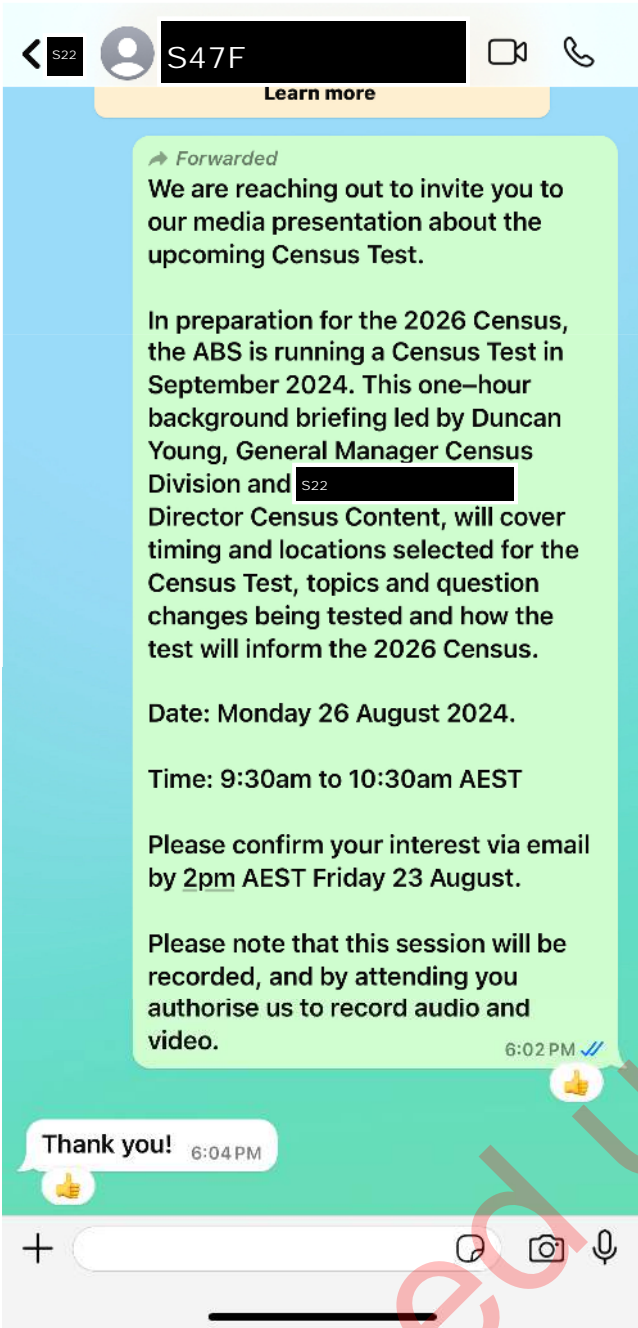
Subject:

S22 - Minister Leigh's Media Advisor - Request for text of 2024
Census Test Media Alert - Friday 23 August 2024 - S22

S22

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