



Census

2021 Census Stakeholder Toolkit

→ Your guide to sharing
the Census message with
migrant communities
and organisations

Every stat tells a story.



Introduction

The Census happens every five years. It's a national count of every person and home in Australia. The Census is our opportunity to better understand the needs and demographics of our communities, region and country. Census data is used to plan important services for communities such as health, education, transport and in-language support.

Community organisations, businesses and governments use Census data to plan local programs for the community. Statistics from the 2021 Census will be released and available for community groups and organisations to use from mid 2022, providing a profile of community strengths and needs in regions across the country.

Everyone needs to participate so that Census data is as accurate as possible. Local organisations play a key role in helping to prepare the community for the Census. We've developed this kit to help you get your community Census-ready.

In this toolkit you will find resources to help your community get ready for the Census.

Contents

Understanding the Census	2
How to help communities get Census-ready	3
When to share Census information	5
Resources	6
Examples on how Census data benefits communities	8
Frequently asked questions	10

Understanding the Census



Key messages

- Every five years, the Census counts every person and home in Australia.
- The Census asks questions about things like your age, country of birth, ancestry, language used at home, work and education.
- The Census data helps us to understand the needs of communities and plan programs and services like health, education and transport.
- It is important that everyone is ready for the Census so that we are all counted.
- The Census is on Tuesday **10 August 2021**.
- There is support available for people who need help to complete the Census.



How to complete the Census

- You will either get a letter with instructions on how to complete online, or a paper form.
- You can start as soon as you get instructions, if you know where you will be on Census night, Tuesday 10 August.
- It's important that everyone staying in your home on Census night is included on the form – including visiting family or friends, international visitors and babies.
- There is help available for people to complete the Census, including in-language fill in the [form sessions](#) and translated information on the [website](#).



How you can help communities get Census-ready

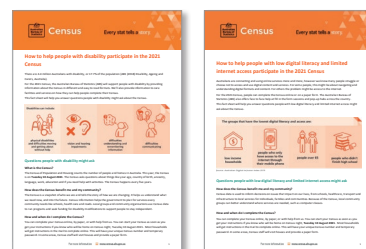
An accurate count of people from migrant communities is beneficial to all of us. It helps highlights strengths and what's needed to help communities thrive. There are lots of ways you can help get communities ready for the Census. Here are some tips to get started:

Talk about the Census with community members

- Provide information about the Census at staff meetings and/or community meetings using the key messages and information in this toolkit.
- Share ways your organisation uses Census data to benefit the community through local programs or services.
- Share information in your [newsletter](#).

Print and display information

- Download and print [English](#) and translated [information sheets](#) from the Census website, and we have attached them here also. You can pin these up around your workplace and at local community noticeboards or waiting rooms.
- Share or print copies of the information sheets with community members.



Post about the Census on social media

- Use your social media pages to share information about the Census and how it can benefit your local area.
- We've attached some [social media posts](#), tiles and short videos you can share using #2021CensusAU



Share Census information through your networks

- Include information about the Census in local newsletters to community organisations, service providers and local leaders to help spread the word.
- Include the date of the Census (Tuesday 10 August) in your community calendar, workplace calendar and send this toolkit to other people and organisation in your industry, sector or community.

See what extra help is available

- Search www.census.abs.gov.au/findus to find help near you. There will be Census staff who can show you or people in your community how to fill in the Census form.
- Download and view more information for supporters and stakeholders at www.census.abs.gov.au/supporters
- Download and use our simple [Lesson Guides](#) and work sheets if you run English lessons.

Learn more about the Census in your area to help your local community be Census-ready

- Follow 2021 Census Australia on [Facebook](#) and share information available on the page to your own page and networks.
- Visit the [Census website](#) to read how Census data has helped communities across Australia.
- We have local Census engagement staff contacting organisations such as yours to provide you with further information and support.

Promote jobs in your area

- Help spread the word about paid jobs with the Census.
- Having a diverse Census team plays an important role in making sure everyone can access and complete the Census.
- Information on roles available is at www.census.abs.gov.au/careers



When to share Census information

There are lots of ways to share information about the Census over the next few months to make sure people are ready to participate in August. Sharing information helps the whole community understand why the Census is important, and learn more about what they need to do.

Here are some suggestions on what to share each month:



May - June 2021

- **Promote local Census job opportunities.** Having local, trusted people involved in Census engagement is important. Jobs are flexible and temporary. Visit www.abs.gov.au/census for job opportunities near you.
- **Keep up to date** and get your community prepared with all the information available on the 2021 Census Australia [Facebook page](#).



June 2021

- **Get Census ready.** Let people know the Census is happening this August. Share facts and information about what the Census is, and why it's important.
- If you run English classes you might like to use our [Census lesson plan](#) to help people understand what the Census is and where to get help.

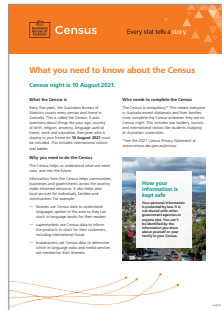


July - August 2021

- It's Census time. Share information about the Census and where to get help:
 - Visit www.census.abs.gov.au
 - Find help near you at www.census.abs.gov.au/findus
 - Call **1800 512 441**
 - For help in your language call, call the Translating and Interpreting Service (TIS National) on **131 450**.

Resources

Information sheets and posters



There is an [English information sheet](#) for community members



There are information sheets for community members in 25 languages visit www.census.abs.gov.au/help/languages



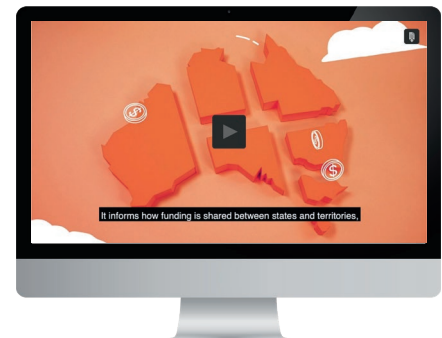
There are information sheets for stakeholders to help them answer questions from the community visit www.census.abs.gov.au/supporters

Videos

There are a series of short videos on the Census you can share.

- Why have a Census
- How do I complete the Census
- Keeping your personal information safe
- How Census data is used.

These videos are also translated into seven languages available on the [ABS YouTube channel](#).



Website

The Census website www.census.abs.gov.au has a wealth of information on the Census including [frequently asked questions](#) and translated information available in [25 languages](#).

Social media tiles

Here are some social media posts and tiles you might like to use to keep your community informed.

1. The Census is coming this August. (recommended to be posted before August)

The Census is coming this August. It's a national count of every person and home in Australia. Having the right numbers helps inform where services are needed to help migrant communities - from education and health to housing and transport. There's lots of support for people who need help to complete the Census. Visit www.census.abs.gov.au for more information.



2. **It's time to complete your Census.** (recommended to be posted between 1-10 August)

Remember - everyone in Australia on Census night 10 August needs to participate. You can start as soon as you receive your instructions. Complete online or by paper. Help is available - visit www.census.abs.gov.au/help or call **1800 512 441** (in-language support available on **131 450**).



3. **Don't forget to complete your Census.** (recommended to be posted between 11-17 August)

The Census is compulsory.* It provides a snapshot of every person and household in Australia so it's important we're all counted. You can complete it either online, by paper or with help from the ABS. Visit www.census.abs.gov.au or call **1800 512 441**. If you need help in your language call the free Translating and Interpreting service on **131 450**.



*See the 2021 Census Privacy Statement at www.census.abs.gov.au/privacy

Newsletter article

Below are two newsletter articles you might like to share with your networks.

1. **The Census is happening in August** (recommended to be posted before August)

Census data helps tell the story of our communities – it highlights successes and what communities need to continue to grow. It's used to help plan services for our families and communities. For example:

- libraries use Census data to understand languages spoken in local communities so they can stock in-language books for their readers
- broadcasters use Census data to determine which in-language radio and media services are needed for their listeners
- supermarkets use Census data to understand their customers and stock products for them – including international foods.

Everyone in Australia must complete the Census including international students and visa holders.

All personal information collected is kept safe and is not shared with anyone. You and your family can't be identified by the information you share.

Visit www.census.abs.gov.au or call **1800 512 441** for more information.

If you need help in your language visit www.census.abs.gov.au/help/languages or call the free Translating and Interpreting service on **131 450**.

For face-to-face help near you visit www.census.abs.gov.au/findus

2. **It's Census time** (recommended to be posted between 1-10 August)

It's time to complete your Census. The Census provides a snapshot of every person and household in Australia so it's important we're all counted. This year, you can start as soon as you receive your instructions.

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

Remember, every person in Australia (with the exception of foreign diplomats and their families) must participate including international students and visa holders.

For information visit www.census.abs.gov.au or call **1800 512 441**.

If you need help in your language visit www.census.abs.gov.au/help/languages or call the free Translating and Interpreting service on **131 450**.

For face-to-face help near you visit www.census.abs.gov.au/findus

How Census data benefits communities

Hindu Council

Census data helps organisations to preserve cultural traditions and celebrations by identifying changes in Australia's multicultural landscape. The Hindu Council of Australia uses Census data to support the growing Indian community in Australia, which showed a 54% increase in the last Census.

"In our earlier days, the Hindu Council was only active in three major cities. Census data has helped us to identify the need to provide services in all major cities as well as rural areas to meet the needs of Hindu communities across Australia," said Prakash Mehta, National President at Hindu Council.

Events like Holi and Diwali celebrations, and other cultural programs, help provide opportunities for people to come together to share everything that is loved about Hindu traditions with the broader community.

Prakash Mehta, National President Hindu Council said: "It's vitally important that everyone remembers to fill in the Census this August. We need accurate, updated data to help us design the right programs for our community."



Welcoming Australia

Using 2016 Census data, Welcoming Cities provided guidelines to local councils about how new migrants and refugees from all walks of life can be welcomed and included, particularly in regional and remote areas.

The guidelines give a local view so councils can offer the best possible migration and settlement support for their area. For example, based on the data, Balonne Shire introduced 'Welcoming Dinners' to connect residents with recently arrived migrants and create a sense of belonging and community.

Aleem Ali, CEO of Welcoming Australia said: "Census data is critical so we have a complete picture of who we are as a nation, and what's changing. Without this data, we may not understand what migrants and newly arrived refugees need in remote and regional areas."

Melrose Park Football Club

The non-profit Melrose Park Football Club is committed to reflecting the spirit in which football is played across the globe – participation regardless of financial circumstances, language or cultural barriers.

Club President Julie Crane said Census data helps tailor programs and communication to different groups. The Club uses Census regional population data to better understand the profile and make-up of the local population in the Melrose Park, Ermington and Ryde communities.

“Our aim is to increase participation of families from diverse backgrounds, in turn positively contributing to the community’s social dynamic,” said Ms Crane.

Football programs enable migrant families to interact in positive ways with each other and the broader community, creating cross-cultural friendships, increasing awareness and understanding of each other, and breaking down social barriers.



Club President Julie Crane said:
“Census data is really important for us to understand the make-up of our community. It helps us tailor our programs to different groups and our communications for different languages.”

Frequently Asked Questions



What is the Census?

Every five years, the Australian Bureau of Statistics counts every person and home in Australia. This is called the Census.



Why is it important?

Census data can show community success stories and where services are needed to plan for the future. The numbers from the Census help plan important services for your community from education and health to transport and housing. Visit the [Census website](#) for more information on how Census data has helped communities across Australia.



When is the Census?

The Census is on Tuesday 10 August. You can start as soon as you get instructions if you know who will be home on Census night.



Who needs to complete the Census?

The Census is compulsory.* This means everyone in Australia, except diplomats and their families, must complete the Census wherever they are on Census night. This includes all visa holders, tourists and international visitors like students studying at university.

**See the 2021 Census Privacy Statement at www.census.abs.gov.au/privacy*



How do I complete it?

- Most households will get instructions in the mail to complete online. This will have your unique Census number and temporary password. Go to www.census.abs.gov.au when you receive your instructions in early August 2021. If you want to use a paper form, call the 24-hour automated paper form request service on **1800 130 250**. You will need your 16-digit Census number from your Census letter.
- Some households will receive a paper form. This also applies to international students and visitors staying in venues such as hotels, camping grounds or student accommodation. Once completed, return to us using the reply-paid envelope that will be provided. There are instructions on the form if you prefer to complete online.
- If you are staying with friends or family temporarily you need to write “None” in the suburb section of the “Where does the person usually live” question. This will ensure you are counted correctly.
- It’s important that everyone staying in your home on Census night is included on the Census form. People living in a granny flat, group or share home can complete the Census using a single form. If you want to keep your information private from people in your home you can visit the Census website to request a Census number and complete online or request a paper form.



What will it ask?

The Census asks questions about things like your age, country of birth, religion, ancestry, language used at home, work and education. Everyone who is staying in your home on Tuesday 10 August must be included – even international visitors and babies.



How long does it take?

It takes about 30 minutes to complete the Census but it might take longer for bigger households.



Who can help you?

You can ask anyone you trust for help to complete your Census.

Help is also available:

- Visit www.census.abs.gov.au
- Find help near you at www.census.abs.gov.au/findus
- Call **1800 512 441**
- For information in your language visit www.census.abs.gov.au/help/languages or call the Translating and Interpreting Service (TIS National) on **131 450**.



Can I complete in my language?

No. The Census form is in English only and must be completed in English. You can ask family or friends to help with your Census. There will also be Census staff who can show you how to fill in the form.



What happens to my information

Your personal information is protected by law. It is not shared with other government agencies (including the Australian Tax Office, Department of Home Affairs, housing offices or Centrelink). You can't be identified by the information you share about yourself or your family in your Census. If you are currently renting, information won't be shared with private landlords.

Translated information about the Census is available in 25 languages:

Arabic	www.census.abs.gov.au/arabic
Assyrian	www.census.abs.gov.au/assyrian
Burmese	www.census.abs.gov.au/burmese
Cantonese	www.census.abs.gov.au/cantonese
Dari	www.census.abs.gov.au/dari
Farsi	www.census.abs.gov.au/farsi
Filipino	www.census.abs.gov.au/filipino
Greek	www.census.abs.gov.au/greek
Hindi	www.census.abs.gov.au/hindi
Indonesian	www.census.abs.gov.au/indonesian
Italian	www.census.abs.gov.au/italian
Japanese	www.census.abs.gov.au/japanese
Khmer	www.census.abs.gov.au/khmer
Korean	www.census.abs.gov.au/korean
Macedonian	www.census.abs.gov.au/macedonian
Mandarin	www.census.abs.gov.au/mandarin
Nepali	www.census.abs.gov.au/nepali
Punjabi	www.census.abs.gov.au/punjabi
Serbian	www.census.abs.gov.au/serbian
Spanish	www.census.abs.gov.au/spanish
Tamil	www.census.abs.gov.au/tamil
Thai	www.census.abs.gov.au/thai
Turkish	www.census.abs.gov.au/turkish
Urdu	www.census.abs.gov.au/urdu
Vietnamese	www.census.abs.gov.au/vietnamese