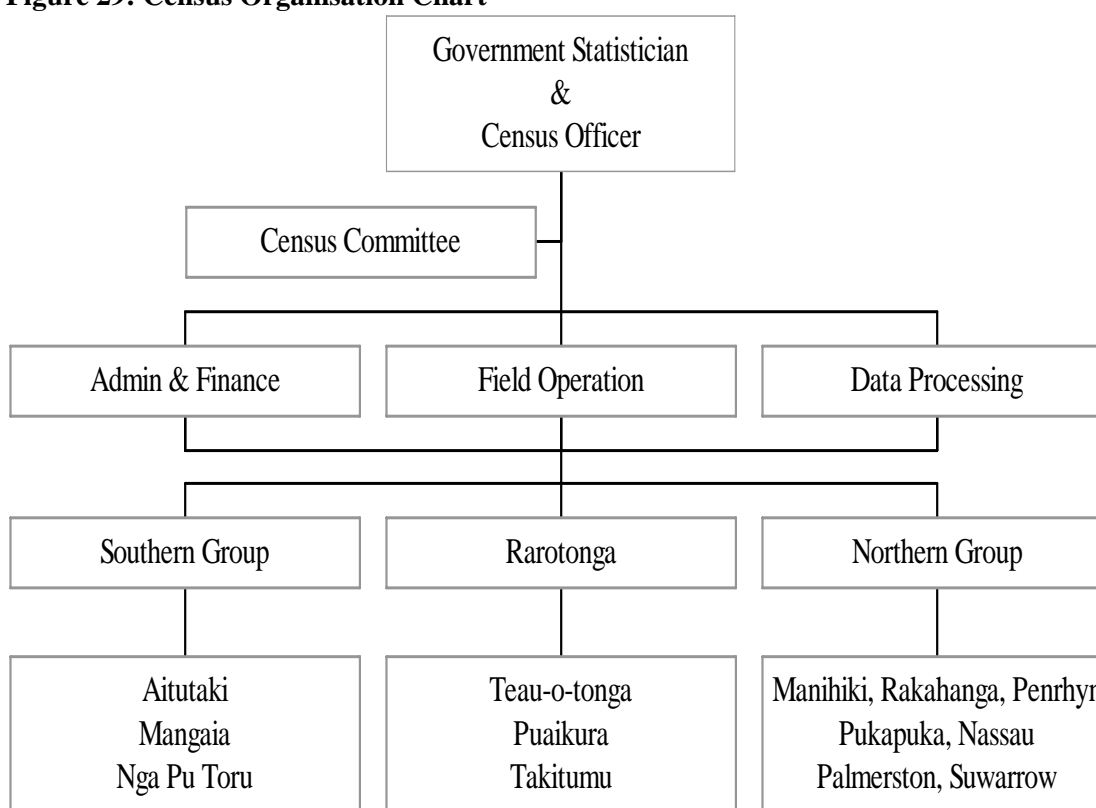


1. CENSUS ADMINISTRATION

1.1 ORGANISATION AND CONTROL

The overall organisation and control of the census, by virtue of Section 20 of the Statistics Act 1966, is vested upon the Government Statistician who, for the purpose of the census will be referred to as the Census Officer. A number of sections of the Act apply in carrying out the census. These include the “confidentiality” clause, which provides against the release or publication of any individual particulars and the offences and penalty clauses, which may be invoked against any persons failing to abide by the provisions of the Act.

Figure 29: Census Organisation Chart



1.2 CENSUS BUDGET

An appropriation of \$99,000 was allocated in the F01/02 budget, slightly dropping from \$112,000 in the 1996 Census. The census is quite different from the usual activities of the Government that are carried out year after year. The activity of the census is spread over the period of five years and the budget should reflect the complete plan of action. The bulk of the budget was taken to cover costs of remuneration of field workers and transport and communications during November to December 2001.

1.3 PUBLICITY AND MEDIA

Publicity was regarded as an important component of the census project. The Statistics Office needed to create public awareness of the importance of the census and also the importance of obtaining complete responses, at the same time dealing with confidential information. A media consultant was employed to take care of publicity.

During the early stages of planning T-shirts (with a census logo) were printed as part of the awareness process of the census.

The Census was widely publicised using:

- Television - Advertising outlining the objectives and scope of the census, and at the same time requesting the co-operation of the community.
- Local newspaper – Full coverage of the census operation, including inserting the pamphlets in the weekend circulation.
- Radio - Important aspects of the census were announced throughout the month of November up to the Census night. English and Maori language was used. A radio talk back was initiated to get the views of the public on questions that is being asked.
- Pamphlets - Pamphlets were distributed to all Government ministries, schools and private businesses outlining the importance of the census, the census day, and who was to be covered by the Census.
- Posters – Posters were distributed to field workers during the training session highlighting the important aspects of the census. Field workers posted these in public places within their enumeration areas.

1.4 RECRUITMENT AND TRAINING OF FIELD WORKERS

The Statistics Office appointed the supervisors who in turn selected enumerators for their respective areas. The tendency was to employ persons who live in the locality because of their familiarity with the people and area, however enumerators were given the option of choosing the area they prefer.

Statistics Officers travelled to each of the islands to conduct the training sessions. Government Representatives were advised of the arrival of the Census Officer and were given an outline of the objectives of the census project. Communication between the office and the census officer on the field was encouraged.

Training of census enumerators was generally conducted in the early evenings, as this was the most convenient time for field workers. The training sessions were conducted in a constructive method encouraging feedback from both the supervisors and enumerators.