

Communicating the value of official statistics



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MC on Products and Sources

Background: Era of increased availability of alternative data sources → Our Challenge:

- Maintain relevance of Official Statistics
- Highlight the value of Official Statistics
 - Independence and Trust
 - High quality statistics
 - International comparability and co-operation
- Identify and address the weaknesses
 - Timeliness
 - Level of detail
- Showcase good international examples of communication initiatives (ABS – ‘Run That Town’)



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Call to action to NSOs and Guidance HLG



- Do more to communicate values
- Develop brand recognition of Official Statistics
- Be more responsive, timely and innovative with statistical outputs
- Work collaboratively to identify and share good practice
 - Survey of NSOs to gather information on marketing and communication activities (e.g. strategies, market research, communication tools, statistical literacy campaigns). This questionnaire will be issue in late 2014
 - Use survey information to create a shared resource for international best practice

