



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, both past, present and emerging.

'Our Story. Our Future.' was created by proud Wiradjuri, Wotjobaluk, Yuin and Gumbaynggirr artist **Luke Penrith** and Maluuilgal people, Badu Island artist **Naseli Tamwoy**.

Designing respondent communications for enterprise surveys

Trials and tales from Australia

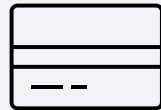
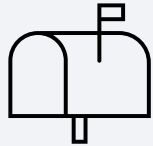
Spurti D'souza, Caitlin Huppert, Jodie Kline

Australian Bureau of Statistics
Informing Australia's important decisions



Respondents at the core of service design

Behavioural insights and human-centred design techniques were used to develop and evaluate:



Authoritative messaging in survey invitation materials

Control: Legal authority statement placed lower
Treatment: Legal authority statement placed higher

Control: 'Please complete your...'
Treatment: 'Notice of Selection'

Control: 'Complete your survey online'
Treatment: 'Complete your obligation online'

Control: 'If you'd like to speak with us or need help participating in the survey, please call ...'
Treatment: 'Contact us if this business is unable to meet its reporting obligations. To speak to our team, please call ...'



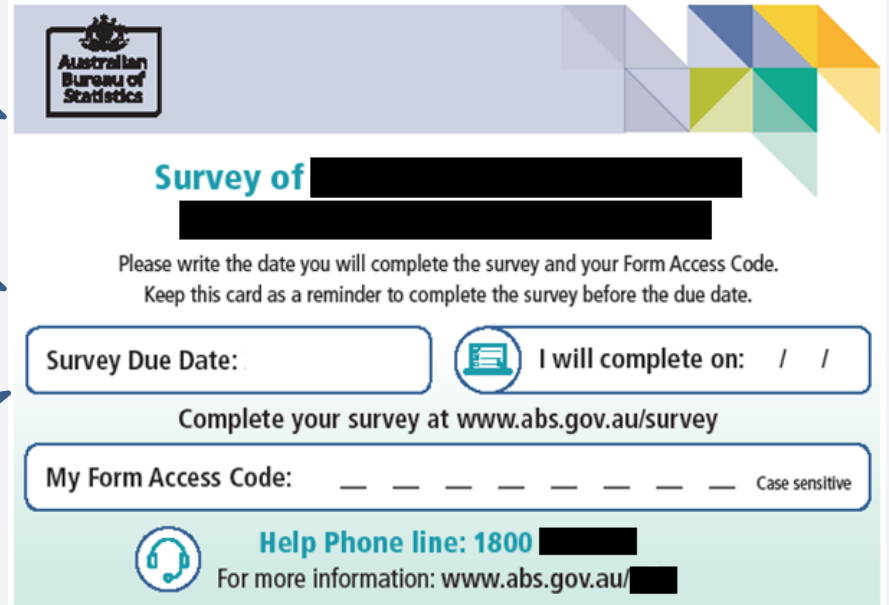
No statistically significant differences

Reminder card

A proactive reminder tool

Simple instruction for using the card

Clear and specific respondent-intentions



The image shows a reminder card from the Australian Bureau of Statistics. At the top left is the ABS logo. The title is "Survey of [redacted]". Below the title, it says "Please write the date you will complete the survey and your Form Access Code. Keep this card as a reminder to complete the survey before the due date." There are two input fields: "Survey Due Date:" and "I will complete on: / /". Below these is the instruction "Complete your survey at www.abs.gov.au/survey". There is a field for "My Form Access Code:" with a "Case sensitive" label. At the bottom, there is a "Help Phone line: 1800 [redacted]" and "For more information: [www.abs.gov.au/\[redacted\]](http://www.abs.gov.au/[redacted])".

$n_{\text{control group}} = 1,562$
 $n_{\text{treatment group}} = 500$

+ **4.71** percentage points
in response rate at
business-as-usual due date

+ **7.58** percentage points
of treatment group had
true self-initiated response

Late Reminder SMS

Our records indicate that you have an OVERDUE ABS [REDACTED] survey. Please submit your survey online now or contact us at the Australian Bureau of Statistics for assistance on 1800 [REDACTED]. Thank you.

Moderate tone of urgency

Your survey is now SIGNIFICANTLY OVERDUE. This data is collected under the authority of the Census and Statistics Act 1905. Call 1800 [REDACTED] to submit your overdue ABS [REDACTED] survey TODAY

Two clear options

Firm tone of urgency

Referencing the legal authority of the ABS to collect this information

10 min

Clear single call to action



Create event

Okay



Text message



Control = 5% response rate

Treatment = 13% response rate

Statistically significant difference

'We missed you' emails

Plain English

Firm call to action

Two clear options

Simple legal authority statement, in an FAQ format.

We missed you

We called you about the X Survey but could not reach you.

We have not received a completed survey for this business and your response is now **overdue**.

We urge you to complete **TODAY**. If you have completed the survey, please ignore this reminder.

Your participation in the X Survey will ensure that results truly reflect trends within Australian industry.

Please complete by following these steps:

Complete online at
www.abs.gov.au/survey



or

Call us on
1800 000 000



Enter your Form Access Code
1234-5678

Our team can help you provide
the requested information.

Note: If you have previously entered a Form Access Code for this survey, it will already appear in your account.

Do I have to complete this survey?

Yes. *The Census and Statistics Act 1905* authorises the ABS to request this information and obliges this business/organisation to provide the information requested.

Thank you for your contribution.

Thank You Letters

Thank you for your time and for supporting Australian businesses

We **sincerely thank you** for taking the time to complete the [REDACTED] for the quarter ending [REDACTED]

We understand that it is a difficult time for many Australian businesses, and we value your participation in this important survey. Your response plays a vital role in making important government and policy decisions that can benefit your business and community in the future.

Through the [REDACTED], the Australian Bureau of Statistics (ABS) collects information essential to producing statistics on Australia's income, employment, labour costs and other expenses. These statistics help us to better understand the health of the Australian economy.

The statistics published from our surveys are available to access free of charge on the ABS website at www.abs.gov.au. You can find the statistics relating to the [REDACTED] for the quarter ending [REDACTED] under "Business Indicators". This is updated quarterly.

If you have any questions relating to the [REDACTED] in general or for the next quarter ending [REDACTED], please call us on 1800 [REDACTED].

Thank you for your contribution.

[REDACTED]
[REDACTED]
Australian Bureau of Statistics
[REDACTED]

Plain English

Tailored to the respondent

Reinforcing the purpose and importance of data collection

Returning value to respondents with access to published data

No results available at this time

Keep in touch

data.collection.design.centre.wdb@abs.gov.au

