



# Data Collection Modernisation Program

UNECE Expert meeting on Statistical Data Collection and Sources

May 2024

**AUSTRALIAN BUREAU OF STATISTICS**  
Informing Australia's important decisions



The ABS has similar challenges in undertaking survey data collection to other jurisdictions. We need to:

- arrest declining survey response rates
- meet community expectations and deliver an improved digital experience
- improve our efficiency and contain costs
- maintain statistical quality.

We have embarked on a program to modernise how we source data and accelerate our use of digital technologies.



## GEOGRAPHIC

- Very low population density outside cap cities (approx. 27 million in 7.688 million km<sup>2</sup>)
- Large field workforce across Australia with household survey data traditionally collected face to face
- Complex and expensive travel arrangements
- Ensure representation of Aboriginal and Torres Strait Islander peoples and peoples in rural and remote regions









## SYSTEMS & PROCESSES

- Submission pathways (modes) vary across surveys
- Digital (CAWI) offering does not meet provider expectations. Some online surveys do not work on mobile phones or meet accessibility requirements
- Inability for providers to easily move between modes
- Systems require manual work arounds and limit movement work between office and fieldwork.
- Constraints on employment arrangements.

# Strategic shifts – what we are working to achieve

Data Collection Modernisation is about shifting what we do and how we do it to meet our strategic priorities by 2026 (or earlier)

<b>How We Work</b> 	<b>Our Workforce</b> 	<b>Our Technology</b> 	<b>Provider Experience</b> 	<b>Client Experience</b> 	<b>Leadership</b> 
<p><b>Shift away from</b> Lengthy, stop-start cycles with lots of customisation</p> <p><b>Shift towards</b> Streamlined operational flows with shorter cycle times and re-useable patterns</p>	<p><b>Shift away from</b> Fixed workforce types on different systems and arrangements</p> <p><b>Shift towards</b> Flexible workforce covering field, call centre and web with mainstreamed support</p>	<p><b>Shift away from</b> Fragmented systems with big information gaps and many work arounds</p> <p><b>Shift towards</b> A modern CRM and work management environment which helps our staff be productive</p>	<p><b>Shift away from</b> Single mode, clunky and burdensome experiences</p> <p><b>Shift towards</b> Easy to use, easy to access and digital first experiences attuned to user preferences</p>	<p><b>Shift away from</b> Not being able to deliver consistently on client expectations</p> <p><b>Shift towards</b> More predictable and assured delivery packages with shared risk</p>	<p><b>Shift away from</b> Statistical program and service silos with unclear lines of accountability</p> <p><b>Shift towards</b> Shared governance, partnering and collaboration on DA matters</p>



## IMPROVED (ONLINE) CLIENT EXPERIENCE

- **Improved user experiences** with safe, secure, accessible, mobile friendly surveys that meet expectations
- **Digital by design**
- **Investigating sample approach changes**
- **Improved log on for provider**, improving security and addressing provider feedback



## IMPROVED (ONLINE) CLIENT EXPERIENCE - Continued

### An example of a digital survey

- The Time Use Survey (TUS) measures the daily activities of people in Australia to provide insights into how people spend their time. TUS includes both a survey and a (diary) tool that allows providers to capture how they spent their time.
- In 2024 enumeration the primary mode will be CAWI with an online accessible survey and tool for capturing how a providers time in spent
- A new log in for clients, with improved security and usability. TUS will use this log in
- Optional telephone collection for those providers unable to complete TUS digitally. No in-person interviewer follow-up
- Improved representation of selected sample using integrated data assets (i.e. oversampling dwellings predicted as lower propensity to respond)



## IMPROVING OUR SYSTEMS & PROCESSES

- **Uplifting our contact centre;**
  - moving our customer relationship management (CRM) and supporting systems to the cloud, provide greater stability, scalability and security
  - Improved functionality such as improved call routing (among other changes) to deliver operational efficiencies and improve the provider experience for people who contact us and/or complete survey by CATI
- **Improved metrics,** improved forward planning and capacity management
- **Enable mode of choice for providers**



## WORKFORCE AND CULTURE CHANGE

- **Consultation on our future workforce model** has occurred
- **Training, knowledge and capability uplift** providing staff with the skills and knowledge required. This includes specific domain training and leadership training
- **Changed employment conditions** that provide stability for staff and flexibility for the ABS
- **Building an integrated and positive culture**