



Data Collection Modernisation

UNECE Expert Meeting on Statistical Data Collection and Sources

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May 2024

Why do we need to modernise?

The Australian Bureau of Statistics (ABS) has challenges in undertaking survey data collection, as do other national statistics agencies worldwide. 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 collect data and accelerate our use of digital technologies.

GEOGRAPHIC



- ▶ Very low population density outside capital cities (approx. 27 million in 7.688 million km²).
- ▶ 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).

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

IMPROVED (ONLINE) CLIENT EXPERIENCE



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 tool (diary) that allows providers to capture how they spend their time.

- ▶ In 2024 enumeration the primary mode will be CAWI with an online accessible survey and tool for capturing how a providers time is spent.
- ▶ TUS will use a new log in for clients, with improved security and usability.
- ▶ Optional telephone collection for those providers unable to complete TUS digitally will be provided. 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 to 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.**