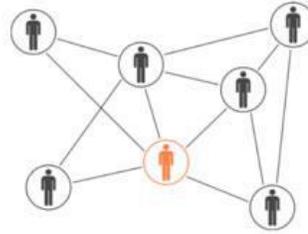




LINC
Tasmania

Linked up, Loud & Literate



Libraries enabling
digital citizenship

State Library of South Australia
29 August 2016

ABS/LINC Tasmania

2016 Census Partnership

- | | |
|---------------|--|
| Lana Hegol | LINC Tasmania Census Project Manager |
| Amy Donnelly | Assistant Director - Targeted Strategies Tasmanian Regional Management Unit, Australian Bureau of Statistics (ABS) |
| Patsy Corrick | Manager, Hobart LINC |

About LINC Tasmania

- ▶ state-wide network
- ▶ library and information services
- ▶ adult literacy support
- ▶ community learning programs
- ▶ online access
- ▶ archive and heritage services

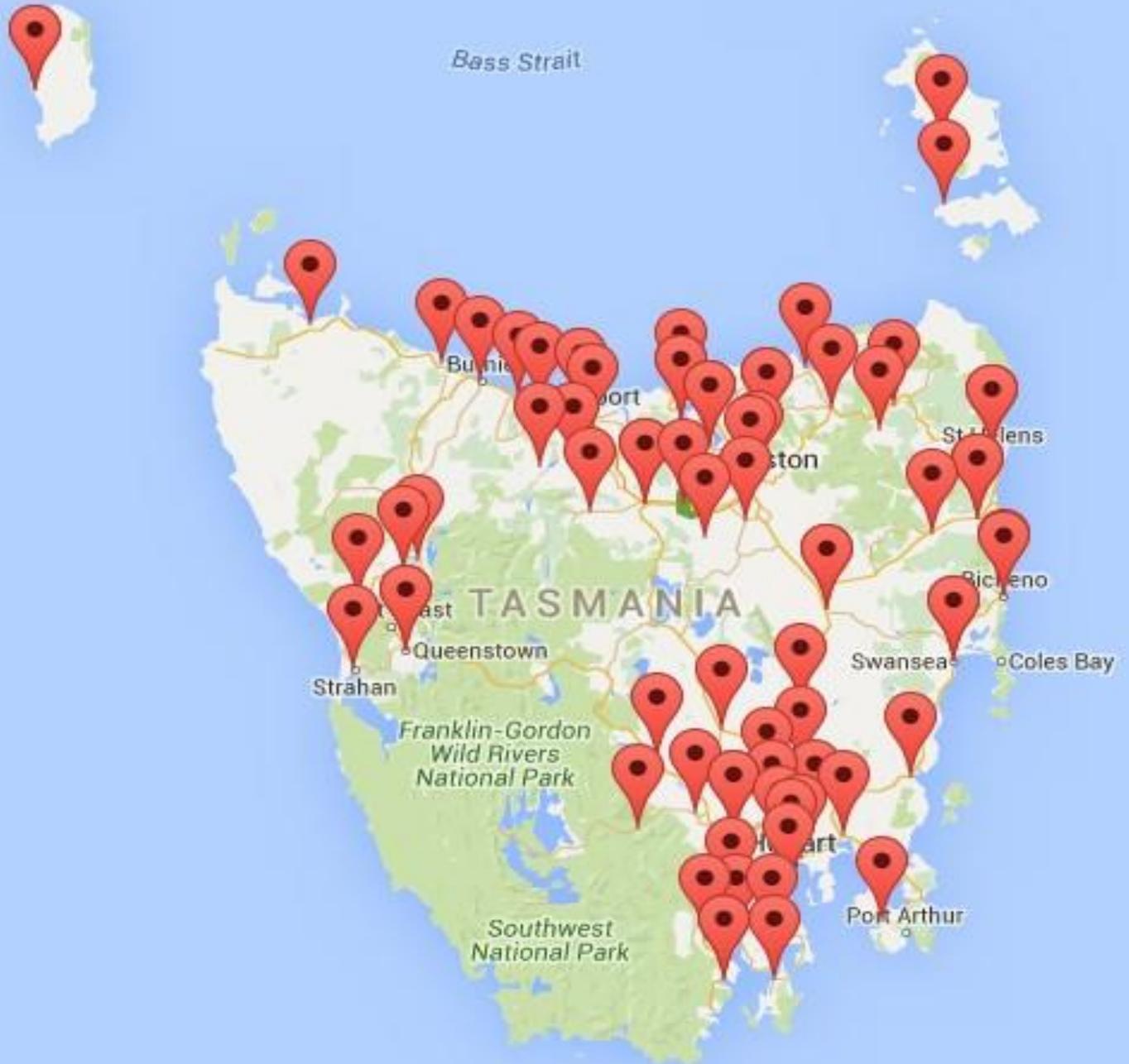
Our objectives

- ▶ Connected Tasmanians
- ▶ Informed Tasmanians
- ▶ Skilled Tasmanians
- ▶ Innovative Organisation



Online + 61 locations state-wide
74 physical service points
including:

- 12 urban and regional LINC's
- 34 branch libraries
- 24 online access centres
- Tasmanian Archive and Heritage Office (TAHO)
- Tasmanian Information and Research Service
- Risdon Prison LINC



Our role in “Digital Citizenship”

- ▶ Free access to WiFi, computers & devices
- ▶ Formal and informal learning support and courses
- ▶ Information available online
- ▶ Hosting events and public programs with a digital focus
- ▶ Collaborate with others to facilitate online learning, e.g. GoDigi
- ▶ Facilitate access and support for third party online courses, e.g. TasTAFE, UTAS
- ▶ Self-issue terminals, networked photocopiers, RFID
- ▶ Partnerships with other government agencies, e.g. ABS, Centrelink



ABS 2016 Census - Digital First

- ▶ Once in five year statistical snapshot
- ▶ Digital first Census - faster, easier, efficient, greener, high quality data
- ▶ Acknowledge risks with the 'digital first' model
 - ▶ Groups within the community with low digital literacy
 - ▶ Not all people in a position to complete the Census easily
 - ▶ Potential for technical problems



ABS 2016 Census - Digital First

Partnership with LINC Tasmania

- ▶ Build on pilot partnership in 2011
- ▶ State wide network - accessible, welcoming, online resources (PCs, WiFi)
- ▶ Support the collection of high quality data for Tasmania
- ▶ Connect Tasmanians with services, infrastructure and people
- ▶ Provision of basic Census support and support to get online to complete
- ▶ Additional activities in key locations, e.g. fill in form sessions



ABS/LINC Census Partnership Key Messages

Formed the basis of a MoU

- ▶ 2016 Census will be Australia's first digital Census
- ▶ LINC and ABS partnership will make it easier for more Tasmanians to complete the Census online
- ▶ LINC Tasmania network provides free access to computers and the internet and support in their use
- ▶ LINC Tasmania's literacy tutor network is available to support Tasmanians who have difficulty with everyday literacy and numeracy tasks, such as completing the Census
- ▶ The ABS is also a proud member of the 26TEN network helping to raise awareness about literacy and make it easier for people to find literacy skills support across Tasmania



Coordinated Communications

- ▶ Joint launch event
- ▶ Communications teams worked together
- ▶ Promoting partnership and scheduled events through Eventbrite, LINC online, Facebook
- ▶ Facebook - promoted Census-related items from (Tasmanian Archive and Heritage Office) LINC Tasmania collections



**LINC Tasmania**

May 10 · 🌐

5 questions you won't have to answer for the upcoming census (taken from the Van Diemen's Land census of 1843)

1. What is the name of the person in charge? Hm...Don't answer that.
2. Is the house complete or unfinished? Yes.
3. How many of your family are artificers? Is that like a hipster?
4. How many of your family are pagans? What is this, the Spanish Inquisition!?
5. How many slaves do you have? Do the kids count?

Find out more about historical Tasmanian census records in our guides.
[#TAHOTuesday](#) [#census](#) [#history](#)



Tasmanian census, musters and electoral rolls

LINC.TAS.GOV.AU

Implementation: Hobart LINC and catchment sites

- ▶ Lead up to Census week
 - Staff information sessions
- ▶ Census Week
 - Support packs
 - Record of enquiries
 - ABS support - email updates/presence on site/additional info sessions for clients
- ▶ Ongoing Support



Implementation: Hobart LINC and catchment sites

General Enquiries

- ▶ 15 general enquiries from clients
- ▶ 5 requiring assistance with login to the online form

Form filling sessions

- ▶ 80 clients attended the form filling sessions

Specific support to clients requiring literacy support

- ▶ 17 sessions were provided to literacy clients by their tutors
- ▶ 9 required assistance filling in their form (1 of whom demonstrated interest in becoming a literacy client)
- ▶ 1 required help login (over the phone)

So how did it go?

- ▶ Challenges with the 2016 Census
 - ▶ High volume of calls to phone service
 - ▶ Unavailability of online form for two days
- ▶ Proactive communication with LINC Tasmania throughout
- ▶ Located ABS staff in key urban LINC locations
- ▶ Successful fill in form sessions
 - ▶ 35 designated Fill-in Form sessions across 15 locations
 - ▶ Approx 300 forms completed at Fill-in-Form sessions (equates to 700 people)
 - ▶ 300 paper forms provided in urban locations
- ▶ Positive feedback and support from LINC Tasmania staff throughout the Census period



So how did it go?

- ▶ 731 enquiries received by LINC Tasmania sites (lead up to and during Census week)
- ▶ Most common questions:
 - ▶ Can I get a paper form?
 - ▶ When will I receive my Census form?
- ▶ Number of clients who received help completing the Census at a LINC Tasmania site (not including those attending Fill-in Form sessions)
 - ▶ Help to complete paper form = 140
 - ▶ Help to login to the Census online = 24
 - ▶ For specific literacy support related to the Census = 74



Final comments

- ▶ Successful partnership
- ▶ Enhanced existing local partnerships
- ▶ Informed staff
- ▶ Attracted new clients to LINC Tasmania
- ▶ Promotion of LINC services

“It is a fabulous opportunity to provide literacy support, digital literacy support and attract new people to LINC’s”

LINC staff member comment

Questions?

- ▶ www.linc.tas.gov.au
- ▶ <http://www.abs.gov.au/>

An advertisement featuring a woman in a red jacket sitting at a desk with a laptop and a mug, looking at the screen. The background is dark with the text 'THERE'S STILL TIME TO COMPLETE YOUR CENSUS.' in large white letters. A white button in the bottom right corner contains the text 'Complete my Census' with underlines.

**THERE'S STILL
TIME TO COMPLETE
YOUR CENSUS.**

Complete my
Census

