

1 June 2023

James

[fyi-request-22710-332a2469@requests.fyi.org.nz](mailto:fyi-request-22710-332a2469@requests.fyi.org.nz)

Tēnā koe James

### Official Information Act (OIA) request: Census uptake

On 7 May 2023, you contacted Stats NZ requesting, under the Official Information Act 1982 (the Act), the following information:

*As a result of the following promotion:*

*One NZ Warriors*

*Come to an event in the lead up to this Sunday's Warriors game at Mt Smart Stadium, fill in your census and get a ticket to the match and \$25 food and beverage voucher to spend at the game.*

*Do your census at the match and get a \$25 food and beverage voucher, plus go in the draw to win a trip for 4 people to Australia!*

*Under the OIA please provide the number of census forms completed at the event before the match.*

*Please provide the amount census forms completed at the match (on match day).*

Stats NZ has partnered with community groups, leaders, and organisations throughout the census operational period. The partnerships have enabled us to better access priority response groups and provide assistance with the completion of census forms.

As part of this, Stats NZ has actively explored opportunities to lift census responses, particularly for these priority response groups such as Māori, Pacific peoples, and young people aged 15 to 29 years, and in areas with lower response to the census, such as South Auckland.

Given the profile of the Warriors, their supporter base, and the communities they come from, as well as the associated opportunities through Auckland rugby league clubs, Stats NZ identified an opportunity to increase visibility and engagement in the census at a critical time and reach those people who may not otherwise have participated in the census.

info@stats.govt.nz  
toll-free 0508 525 525  
stats.govt.nz

The Warriors have been involved with advocating the census since Census Day and following this, Stats NZ successfully partnered with them for census completion events at Mt Smart Stadium on 29 – 30 April, and advertising of census completion opportunities at 12 rugby league clubs and locations in the lead up to the game on 30 April.

As a result, approximately two thousand people completed their census forms at related completion events across Auckland, including 145 people who completed the census at the stadium on the evening of the game.

Should you wish to discuss this response with us, please feel free to contact Stats NZ at: [OfficeoftheGSCE@stats.govt.nz](mailto:OfficeoftheGSCE@stats.govt.nz).

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or 0800 802 602.

It is Stats NZ's policy to proactively release its responses to official information requests where possible. This letter, with your personal details removed, will be published on the Stats NZ website. Publishing responses creates greater openness and transparency of government decision-making and helps better inform public understanding of the reasons for decisions.

Ngā mihi nui, nā



Kate Satterthwaite  
**General Manager, External and Government Relations**  
**Office of the Chief Executive, Stats NZ**

info@stats.govt.nz  
toll-free 0508 525 525  
stats.govt.nz