

30 May 2023

Felix Lee

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Tēnā koe Felix

**Official Information Act (OIA) request: Census prizes after census date**

On 2 May 2023, you contacted Stats NZ requesting, under the Official Information Act 1982 (the Act), the following information:

- 1. A list of all promotions or events on or after 8 March 2023 in which a prize or giveaway or lucky draw or similar is offered for completing the census, including the location, theme (if any) and the prize*
- 2. For each event in 1, the cost of the event*
- 3. For each event in 1, how many people completed the census at that event*
- 4. Any documents that discuss whether the events in 1 are effective in achieving their objectives*
- 5. Any documents that discuss whether offering prizes after the census date will encourage people to not complete the census on time next time*
- 6. Any documents that discusses whether Stats NZ has considered if offering prizes for people who don't fill in the census on time might be seen by some as rewarding those who don't follow the rules, and if this will diminish the mana or reputation of Stats NZ*

Please note that this response includes information on promotions or events held between 8 March 2023 and the date of your request, 2 May 2023.

In answer to questions 1, 2 and 3, please note that throughout the entire census operation, encouragement such as food, census branded merchandise, and other merchandise has been a feature of [census support events](#) to attract respondents to the event. These differ from incentives now being used, as previously these were not given out in direct exchange for completing the census. To aid collection efforts in the last weeks of census collection, Stats NZ has approved the use of incentives, such as supermarket vouchers, food and beverage vouchers, and tickets to specific sports events such as the Warriors vs Roosters match. This is a form of manaakitanga, to reflect reciprocity to respondents.

The approximate cost of the One New Zealand Warriors partnership is \$126,694 and is broken down below. Note that the prize component of a trip to Australia was part of the game day sponsorship and is included in the \$17,500 cost provided below. The cost of the trip was approximately \$7,500.

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Item	\$ (approx.)
Tickets – up to 2,000 (1,985 given out)	30,000
Food vouchers – \$25 value (2,130 given out)	50,000
Game day sponsorship – includes pre-game and half-time ground announcer census messaging; pre-game and half-time big screen advertising; and prize component, which is trip for 4 people to Australia to watch the Eels vs. Warriors game on 8 July 2023	17,500
Game day activation of \$1,800 x 4, for 4 sites, marquees and equipment for census activation	7,200
Census messaging and advertising through Warriors digital channels – Facebook/Twitter/Instagram/Electronic Direct Mail (EDM)	21,994
<b>Total</b>	<b>126,694</b>

Aside from the One New Zealand Warriors partnership, supermarket vouchers have been used as an incentive to complete the census. A table as at the date of your request, listing all the events in which a voucher was given to complete the census, including the value of vouchers given out, approximate cost of the event, and number of completions at each event, is attached.

In answer to questions 4, 5, and 6 of your request, please see attached *2023 Census: incentivising responses from people that are hard for us to reach*, presented to the 2023 Census Programme Board on 19 April 2023 which is the document setting out formal advice to management.

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 can contact us at the email above and/or 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



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