

# Statistics New Zealand's Data Collection Strategy – three case studies

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**Abstract:** Changes in both the internal and external environment have presented both opportunities and threats for data collection at Statistics New Zealand. This paper describes Statistics NZ's strategic response to the environment, in particular its data collection strategies. The paper then outlines three innovative initiatives Statistics NZ is implementing to improve the productivity and quality of data collection.

These initiatives are:

1. Best practice field collection – Improving the performance of Statistics NZ's field workforce through delivery of the latest technologies, systems and processes.
2. Project Contact – One system for the management of all respondents to Statistics NZ's surveys.
3. Census optimisation – Statistics NZ's innovative approach to designing enumeration areas for the New Zealand Census of Population and Dwellings.

**Key words and phrases:** Census enumeration. Compliance cost. Customer relationship management. Data collection. Field collection. Respondent load.