

2023 Census

Tatau tātou

All of us count



Read the stories from communities around Aotearoa New Zealand about the benefit of census data for them.

Census | Stats ^{NZ}

Tatau tātou - All of us count

Why the census matters. He aha e kīa ai te tatauranga he kaupapa nui.

When you take part in the census, your answers are combined with everyone else's to help create a picture of who lives in our communities across Aotearoa New Zealand.

Community groups, iwi, government agencies, councils, and businesses use census data to plan and respond to the needs of communities.

Census data helps groups like these know where resources are needed most.

**When we all take part,
we all count.**



Census | Stats ^{NZ}

Tatau tātou - All of us count

Data helps everyone.

Mā ngā raraunga ka āwhinatia te katoa.

Health and wellbeing

Census data is used by government to plan health services like hospitals, and by health and social service providers to make the case for health and social services where they are needed.

Education

The government uses census data to understand how it will fund schools including teachers, and where schools will be.

Community services

Councils use census data to decide where to put community services such as libraries and parks.

Community groups and organisations use census data to support funding applications and make the case for improvements within their communities. Local clubs use census population figures to understand whether there are enough people to form sports teams.

Your church may use census data to make sure they have enough space for everyone in their congregation, and to understand what services people in their communities might need.

Transport, internet, and other infrastructure

Government and councils use census data to understand where public transport, roads, power, internet, water, and sewerage services are needed and how many people will be using them.

Housing

Councils and government use census data to understand whether homes in Aotearoa New Zealand are big enough for our families, where we need to build new housing, and what condition people's homes are in.

Iwi

Iwi may use census data to understand more about their people, where they are living, and how they are faring. This helps plan investments for future generations, and may influence funding, services, or other initiatives.

Businesses

Businesses use census data to make investment decisions and determine how they can meet demand for their products and services.

Research

Researchers might use census data to understand things like:

- how mouldy and damp housing affects communities
- how many people do not have good access to clean water, schools, or hospitals
- how ethnic communities are growing and changing over time and what services they use and need.



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Tatau tātou - All of us count

Data helps more people access and use New Zealand Sign Language.

Hei āwhina tēnei mea te raraunga i te tangata kia uru, kia whakamahi hoki i te Reo Rotarota o Aotearoa.

The New Zealand Sign Language (NZSL) Board's purpose is to promote and maintain NZSL as an official language in Aotearoa New Zealand. The two key language priorities for the Board are ensuring people can learn NZSL, and that they can access and use it to participate in everyday life.

To do this, the Board needs to know how many people in Aotearoa New Zealand already use NZSL. Census data helps give them the answer. It showed that in 2018, about 4,600 Deaf people used NZSL, and 23,000 people in total.

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Census data supports the New Zealand Sign Language (NZSL) Board's mission to promote NZSL as an official language and grow the community of people who use it.



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Tatau tātou - All of us count

Data helps Rainbow youth be seen and supported.

**Hei āwhina ngā raraunga i te taiohi
Rainbow kia kitea, kia tautokona.**

Trans and gender diverse people often experience disconnection from their whānau and loved ones. Lots of young people mention they are couch surfing or not welcome at home.

That is why Neo Kenny from InsideOUT and Euan Graham from Zeal Wellington use data to connect Rainbow youth with their communities, in a supportive space where they can be their full selves. It is all about making space for shared experiences, where there is a family feeling outside of their own homes.

When Rainbow communities are visible, they can represent themselves. That is why InsideOUT and Zeal Wellington use data to connect Rainbow youth with their communities.

For the first time, the 2023 Census will ask questions about things like sexuality, gender, and variations of sex characteristics. This will help Rainbow communities feel seen and heard, and will help Rainbow support services like Zeal Wellington and InsideOUT reach the right people.



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Tatau tātou - All of us count

Data helps support community wellbeing.

Hei aawhina te raraunga i te toiora hapori.



Knowing more about our communities can help tell us where they need the most support.

Census information showed that 3,500 houses and 11,000 whaanau in the Raahui Pookeka needed support. That motivated Tiana Matatahi and her team to set up Pookekatia Te Iwi to provide that support.

They delivered kai packs, hygiene packs, and medicine to the 11,000 whaanau. They were also able to give extra care to tamariki and kaumaatua – the people who needed support the most.

Feedback from kaumaatua was hugely positive. The positive changes the extra support had on the wider community was able to be seen. Pookekatia Te Iwi's hope is to direct support to as many people as they can, so everyone has a better chance of taking care of their health and wellbeing.

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Tatau tātou - All of us count

Data helps connect rangatahi to job opportunities.

Ka āwhina te raraunga i te rangatahi kia hono ki ngā whāinga wāhi ki te mahi.



James Parker from Hāwera Welding Contractors uses census data to connect rangatahi with their apprenticeships, giving them a trade, and a new direction in life.

When rangatahi find employment it is a real benefit to them. It also benefits their whole community.

James Parker from Hāwera Welding Contractors uses census data to identify where there are rangatahi in Taranaki who need employment.

He then offers apprenticeships at his company; Hāwera Welding Contractors, to grow his team of rangatahi.

The apprenticeship gives the rangatahi who take part a new trade, a new direction in life, and financial stability for them and their whānau.

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Tatau tātou - All of us count

Data gives us power.

Hei homai hiko te raraunga ki a mātou.

Data helped Ezra Hirawani, Ben Armstrong and Nau Mai Rā supply affordable power to whānau across Aotearoa New Zealand.



“If we have good specific data about what whānau are going through, then we can have bespoke solutions and make those kind of decisions to be able to deliver the impact for that problem.”

—
Ezra Hirawani
Nau Mai Rā

Ezra Hirawani and Ben Armstrong saw census data which showed 130,000 families were living without power.

Being parents themselves, they didn't want other families to have to make the hard choice between kai and power.

That is why they formed Nau Mai Rā, which supplies affordable power to whānau. Now, families across Aotearoa New Zealand can get the power they need and afford life's other essentials.

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Tatau tātou - All of us count

Data protects and preserves
our languages.

Hei tautiaki tēnei mea te raraunga
i ō tātou reo.

Data helped Mele
Nemaia and the
Vagahau Niue Trust
to support the opening
of the first bilingual
teaching unit at
Favona School.



As the Niue population of New Zealand has grown, the Vagahau Niue Trust has focussed on the retention, protection, and development of Niue language.

But despite this population growth, census data showed the number of people speaking Niue in New Zealand was declining.

Mele Nemaia and the Vagahau Niue Trust used this data to help open the first bilingual language unit at Favona School. At Favona school, children are learning to speak Niue and connect with their culture, which helps the whole Niue community thrive and move forward.

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Tatau tātou - All of us count

Data helps Te Tairāwhiti community. Nā ngā raraunga i āwhina te hapori o Te Tairāwhiti.

**“Data is important.
Data underpins
the needs of our
whānau, and when we
understand the needs,
it’s easier for us to plan
on how we deliver on
those needs.”**

**Willie Te Aho
Toitū Tairāwhiti Housing Limited**



Thanks to data about the housing and health status of people in Te Tairāwhiti, Toitū Tairāwhiti Housing Limited were able to work with government to get 51 new homes built in the community. Another 150 are planned.

Like many families in Te Tairāwhiti, Hautai and Joseph could not find anywhere to rent. They had no choice but to live in a tent for six months.

That is when they heard about the housing initiative from Toitū Tairāwhiti Housing Limited.

Thanks to data about their community, and the housing initiative, Hautai and Joseph could fulfil their dream of being homeowners.

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Tatau tātou - All of us count

Data helps our communities get the help they need.

Hei āwhina tēnei mea te raraunga i ō tātou hapori kia whiwhi i ngā āwhina tika mō rātou.

Angelina Mose Tuiali'i from THINK Hauora uses census data to get an accurate picture of Pacific people's health needs in Horowhenua and Manawatū.



Census data showed there were many people experiencing housing issues, who were also falling through the gaps in the health system.

Armed with this information, Angelina successfully applied for funding to address the needs of her community.

She has seen first-hand how important it is for communities to give themselves a voice. In her words, “If you don’t speak up, no one will do it for you”.

Local initiatives now underway in Horowhenua are the direct result of census information. With more data coming through, more community support could happen.

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Tatau tātou - All of us count

Data helps Asian Family Services support communities throughout Aotearoa New Zealand.

Hei āwhina te raraunga i a Asian Family Services ki te tautoko i ngā hapori puta noa i Aotearoa.



Asian Family Services has been providing support to the Asian community living in Aotearoa New Zealand since 1998.

“We are passionately focused on ensuring Asian communities are provided with the help they need. Our minimising gambling harm services are funded by the government and we run a nationwide Asian Helpline, provide clinical interventions and public health services.”

“Increasing numbers of Asian people are living in Wellington and across the South Island. Using the 2018 Census population data, we were able to support the business case for expanding our services outside of Auckland, says Ivan Yeo, Asian Family Services’ Deputy Director and Public Health Lead.”

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Tatau tātou - All of us count

Data helps meet our community health needs.

Hei āwhina te raraunga i ō tātou hiahia hauora ā-hapori.



Census data showed a large number of people had moved into the community of Te Kao, in Northland. This information helped Māori health provider Whakawhiti Ora Pai understand the changing health needs of this growing community in many important ways.

For a start, they could see what additional services they needed to offer, and the best places to offer them, to keep up with the population growth. They also knew how many new people to employ to ensure the right level of health care was being delivered so there were no gaps in their services.

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This accurate understanding of the community, based on census data, also meant Whakawhiti Ora Pai could apply for funding to meet the increased and constantly changing demands of the residents of Te Kao.

“We couldn’t do what we do without census data. It’s important for our people, our organisation, it’s important for services.”

**Charlotte Tahitahi-Matiu,
Registered Social Worker**

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Tatau tātou - All of us count

Data helps Cook Islands Māori thrive into the next generation.

Hei āwhina tēnei mea te raraunga i te reo Māori Kuki Airani kia ora tonu i roto i te whakatupuranga hou.



Census data helped the Cook Islands Development Agency New Zealand (CIDANZ) open a learning centre focused on ensuring the Cook Islands Māori language (te reo Māori Kūki 'Āirani) thrives for generations to come.

“We use data to inform ourselves of our community’s needs and the direction we should take to address those needs. We use it to build programmes and secure the funding, support and resources we need to better serve the needs of our families,” says CEO Rouruina Emil’e-Brown.

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“The declining use of te reo from our Cook Islands population signalled that we would quickly lose our language if we did not intervene, and if we didn’t reset or start deliberate action on the revitalisation and utilisation of te reo.”

This information helped CIDANZ build an “evidence-based case” in its successful application for “a total immersion Cook Islands Māori early childhood learning centre” – the first in New Zealand.

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Tatau tātou - All of us count

Data helps rangatahi reach their potential. Mā te raraunga e āwhina te rangatahi kia eke ki tō rātou tino teitei.



Tuilaepa Youth Mentoring Services relies on census data to understand the situation of the rangatahi in its community who need help to reach their potential.

Robson Tavita saw a need in his community. At-risk Pacific and Māori young people were falling between the cracks. To succeed, they needed education. And to get education, they needed support.

That is why he founded Tuilaepa Youth Mentoring Service (TYMS). Since 2010, TYMS has provided mentoring, advocacy, and support for almost 2,000 primarily Māori and Pacific youth, and their families.

Census data plays an important role in shaping TYMS' evidence-based programmes. It helps the team understand the situation of rangatahi in their community. With that understanding, they can identify the kinds of support rangatahi need.

As a result of TYMS' work, rangatahi feel more connected to their cultures, communities, schools, and whānau, with new senses of pride and belonging.

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Tatau tātou - All of us count

Data helps Whānau Āwhina Plunket support children and their whānau.

Ka āwhinatia a Whānau Āwhina Plunket e ngā raraunga kia tautokona ngā tamariki me ō rātou whānau

Census data is used by Whānau Āwhina Plunket (Plunket) to help source funding for its free nationwide support services. Plunket is a charity and Aotearoa New Zealand's largest support service for the health and wellbeing of children under five and their families.

“As a national entity, Plunket needs to speak to national trends. Census data enables us to provide estimates for birth rates, deprivation levels, ethnicity, and population changes. We are often asked by funders to speak to these parameters so having a consistent data source is essential,” says Plunket's Regional Grants Specialist, Lisa Hawes.

Identifying communities that require more support is crucial to what Plunket does. It uses census data, its own data collection through electronic Plunket health records, and anecdotal evidence from frontline staff to better support families and their children to thrive.

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One of the programmes that has benefitted from Plunket using data is the Pasifika Beatz Music Toolkit, which saw the release of 100 fun, upbeat, and interactive kids' songs integrating 10 different Pacific languages for the whole family to sing along to.



Let your friends and whānau know about the 2023 Census.

Being counted in the census helps make sure that you, your family and community are represented in the data. This means better decisions can be made that benefit all of us.

To find out more about the census and how to take part, visit www.census.govt.nz or call our helpline **0800 CENSUS (0800 236 787)**.

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