Good Dissemination Practices in Statistics New Zealand and Statistics Denmark

2003

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Good Dissemination Practices in
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List of abbreviations:

SNZ	Statistics New Zealand
STD	Statistics Denmark
DKK	Danish Crowns
NZD	New Zealand Dollars
USD	US Dollars
NSI	National Statistical Institute

Preface

This analysis was carried out in the period November 2002 – July 2003 by a team from Statistics New Zealand and Statistics Denmark:

From New Zealand	*From Denmark*
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Chief Adviser, Ms. Annegrete Wulff has been the main author of the report. Many other staff members from both offices have contributed actively with information and review.

During such an analysis, a lot of changes are bound to take place in the organisations. The report aims to reflect the situation as of March 2003.

It has been very rewarding to participate in this project of identifying best practice in dissemination. You learn that things can be done in different ways and still lead to very useful results.

The project has examined dissemination of statistics in each institution - no matter where in the organisation the resources are located.

The following activities were *not* included for examination because the approach taken in each institution was very different:

- Customized service.
- GIS, Geographical Information Systems.
- General marketing and profile.
- Micro Data and confidentiality rules.

In Statistics New Zealand, customised services (for example) are highly centralised within the dissemination group. In Statistics Denmark, customised services are fully integrated in the subject-matter areas producing the statistics.

List of contents

1. Introduction

To be among the most efficient statistical offices giving the best service of high quality products for as many users as possible is an objective for statistical offices all over the world.

Although Statistics New Zealand (SNZ) and Statistics Denmark (STD) are situated in opposite sides of the World (our countries are in fact antipodes), we believe there are a lot of similarities that will make it especially fruitful to compare the two institutions and learn from each other's experiences. The important similarities include the size of the country, size of the statistical organizations, and penetration of new technologies.

2. Executive summary

The objective of the benchmarking is to compare dissemination practices, with special focus on the role of new technologies and the web. The objective is not to rank the institutions being number one and two but rather to identify good practices and to learn from each other.

SNZ and STD work along the same lines when it comes to dissemination. The basic principles are quite similar with strong focus on user needs, equal access and extensive use of the web.

The political and legal framework of the two statistical offices - and thus for their dissemination - is also quite similar. The number of staff working with dissemination activities does not differ very much, although the distribution between the different tasks differs.

However, there are also examples where one organization does things differently.

– SNZ states in its Strategic Plan 2002 among other things that standardisation and simplification of systems (e.g. Integrated Publishing Environment, Templates, Standards, software) has high priority. In this field STD has already improved a lot with a one-string-routine from production database to publication.

– STD has fully automated release routines in order to secure equal and simultaneous access. New Zealand has a more manual process which might profit from becoming more streamlined.

– SNZ has set up strict rules for layout and content of web pages at different levels of the site. As STD is preparing for a new Web Content Management System (WCMS) it would be advantageous to investigate these standards.

– SNZ has built an efficient job-tracking-system in order to monitor all inquiries coming from the users. It works smoothly in the hands of a central information service team. However, in a situation with de-central user responsibility and contact as in STD, a system like that could help to create an overview of the way user inquiries are treated.

– There is a structural difference between the data sources of STD and SNZ: Approx. 95 per cent of STD's basic data stems from administrative registers, while SNZ relies to a much higher degree on surveys and censuses based on questionnaires.

The portfolio of the two statistical offices is listed in the annex 1.

Below are listed some facts comparing the two statistical offices.

Fact box 1. **Characteristics of the statistical offices**

	Denmark	New Zealand
GDP (2001) national Currency and PPP USD[1]	1,344,491 bill DKK 156.6 bill PPP USD	112,121 bill NZD 83.0 bill PPP USD
Population	5.3 mill	4 mill
Statistical office staff, full time equivalent 2003	560	710 (Excludes 200 part-time interviewers.)
Office premises	1	3
Working hours, weekly	37	37.5
Dissemination staff, full time equivalent 2003[2]	44	48
Budget 2002, national currency and PPP USD[3]	303 mill DKK 35.8 mill PPP USD	57 mill NZD 38.7 mill PPP USD
Revenue from "Crown", national currency and PPP USD	216 mill DDK 25.5 mill PPP USD	47.5 mill NZD 32.3 mill PPP USD
Percentage of Revenues financed otherwise (comprises sales of product and services, and contract surveys)	28 %	17 %

[1] At current prices and current PPPs (Purchasing Power Parities) source OECD

[2] Dissemination staff as defined in chapter 4 Resources. Statistics Denmark has 45 persons in The Dissemination Centre and Library & Information Centre. Statistics New Zealand has 75 staff in the Dissemination group. Their activities go beyond the activities included here. Staffs in subject matter divisions are included with a part of their dissemination activities

[3] The conversion to USD and PPP USD has been based on exchange rates and PPP from 2001. The general PPP rate for GDP has been applied on all conversions.

The total number of staff at SNZ is 25 % higher than STD while less difference is reflected in the number of staff handling dissemination. The working hours are almost the same, 37 respectively 37.5 hours per week. STD finances almost one third of the budget from user paid services. SNZ finances one sixth in this way.

The budget converted to PPP USD for SNZ is slightly higher than the one in STD.

3. Legislative Context

The Statistics Act in the country gives the conditions under which the statistical bureau can work.

In Denmark the Statistics Act dates from 1966 (with a number of more recent amendments) while the Statistics Act of New Zealand is from 1975.

There are many similarities in the legislations. However, although the objectives are more or less similar there are also differences.

Independence, trustworthiness, equity of access and confidentiality are fundamental principles for both institutions.

Centralized production

Both countries have a centralized statistical structure with most official statistics being produced by the NSI. In New Zealand the share of official statistics produced by the statistical office is estimated at 75 %, in Denmark 80 %. The main areas outside the SNZ responsibility are health, education, welfare, police and justice statistics.

Annex 1 lists the statistical areas for which the two countries have the responsibility. It seems that STD's portfolio is slightly more comprehensive: STD has responsibility to produce 96 statistical collections, while SNZ produces 73.

Independence

Both NSI's are professionally independent of political influence. However, the independence is preserved in different ways:

In SNZ the Government Statistician (=The National Statistician or the Director General) is the Chief Executive of the department. He has sole responsibility for deciding procedures and methods and for deciding the extent, form and timing of publication. A number of advisory committees (eg Social Statistics, Economic Statistics, Maori Statistics Forum) have been established to advise the Government Statistician.

In order to facilitate the co-ordination of official statistics across the government sector, the Government Statistician has issued a set of Statistical Protocols for Official Statistics. They help ensure best practice in official statistics, and cover all aspects from development through to dissemination. The Government Statistician can advise agencies on the development and production of their official statistics.

STD is governed by a *Board*. The Board consists of the National Statistician (Director General) as Chairman, and six other members with insight into social and economic conditions, appointed for four-year terms by the Danish Minister of Economic Affairs. The Board makes decisions on the annual work programme i.e. on the nature of the statistics compiled and on guidelines for the development of statistical areas. It also makes decisions on the nature of information to be collected from public and private enterprises. The Board makes decisions on matters of wider economic significance and establishes guidelines for the co-ordination of activities with other producers of statistics and public registers. Like in SNZ the National Statistician is the Chief Executive of the office and decides on all matters of relevance for the statistical production and dissemination.

Tasks and roles

The key responsibilities of STD are laid down in the Act on STD section 1, and a series of EU legal acts[1]. There are three principal tasks:

- The first and most important task is *to collect, process and publish statistical information on social and economic conditions* and, in connection with this, carry out statistical analyses and projections. These tasks can be carried out in conjunction with other producers of statistics.
- The second task is to contribute to *the international statistical cooperation* and promote statistical usefulness by making them internationally comparable. As a member of the EU, STD has to comply with legal regulations regarding the collection and processing of statistical information.
- The third task is to carry out statistical analyses for private and public customers for a fee; these are the so-called *service or consultancy activities*.

SNZ has 5 major tasks stated in the Act:

- Provide leadership for New Zealand's official statistics
- Be the key contributor to the collection, analysis and *dissemination of official statistics relating to New Zealand's economy, environment and society*.
- Build and maintain trust in official statistics
- Ensure that official statistics are of high integrity and quality
- Ensure that official statistics are equally available to all.

[1] STD published the "Statistical Code" in 2001. The Statistical Code comprises national legislation, legislation on EU statistics and the UN's basic principles for official statistics. The Statistical Code is written in both Danish and English.

As mentioned earlier, STD is obliged by membership in EU to contribute to the statistical information in the European Statistical System. Approx. 75 per cent of the resources for the Statistics Programme are reserved to mandatory statistics to EU.

Revenues go back to the NSI

To the extent statistical products and services are sold, revenues are kept and can be reused by the NSI in both countries.

4. Dissemination Strategy

Major differences

There are no major differences between the dissemination principles of the two institutions. However, the dissemination strategy of STD is integrated with the IT-strategy to a larger extent than is the case in New Zealand.

The corporate strategy

Dissemination is a focal point in the corporate strategy of both organisations (SNZ Strategic Directions 2002 Plan, STD Strategy 2006). The overall goals are to increase the usage and user understanding of official statistics, and to ensure concurrent and free access to the main official statistics for all users.

Organisation

The organisation of dissemination seems to be similar, production of the contents being decentralised but with central guidelines, support and coordination. Both organisations have a cross-organisation Dissemination Group.

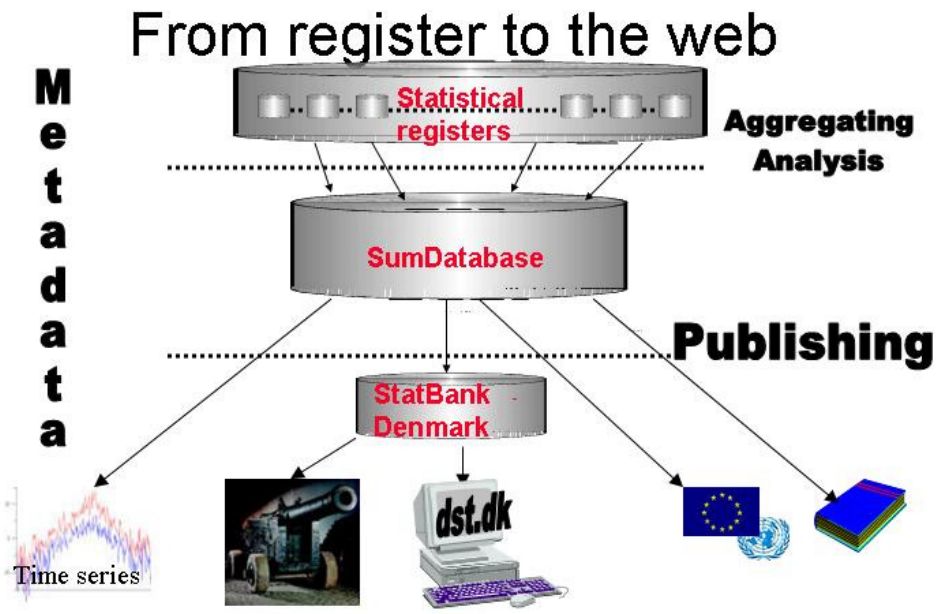
IT Strategy

The way dissemination products are produced is a cornerstone of the Danish IT Strategy. Standard tools and formats have to be employed in order to ease the process and ensure full consistency and real links between the different dissemination products. The New Zealand model is not as "seamless". The different processes are not all integrated in one process.

As the main purpose of a statistical office is to produce statistics it is imperative to establish good production methods. Developing and completing a production model for the statistics is therefore a focal point.

In STD the development and selection of the standard tools to be used in the production of statistics is increasingly being systematized in relation to a simplified model, showing the main processes and data types in the statistics production, from the data input stage to the user. The model is shown in the figure below.

Figure 1. **Production model**



Statistics Denmark's Production model

Dissemination Principles

The basic principles are largely in harmony. They have been formulated by SNZ as follows:

- *Principle 1*. We will maximise the availability, usefulness and understanding of official statistics so that they are used widely in decision-making, research and discussion by governments and the wider community.
- *Principle 2*. We will ensure concurrent and free access to the main official statistics for all users.
- *Principle 3*. We will provide products and services which allow timely and equitable access to the latest information from SNZ's databases.
- *Principle 4*. Priority will be given to providing easily accessible self-help products.
- *Principle 5*. All products and services will be clearly branded and meet specified quality standards and the policies on government held information.
- *Principle 6*. We will work cooperatively with other organisations, particularly intermediaries, to enhance the availability and use of official statistics.
- *Principle 7*. We will continue to reduce the price charged for all products and services.
- *Principle 8*. In the dissemination of statistical products, statistical professional and communication expertise are regarded as equally important.

Principles 6 and 7 are not explicitly mentioned among STD's principles.

Charging

The public enquiry service, the web, media releases, etc, are in both offices funded through the parliamentary appropriation. Specialised services (e.g. hardcopy publications, chargeable subscriptions, consultancy services, etc) are funded through user pays (on a cost recovery basis, including the recovery of overheads). The aim is not to generate a profit, only to cover the costs of the services.

Because of better methods and technology, there will be downward pressure on the cost of providing each service. The move to self service will be expected to be a significant contributor in reducing costs in both countries.

Official statistics from other producers

Both offices have a strategy of being the one-stop shop for all kinds of official statistics, irrespective of the producer. SNZ uses data from international and national statistical organizations, and other producers of official statistics in New Zealand as a source of data for inclusion in the publications. For example, the yearbook, web pages, INFOS all contain data form external sources. STD has moved from only using the external agencies as a source, e.g. in the Yearbook, and started to include statistics from external public sources separately displayed in its output database on the web.

5. Organizational Structures and Capability

Organization

Major differences

STD has structured the dissemination activities in a highly decentralized manner. The dissemination Centre is responsible for setting the standards, rules and support, while the active dissemination involves the subject matter divisions. SNZ organizes the dissemination through the Customer and Publishing Services where the staff has expertise within the different subject areas.

Central vs decentralised help

Dissemination activities are carried out both centrally by a call center and decentrally in the subject matter divisions.

In STD inquiries that can be answered on the basis of published statistics (national and international) are often handled by the call center in the Library and or - to the extent data is on the website - by the Dissemination Centre while inquiries that require access to data files are handled by the subject matter divisions. STD encourages end users to contact the responsible statistician by writing their phone number and e-mail address in the articles in News releases etc.

In SNZ the first contact for inquiries will generally be the Information Centre or Customer Services. The staff in Customer Services are organised in teams with individuals specialising in groupings of datasets. Staff are often rotated across the teams to ensure their knowledge is broadened and kept up-to-date. Information Centre (which is part of Customer Services) staff are generalists, having across-the-board knowledge. Only when the inquiry becomes very specialized do they refer it to a Customer Services specialist or to the subject matter people.

In the SNZ information release, Hot off the Press, a reference to the subject matter unit responsible is given only for technical information. Other enquiries are handled by the Information Centre or Customer Services.

Communication competency

Major differences

STD has the objective to train the staff throughout the organization in communication and dissemination skills. For each functional group of staff (clerks, programmers, statisticians) it is defined what training courses are mandatory during the first year respectively the three first years of employment.

Dissemination and communication are covered in these. These courses are conducted in house by either internal staff or external experts.

SNZ trains the centrally located staff in Customer Services in statistical subject matter knowledge .

STD stresses in the corporate strategy*: "In the dissemination of statistical products – with particular reference to News from Statistics Denmark (a daily news release) – statistical professionalism and communication expertise are regarded as equally important."*

SNZ expresses this as well. However, staff in the dissemination activities are on a different (generally lower) salary scale than staff in the subject matter divisions.

STD has a training program, where required competence for each function in the organization is related to a training program. Some are optional others mandatory within the first couple of years in the job.

It is a new trend that communication training has any importance in training: in 1995 5 people were trained in communication, in 2000 it was 51 and in 2001 377 people received training in communication (better writing, press contact etc).

The publishing services in SNZ and the Dissemination Centre in STD monitor the quality of the publications from a technical aspect as well as regarding comprehensiveness.

6. Resources

Major differences

While there is no big difference in the total number of people used for dissemination, the distribution of people seems to vary a lot: STD uses more people for telephone inquiries, and SNZ uses more on user relations. However, these figures should be read with great caution and the differences may very well be artificial, created by different registration practices and terminology in the two offices.

SNZ publications are not in general sold by redistributors, while STD publications are sold through agents as well as directly from STD.

As the two organizations operate differently in who carries out the dissemination activities, it can be difficult to make a fair comparison.

We tried to compare the resources used on dissemination - no matter where in the organization theses resources belong. It means that people organized outside the dissemination division may use a few hours a month on dissemination. People in the dissemination unit may spend time on activities that we in this project do not include as "dissemination", like printing of questionnaires, improving information to respondents, corporate stationery, etc.

The time spent on the different activities is not recorded at that specific level in either organization. **The numbers shown below are rough estimates.**

Fact box 2.

Estimated resources

Activity STD	Activity SNZ	STD	SNZ
Web management and development	Web management	2	3
Writing and editing manuscripts	Other Publications (paper)	14	20
Telephone, e-mail, fax, inquiries.	Public Enquiry service[1]	17[2]	7
Loading and structuring the database	Self service Access – database[3]	4	4
User meetings, user training, user surveys	Relationship with users[3]	4	9
Developing interface to the database	Dissemination development projects[4]	1	3
Management	Management	2	2
Total	**Total**	**44**	**48**

[1] DK: 10 man years used for inquiries are from subject matter divisions. DK: The Library has 7 person year out of 16.9 are occupied with user relations. They are included in *Inquiries* etc. In NZ around ½ manyear in the Library concerns dissemination, inquiries etc. NZ has offices for inquiries in Auckland, Wellington and Christchurch. 10 minutes answers are free of charge in both NZ and DK.

[2] According to the subject matter divisions' very rough estimates, the number of person year for answering inquiries (without charging) is 10 persons per year.

[3] NZ: INFOS database is charged. DK: loading and structuring data into the free of charge database.

[4] DK: development of the database user interface, while development of web functions are found in"web management". NZ: web site development, introduction of Beyond 20/20

In total SNZ uses more resources on dissemination activities than STD. However STD uses more than twice the number of person years answering inquiries (the major part of this takes place as a decentralized activity by the subject matter divisions), although the total number of resources spent on dissemination in Denmark is lower.

7. Redistributors

Major differences

SNZ works with more distributors than STD, and it is usually charged services.

SNZ and STD both see redistributors as a possibility to reach a large public – which is in line with the strategy.

SNZ classifies the redistributors according to their active role in disseminating the statistics:

There are probably 6 different types of redistributors:

1. Media - organizations that take SNZ data and merely make it available to their users without actually changing the information, e.g. Reuters, Datastream.
2. Bundlers - organizations that combine SNZ data with other data or systems in a package, e.g. Critchlow Associates (who use SNZ data with their mapping software).
3. Creators - organizations that turn SNZ data into another product e.g. Geospend with their Mosaic neighbourhood classification system.
4. Service Providers - those that provide services from the data (maybe combined with other data) or use the data through a system such as Mosaic. An example would be Datamail.
5. Agents - these organizations simply act as sales agents, e.g. Penguin
6. Commentators - the most common redistributor. Typically research houses, planners, economists, accountants, industry groups, marketing services, etc., e.g. McDermott Fairgray.

Electronic data can in both organisations be redistributed by third parties when the source is acknowledged.

Denmark: As STD's output database, Statbank, is free of charge redistributors can access this and retrieve data for *resale free of charge*. Some redistributors get a file with updated statistics free of charge every day. STD has 3 (known) commercial redistributors. Moreover the international organisations as UN, OECD and Eurostat receive - or retrieve - data for redistribution.

New Zealand: Users are free to redistribute statistical information provided the source of the statistics is acknowledged, with the exception of three products which have a formal partnership with a redistributor.

SNZ updates Reuters and Moneyline terminals directly on their system installed in SNZ premises. It is a charged service.

Publications

Publications are copyright protected. Acknowledging the source, quotation is permitted. This is the case in the two countries for both printed and web publications.

Redistributors are in both countries seen as partners facilitating the spreading of statistics. They are not considered competitors.

In the future web services might be an alternative way to handle redistribution. This possibility is investigated in STD.

8. Release Policy and Practices

Major differences

The release procedure in STD is fully automated, while SNZ has chosen a manual one as this is considered to have larger degree of certainty that embargoed release times will not be broken.

In STD the release on the web determines the launching. In SNZ it is the lift of the embargo time.

In both countries first releases are strictly controlled and access to unpublished data is restricted to only authorised staff. For this purpose different types of secure folders and/or closed drives are used. No outside prior access to the data is allowed at all.
Both countries have stated the principle of equity *of access* in the Act. One aspect of this is that access is given at the same time to everyone.

There are however major differences in the set-up to ensure this in the two countries.

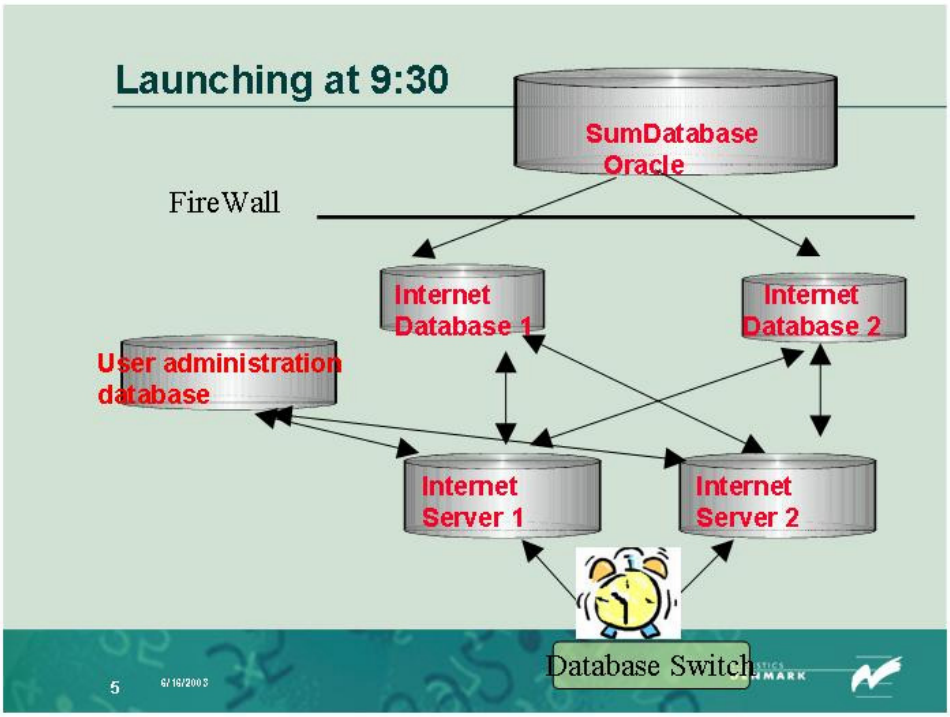
In STD all releases take place at exactly 9.30 am. In SNZ all releases take place at 10.45 am.

In STD the on-line release (web site, e-mail) is the primary, and the process is monitored by automated routines by switch between two servers. Release of printed versions is handled by the Reception in a media room, where all participants get access to the data at exactly 9.30 am.

In SNZ a media conference is held for the first release of key economic and social statistics. The lock-up commences 30 minutes before the embargo time of 10.45am. Participants are given the release upon arrival and are not permitted to leave the room, or have telephone access. Numbers attending varies from 5 to 20 people. At 10.45am the embargo is lifted and staffs managing the different release channels are advised that the data can be released. For other releases (not subject to a media conference) the dissemination group determines when the embargo time is reached and advises everyone that the data can be released The INFOS database is deliberately updated 3 minutes late to ensure there is no early access before the embargo time. Release on the web is within 30 minutes of the expired embargo time.

The two models of release are shown next page:

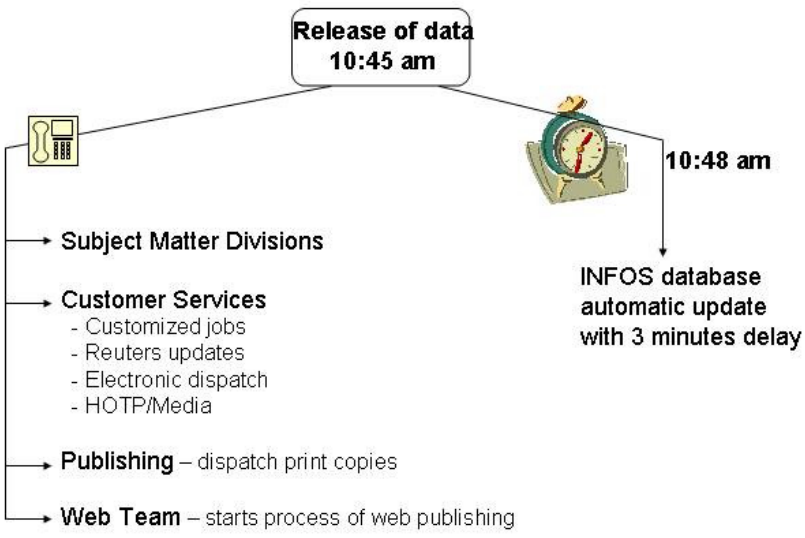
Figure 2. **Statistics Denmark's automatic release**



The subject matter division updates the SumDatabase. When doing that they indicate the release day – which can be one or several days ahead. The day before release it is copied to the internet server 1 that is not accessible from outside. Exactly at 9:30 the following day there will be a switch between the Internet serve 1 and Internet server 2. Now no 1 will turn public, while no 2 will be internal and used for the next day's updates.

Publications on the web are released at 9:30, too, automatically by the clock. The time is monitored by radio satellite.

Figure 3. **New Zealand's manual release**



In SNZ the lifting of the embargo (either in a media conference or not) determines the time of release, which will not be before 10:45. Access Services (who manage the time-keeping) advise by telephone the following areas that they can start the release process:

- the subject matter division, so they know they can respond to any inquiries;
- publishing services, so they can start the dispatch of the printed copies;
- customer services, so they can email the media and information releases to customers, load the data into Reuters and Moneyline, and begin dispatch of customised jobs;
- the web-team responsible for web publishing.

At 10.48am the pre-loaded data on INFOS becomes available. The reason for this delay is to ensure data is not released before 10.45am.

Release calendar

STD: The release calendar reaches 1 year ahead and is updated daily with rolling 12 months. There is a final announcement covering releases 9 days ahead, and these release dates are not permitted to be changed.

SNZ: The calendar is set 6 months ahead and updated as necessary Any change is notified in advance to all users.

Policy for not-published data

Both countries are very keen on keeping data secure. An important issue here is making the staff aware of the rules. SNZ just launched a Secure Data Exchange database (in Notes) for moving secure data within the department. STD has the same kind of information circulated within a secure environment.

9. Standardization and Tools for Loading and Dissemination

Tools for publishing

Major differences

STD: Seamless, integrated process from database to print/ web – also for monthly updates. The author is carrying the process the whole way through to the ready-to-print output.

SNZ has the production process split between different units. It is not directly integrated with the database.

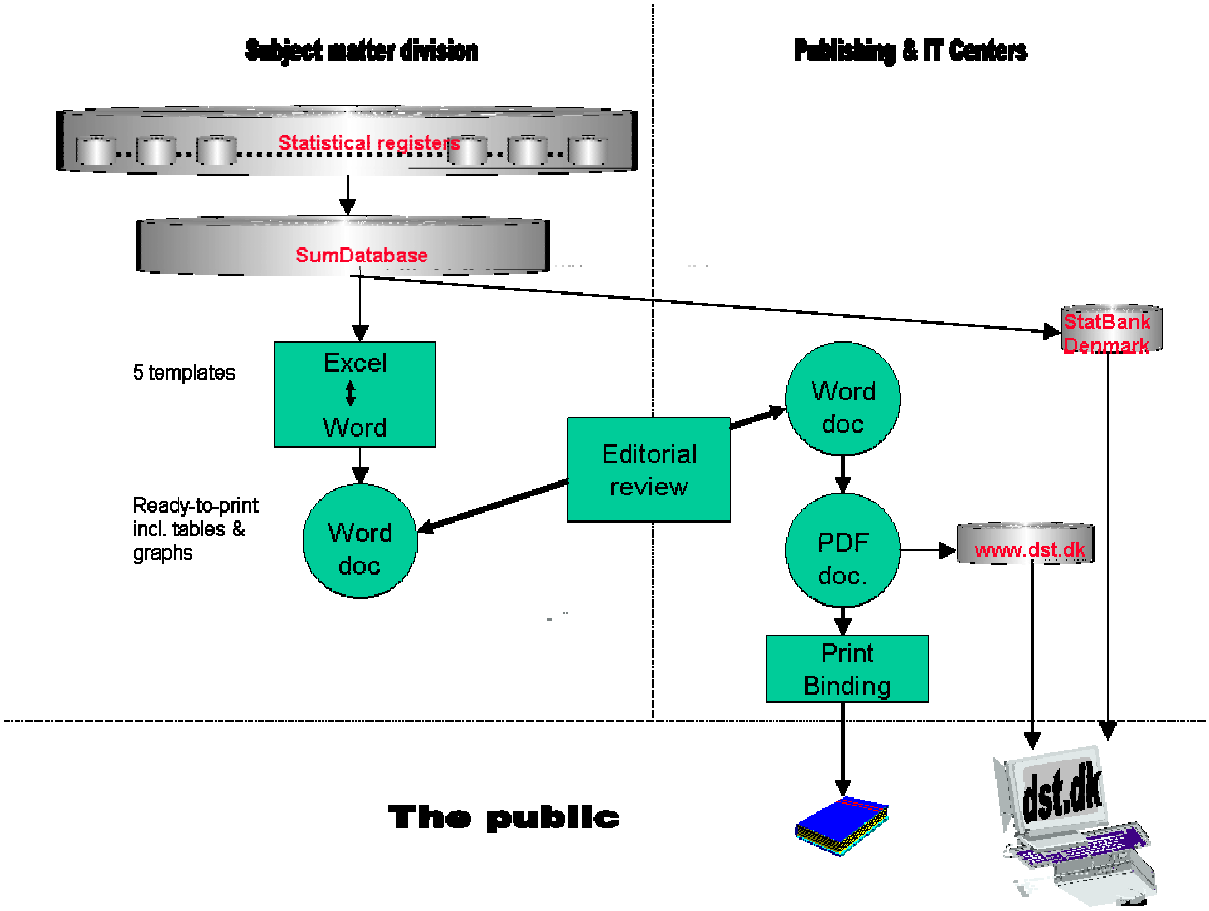
Publishing the statistics is the major objective for all the efforts collecting, analyzing and commenting the data.

As publishing is the last activity in the production process there will often be a pressure on the people working here not to delay the release. This is one of the reasons why the statistical offices make a lot of effort to create more and more efficient tools and procedures for publishing.

Another requirement to take into account is the fact that the statistical act in the two countries sets up equity in access. Concerning publishing, it means that statistics should be available at the same time to everyone – regardless of media.

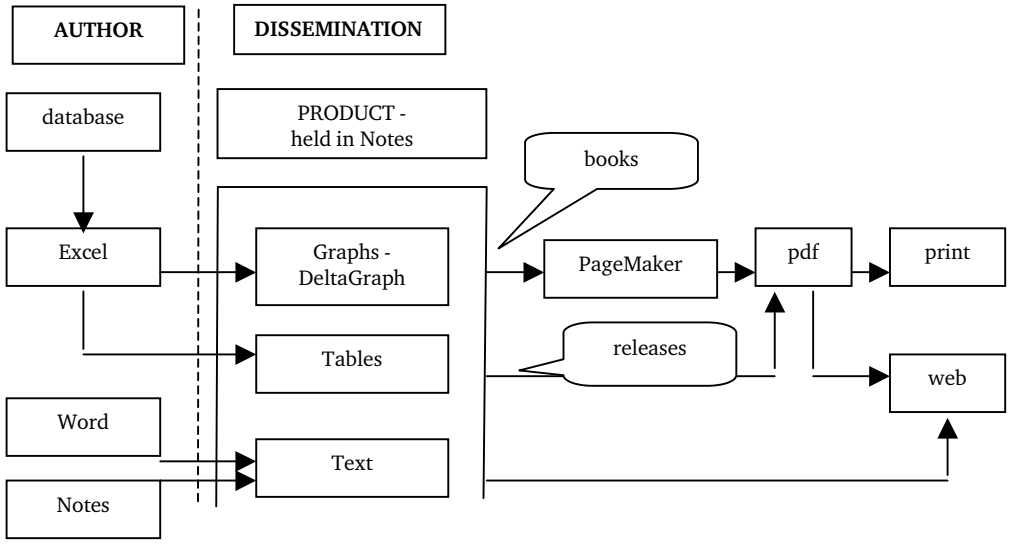
Below the publishing models in use in STD and SNZ are sketched out.

Figure 4. **Statistics Denmark's publication model**



For regular updates – for instance of monthly or quarterly publications, the author opens the word document from the previous period, clicks *update* on the table – that may be calculated on the basis of extracts from of several tables in the SumDatabase. The calculated table will be updated when the basic tables in the macro database are updated. The author rewrites or adjusts the text to suit the data. News releases are reviewed by the Dissemination Centre. The IT-Centre receives the Word document by e-mail and converts it to PDF. The publication is printed by the IT-Centre

Figure 5. **New Zealand publication model**



The author carries out the following activities:

- retrieves data from the internal database Time Series Manager or other database
- exports it to Excel
- writes the text in Word or Notes.

Information and Publishing Services carries out the following:

- The data from Excel are exported to the graph program Delta Graph
- Excel tables, graphs and text in Word are “packed” to the product
- The pdf document to the web and for print is produced.

Templates are used in the production of publications, the web site and for documentation.

Printed publications are in STD produced de-centrally in Word templates created to the actual publication type – five different types. The template defines the font, the design and layout of the pages, the layout of the tables and gives access to the accepted types of graphs with the correct layout. Regarding the News Release (= HOTP) even the number of pages is fixed: only two pages allowed.

In New Zealand the templates for publications do not cover as much but rules and guidelines are set up.

New Zealand has guidelines for web site production, standards for each type of page contents. These guidelines are available on the intranet.

Fact box 3. **Degree of standardization**

	STD	SNZ
Printed publications	High	Medium
Tables	High	High
Graphs	High	High
Web pages	Low/Medium[1]	High
Documentation	High	Low/Medium

[1] Strict rules for main web pages, loose rules for de-central web pages in STD

Tools for loading data

Major differences

Loading of data to the central data repository, the macro database, is a de-central activity in both countries. In STD, however, the subject matter division can make data in the central repository public without involvement of the Dissemination Centre. It will automatically be made public according to the date they enter when updating the macro database. Also in SNZ the embargo date is entered by the subject-matter area at the same time they load the data. However, Dissemination Services check that the embargo is correct; and that the "flag" to bring it across to the public database INFOS is correct

The set-up of the statistical production in STD is like a Data warehouse. There is a central repository (the macro database or SumDatabase) for data to be disseminated. That is where data is kept prior to release in the StatBank on Internet, on print and on the web. Loading of data is a de-centralised process carried out in the subject matter divisions.

STD's IT strategy states that each task must be solved by using only a few tools. It is managed centrally which tools are available in the tool-box. It is important because:

- A few standard tools can be effectively supported by a central team.
- It ensures flexibility: working with one statistics will not be different from working with another- concerning the tools
- It gives a common look and feel of products from STD

The Macro Database contains aggregated but very detailed data. It is only available internally in STD. Access to the data is regulated so some data is available for only one person, others for a defined group and others again for all staff.

The macro database and the StatBank contain statistics from all areas. To-day around 85-90 % of all produced statistics can be retrieved from there.
In order to maintain consistency across the subject areas the metadata is controlled centrally by the database unit.

SNZ has a similar division of labour between central and decentralised maintenance:

The Time Series Manager (TSM) can be regarded as a "data warehouse" of time series statistics. Data is loaded by subject-matter areas who produce the data and are responsible for the quality of the data. Access Services (located in the Information and Publishing Services Division) is responsible for support, training and maintaining the integrity of the database via naming conventions, standards, etc.

Access Services also grants access rights for users as approved by the data custodians (who are located in the subject-matter areas).

Tools for loading:

STD uses: SAS and SuperStar2 for aggregating micro data to the macro data. For loading data to the database a menu driven application has been developed. It secures that all information needed in the macro data model exists.

New Zealand uses SuperStar1 and SAS for aggregating.

Tools for dissemination

STD has an output database, Statbank.dk, on the web. Data are in an Oracle database, while the user interface is a proprietary application developed in ASP and Java Script. It is interconnected with PC-AXIS.

Different views on the database result in selected tables on the web site, which are automatically updated when the database is updated.

New Zealand uses Beyond 20/20 for publishing census data on the web. Time series are published on INFOS. To access INFOS, users require INFOS application software on their desk-top. Data is downloaded with a password. The INFOS application is based on Sybase. INFOS is a charged service. The charge covers the cost of development and operation.

10. Products and Services

Services

In this project it has been agreed to focus on the non-charged services to customers. E.g. the type of service typically counts inquiries regarding statistics- either requests for data or information on the methodology.

Customized requests are not included.

The requests can be via telephone, mail/e-mail or face-to-face. E-mail requests have become more and more predominant in both institutions.

Major differences

In New Zealand, services for customers are to a high extent carried out by a central team, The Customer Services. They are responsible for answering the request.

SNZ keeps a *Job tracking system* (a kind of help desk system) where any request and the way it was treated can be followed. The staff in Customer Services will have access to the database. It is connected to the Customers/ Financial database.

Clients in STD are encouraged to contact the subject matter people directly. In the News from Statistics Denmark and on the web the telephone number and e-mail directly to the author of the statistics is announced.

Each of the two institutions has a time limit for free requests: In New Zealand up to 10 minutes service on official statistics will be free of charge. The limit in STD is also 10 minutes. However, the media will have preferential treatment in both countries with up to 30 minutes free of charge service, in some occasions even more.

SNZ has very detailed guidelines for services provided, e.g. telephone inquiries, visitors to the office, Internal Clients, and Quality Standards. This is not the case in STD.

Both institutions have strict rules for charging customers. They are urging users to make use of free self service via their web sites.

Dissemination products

Major differences

The main products in STD are the StatBank on the web, the News from Statistics Denmark and the web as such. These are all free products.
The StatBank contains all statistics for publishing within all areas.

Main products in SNZ are Hot off the Press (HOTP), publications (both of which are chargeable in print and free on the web) news releases (free) and INFOS database (chargeable). containing limited parts of the total production

Thus, the dissemination products include:

- Publications
- Database
- Web site
- Documentary information (metadata)
- Inquiries (telephone, fax, e-mail, visitors)
- International statistics, database access

Fact box 4.

Products

	STD	**SNZ**
No. of publications (@ and print)	466 titles	231 titles (+120 in census years – every five years)
Size Database (@)	StatBank 500 mill data cells. Free	INFOS: 2.5 mill trade and other time series. Charged
Regional statistics (@)	A view on the StatBank. Free	Census and other data free on the web. Other regional data are available only as customised requests.
Metadata available together with data (@)	StatBank retrievals are linked to metadata and to other publications	Metadata linked at various points in the website. Classifications system CARS available.
Key indicators (@) and print	Yes, views on the StatBank + publication	Published in print in monthly Key Statistics. Top 20 statistics on web home page.

STD produces more publications (either print or pdf on the web) – releases and titles – than SNZ. In a census year, however, SNZ produces 50 % more than an average year.

Fact box 5. **Publications**

	STD	SNZ
Monthly /Statistical News (the daily *News from Statistics Denmark* and *Hot off the Press* are not included)	199 titles (522 releases)	2 titles (23 releases)
Annual	38 titles	6 titles
Classifications	1	3
Corporate and parliament	3	2
Hot off the Press /News from Statistics Denmark	199 titles (522 releases)	43 titles (190 releases)
Yearbook[1]	2	1 biennial
Other	25 titles (57 releases)	8
Total	**466 titles** **(1045 releases)**	**65 titles** **(233 releases)** (excluding census publications. Add another 22 for census titles for census. SNZ also produces another 6 titles per year but they are not the same title.

[1] The yearbook of STD is printed in Danish while an English version exists only on pdf format on the web site (free)

The number of produced as volumes is decreasing as is the volumes sold. Publishing on the web is increasing instead.

11. Usability tests

Usability tests are carried out in order to evaluate the effect a design of a web, a questionnaire or a specific statistical concept has on the user. The tests are carried out in a laboratory where a few users try to solve specific tasks using the web site. STD has so far carried out only one usability test – to test a new version of the interface to StatBank. The results were extremely useful and led to enhancement of the user interface. Consequently, it has been decided to continue with that in case of major changes to both the web and the Statbank.

SNZ has carried out a number of usability tests with external users. As part of its Web Content Review project (2001) it undertook testing on navigational terms on the website (for example, will people understand what they find under "Population"). SNZ has also carried out usability testing on new web products - in 2002 the usability of Table Builder and Table Finder were each improved after testing. Usability testing has become a necessary component of any major change to the user interface.

12. User satisfaction

Both countries regard contact with the users as one of the most important ways of keeping up with user needs.

Fact box 6. **User surveys of products and service**

User satisfaction surveys	STD	SNZ
The web	Yes	Yes
Database	Yes	Yes (INFOS)
Publications	Yes	No
Service (consultancy job)	Yes	Yes, regular customer satisfaction survey
Telephone	Yes	Yes, mystery shopper
Library service	Yes	No

Results from the latest user surveys of the web sites show:

Fact box 7. **Users of the web site**

Web site survey	STD (2002)	SNZ(2000)
Men	48 %	53 %
Women	52 %	47 %
Purpose of use: work	37 %	60 %
Purpose of use: education	21 %	46 %
Purpose of use: personal interest	42 %	36 %
Frequency: more than once a month	49 %	32 %
Frequency: less than once a month	21 %	68 %
Found what they looked for	74 %	61 %
Over all satisfaction Satisfied	..	64%
Navigation at the site: easier than other sites (or as easy as any other site)	24 % (39 %)	..

It should be noted that regarding purpose of use, in SNZ the categories are not exclusive.

User surveys, user training and *user meetings* are the three initiatives that are used in both countries to make contact to the users.

STD has regular *user surveys* covering different kinds of dissemination (the web site, the StatBank, the different publications, consultancy work) and also ordinary citizen's knowledge and attitude to statistics in general and STD in particular.

An action plan setting up specific actions to respond to the users' attitude is a part of the user satisfaction surveys in Denmark. In this way the survey becomes a tool for improving the satisfaction - not only to measure it. The SNZ Customer Services' Customer Satisfaction Survey goes a long way to look at how we can improve the customer's satisfaction. SNZ in fact asks customers how they (SNZ) could improve the service.

One survey in New Zealand asks the staff of SNZ, how satisfied they believe customers are with the services provided. Moreover a survey has evaluated the web site from a user perspective. External consultancies were commissioned for the job.

User training is used in both countries Universities with journalistic faculty in Denmark are offered free courses in information seeking and use of statistics.

The user training in STD and SNZ is usually paid for by the participants.

Both countries have positive feedback from workshops and seminars.
SNZ has set up an action plan with a priority to specific actions as a result of a big conference with users.

13. Penetration to user communities

Major differences

SNZ works more directly with user groups. Different user groups get customized newsletters some on a monthly basis. STD publishes a single magazine for users on the web as well as in print. Moreover users of the StatBank get a newsletter 5-6 times a year

SNZ and STD address the same groups - or sectors - of users. SNZ operates in a more active way cooperating and having joint projects with several different groups- like workshops for local government, while STD only have such close cooperation with the media, and advisory committees.

SNZ has a more direct contact to different user groups:

The programme to improve relationships with users is delivered through *segment management*, addressing each specific segment of users differently. The activities for each segment are tailored to the needs of the segment. Mechanisms currently used are newsletters (electronic and hardcopy), seminars, workshops, meetings, mail-outs, special publications, web pages. Currently the segments which are actively managed are:

- Education
- Libraries
- Expert data users
- Regional statistics
- VIP accounts (mainly central government policy departments)
- Large commercial clients who are prepared to pay for the services they receive
- Parliament
- Communities:
- Maori
- Pacific communities

Fact box 8. **Users**

	STD Retrievals from StatBank[1]	STD Readers of Web News from Statistics Denmark[2]	STD Users of the dst.dk web site[3]	SNZ INFOS database
	per cent			
Central administration	8	20	7	19
Local government	12	9	12	6
Business community and organisations	21	39	37	47
Research sector	6			12
Libraries	1			0
Education sector in general	38	14	32	11
Media	3	14	..	0
General public	11		3	0
Other	0	4	9	5
Total	**100**	**100**	**100**	**100**

[1] Based on approx 500,000 retrievals from registered users 2002
[2] Based on answers from 157 readers of the web edition of News Release in a user survey 2002
[3] Based on answers from 1835 users in a web survey of dst.dk 2002

The distribution among users in NZ and DK is relatively similar. The business community is an important group in both countries. The StatBank in Denmark has a big group of users from the education sector. This group is much smaller in New Zealand probably because of the fact that the INFOS is a charged database.

The intensity of use of different products is shown below in the fact box.

Fact box 9. **Usage**

2002	**STD**	**SNZ**
Web visits monthly	150,000	100,000
Unique web visitors monthly	109,000	50,000
Databank sessions monthly	70,600	not available
Databank users 2002	60,000	100
Databank retrievals, 2002	900,000 cross tables	280,000 series
Print media mentions yearly 2002	9,600 (incl net media)	5,268
Training /workshops yearly for external users	10-15	20-30 per year.

SNZ: 2001 Census workshops include 30 in 2001, 40 in 2002 (with 2,000 attendees) and 65 are planned for 2003.

As the figures show SNZ has a frequent contact to users through several training sessions and workshops- particularly in connection with census. STD relies to a great extent on the press and has prioritized this contact. The reward may be seen in the number of media mentions in Denmark being twice the number of New Zealand's.

14. Pricing principles

Major differences

STD defines the StatBank, the Yearbook and the News from Statistics Denmark as basic statistics. Basic statistics are free on the web. Other pdf publications are charged in general in STD.

SNZ has a principle saying that everything on the web is free, even all publications in pdf. However, they charge for access to the INFOS (time series) and for hard-copy publications including e-mailed HOTP on subscription.

In both countries basic dissemination is covered by the government grant. Additional dissemination is on a cost-recovery-basis. Major difference is, that in NZ all dissemination up to and including a pdf-version of publications on the website is covered by the government grant. In STD only News from Statistics Denmark, the Yearbook and StatBank.dk on the Internet are considered basic dissemination and available for free. In both organizations further costs – printing, distribution and promotion – should be fully recovered.

In STD all other publications than the "basic" are priced, even pdf-versions. The price policy is under reconsideration, but suggestions are, that all costs involved in the writing, editing and distribution of a publication (except "basic" publications) may be recovered (the percentage of recovery to be decided by management once a year).

In both countries free copies are strictly controlled and restricted to major libraries, media, parliamentarians and international exchange. Further free copies or discounts are to be paid by the division making the decision. In STD free copies are furthermore provided to government agencies (one pdf-copy each) and data providers according to a data providers' policy.

In NZ educational institutions get a 20 per cent discount. In STD no discount is granted but teachers get a free copy for personal use.

15. Revenues

Both countries have three sources of revenue: Government grants (not discussed further), revenue from customized services (not discussed further) and revenue from the sale of products and services.

In STD revenue from sale of products (mostly publications incl. subscriptions) totals 7.4 mill. DKK a year (ca 1 mill. USD). Similarly in NZ, revenues are approximately 2 mill. NZD (approximately 1 mill. USD). Major contributors in STD are the Ten Year Review, the Yearbook and subscriptions on Statistical News.

Fact box 10. **Sales of publications**

		2000	2001	2002
STD	Revenue from publications National currency[1]	10,403,000 DKK	9,188,000 DKK	8,927,000 DKK
	Publications sold. Total volumes	36,815	31,113	28,965
	Yearbooks, no. sold	5,750	4,332	4,250
	Ten-years Review, no. sold	13,424	12,009	11,400
	Statistical News, no. of subscriptions	6,043	5,411	4,974
SNZ	Revenue from publications National currency[2]	$383,500 NZD	$345,800 NZD	$230,000 NZD
	Publications sold. Total volumes. Data not available			
	INFOS	$302,100	$333,900	$310,900

[1] DK revenues are excl VAT, which is 25%

[2] NZ The revenue figures are exclusive of GST (our Goods and Services Tax). GST is currently rated at 12.5%.

Fact box 11. **Index of revenues from sales of publications. 2000-2002**

	2000	2001	2002
STD	100	88	86
SNZ	100	90	60

In Denmark revenues from sales of publications goes back to STD. Revenues from consultancies go to the division who carried out the work.

In New Zealand all revenues from sale go to the department. Revenue is not attributed back to the area that made the sale.

Conclusion

Dissemination activities in STD and SNZ are focused on

- user-orientation
- quality
- efficiency
- innovation

In order to meet the user needs STD has worked a lot with creating user friendly databases and personalized functionality on the web. STD has made an effort to follow up on expressed user opinions to improve the products and services.

SNZ is working directly with different user groups to learn their needs and to inform them about the possibilities in statistics. New Zealand also has as a goal to work directly together with other agencies and redistributors of statistics.

Can we - by looking at input (resources) and output (products and services) - postulate that one solution is better than another?

Can we - by looking at the output (the amount of produced statistics) and the revenues - postulate that one office is more efficient than the other?

Can we - by looking at expressed user satisfaction say one organisation has fulfilled its objectives better than the other?

It is not possible to undertake a strict comparison of the two organisations' dissemination activities because of the different environment in which each organisation operates. The measures in this report indicate that a difference, or sameness, exist but the figures alone do not define the extent.

However, there are some aspects where the one organisation stands out from the other. It is hoped that this will inspire each organization to use the other's experience to make improvements to its own processes.

- New Zealand states in its Strategic Plan 2002 that standardisation and simplification of systems (e.g. Integrated Publishing Environment, Templates, Standards, software) has high priority. In this field STD has already to a large extent developed a one-string-routine from production database to publication.

- Statistics Denmark has fully automated release routines in order to secure equal and simultaneous access. New Zealand has a more manual process which might be streamlined.

- SNZ has set up strict rules for layout and content of web pages at different levels of the site. As STD is preparing for a new Web Content Management System (WCMS) it would be advantageous to investigate these standards.

- SNZ has built an efficient job-tracking-system in order to monitor all inquiries coming from the users. It works smoothly in the hands of a central information service team. However, in a situation with de-central user responsibility and contact as in STD a system like that might help to create overview of the way user inquiries are treated.

Annex 1. Portfolio of the Statistical Office

	Conducted by NSI		Not conducted by NSI		Not conducted		Don't know	
	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand
Chapter II: Demographic and social statistics								
Theme 31 Population								
Demographic statistics	x	x						
Household and Family Statistics	x	x						
Regional demographic statistics	x	x						
Population projections	x	x						
Population and Housing census	x	x						
Migration statistics	x	x						
Demographic statistics on country of origin and citizenship	x	x						
Asylum statistics			x	x				
Theme 32 Labour market								
Labour force survey	x	x						
Registerbased unemployment statistics	x			x				
Registerbased employment statistics	x					x		
Commuting statistics	x	x						
Labour accounts	x	x				x		
Structural statistics on earnings and labour costs - private sector	x	x						
Structural statistics on earnings and labour costs - public sector	x	x						
Labour cost index - private sector	x	x						
Labour cost index - public sector	x	x						
Statistics on strikes	x	x						
Job vacancies				x	x			
Statistics on absence from work				x	x			
Theme 33 Education								
Education statistics based on reports from the institutions on individual students	x			x				
Education statistics based on summary reports from the institutions	x			x				
Adult education statistics based on reports from the institutions on individual students	x			x				
Adult education statistics based on summary reports from the institutions	x			x				
Statistics on Life Long Learning	x					x		
Vocational Training Statistics - CVTS			x	x				
Theme 34 Culture								
Culture statistics	x	x		x				
Theme 35 Health and safety								
Health Care			x	x				
System of health accounts					x			x

	Conducted by NSI		Not conducted by NSI		Not conducted		Don't know	
	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand
Causes of death			x	x				
Health interview survey		x	x	x				
Occupational health and safety		x	x					
Theme 36 Distribution of income and living conditions								
Income statistics	x	x						
SILC	x							x
Community household panel - ECHP			x		x			
Time use survey		x	x					
Household budget survey	x	x						
Statistics on homeless population					x	x		
Statistics on wealth	x				x			
Theme 37 Social protection								
Receipts and expenditure (ESSPROS)	x							x
Statistics on labour market policy (LMP-module, recipients and expenditure)	x							x
Recipients of pensions	x	x		x				
Recipients of other benefits	x	x		x				
Theme 38 Other work in the field of demographic and social statistics								
Statistics on crime	x			x				
Gender statistics	x[1]	x						
[1] All social statistics are distributed by gender								
Theme 39 Consumer protection								
Statistics on consumer protection					x			x
Chapter III: **Economic Statistics** **A: Macro economic Statistics**								
Theme 40 Annual Economic Accounts								
Aggregates	x	x						
Institutional sector accounts (non-financial)	x	x						
Accounts by industry	x	x						
Supply and use tables	x	x						
Input-output tables	x	x						
Capital stocks by industry and sector	x	x						
Input-output analysis	x	x						
Productivity analysis	x					x		
Theme 41 Quarterly Accounts								
Supply side by industry	x	x						
Use side by category	x	x						
Income side and employment	x					x		
Institutional sector accounts (non-financial)					x	x		

	Conducted by NSI		Not conducted by NSI		Not conducted		Don't know	
	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand
Theme 42 Financial Accounts								
Annual: Financial accounts	x					x		
Annual: Financial balance sheets	x					x		
Quarterly: Financial accounts			x			x		
Quarterly: Financial balance sheets			x	x				
Theme 43 Monitoring own resources								
Monitoring own resources GNP	x							x
Monitoring own resources VAT			x					x
Theme 55 Prices								
HICP	x	x				x		
Consumer price index (national)	x	x						
Producer price index, goods	x	x						
Producer price index, services		x			x			
PPP	x	x						
Property sales statistics				x				
B: Business Statistics								
Theme 44 Statistics on the economic activity of enterprises								
Accounts statistics for private enterprises	x	x						
Account statistics for public enterprises	x	x						
Financial service statistics	x	x						
Registerbased establishment statistics	x	x						
Purchase of goods and services in manufacturing	x	x						
Yearly building and dwelling statistics	x	x						
New enterprises	x	x						
Monthly registerbased turnover statistics (VAT)	x	x						
Monthly order and turnover statistics for manufacturing	x			x				
Quarterly activity and employment statistics for building and construction	x	x						
Retail trade turnover index	x	x						
Quarterly commodity statistics in manufacturing (PRODCOM)	x					x		
Business surveys for manufacturing, building and construction and services	x	x						
Theme 45 Energy								
Energy statistics	x	x						
Energy accounts and balances	x							x
Theme 48 Transport								
Passenger mobility	x	x		x				
Transport of goods by road	x	x		x				
Rail Transport	x			x				
Sea and inland waterways transport	x	x		x				
Air transport	x			x				
Transport safety	x			x				

	Conducted by NSI		Not conducted by NSI		Not conducted		Don't know	
	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand
Theme 49 Information society								
Use of it in business, households and government sector	x			x				
Product statistics for service activities	x							x
Purchase and investment statistics in ICT goods and services					x			x
Communications, postal and telecom services			x	x				
Statistics on audio-visual services			x					x
Other statistics on the information society								
Theme 50 Tourism								
Tourism statistics	x	x						
Theme 51 Business registers								
Business registers	x	x						
C: Monetary, financial, trade and balance of payments statistics								
Theme 52 Money and Financial statistics								
Government finance: Annual	x	x		x				
Government finance: Quarterly	x	x		x				
Statistics on public deficit and debt (EDP)	x			x				
Monetary and financial indicators			x	x				
Interest rates			x	x				
Share price statistics			x	x				
Statistics on the MFI-sector			x					x
Securities statistics			x					x
Share statistics			x					x
Statistics on investment associations			x					x
Statistics on consumer credits	x			x				
Theme 53 Trade in goods								
Intrastat (inside EU)	x							
Extrastat (outside EU)	x							
General foreign trade		x						
Theme 54 Trade in Services and Balance of payments								
Balance of payments: Current transactions	x	x		x				
Balance of payments: Financial transactions		x	x	x				
International trade in services and geographical breakdown	x	x		x				
Direct investments (IIP-statistics)		x	x	x				

	Conducted by NSI		Not conducted by NSI		Not conducted		Don't know	
	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand	Den-mark	New Zealand
Chapter IV: Agricultural, forestry and fisheries								
Theme 61 Land use and landscape								
Land use and landscape		x			x			
Theme 62 Agricultural structures								
Structure and typology of holdings	x			x				
Theme 63 Agricultural monetary statistics								
Prices and economic accounts	x	x						
Theme 64 Crop production								
Crop production statistics	x	x						
Theme 65 Animal production								
Livestock and meat	x	x						
Milk and dairy products statistics	x			x				
Theme 66 Agro-industry statistics								
Agro-industry statistics	x							x
Food safety statistics			x	x				
Theme 67 Coordination and reform of agricultural statistics								
Agroenvironmental statistics	x			x				
Theme 68 Forestry statistics								
Forestry statistics	x	x						
Theme 69 Fisheries statistics								
Fishery Statistics			x	x				
Chapter V: Multidomain statistics								
Theme 70 Sustainable development								
Sustainability indicators		x	x	x				
Theme 71 Environmental statistics								
Waste and recycling statistics			x	x				
Statistics on air pollution, water use, discharges to water and hazardous materials			x	x				
Environmental accounts	x	x						
Environmental expenditure statistics	x	x						
Theme 72 Regional Statistics								
Regional accounts	x			x				
Urban area statistics	x	x						
Theme 73 Science and technology								
Research and development		x	x					
Innovation statistics		x	x					

Annex 2. Scope of project

Statistics Denmark & Statistics New Zealand 7 November 2002

Benchmarking Dissemination and Handling of Users in Statistics Denmark and Statistics New Zealand

Project Scope

Background

To be among the most efficient statistical offices giving the best service of high quality products for as many users as possible is an objective for several statistical offices in the world.

Although Statistics New Zealand (SNZ) and Statistics Denmark (STD) are situated in opposite sides of the World (our countries are in fact antipodes), we believe there are a lot of similarities that will make it especially fruitful to compare the two institutions and learn from each other's experiences. The important similarities include the size of the country, size of the statistical organisations, and penetration of new technologies.

The benchmarking will be carried out in common and will concentrate on sharing of information. The focus will not be on reaching agreement on any of the matters discussed. There will however be an agreed report at the end of the project for external use available in English. This report will only cover matters, which both institutions agree should be included in the report. After having agreed on the report, the two institutions are free to use it as they might wish - and to share the results with other organisations. It may be considered to present the report to relevant international fora such as the International Workshop on Marketing and Output Databases.

Objectives

The objective of the project is to compare dissemination practices, with special focus on the role of new technologies and the web. The objective is *not* to rank the institutions being number one and two but to learn from each other.

The study will highlight the following aspects of dissemination:

- Legislative context
- Dissemination Strategy - and its links to IT Strategy
- Organisational structures and capability
    a. centralized versus decentral responsibility
    b. competency in the organisation
- Resources used on dissemination activities
- Re-distributors
- Release policy and practises
- Standardisation and tools

    a. publication templates
    b. tools for loading and disseminating data
- Services and products provided
    a. telephone and e-mail inquiries
    b. publications, printed and on the web
    c. sets of tables on Internet
    d. databases
    e. statistics from other national or international organisations
- Usability tests
- User satisfaction
    a. user surveys
    b. user training
    c. user meetings
- Penetration of services to the user communities
    a. volumes sold, web visitors, retrievals from databases etc.
    b. working with the media
- Pricing principles
    a. privileged users
    b. free copies policy
- Revenues

It is believed that Statistics New Zealand and STD both rank among the top statistical offices in the World regarding efficient and modern organisation of dissemination activities. However, both organisations need inspiration and experience from others who handle similar tasks in a different way.

Both agencies are operating in broadly similar environments, but there are differences. The extent of the differences will vary across the range of dissemination inputs and activities. Similar inputs and activities between the countries in dissemination work will not always provide similar results. What works in one country's situation might not work so well in the other, and there is perhaps no one approach that would be best for both countries.

Where there are differences in approaches, we will investigate the different methods employed and their impact on the results achieved. Where there are similar approaches but different outcomes, we will endeavour to understand the reasons for the variation in results. The benchmark study will provide each country with a wider range of relevant, shared information on ideas, their application and the actual experiences with them, so that each country can continue to develop and improve their own approach to dissemination within their environment.

What to measure

The benchmarking will focus on two issues:

– dissemination of statistics to external users

– how to handle users and keeping contact to users

These two issues will be looked at as processes: input → activity → output

Input includes human resources, costs, systems…

Output includes volumes published, volumes sold, revenue for sales, volumes on web, information on web, database size and range, number of hits, number of downloads, users…

Activities that created the output can be studied in order to understand the relation between input and output. These activities include:

– user contact (training, user surveys, news letters, user meetings).

– integration between production and dissemination

– user registration

– release mechanisms

– human resource capacity

Success criteria

1. The benchmarking should result in pointing out at least three potential areas for real improvement of dissemination practices in each organisation.
2. The production of a report by August 2003 which can be used outside both institutions so that there can be peer evaluation by other institutions and so that others can learn from the benchmarking activity.

Boundaries

– The project will examine all dissemination activity in each institution no matter where it is located in the organisation structure of each institution.

The following will *not* be included for examination:

– Customized service

– GIS

– General marketing and profile

– Confidentiality rules

Organisation

The project will be organised from User Service Division in STD and Dissemination Services Division in Statistics New Zealand.

The Steering Group will consist of:

David Archer, SNZ

Graeme Osborne SNZ

Annegrete Wulff, STD (secretary to the group)

Lars Thygesen, STD

Follow up will take place by means of e-mail and video or telephone meetings.
The report will be drafted by Annegrete Wulff STD.

Time schedule

The Project was initiated at a preparatory meeting 13 September 2002 between David Archer, General Manager, SNZ, Lars Thygesen, Director of User Services STD, and Annegrete Wulff, Chief Adviser in Electronic Dissemination and Databases STD.

Request for information can be initiated by either institution and will be responded to within 3 working days. If information cannot be supplied within that timeframe it is expected that a delivery date will be notified to the other organisation.

Either institution has the right to withhold information in the unlikely event that it may breach their office rules or be particularly sensitive for any other reason.

Each organisation will be responsible for any costs they incur in carrying out the project.

STD plans to pay a visit to Statistics New Zealand early 2003 in order to carry out interviews of staff.

Exchange of information October 2002 to January 2003.

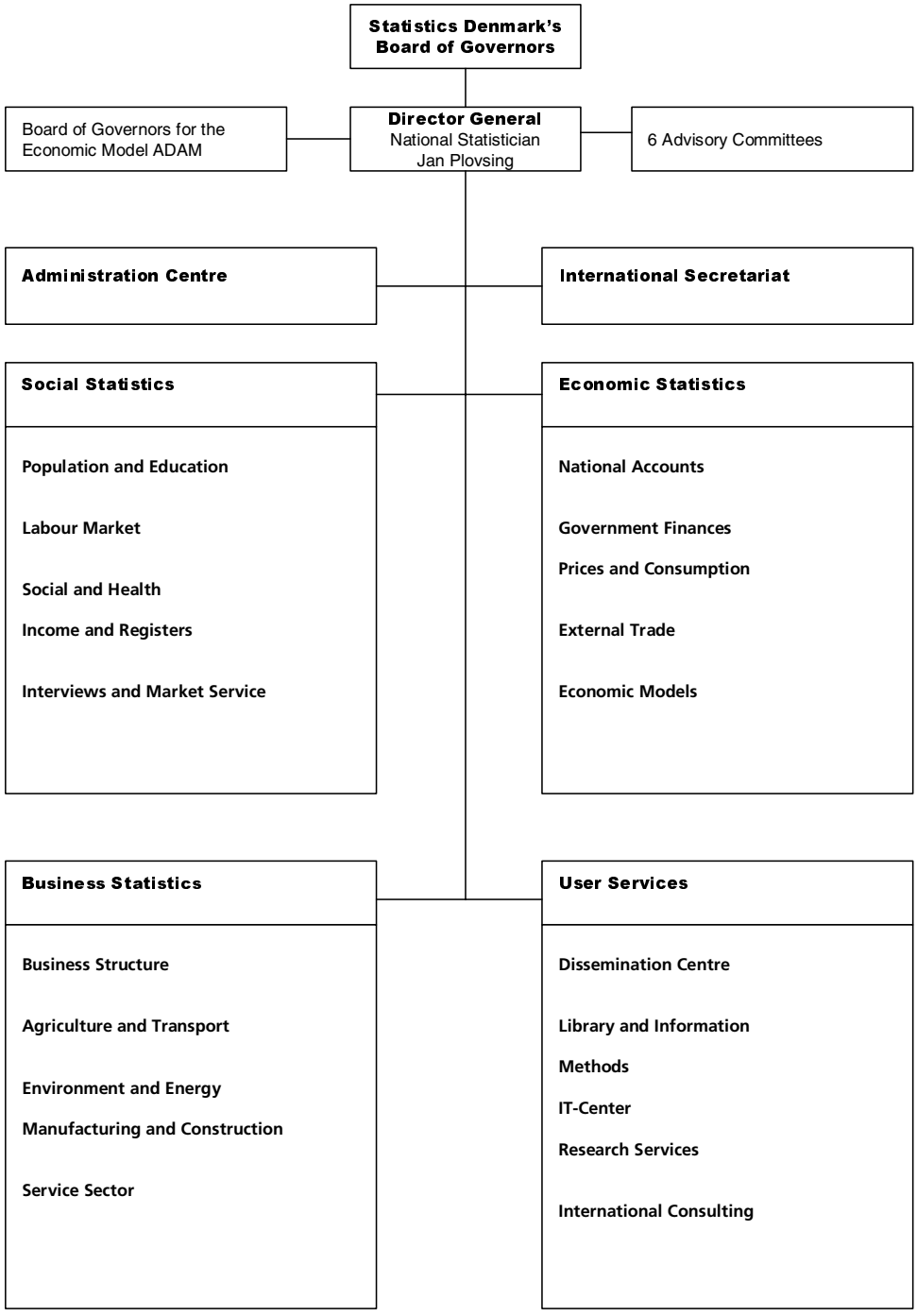
The interviews will be carried out during February 2003.

The draft report will be ready by May 2003.

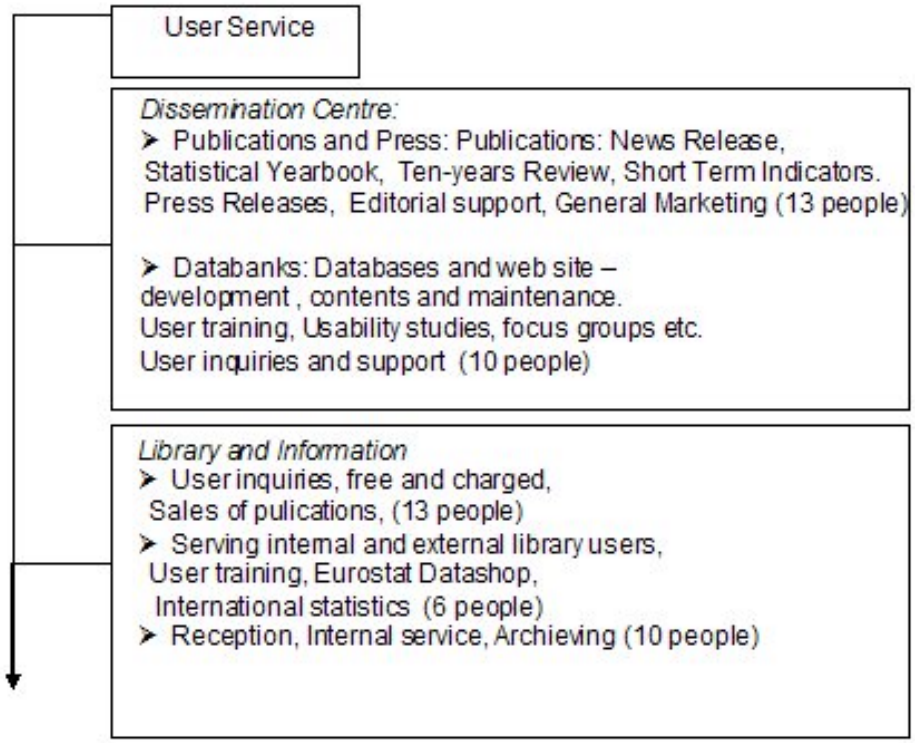
The final report will be ready by 1 August (for the Marketing and Output meeting 2003).

Annex 3. Organisation charts

Statistics Denmark, Organisation Chart, August 2003

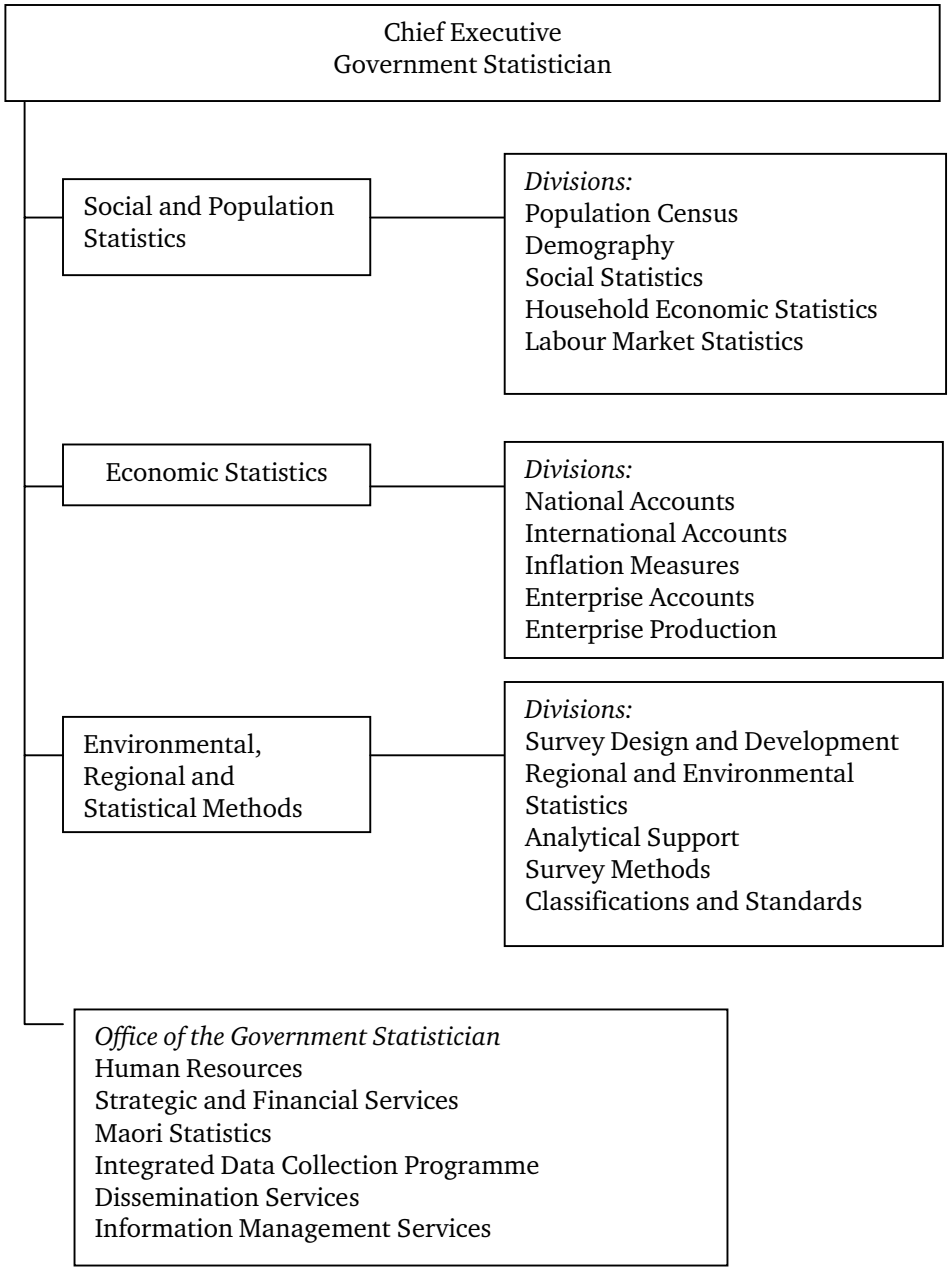


Organisation of Disseminations in User Service Department, STD



Statistics New Zealand, Organisation Chart, June 2003

Organisational Responsibilities by Groups and Divisions
1 June 2003



Statistics New Zealand

Dissemination Services (Functional) Organisation
1 June 2003