

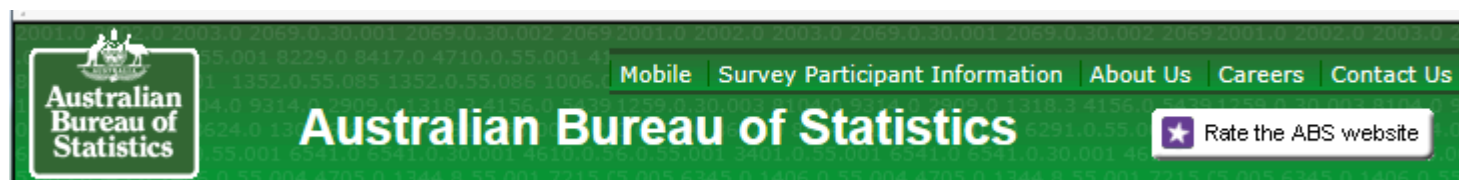
Working with a Dissemination strategy

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Input

- International
- Internal staff
- External users
- Dissemination staff

International



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Statistics

Internal staff



- "Reform groups"
 - Users and user contacts
 - Dissemination and communication
 - Social media
- 275 proposals for improvements

External users

- Focus group interview
 - The media / the press
 - Ministeries and organisations
 - Municipalities
 - Education sector
 - Businesses



Dissemination staff

- 1 Director
- 2 Heads of Dissemination Division
- 1 Head of subject division
- 3 staff
- 1 secretary



The long and winding road



Roadmap

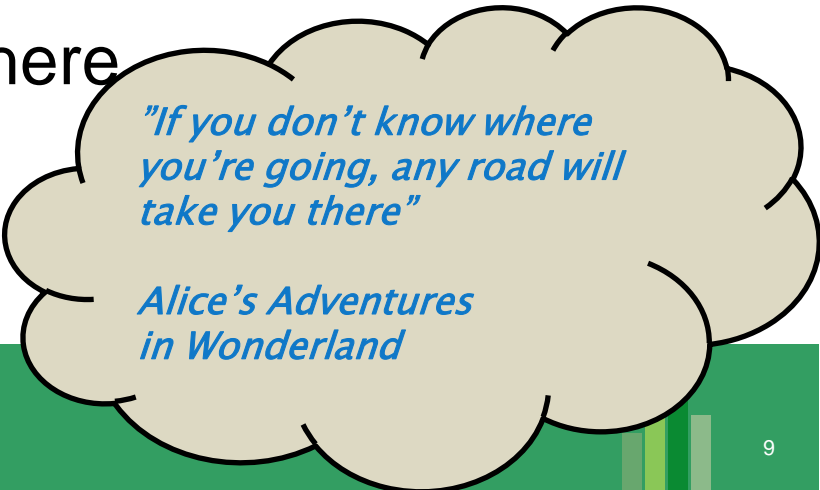
- December 2013 - July 2014..... Focus groups
- January – May 2014 Reform groups
- July – August 2014 International
- August – November 2014 Writing report
- January – March 2015 Prioritizing
- April – November 2015 Re-drafting
- December 2015 Final approval by Directors

- 2015-2016 Implementations



The strategy

- We deliver knowledge that supports decision making, debates and research
 - Be the preferred source of statistical facts about society
 - Improve quality and analyses to the public debate
 - Involve stronger with users
- Find the road that will get us there



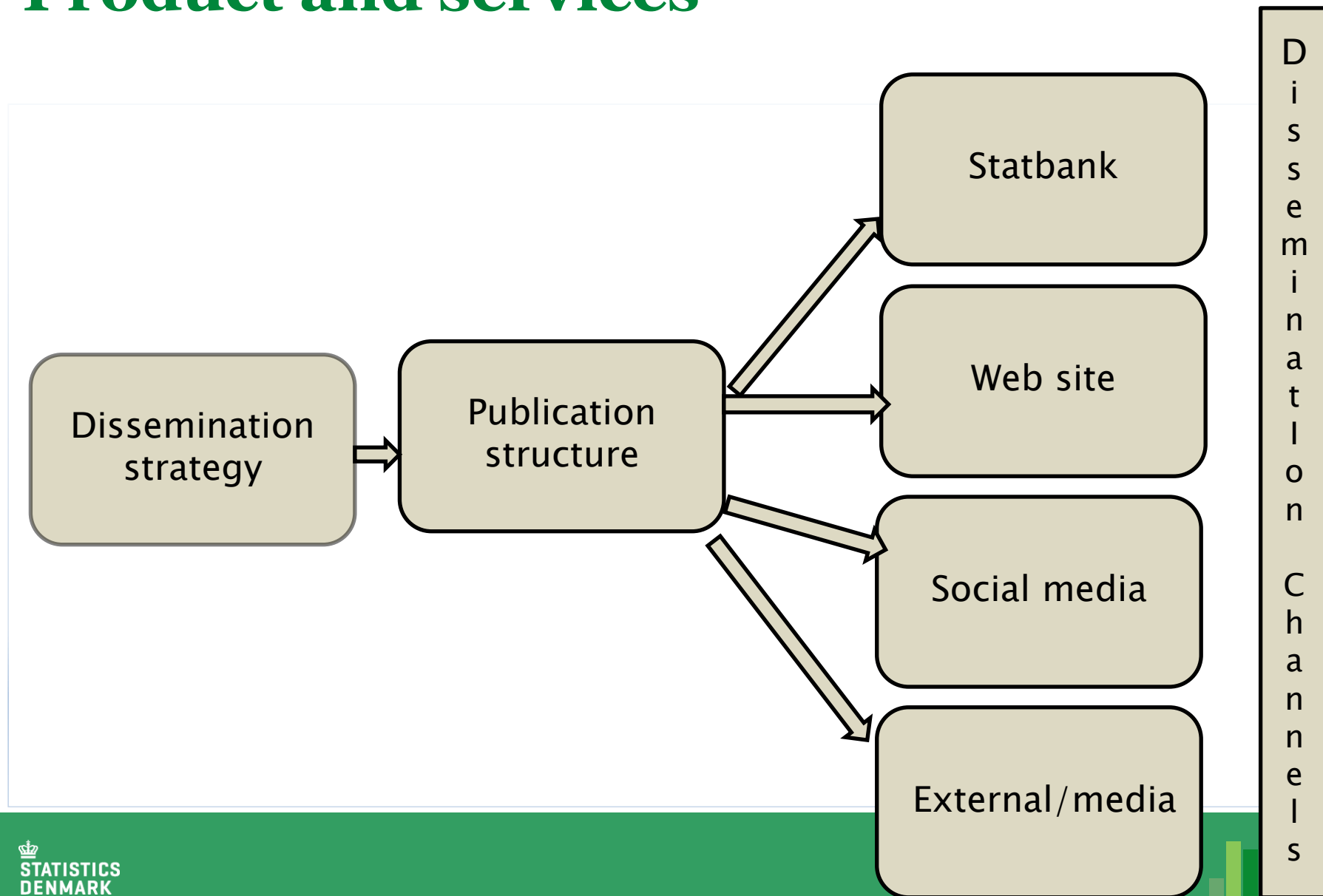
*"If you don't know where
you're going, any road will
take you there"*

*Alice's Adventures
in Wonderland*

The strategy



Product and services



Product and services

- We supply the users with the value added statistics
 - Adapting to new or changed user needs
 - Visible in the public debate
 - Making statistics relevant through analyses
 - Intensify contact with the research community
 - The web site is the container of all official statistics



Be the preferred source

- Relevant content
 - Horizontal and vertical
- Quality
- Accessibility
- Timely
- Test product and services against users



User needs reflect the services

A simple view of our user groups



Give me the detailed data, so that I can analyse, re-use and combine it with other data, to help me make decisions.



Tell me an interesting story, so I learn something new.



What's the number! so I can quickly tell others about it.



Is there a good summary? I want to learn more about a subject or geographic area.

Australian Bureau of Statistics

Play a visible role on the public debate

- Analyse
- Visualise
- Timely
- Flexible



Involve with users

- Define (prioritize?) your users
- Learn how users work
- Differentiate product and services according to users' needs
- Listen to the users



Concrete initiatives

- List initiatives to be taken
- Plan for implementation



Preconditions

- Competences
- Infrastructure
- Resources

