

Producing Regional Profiles Based on Administrative and Statistical Data in New Zealand

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New Zealand Inland Revenue is a national tax authority playing a critical role in improving the economic and social wellbeing of New Zealanders. Inland Revenue collects 85% of the Crown's revenue as well as collecting and disbursing social support programme payments and providing the government with policy advice. Recently, Inland Revenue undertook a set of actions to improve service delivery in order to meet increasing expectations of government and society. As part of these actions, Inland Revenue developed 16 comprehensive regional and customer profiles which provided the agency with an in-depth view about the different characteristics of New Zealand's regions. In particular, the profiles demonstrated that each region had a unique blend of people, industries and geography; and that the "one size fits all" approach (to removing barriers to compliance, or maximising uptake of social policy entitlements) does not work. The profiles have been used to underpin the design of resource allocation to Inland Revenue's district offices and will help inform the local focus of frontline staff. A range of quantitative and qualitative data from a variety of internal and external sources was used to create the profiles, with all administrative data being geocoded during the process. This unique combination of data sources has generated new knowledge about New Zealand's regions. Currently Inland Revenue in close collaboration with other government departments including Statistics New Zealand is working on the cross-agency initiative aimed to streamline and improve the generation of knowledge for government use. An expected outcome in the first instance would be written profiles which would be an interpretation of the synthesis of data from selected agencies. However, as one of the goals of the proposal is to have either a combined database or a number of linkable databases if full integration is not feasible, there would be opportunities to apply statistical techniques to generate new knowledge from the data. This aligns with Government's call for innovative use/re-use of data and information; greater openness and transparency in data use across agencies; better generation and application of knowledge to inform policy making; and better targeting of quality service delivery.

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