Territorians need to "stand up and be counted" during the Australian Bureau of Statistics (ABS) Census next week.

Chief Minister Clare Martin officially launched the census Territory campaign with the Australian Bureau of Statistics Statistician Mr Dennis Trewin at the Ghan platform today.

"Missing just a few hundred people can mean the difference in millions of dollars in funding from Canberra over the next five years," she said.

“The Census is not a boring form-filling exercise, it provides information to properly plan and fund public services such as housing, health centres, schools, and sporting facilities.

"The private sector also relies on this data. Developers need population trends to invest in new housing estates and shopping centres.

The Northern Territory Government has been working in partnership with the ABS to ensure the enormous task of counting Territorians would be as accurate as possible.

“The ABS and NT Government will continue running a comprehensive education campaign in the lead up to census night on Monday August 8th 2006.

It includes mailing out a brochure to all Territorians, advertising, recruiting Territorians with local knowledge and a focus on remote communities.

Counting Territorians at any time would be a challenge with our population spread across such vast regions. The dry season also means tourists and visitors for the Cup Carnival and festivals.

"No matter who you are or where you are, we ask all Territorians and visitors to fill in their Census form next week.

"I know that on this issue - every Territorian counts," said Ms Martin.

For more information go to www.abs.gov.au or call 1300 362 883.

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