

INTERNAL TRADE

CONSUMER PROTECTION

Ministry of Consumer Affairs

On 3 June 1974, the Ministry of Consumer Affairs came into operation under the provisions of the *Ministry of Consumer Affairs Act 1973*. The Ministry administers the following legislation: *Consumer Affairs Act 1972*, *Disposal of Uncollected Goods Act 1961*, *Building Contracts (Deposits) Act 1962*, *Motor Car Traders Act 1973*, *Small Claims Tribunal Act 1973*, *Ministry of Consumers Affairs Act 1973*, and *Market Court Act 1978*.

At the same time, a Director of Consumer Affairs, who is responsible for the operation of the Ministry, was appointed. The Director is required to submit, annually, for presentation to both Houses of the Victorian Parliament, a report on the activities of the Ministry.

The *Consumer Affairs Act 1972* covers the following topics: proceedings on behalf of, or in defence of, consumers, trading stamps or coupons, false or misleading advertising, bait advertising, misleading marking of prices, mock auctions, door to door sales, unordered goods or services, pyramid selling, referral selling, merchandise marks, footwear regulations, furniture regulations, and safe design and construction of goods. There are also provisions relating to the making of regulations to cover packaging, as well as a requirement that an invoice must be supplied on request, and that a trader must offer to return any parts replaced in the course of effecting repairs of goods.

The Ministry of Consumer Affairs is made up of the Consumer Affairs Bureau, Consumer Affairs Council, Small Claims Tribunal, the Market Court, and the Motor Car Traders Committee.

Consumer Affairs Bureau

The Consumer Affairs Bureau is staffed by officers of the Victorian Public Service and, unlike the Consumer Affairs Council (which is responsible to the Minister), the Bureau is directly responsible to the Director of Consumer Affairs. The function of the Bureau is to receive and investigate individual consumers' complaints and, in certain circumstances, to institute legal proceedings for breaches of the Consumer Affairs Act. The Bureau advises consumers on how to obtain their rights and in matters affecting the interests of consumers, investigates such matters, collects and collates relevant advice to consumers on a variety of topics, and attempts to settle disputes between consumers and traders where this seems the appropriate action.

Consumer Affairs Council

The Consumer Affairs Council is an independent advisory body of no more than ten persons who are appointed by the Minister of Consumer Affairs, and are representative of consumers and sellers of goods and services. The functions of the Council are to investigate any matter affecting the interests of consumers referred to it by the Minister; to make recommendations with respect to any matter calculated to protect the interests of consumers; to consult with manufacturers, retailers, and advertisers in relation to any matter affecting the interests of consumers; and, in respect of matters affecting the interests of consumers, to disseminate information and encourage and undertake educational work. The Council is also required to submit, annually, to the Minister for presentation to both Houses of the Victorian Parliament, a report on its activities.

Small Claims Tribunals and the Market Courts

Articles on the Small Claims Tribunals and the Market Courts can be found in Chapter 28 of this *Year Book*.

Motor Car Traders Committee

The Motor Car Traders Committee is an independent statutory authority which was established by, and for the purposes of administering, the *Motor Car Traders Act 1973*. This Act provides for the regulation of motor car trading activities. In addition to licensing all new, used, and commercial vehicle motor car traders and automotive wreckers, the Committee also investigates complaints and breaches of the Act and regulations.

In particular, the Committee investigates complaints against used car traders, arising out of the statutory warranty which applies to all cars sold for a sum in excess of \$1,000. In the event of settlement by negotiation not eventuating, the Committee may arbitrate the dispute by consent of both parties. Furthermore, the Committee administers a Guarantee Fund which has been constituted under the Act and may authorise payments to customers who have suffered pecuniary loss as a result of a licensed motor car trader defaulting in the carrying out of his obligations under the Act. The Committee is required to submit, annually, to the Minister for presentation to both Houses of the Victorian Parliament, a report of its activities.

RETAILING

Changes in retailing during the 1970s

The retailing industry underwent many changes in the 1970s, the foremost being the development of the large 9,300 square metre discount department stores. This took mass retailing into areas that previously had been the preserve of the large department store.

The popularity of this kind of retailing, with the "one-stop shopping" and "drive-up parking" facilities encouraged the evolution of the supermarket into the superstore, taking the 1,900 square metre supermarket to a very much larger 3,700 to 5,600 square metre superstore. These stores carry not only what has become recognised as traditional supermarket merchandise, but also feature an extensive range of non-food items as well as specialised food departments such as service meats, service delicatessen, and service fish.

The non-food areas, while not carrying the range of the discount department store, featured faster moving housewares, handyman items, and leisure products such as sporting goods, garden needs, and motor accessories. These stores took a wider range of merchandise to the outer suburbs where shoppers previously had to drive substantial distances to obtain a range of merchandise comparable to what was available at the older type of local corner store.

Successful retailers have always possessed an understanding of what are the customers' needs at a particular point in time. The need for the large discount department stores and the supermarkets and superstores was soon proven.

Also, a new concept of convenience stores "7-Eleven" was developed to fill a need, and modernise the corner store milk bar. The "7-Eleven" store provided accessible parking for a limited number of cars, and a range of convenience merchandise mainly consisting of items that persons may "run out of" at night or at weekends. These retailers did not concern themselves with "specials" or low prices, but simply aimed to provide a service which was not available from the traditional retailer. Their success has highlighted this particular need in the community, which mainly arose from persons without regular working hours. Traditional opening hours did not cater for such customers who could now shop at the "7-Eleven" style stores when the need arose.

Those who were part of this life-style also needed regular cafés or restaurants, and these particular needs in the 1970s were met by the development of the fast food chain stores. Such outlets provided quick, convenient meals to eat in the car, or at tables provided by the fast food outlets, as has recently been more popular. The type of food served was not new. It consisted mainly of hamburgers, fish and chips, chicken pieces, milk shakes, and aerated soft drinks. The novelty lay in the modern merchandising and the high quality control of the products and their presentation.

In the 1970s, greater sophistication in retailing also became apparent in the large distribution centres or warehouses with their high degree of mechanisation and order selection. Electronic ordering from the retail stores direct to the warehouse computer

improved both speed and accuracy in ordering. The "on-line systems" that control movement in and out of the warehouses proved to be a great advantage to the retailer, as they enabled him to have fewer products out of stock in the retail stores. At the same time, because of the computer's continuing awareness of the location of the merchandise, they reduced the total inventory holding and so made better use of funds. The "product numbering" with an appropriate scan-readable symbol representing a number on the product was also introduced during the 1970s and held the promise of further development.

While retail outlets were rapidly upgrading such facilities as parking, landscaping, exterior design and interior decor, as well as an enlarged range of merchandise, another group of retailers saw a different need: the less affluent end of the market. Hence the development, during the 1970s, of what came to be known as "warehouse-type stores". These stores have been very successful, catering for a segment of the market which perhaps had been overlooked as stores became more sophisticated.

Store trading hours were liberalised during the 1970s. Most States of Australia have at least one late night for shopping.

The most significant feature in retailing during the 1970s was the adaptation to the changing life-style of the consumers; this, in turn, was a reflection of substantial social and economic changes evident in new patterns of employment and unemployment, participation of women in the workforce, technological changes, and new priorities of consumer preference.

Censuses of Retail Establishments

Statistics of retail sales have been compiled for the years 1947-48, 1948-49, 1952-53, 1956-57, 1961-62, 1968-69, and 1973-74 from returns supplied by all retail establishments in Australia.

In general terms, these censuses have covered the trading activities of establishments which normally sell goods at retail prices to the general public from shops, rooms, kiosks, and yards. Particulars of retail sales obtained from these censuses are designed principally to cover sales to the final consumer of new and secondhand goods generally used for household and personal purposes. For this reason, sales of building materials, farm and industrial machinery and equipment, earthmoving equipment, etc., have been excluded from the censuses. For the same reason, and also because of difficulties in obtaining reliable and complete reporting, retail sales of builders' hardware and supplies, business machines and equipment, grain, feed, fertilisers and agricultural supplies, and tractors were excluded from the censuses. Retail sales of motor vehicles, parts, etc., are included whether for industrial, commercial, farm, or private use. Retail census data is available from the Victorian Office of the Australian Bureau of Statistics.

Economic Censuses, 1968-69

For the year ended 30 June 1969, the Censuses of Wholesale Trade, and of Retail Trade and Selected Services were conducted for the first time on an integrated basis with Censuses of Mining, Manufacturing, and Electricity and Gas Production and Distribution. The integration of these economic censuses was designed to increase substantially the usefulness and comparability of the kinds of statistics already being collected and published by the Australian Bureau of Statistics and to form a basis for the sample surveys which supply current economic statistics from quarter to quarter.

The integration of these economic censuses meant that for the first time they were being collected on the basis of a common framework of reporting units and data concepts and in accordance with a standard industrial classification. As a result, the statistics for the industries covered by the censuses are now provided with no overlapping or gaps in scope, and in such a way that aggregates for certain important economic data such as value added, employment, salaries and wages, and stocks can be obtained on a consistent basis for all sectors of the economy covered by the censuses.

The standardisation of census units in the integration of economic censuses means that the basic census unit (the establishment) in general now covers all the operations carried on under the one ownership at a single location. The retail establishment is thus one predominantly engaged in retailing, and the wholesale establishment one predominantly

engaged in wholesaling, but the data supplied for them now covers, with a few exceptions, all activities at the location.

Establishment statistics, other than number of establishments, also include data relating to separately located administrative offices and ancillary units serving the establishment and forming part of the business (enterprise) which owns and operates the establishment. These units, such as head offices, storage premises, transport depots, and motor vehicle repair and maintenance workshops, were formerly excluded from censuses.

Census of Retail Trade and Selected Service Establishments, 1968-69

The definition of retail trade adopted in the 1968-69 Retail Census was the same as the definition used in previous retail censuses, i.e., the resale of new and used goods to final consumers for personal and household consumption.

Because of the changes which have occurred in the definition of census units, the scope of the census, the items of data collected, and in the boundaries of many statistical areas, it is not possible to make direct comparisons between the figures obtained from the 1968-69 Retail Census and those obtained from previous retail censuses or from the monthly and quarterly retail surveys based on previous retail censuses.

For further information concerning such changes and their effects on comparisons with other statistics of retail trade, and the definitions of items used in the following tables, reference should be made to pages 368-89 of the *Victorian Year Book 1971*, and to the Australian Bureau of Statistics publication *Economic Censuses, 1968-69: Retail Establishments and Selected Service Establishments, Final Bulletins, Parts 1-4*.

Census of Retail Trade and Selected Service Establishments, 1973-74

The 1973-74 Census was the seventh in the series of censuses of Retail Trade and Selected Service Establishments conducted in Australia. The census was conducted primarily to provide data to enable a new sample to be selected for the retail surveys. These surveys are conducted each month and each quarter throughout Australia and are the means by which estimates of the movements in the value of retail sales are obtained regularly during the period between censuses.

The scope of the 1973-74 Census and the data collected in the Census were limited to the scope and data required for the surveys. For this reason, bread and milk vendors, footwear repairers, motion picture theatres, and laundries and dry cleaners were excluded from the Census because they are not included in the scope of the surveys. Similarly, a number of data items which were collected in the 1968-69 Census were not collected in the 1973-74 Census, e.g., purchases, stocks, capital expenditure, etc.

The census units (shops) for which statistics were collected were defined and classified on the same basis as in the 1968-69 Census, using the *Australian Standard Industrial Classification (Preliminary Edition) 1969*, Vol. 1. The definitions of data items for which information was collected were also similar to those used in the 1968-69 Census.

Definitions of items included in the following tables are:

- (1) *Number of establishments.* The number of retail and selected service establishments which were in operation at 30 June 1974. Separately located administrative offices and ancillary units are not included.
- (2) *Persons employed.* Working proprietors at 30 June 1974 and employees (including part-time) on the pay-roll for the last pay period in June 1974. Unpaid helpers and unpaid members of the proprietor's family are not included; such helpers were included in persons employed in the 1968-69 Census. The figures include persons employed at separately located administrative offices and ancillary units where those offices or units reported employment of twenty or more persons.
- (3) *Wages and salaries.* The wages and salaries of all employees of the establishment, including those working at separately located administrative offices and ancillary units in Victoria. Drawings of working proprietors are excluded.
- (4) *Retail sales.* Total value of retail sales of goods recorded on census forms.
- (5) *Wholesale sales.* Value of wholesale sales made by retail and selected service establishments to other retailers, institutions, or other businesses. They also include retail sales of the following commodities: building materials (including paint), timber, commercial refrigerators and freezers, agricultural machinery and equipment, grain, feed, fertilisers and agricultural supplies, and business machines and equipment.

(6) *Other operating revenue.* Operating revenue other than the value of retail and wholesale sales, e.g., repair and service revenue, hiring of consumer goods, takings from meals and accommodation, hairdressing, commission and other income except rent, interest, royalties, dividends, and sales of fixed tangible assets.

(7) *Turnover.* Sales of goods (retail and wholesale) and all other operating revenue.

Comparison of the 1973-74 Retail Census with the 1968-69 Retail Census

Comparisons of the results of the 1968-69 and 1973-74 Censuses have not been made because of the changes which have occurred in the coverage of establishments.

In the 1968-69 Census, where ownership of an establishment changed hands during the Census year, separate returns were obtained from the current and previous proprietors.

In the 1973-74 Census, however, establishments which operated for part of the Census year were included in the Census only if they were in operation at 30 June 1974. It is not possible therefore, to change the 1968-69 Census data to the same basis as that used for the 1973-74 Census to enable a direct comparison to be made between the two Censuses.

**VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
SUMMARY OF OPERATIONS BY STATISTICAL DIVISION, 1973-74**

Statistical division (a)	Number of establishments at 30 June 1974	Employment at 30 June 1974 (b)			Wages and salaries for 1973-74 (c)	Retail sales
		Males	Females	Persons		
					\$'000	\$'000
Melbourne	29,100	96,201	95,803	192,004	527,099	3,840,901
Barwon	1,994	6,355	6,598	12,953	34,511	250,074
Central Highlands	1,313	3,467	3,306	6,773	15,326	126,719
South Western	1,215	3,356	2,962	6,318	14,144	119,363
Wimmera	793	1,794	1,671	3,465	7,436	61,828
Northern Mallee	908	2,744	2,440	5,184	13,212	90,437
Loddon-Campaspe	1,820	4,293	4,329	8,622	18,181	158,042
Goulburn	1,504	4,018	3,843	7,861	18,012	146,147
North Eastern	849	2,288	2,557	4,845	10,552	80,111
East Gippsland	692	2,010	1,835	3,845	9,638	73,241
Central Gippsland	1,412	3,744	3,727	7,471	16,839	137,988
East Central	458	866	911	1,777	3,265	27,817
Total	42,058	131,136	129,982	261,118	688,215	5,112,667

(a) Boundaries of statistical divisions have been changed since 1969, and two new statistical divisions have been created. Hence no direct comparison can be made with the 1968-69 Retail Census figures.

(b) Includes working proprietors.

(c) Excludes drawings by working proprietors.

**VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
SUMMARY OF OPERATIONS BY INDUSTRY GROUP, 1973-74**

Industry group	Number of establishments at 30 June 1974	Persons (a) employed at 30 June 1974	Wages and salaries for 1973-74 (b)	Retail sales	Wholesale sales	Other operating revenue	Turnover
			\$'000	\$'000	\$'000	\$'000	\$'000
Retail establishments—							
Department, variety, and general stores	376	27,600	101,270	541,597	17,578	14,141	573,315
Food stores	13,918	66,485	112,680	1,478,917	4,817	9,303	1,493,037
Clothing, fabrics, and furniture stores	6,201	27,676	72,516	632,709	1,569	4,080	638,358
Household appliance and hardware stores	2,778	14,149	43,896	321,960	21,617	28,888	372,466
Motor vehicle dealers, petrol, and tyre retailers	7,025	49,676	176,979	1,354,259	366,596	239,635	1,960,488
Other retailers	5,849	23,203	48,036	421,267	4,278	9,207	434,752
Total	36,147	208,789	555,377	4,750,709	416,455	305,254	5,472,416
Selected service establishments—							
Restaurants and licensed hotels	2,941	40,219	105,527	326,673	11	160,344	487,027
Licensed clubs	432	4,895	14,701	32,692	498	15,078	48,268
Hairdressing and beauty salons	2,538	7,215	12,616	2,593	3	33,025	35,620
Total	5,911	52,329	132,844	361,958	512	208,447	570,915
Grand total	42,058	261,118	688,221	5,112,667	416,967	513,701	6,043,331

(a) Includes working proprietors.

(b) Excludes drawings by working proprietors.

VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
NUMBER OF ESTABLISHMENTS AND VALUE OF RETAIL SALES
BY COMMODITY ITEM (a), 1973-74

Commodity item	Number of establishments	Retail sales \$'000
Groceries, other food items, etc.—		
Groceries	8,259	613,671
Fresh meat	3,294	278,288
Confectionery, ice cream, soft drinks, etc.	10,188	146,429
Other food (b)	10,195	255,693
Beer, wine, and spirits, cigarettes, etc.—		
Beer, wine, and spirits	2,837	418,103
Cigarettes and other tobacco products	13,362	148,295
Fabrics, clothing, and footwear—		
Clothing and drapery	5,971	617,949
Footwear	1,896	100,420
Hardware—		
Domestic hardware, china, glassware, jewellery, watches, clocks, and garden equipment (c)	3,308	147,770
Household appliances—		
Radios, radiograms, tape recorders, television sets and accessories, musical instruments, records, sheet music, etc.	1,713	124,570
Domestic refrigerators and freezers, washing machines, stoves, household heating appliances, and other household appliances (including bottled liquid petroleum gas)	1,401	153,461
Furniture and floor coverings—		
Furniture, mattresses, blinds, etc., including installation and repairs	1,203	134,105
Floor coverings, carpets, lino, etc., including laying of floor coverings	1,061	92,855
Miscellaneous—		
Cosmetics, perfumes, and toilet preparations	4,264	87,712
Prescriptions and patent medicines and therapeutic appliances	2,001	102,690
Books, stationery, newspapers, etc.	3,470	134,724
Goods not included above (d)	6,874	202,142
Motor vehicles, petrol, boats, caravans, etc.—		
New motor vehicles, new and used motor cycles, boats, and caravans	1,163	581,131
Used motor vehicles	1,342	333,841
New and used parts and accessories, petrol, oils, tyres, batteries, etc.	5,259	438,816
Total retail sales	..	5,112,667

(a) Many establishments reported taking in more than one commodity item. Accordingly the sum of the number of establishments reporting sales for individual items will exceed the total number of retail and selected service establishments.

(b) Includes fresh fruit and vegetables, bread, cakes and pastry, fish (fresh and cooked), chips, hamburgers, and cooked chicken.

(c) Excludes basic building materials, builders' hardware, and supplies such as tools of trade, paint, etc.

(d) Includes photographic equipment and supplies, sporting goods, bicycles, toys, antiques, disposal and second hand goods, cut flowers, garden seeds, shrubs, travel goods, briefcases, etc.

VICTORIA — RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
NUMBER OF ESTABLISHMENTS AND VALUE OF OTHER OPERATING
REVENUE BY OTHER OPERATING REVENUE ITEM (a), 1973-74

Item of other operating revenue	Number of establishments	Other operating revenue \$'000
Repair and service revenue—		
Household electrical appliance repairs	863	18,710
Motor vehicle repairs, panel beating, and tyre retreading	5,410	227,650
Other repairs	1,349	12,476
Other revenue—		
Hiring or leasing household appliances, etc., and other consumer goods	516	7,929

VICTORIA — RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
 NUMBER OF ESTABLISHMENTS AND VALUE OF OTHER OPERATING
 REVENUE BY OTHER OPERATING REVENUE ITEM (a), 1973-74—*continued*

Item of other operating revenue	Number of establishments	Other operating revenue
Takings from meals (b)	3,523	155,462
Takings from accommodation	1,202	27,771
Takings from hairdressing	2,936	36,873
Other income	3,391	26,831
Total other operating revenue	. .	513,701

(a) Many establishments reported takings in more than one item of other operating revenue. Accordingly the sum of the number of establishments reporting takings for individual items will exceed the total number of retail and selected service establishments reporting other operating revenue.

(b) Excludes take-away meals, which are included in commodity item "Other food".

Census of Retail Trade and Selected Service Establishments, 1979-80

Forms were despatched in August 1980 for a Census of Retail Trade and Selected Service Establishments. The 1979-80 Census was the eighth in the series relating to retail trade and establishments conducted in Australia. A much wider range of data was collected than for the truncated 1973-74 Census. The 1979-80 Census was similar in content and scope to the 1968-69 Retail Census. It included all establishments classified to Retail Trade (sub-division 48 of the Australian Standard Industrial Classification [ASIC-1978 Edition]). These include department and general stores, clothing, fabrics, and furniture stores, household appliance and hardware stores, motor vehicle dealers, petrol and tyre retailers, milk and bread vendors, food stores, and other retailers. In addition, the following types of service establishments were included: motion picture theatres, cafes and restaurants, licensed hotels, motels, etc., licensed clubs, laundry and dry cleaning services, and hairdressing beauty salons. Also establishments mainly engaged in providing accommodation, e.g., boarding house, caravan parks, guest houses, private hotels, hostels, etc., were included for the first time in a census of this nature.

The types of establishments not included were vending machine operators, door-to-door salesmen (other than bread and milk vendors), independent van salesmen, and occasional stall holders (including trash and treasure markets which were operated on a one day basis).

Information from the Census will provide a wide range of detailed statistics about retail trading which will relate to operations, commodity sales for the State and for smaller areas, including shopping centres. These statistics will enable the growth and pattern of trade to be assessed and will provide information on the structure of the industry.

Survey of Retail Establishments

During the periods between censuses, estimates of the value of retail sales are made on the basis of returns received from a representative sample of retail establishments. Sample returns are supplied by retail businesses which account for approximately 45 per cent of all retail sales in Australia. Estimated totals are calculated by methods appropriate to a stratified sample.

The sample used for the Quarterly Survey of Retail Establishments is drawn from the population of retail establishments enumerated in the periodic censuses of retail establishments. Estimates published for quarters up to and including September quarter 1972 were obtained from a sample based on the 1961-62 Census of Retail Establishments and, as such, are directly comparable in terms of scope and definition with the results of that Census. Estimates for the December quarter 1972 were the first to be obtained from a sample, based on the 1968-69 Census of Retail Establishments.

The last period for which estimates were made for the series based on the 1968-69 Census of Retail Establishments was for December quarter 1975. Statistics for the latest series are based on the 1973-74 Census of Retail Establishments and are available from September quarter 1975 onwards.

The introduction of the new sample has affected the comparability of the value of sales for September quarter 1975 onwards with estimates for earlier periods because of the

difference in scope of survey collections. In the previous sample all retail establishments with retail sales of less than \$5,000 in the 1968-69 census were excluded. In the new sample all retail establishments with sales of less than \$20,000 in the 1973-74 census are excluded.

Estimates of retail sales by wholesale, manufacturing, mining, and electricity and gas establishments were included in the previous series. Estimates of retail sales by these types of establishments are not included in the new series.

In the new series all establishments included in the Australian Standard Industrial Classification sub-division 48 except motor establishments, bread and milk vendors, footwear repairers, and household electrical repairers are included in the scope of the survey. The following establishments are also included: cafes and restaurants, licensed hotels, motels, and wine saloons, licensed clubs, and hairdressers. Further information on the scope and coverage of the series based on the 1973-74 Census of Retail Establishments can be found in *Retail Sales of Goods*, March quarter 1978 (8503.0) issued by the Central Office of the Australian Bureau of Statistics.

VICTORIA — VALUE OF RETAIL SALES (a)
((\$m))

Commodity group	1975-76	1976-77	1977-78	1978-79	1979-80
Groceries	876.8	1,003.2	1,158.4	1,310.5	1,530.5
Butcher's meat	347.6	390.0	439.3	512.3	586.3
Other food (b)	529.5	586.7	645.2	693.3	757.1
Total food and groceries	1,753.9	1,979.7	2,242.9	2,516.1	2,873.9
Beer, wine, and spirits	604.0	650.9	729.7	813.7	897.7
Clothing and drapery	805.0	865.0	974.5	1,032.1	1,092.0
Footwear	133.5	146.7	163.0	174.0	190.5
Domestic hardware, china, etc. (b)	209.7	227.5	263.7	286.6	325.8
Electrical goods (c)	475.4	523.0	495.5	488.1	538.1
Furniture and floor coverings	297.1	309.8	340.0	329.6	373.4
Chemists' goods	284.6	303.4	336.5	361.3	394.5
Newspapers, books, and stationery	186.9	212.4	233.8	247.9	286.1
Other goods (d)	483.4	524.1	579.6	625.6	700.1
Total (excluding motor vehicles, parts, petrol, etc.)	5,233.5	5,742.7	6,359.2	6,875.0	7,672.1

(a) Surveys based on 1973-74 Retail Census.

(b) Includes fresh fruit and vegetables, confectionery, soft drinks, ice cream, cakes, pastry, cooked provisions, fish, and wrapped lunches.

(c) Excludes basic building materials, builders' hardware, and supplies. Includes watches, clocks, jewellery and silverware, garden supplies, and garden fertilisers and pesticides.

(d) Includes radios, television sets and accessories, musical instruments, domestic refrigerators, and bottled liquefied petroleum gas.

(e) Includes tobacco, cigarettes, sporting and travel goods, toys, photographic equipment and supplies, and antiques.

Further references: *Retailing in Victoria since 1957*, *Victorian Year Book* 1969, pp. 735-6; *Retailing in Victoria, 1975*, pp. 510-2; *Wholesaling in Victoria, 1977*, p. 521

Small Business Development Corporation

The Small Business Development Corporation was created as a statutory authority in Victoria by an Act of the Victorian Parliament, dated 8 June 1976. The powers of the Corporation are to do all things necessary for, or in connection with, encouraging, promoting, facilitating, and assisting in the establishment, continuation, expansion, and development of small business in the State.

The Corporation's activities have included:

- (1) The establishment of a centre known as the Information and Referral Centre, where the small business proprietor can determine, with the assistance of a counsellor, the specific needs of the business, and then be provided with information and advice, and referred to an existing resource of expertise to help meet those needs;
- (2) continually evaluating the effects on small business of the actions of Commonwealth, State, and local governments, making recommendations for changes to legislation where appropriate;

- (3) arranging, supporting, and sponsoring training and educational programmes for small business;
- (4) participating in the development, publication, and distribution of printed information for the guidance of small business;
- (5) helping small business to obtain financial assistance by providing advice on the methods of making an application for finance, by introduction to finance sources, and by making recommendations to the Victorian Treasury for the issue of a Victorian Government guarantee to support a borrowing; and
- (6) investigating, studying, and researching the present state and future needs of small business.

TOURISM

General

The importance of the tourist industry to Victoria's economy has long been recognised by the Victorian Government, which attempts to create conditions conducive to the further growth of the tourist industry in the State. To foster the growth of the tourist industry, financial support had been given to tourist attractions such as the Swan Hill Pioneer Settlement; Sovereign Hill Historical Park; Old Gippsdown, Moe; Coal Creek Historical Park, Korumburra; and the Port Restoration Scheme at Echuca. These projects are creating interest among both Victorians and visitors to the State.

Through the Department of State Development, Decentralization and Tourism, the Victorian Government encourages tourism in Victoria and assists tourists projects and the promotion of travel within Victoria. The Department's Tourism Division allocates subsidies and loans for the establishment or improvement of tourist facilities and attractions, from the Tourist Fund (General) to local municipalities and government and semi-government bodies. Subsidies and loans to municipalities for motor boating facilities on coastal and inland waters throughout Victoria are provided through the Tourist Fund (Boating). Financial assistance is also provided from a fund administered jointly with the Country Roads Board for the construction of short lengths of access roads to places of tourist interest.

One of the most significant contributions made to tourism over recent years has been the formation of regional tourist authorities. These authorities are a partnership between the Victorian Government, local government, and private industry. Under the regional tourism scheme, a number of communities co-operate as a single tourist identity. They combine their resources, and produce professional tourist literature, provide a local information service, and generally promote tourism in their region. These authorities are subsidised by the Department of State Development, Decentralization and Tourism, which also provides guidance and co-ordination. Victoria's network of regional tourism authorities was completed in 1977 by the formation of the Melbourne Tourism Authority and the Westernport/Healesville Regional Tourist Authority. The whole of Victoria is now covered by twelve fully operational regional tourist authorities.

Victorian Government Travel Authority

The Victorian Government Travel Authority was established in 1977 as an independent organisation responsible to the Minister responsible for State Development. The new Authority took over the operation and management of the Victorian Government Tourist Bureau, which can trace its history back to 1884, when the Victorian Railways appointed the first tourist information officer in the State.

During 1979, the principal Act of 1977 was amended to enlarge the Board of the Authority from three to eight members, representative of industry, commerce, and government organisations concerned with the tourist industry. In addition, the responsibility for general publicity and promotion of tourism in Victoria was transferred from the Department of State Development, Decentralization and Tourism to the Victorian Government Travel Authority.

The functions of the Authority are to promote and market travel, to make travel arrangements, to provide travel information services, to promote and publicise the tourist facilities and attractions of Victoria, and to advise the Minister on any matters that are

referred to the Authority by him for advice. In carrying out these functions, the primary responsibility of the Authority is to promote, market, and arrange travel to and within Victoria.

Survey of Tourist Accommodation Establishments

Introduction

The development of tourism has been a consequence of the increase in urbanisation, mobility, affluence, leisure time, and technical progress. Throughout the world, a large part of the need of people for recreation is met by a temporary change of environment.

Tourism starts, by definition, when short-term accommodation outside the traveller's permanent place of residence is used.

The growing importance of tourism is now recognised by a wide cross-section of both public and private organisations. In order to satisfy the urgent need for statistics on tourism, the Australian Bureau of Statistics conducted the first Census of Tourist Accommodation Establishments in respect of the year ended 30 June 1974. An Accommodation Census was also conducted as part of the Census of Retail Trade and Selected Services Establishments 1979-80, described on page 413 of this *Year Book*.

The Australian Bureau of Statistics commenced regular quarterly accommodation surveys from the September quarter 1975, in order to satisfy the needs of the relevant government authorities and private organisations concerned with the development and promotion of tourism in Australia.

Scope and coverage

The scope of the current surveys is based, in part, on that of the 1973-74 Census of Tourist Accommodation Establishments. The scope of the Census included licensed and unlicensed hotels, private hotels, motels, and guest houses providing accommodation of a predominantly short-term nature whether or not such establishments provided private facilities for most guest rooms. Also included in the scope of the Census were caravan parks which provided tourist accommodation and which were registered as caravan parks with a local government authority.

From the September quarter 1976 until the June quarter 1977, the scope of the surveys remained as that for the Census with the exception that caravan parks were excluded.

Since the September quarter 1977, the scope of the surveys has included licensed and unlicensed hotels, motels, and guest houses which provide accommodation of a predominantly short-term nature and which have private facilities for most rooms and which also provide breakfast. Establishments which did not provide private facilities for most rooms were replaced in the survey at this time with those caravan parks catering mainly to short-term visitors and which provide powered sites for caravans and toilet, shower, and laundry facilities for guests.

It should be noted that holiday flats and houses available for tourist accommodation were not in the scope of the Census and are therefore not included in the surveys.

Type of establishment

The various types of accommodation establishments have been regrouped in the survey into the following categories:

- (1) *Licensed hotel with facilities.* A tourist accommodation establishment which is licensed to operate a public bar, provides bath or shower and toilet in most guest rooms, and has breakfast available for guests.
- (2) *Licensed or unlicensed motel, private hotel, or guest house with facilities.* A tourist accommodation establishment which provides bath or shower and toilet in most guest rooms and has breakfast available for guests but is not licensed to operate a public bar. This category also includes motels that are licensed to serve liquor with meals.
- (3) *Caravan park.* A tourist accommodation establishment which provides powered sites for caravans and toilet, shower, and laundry facilities for guests.

Definitions

- (1) *Number of establishments.* The number of tourist accommodation establishments within the scope of the survey in operation at 30 June 1979. Establishments comprising more than one type of accommodation activity (e.g., a motel with attached caravan park)

are treated as two separate establishments. Included are those establishments which operated for any part of the quarter or which closed temporarily for the quarter because of seasonal reasons.

(2) *Guest rooms.* The maximum number of rooms, units, suites, etc., available for accommodation.

(3) *Bed spaces.* The maximum number of guests that could be accommodated in beds normally in place (excepting cots) at hotels and motels with facilities during the survey period. Three-quarter beds are classified as single beds; double beds are counted as two bed spaces.

(4) *Powered sites.* The maximum number of sites with provision for connection to electric power supply which are available at caravan parks for accommodating paying guests during the survey period. Included are powered sites occupied by on-site vans.

(5) *Unpowered sites.* The maximum number of sites with no provision for connection to electric power supply, which are available at caravan parks for accommodating paying guests during the survey period.

(6) *Cabins, flats, etc.* The maximum number of cabins, flats, units, and villas available at caravan parks for accommodating paying guests during the survey period.

(7) *Total caravan park capacity.* The maximum number of on-site vans, other powered sites, unpowered sites and cabins, flats, etc., available at caravan parks for accommodating paying guests during the survey period.

(8) *Room occupancy rate.* The proportion of guest rooms occupied in hotels and motels with facilities to the number of guest rooms available during the survey period expressed as a percentage.

(9) *Bed occupancy rate.* The proportion of bed spaces occupied in hotels and motels with facilities to the number of bed spaces available during the survey period expressed as a percentage.

(10) *Site occupancy rate.* The proportion of sites occupied in caravan parks to the total caravan park capacity available during the survey period expressed as a percentage.

(11) *Takings from accommodation.* The revenue received from the provision of short-term and long-term accommodation at the tourist accommodation establishment. Where meals and accommodation are a combined charge an estimate of takings from meals is excluded. Takings from accommodation for each year represent the takings received during that year. In the case of some establishments, payments may be made in advance of, or may be received after the provision of accommodation to guests and therefore the annual figure for takings from accommodation may not necessarily bear a direct relationship to the number of guests accommodated during the year. Rental and storage fees paid to caravan parks for the keeping of private vans in parks are included in the takings of the year they are received.

VICTORIA—HOTELS, MOTELS, AND GUEST HOUSES WITH FACILITIES:
NUMBER OF ESTABLISHMENTS, OCCUPANCY RATES, AND
TAKINGS: BY STATISTICAL DIVISION, 1978-79

Statistical division	Number of establishments at	Capacity at 30 June 1979		Room occupancy rates (per cent)				Bed occupancy rates (per cent)				Takings from accommodation
		Guest rooms	Bed spaces	September qr 1978	December qr 1978	March qr 1979	June qr 1979	September qr 1978	December qr 1978	March qr 1979	June qr 1979	
Melbourne	144	6,462	16,272	62.4	64.9	70.0	63.5	36.0	38.2	42.1	36.5	43,037
Barwon	41	773	2,180	39.2	48.6	63.9	45.0	23.3	29.7	43.5	27.9	2,978
South Western	39	854	2,402	36.0	43.1	57.0	48.6	21.2	27.5	39.0	29.9	3,075
Central Highlands	27	484	1,426	63.5	64.1	65.3	65.3	43.8	43.3	45.9	42.0	2,640
Wimmera	28	439	1,329	52.7	54.5	55.7	56.7	31.0	32.7	34.4	32.0	1,867
Northern Mallee	41	1,097	3,190	61.6	59.8	57.9	63.3	42.4	37.2	37.7	41.1	5,632
Loddon-Campaspe	44	697	1,990	61.7	60.6	61.3	62.6	38.2	34.8	37.8	39.6	3,174
Goulburn	56	1,032	2,739	48.3	41.2	42.8	43.1	31.8	26.2	27.8	27.5	3,451
North Eastern	55	1,065	3,021	57.7	42.7	50.8	52.4	40.3	27.3	33.2	34.3	4,422
East Gippsland	44	894	2,625	37.9	43.4	58.3	44.3	23.0	27.6	39.9	27.0	3,202
Central Gippsland	35	619	1,655	45.3	51.0	59.3	52.4	25.6	28.8	35.3	29.4	2,311
East Central	24	466	1,349	31.3	41.8	60.1	39.0	22.4	28.6	45.2	27.2	1,621
Total	578	14,882	40,178	54.9	56.0	62.3	56.8	33.5	33.8	39.4	34.2	77,410

**VICTORIA—CARAVAN PARKS: NUMBER, CAPACITY, SITE OCCUPANCY
RATES, AND TAKINGS FROM ACCOMMODATION:
BY STATISTICAL DIVISION, 1978-79**

Statistical division	Number of establishments	Capacity				Site occupancy rates (per cent)				Takings from accommodation
		Powered sites	Unpowered sites	Cabins, flats, etc.	Total capacity	September qr 1978	December qr 1978	March qr 1979	June qr 1979	
Melbourne	59	4,757	1,335	126	6,218	12.4	18.4	44.2	12.9	\$'000 2,475
Barwon	42	6,348	1,949	322	8,619	4.2	10.0	41.6	4.8	1,954
South Western	31	3,422	1,695	25	5,142	4.5	11.6	34.1	7.0	901
Central Highlands	19	1,329	654	18	2,001	11.8	17.9	25.7	18.5	589
Wimmera	20	1,170	739	29	1,938	10.3	11.8	17.9	15.2	384
Northern Mallee	24	1,972	692	—	2,664	26.4	25.5	38.0	33.4	1,477
Loddon-Campaspe	33	2,939	735	10	3,684	16.0	27.7	32.6	20.5	951
Goulburn	34	2,637	1,581	33	4,251	11.8	12.8	28.8	15.0	914
North Eastern	34	2,738	1,212	99	4,049	11.3	12.7	26.8	14.8	1,056
East Gippsland	54	2,784	2,227	95	5,106	6.4	15.8	26.1	10.4	1,272
Central Gippsland	27	1,231	969	29	2,229	6.5	12.8	35.0	10.5	490
East Central	25	1,917	209	38	2,164	3.3	9.2	35.5	6.9	727
Total	402	33,244	13,997	824	48,065	9.9	15.1	34.1	12.6	13,190

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