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Issue

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GENEROSITY OF AUSTRALIAN BUSINESSES

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- For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070 or Joe Whelan on Canberra 02 6252 5288.

NOTES

ABOUT THIS ISSUE

This publication contains estimates from the Business Generosity Survey (BGS), conducted in respect of 2000–01. This survey collected information on 'business giving'. Previous Australian Bureau of Statistics (ABS) surveys have collected information on sponsorships of a monetary nature. A feature of the BGS was that it not only collected such data, but also the 'dollar equivalent values' of any goods or services components associated with any business giving arrangements.

The data contained in this publication are based on a live response rate of 93%.

The ABS acknowledges, with appreciation, the financial contribution by the Community Business Partnership and the Department of Family and Community Services to enable this survey to take place.

COMMENTS

The ABS welcomes feedback from readers regarding the usefulness, range and quality of the data presented and explanations provided. Please send any comments to: The Director, Economy Wide Statistics Section, Australian Bureau of Statistics, PO Box 10, Belconnen ACT 2616. Alternatively, email <brian.mclinden@abs.gov.au>.



ABBREVIATIONS

- ABS Australian Bureau of Statistics
- ANZSIC Australian and New Zealand Standard Industrial Classification
- BGS Business Generosity Survey
- EAS Economic Activity Survey
- RSE Relative standard error
- SE Standard error

Dennis Trewin
Australian Statistician

SUMMARY OF FINDINGS

NOTE

Details of the scope and coverage of the Business Generosity Survey are outlined in paragraphs 5 and 6 of the Explanatory Notes on page 9.

BUSINESS GIVING

During 2000–01 businesses gave \$1,447m to the community sector. Most of the giving was in the form of money (\$921m). Services provided to the community sector were valued at \$290m, while goods provided to the community sector were valued at \$236m.

Of the total amount given, \$679m was in the form of sponsorship, \$586m in the form of donations and \$182m in the form of business to community projects.

For the businesses who gave, the total value of giving represented 0.15% of Total income, 1.02% of Wages and salaries and 1.66% of Operating profit before tax.

Of all businesses, those in the MANUFACTURING industry gave the most (\$277m). Businesses in the PROPERTY AND BUSINESS SERVICES industry gave the most in the form of donations (\$124m). The biggest providers of sponsorships were businesses in the MANUFACTURING industry (\$192m). Businesses in the MANUFACTURING industry also contributed the most to business to community projects (\$35m).

The small business sector donated \$251m, more than each of the medium and large business sectors. Large businesses were the biggest sponsors (\$427m). They also contributed the highest value to business to community projects (\$113m).

In terms of donations received, the largest amount (\$243m) went to activities associated with Community services and welfare. The biggest contribution of donations to Community service and welfare came from businesses in the FINANCE AND INSURANCE industry (\$53m). Activities associated with Sport and recreation attracted the biggest sponsorship (\$480m). Businesses in the MANUFACTURING industry were the biggest sponsors of Sport and recreation activities (\$148m).

Organisations providing Community service and welfare activities were the biggest beneficiaries of business to community projects (\$51m). Businesses in the PROPERTY AND BUSINESS SERVICES industry provided the most (\$10m) to Community service and welfare through Business to community projects.

BARRIERS TO GIVING

Businesses who did not undertake any giving during 2000–01 were asked to provide reason for their decisions. However, businesses were not restricted to providing only one reason.

Of those businesses that provided reasons for not donating, 70% indicated their business resources were committed elsewhere, 31% indicated they had not been approached to make a donation and 41% indicated they had not considered making any donations. Similarly, in respect of sponsorship, 63% of businesses indicated their business resources were committed elsewhere, 27% indicated they had not been approached by anyone seeking sponsorship and 44% indicated they had not considered undertaking any form of sponsorship. In respect of business to community projects, 59% of businesses indicated their business resources were committed elsewhere, 34% indicated they had not been approached by anyone seeking to enter into business to community projects and 45% indicated they had not considered entering into any business to community projects.

1

TYPE OF BUSINESS GIVING

	<i>Money</i>	<i>Goods</i>	<i>Services</i>	<i>Total</i>
	\$'000	\$'000	\$'000	\$'000
Donations	334 054	78 741	172 870	585 666
Business to community projects	79 275	50 874	52 161	182 310
Sponsorship	507 532	106 299	64 823	678 654
Total giving	920 861	235 915	289 854	1 446 630

2

TYPE OF BUSINESS GIVING, By industry

	<i>Donations</i>	<i>Business to community projects</i>	<i>Sponsorship</i>	<i>Total giving</i>
	\$'000	\$'000	\$'000	\$'000
Mining	7 928	17 740	6 654	32 322
Manufacturing	51 081	34 706	191 566	277 353
Electricity, gas and water supply	2 228	7 016	13 804	23 049
Construction	29 291	1 164	9 618	40 073
Wholesale trade	42 033	8 435	107 569	158 037
Retail trade	50 143	16 362	39 618	106 123
Accommodation, cafes and restaurants	69 269	8 049	31 346	108 664
Transport and storage	15 457	4 419	51 991	71 867
Communication services	1 173	1 984	32 090	35 248
Finance and insurance	80 071	32 228	99 300	211 599
Property and business services	123 818	24 247	56 085	204 150
Education	14 574	4 224	3 975	22 773
Health and community services	28 510	9 116	2 747	40 373
Cultural and recreational services	52 205	5 981	25 441	83 627
Personal and other services	17 882	6 639	6 851	31 372
Total	585 666	182 310	678 654	1 446 630

3

DONATIONS, By type of activity and industry

	Arts and culture	Health	Community service and welfare	Sports and recreation	Environ- mental	Education and training	Other	Total all activities
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Mining	609	681	2 316	840	1 142	1 014	1 326	7 928
Manufacturing	5 714	8 428	22 148	7 840	961	4 002	1 989	51 081
Electricity, gas and water supply	240	351	882	130	239	112	275	2 228
Construction	1 743	3 528	10 330	2 661	69	8 179	2 782	29 291
Wholesale trade	1 130	9 541	15 633	4 719	1 126	5 923	3 962	42 033
Retail trade	1 290	7 587	21 854	9 748	367	6 570	2 727	50 143
Accommodation, cafes and restaurants	np	np	26 884	28 578	226	4 797	3 374	69 269
Transport and storage	988	2 056	5 713	2 912	129	1 745	1 912	15 457
Communication services	np	np	279	np	6	265	np	1 173
Finance and insurance	1 354	11 143	53 431	4 023	172	5 998	3 951	80 071
Property and business services	1 068	15 461	41 142	38 082	4 757	12 563	10 744	123 818
Education	1 155	602	3 242	52	151	7 908	1 464	14 574
Health and community services	2 646	5 437	12 828	np	326	5 433	np	28 510
Cultural and recreational services	3 590	13 998	20 651	5 250	3 262	1 621	3 833	52 205
Personal and other services	121	3 146	5 483	3 112	214	3 150	2 656	17 882
Total	22 829	86 680	242 818	108 765	13 146	69 279	42 149	585 666

np not available for publication but included in totals where applicable, unless otherwise indicated

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BUSINESS TO COMMUNITY PROJECTS, By type of activity and industry

	Arts and culture	Health	Community service and welfare	Sports and recreation	Environ- mental	Education and training	Other	Total all activities
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Mining	568	1 694	2 475	137	539	8 019	4 307	17 740
Manufacturing	1 250	1 670	4 213	23 986	1 811	1 189	586	34 706
Electricity, gas and water supply	355	np	1 071	680	2 291	1 715	np	7 016
Construction	92	4	240	715	np	2	np	1 164
Wholesale trade	416	994	2 807	480	276	3 411	50	8 435
Retail trade	52	2 603	5 851	3 548	3 032	1 207	69	16 362
Accommodation, cafes and restaurants	np	82	2 541	4 693	np	152	33	8 049
Transport and storage	564	210	2 781	183	271	188	222	4 419
Communication services	np	np	985	np	—	572	np	1 984
Finance and insurance	611	5 793	6 952	66	1 083	4 629	13 095	32 228
Property and business services	1 131	577	10 049	3 446	4 092	3 202	1 750	24 247
Education	146	171	2 894	np	515	419	np	4 224
Health and community services	3	5 658	1 374	np	558	1 498	np	9 116
Cultural and recreational services	464	1 015	3 008	916	1	577	—	5 981
Personal and other services	56	1 007	3 377	304	681	527	686	6 639
Total	6 303	22 056	50 619	39 436	15 256	27 308	21 333	182 310

np not available for publication but included in totals where applicable, unless otherwise indicated — nil or rounded to zero (including null cells)

5

SPONSORSHIP, By type of activity and industry

	Arts and culture	Health	Community service and welfare	Sports and recreation	Environ- mental	Education and training	Other	Total all activities
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Mining	1 176	100	827	2 843	489	655	564	6 654
Manufacturing	6 229	12 737	6 014	147 982	2 467	7 233	8 903	191 566
Electricity, gas and water supply	1 235	176	1 653	6 652	1 170	1 012	1 905	13 804
Construction	727	125	972	6 264	np	463	np	9 618
Wholesale trade	2 711	11 870	1 875	85 916	161	1 659	3 376	107 569
Retail trade	388	1 461	4 015	31 380	126	1 731	518	39 618
Accommodation, cafes and restaurants	np	np	983	28 778	np	45	507	31 346
Transport and storage	7 341	327	5 273	36 518	40	374	2 118	51 991
Communication services	np	np	63	21 168	np	128	2 648	32 090
Finance and insurance	4 383	1 094	14 911	55 920	377	4 787	17 827	99 300
Property and business services	1 942	776	3 112	38 344	159	5 034	6 718	56 085
Education	—	—	219	np	—	3 375	np	3 975
Health and community services	325	196	1 228	np	—	576	np	2 747
Cultural and recreational services	4 755	305	3 484	14 070	53	490	2 284	25 441
Personal and other services	277	162	578	3 163	227	864	1 581	6 851
Total	40 448	29 440	45 208	479 776	5 367	28 424	49 992	678 654

np not available for publication but included in totals where applicable, unless otherwise indicated — nil or rounded to zero (including null cells)

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TOTAL BUSINESS GIVING, By type of activity and industry

	Arts and culture	Health	Community service and welfare	Sports and recreation	Environ- mental	Education and training	Other	Total all activities
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Mining	2 354	2 475	5 618	3 821	2 170	9 688	6 197	32 322
Manufacturing	13 193	22 835	32 374	179 809	5 239	12 423	11 479	277 353
Electricity, gas and water supply	1 830	np	3 606	7 462	3 701	2 839	np	23 049
Construction	2 561	3 658	11 542	9 639	221	8 643	3 809	40 073
Wholesale trade	4 257	22 406	20 316	91 115	1 563	10 992	7 388	158 037
Retail trade	1 729	11 651	31 720	44 675	3 525	9 508	3 314	106 123
Accommodation, cafes and restaurants	2 534	4 498	30 408	62 049	266	4 993	3 914	108 664
Transport and storage	8 894	2 593	13 767	39 613	440	2 307	4 252	71 867
Communication services	8 201	np	1 328	21 505	16	965	np	35 248
Finance and insurance	6 348	18 029	75 294	60 009	1 632	15 413	34 873	211 599
Property and business services	4 141	16 815	54 303	79 871	9 008	20 799	19 213	204 150
Education	1 301	773	6 355	473	666	11 702	1 503	22 773
Health and community services	2 975	11 292	15 430	1 118	883	7 508	1 167	40 373
Cultural and recreational services	8 809	15 318	27 143	20 237	3 316	2 688	6 117	83 627
Personal and other services	454	4 315	9 438	6 579	1 123	4 541	4 922	31 372
Total	69 580	138 176	338 644	627 976	33 768	125 011	113 475	1 446 630

np not available for publication but included in totals where applicable, unless otherwise indicated

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TYPE OF BUSINESS GIVING, By employment size of business

	<i>Donations</i>	<i>Business to community projects</i>	<i>Sponsorship</i>	<i>Total giving</i>
	\$'000	\$'000	\$'000	\$'000
Large business	197 707	113 410	426 901	738 017
Medium business	137 216	33 005	125 220	295 442
Small business	250 743	35 895	126 533	413 171
Total	585 666	182 310	678 654	1 446 630

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TYPE OF BUSINESS GIVING(a), As a proportion of business operations

	<i>Donations</i>	<i>Business to community projects</i>	<i>Sponsorship</i>	<i>Total giving</i>
	%	%	%	%
Total income	0.06	0.02	0.07	0.15
Total expenses	0.06	0.02	0.07	0.16
Wages and salaries	0.41	0.13	0.48	1.02
Operating profit before tax	0.67	0.21	0.78	1.66
Industry value added	0.22	0.07	0.25	0.54
Net worth	0.11	0.04	0.13	0.28

(a) Information in this table relates only to businesses who gave.

9

TYPE OF BUSINESS GIVING(a), By barriers to business giving

	Donations	Business to community projects	Sponsorship
	%	%	%
Another part of the organisation was responsible for giving	13.7	10.1	9.8
Business had not considered giving	40.5	44.8	43.7
Insufficient benefits for the business	—	31.9	33.2
Business resources were committed elsewhere	70.0	59.0	62.8
Business had not been approached	30.7	33.5	26.9
Other reason	27.8	23.4	12.4

— nil or rounded to zero (including null cells)

(a) The sum of the percentages shown exceed 100% because businesses could provide more than one barrier to business giving.

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RELATIVE STANDARD ERRORS, By business giving and industry

INDUSTRY	Total giving
	%
Mining	9
Manufacturing	4
Electricity, gas and water supply	2
Construction	13
Wholesale trade	19
Retail trade	13
Accommodation, cafes and restaurants	17
Transport and storage	9
Communication services	2
Finance and insurance	5
Property and business services	14
Education	16
Health and community services	13
Cultural and recreational services	21
Personal and other services	16
All industries	4

EXPLANATORY NOTES

- INTRODUCTION**
- 1** The statistical results presented in this publication have been derived from the Business Generosity Survey (BGS).
- REFERENCE PERIOD**
- 2** The BGS was conducted as a supplementary survey, run in conjunction with the 2000–01 Economic Activity Survey (EAS). It involved collecting data from selected businesses, mainly by mail-out questionnaire. Businesses were asked to provide data in respect of the financial year ending June 2001. In a minority of cases, where businesses did not account on a June-year basis, details were reported in respect of the accounting year which ended between October 2000 and September 2001.
- 3** The reference period for this survey includes the Sydney Olympic and Paralympic Games which were held in September 2000. The inclusion of Sydney Olympic and Paralympic Games within the reference period may have had some impact on the estimates.
- 4** The estimates relate to businesses in the public trading and private employing sectors of the economy only.
- SCOPE AND COVERAGE**
- 5** The scope of the BGS is all management units on the ABS Business Register except those classified to either GENERAL GOVERNMENT or ANZSIC subdivisions 01–04 (AGRICULTURE, FORESTRY AND FISHING), 81–82 (GOVERNMENT ADMINISTRATION AND DEFENCE), 97 (PRIVATE HOUSEHOLDS EMPLOYING STAFF) and RELIGIOUS ORGANISATIONS (ANZSIC class 9610). Please note that class 9610 comprises units of religious organisations operated for worship or for the promotion of religious activities. Units of religious institutions mainly engaged in the provision of education, or operation of hospitals, charitable homes etc., are included in the ANZSIC classes appropriate to these activities and are within the scope of the BGS.
- 6** Coverage of the BGS is limited to employing businesses only.
- STATISTICAL UNIT**
- 7** The business unit, about which information is collected and published for the BGS, is termed the management unit. This is the highest level unit within a business, for which a set of management accounts are maintained. In most cases it coincides with the legal entity owning the business (i.e. company, partnership, trust, sole operator, etc.). However, in the case of large diversified businesses there are often a number of management units, each coinciding with a 'division' or 'line of business'. A division or line of business is recognised where separate and comprehensive accounts are compiled for it.
- 8** The ABS Business Register provided the population frame from which management units were selected for inclusion in the BGS.
- 9** Approximately 9,000 management units were selected for the BGS-based collection drawn from the 2000–01 economy wide EAS sample, using sub sampling methodology. All units in the BGS sample were also selected in the EAS sample.
- CLASSIFICATION BY SIZE**
- 10** Business size is classified into three categories in the BGS:
- a management unit with less than 20 employees is deemed to be a small business;
 - a management unit with 20 or more, but less than 200 employees is deemed to be a medium business; and
 - a management unit with 200 or more employees is deemed to be a large business.
- CLASSIFICATION BY INDUSTRY**
- 11** This publication presents statistics classified according to the *Australian and New Zealand Standard Industrial Classification (ANZSIC), 1993*

EXPLANATORY NOTES *continued*

CLASSIFICATION BY INDUSTRY *continued*

(Cat. no. 1292.0). Each business unit is classified to a single industry. The industry allocated is based on an estimate of the primary activity of the management unit irrespective of whether a range of activities or a single activity is undertaken by the unit. For example, a management unit which derives most of its income from construction activities would have all operations included in the aggregates and ratios for the CONSTRUCTION industry division, even if significant secondary activities (e.g. quarrying) were undertaken. This is different from the approach that might be taken to the collection of statistics on an activity basis.

ROUNDING

12 Where figures have been rounded, discrepancies may occur between the sums of the component items and totals. Published percentages are calculated prior to rounding of figures and therefore some discrepancy may occur between those percentages and those that could be calculated from rounded figures.

ACKNOWLEDGMENT

13 ABS publications draw extensively on information provided freely by individuals, businesses, governments and other organisations. Their continued cooperation is very much appreciated: without it, the wide range of statistics published by the ABS would not be available. Information received by the ABS is treated in strict confidence as required by the *Census and Statistics Act 1905*.

STATISTICS AVAILABLE ON REQUEST

14 Finer data dissections other than those presented in this publication are available on request. For example, subject to confidentiality testing, table 1 is available by industry, business size and activity.

15 The data can either be purchased separately as a product, or accessed through the ABS web-based information service, AusStats. AusStats provides access to a comprehensive range of ABS material. It is available on-line, via the World Wide Web, and is a part of the ABS web site where both free and charged data are integrated.

16 A charge is made for providing non standard data requests and information is only made available if it passes confidentiality testing.

RELATED PUBLICATIONS

17 For the financial year 1999–2000 the ABS released a series of publications that included data on the amount of donations and sponsorships received by organisations in the Arts, Libraries, Museums, Botanic gardens and Community service industries. It should be noted however, that this series of publications are based on the industry classification of the receiving organisation. In the BGS, businesses were asked to provide details of giving to a type of community activity. For more information on these surveys refer to the following ABS publications.

- *Museums, Australia, 1999–2000* (Cat. no. 8560.0)
- *Public libraries, Australia, 1999–2000* (Cat. no. 8561.0)
- *Botanic gardens, Australia, 1999–2000* (Cat. no. 8563.0)
- *Community services, Australia, 1999–2000* (Cat. no. 8696.0)
- *Performing arts industries, Australia, 1999–2000* (Cat. no. 8697.0)

TECHNICAL NOTE SAMPLING VARIABILITY

RELATIVE STANDARD ERROR

1 Since the estimates in this publication are based on information obtained from a sample drawn from units in the surveyed population, the estimates are subject to sampling variability. That is, they may differ from the figures that would have been produced if all units had been included in the survey.

2 One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of units was included. The sampling variability can be measured by the relative standard error (RSE) which is obtained by expressing the SE as a percentage of the estimate to which it refers. The RSE provides an immediate indication of the percentage errors likely to have occurred due to sampling, and thus avoids the need to refer to the size of the estimate. The relative standard errors table on page 8, provides RSEs for total giving by industry. It should be noted that every data item in this publication is subject to a RSE. These are available on request.

3 There are about 2 chances in 3 that the difference between the estimate shown and the true value will be within one SE, and about 19 chances in 20 that the difference will be within two SEs. Thus, for example, if the estimated value of Total business giving by businesses in the FINANCE AND INSURANCE industries is \$212m and its RSE is 5%, its reliability in terms of sampling error can be interpreted as follows. There are about 2 chances in 3 that the true value of the variable lies within the range \$201m to \$223m, and 19 chances in 20 that it lies within the range \$191m and \$233m.

NON-SAMPLING ERROR

4 The imprecision due to sampling variability, which is measured by the SE, is not to be confused with inaccuracies that may occur because of inadequacies in available sources from which the population frame was compiled, imperfections in reporting by providers, errors made in collection such as in recording and coding data, and errors made in processing data. Inaccuracies of this kind are collectively referred to as non-sampling error and they may occur in any enumeration, whether it be a full count or a sample.

5 While it is not possible to quantify non-sampling error, every effort is made to reduce it to a minimum. Collection forms are designed to be easy to complete and assist businesses to report accurately. Efficient and effective operating procedures and systems are used to compile the statistics.

GLOSSARY

Arts and culture	Includes the performing arts, the creative arts, museum, art gallery and library activities and zoological or botanical parks and garden operations.
Business to community projects	Cooperative arrangements between businesses and non-related community organisations or individuals. Such arrangements normally involve the voluntary transfer of money, goods or services in exchange for strategic business benefits such as improved staff expertise, wider networking, enhanced community reputation and/or other quantifiable benefits.
Community sector	Includes organisations providing the following activities; Arts and culture, Community service and welfare, Education and training, Employment, Environmental, Health, and Sports and recreation.
Community service and welfare	Includes material assistance, counselling or advice services to individuals, social services to the general community, accommodation referral and advice services and the operation of soup kitchens, shelters or homes for the aged or disadvantaged.
Donations	Unconditional voluntary transfers of money, goods or services to non-related community organisations or individuals. The underlying motivation behind donations is to show support, not receive a benefit.
Economic Activity Survey (EAS)	An annual business survey that collects data based on a business' statements of position and financial performance.
Education and training	Includes the operation of preschools, schools, colleges or universities and development activities.
Employment	Includes working proprietors, working partners, permanent, part-time, temporary and casual employees, and managerial and executive employees working for a business during the last pay period in June each year. Employees absent on paid or prepaid leave are included.
Environmental	Includes environmental conservation services, pollution control or prevention services and environmental education services.
Health	Includes hospitals, nursing homes and health centre operations, flying doctor service, medical research, specific health condition support group operations and first aid services.
Industry value added	Represents the value added by an industry to the intermediate inputs used by that industry.
Large businesses	See under 'Classification by size' in paragraph 10 of the Explanatory Notes.
Management unit	See under 'Statistical unit' in paragraph 7 of the Explanatory Notes.
Medium businesses	See under 'Classification by size' in paragraph 10 of the Explanatory Notes.
Net worth	Total assets minus total liabilities. This is equal to the interests of shareholders or other owners in the assets of the business.
Operating profit before tax	A measure of profit before extraordinary items are brought into account and prior to the deduction of income tax and appropriations to owners (e.g. dividends paid).
Small businesses	See under 'Classification by size' in paragraph 10 of the Explanatory Notes.
Sponsorship	Voluntary transfers of money, goods or services to non-related community organisations or individuals in exchange for advertising or promotional benefits.
Sports and recreation	Includes the operation of sporting events, clubs and teams, indoor or outdoor recreational facility operations, social, leisure and hobby club activities and recreational parks and garden operations.

GLOSSARY *continued*

Total giving	Total giving is comprised of the total monetary value of donations, sponsorships and business to community projects.
Total giving as a percentage of total income	This is derived by dividing total giving by total income multiplied by 100.
Total income	The total income of a business, excluding extraordinary items.
Total expenses	The total expenses of a business, excluding extraordinary items.
Wages and salaries	Includes provisions for employee entitlements and salaries and fees of directors and executives.

F O R M O R E I N F O R M A T I O N . . .

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