

VIDEO HIRE INDUSTRY

AUSTRALIA

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- For further information about these and related statistics, contact the National Information Service on 1300 135 070 or Ann Santo on Melbourne 03 9615 7910.

NOTES

INTRODUCTION

This publication presents results, in respect of the 1999–2000 financial year, from an Australian Bureau of Statistics (ABS) survey of employing businesses in the video hire industry. It is the first ABS survey of the industry.

This publication is one of a series to be issued in respect of 1999–2000 for a range of cultural services industries. Other publications in this series are:

Botanic Gardens, Australia, 1999–2000 (Cat. no. 8563.0) — issued 23 April 2001

Motion Picture Exhibition, Australia, 1999–2000 (Cat. no. 8654.0) — issued 18 May 2001

Public Libraries, Australia, 1999–2000 (Cat. no. 8561.0)

Museums, Australia, 1999–2000 (Cat. no. 8560.0)

Television Industry, Australia, 1999–2000 (Cat. no. 8559.0)

Performing Arts, Australia, 1999–2000 (Cat. no. 8697.0)

Commercial Art Galleries, Australia, 1999–2000 (Cat. no. 8651.0)

Film and Video Production and Distribution, Australia, 1999–2000 (Cat. no. 8679.0)

COMMENTS ON THIS PUBLICATION

The ABS welcomes comments and suggestions from users recommending industries and data items for inclusion in future surveys. These comments should be addressed to the Director, Service Industries Surveys, Australian Bureau of Statistics, PO Box 10 Belconnen, ACT, 2616.

ROUNDING

Where figures have been rounded, discrepancies may occur between the sum of component items and the total.



ABBREVIATIONS

ABS	Australian Bureau of Statistics
ANZSIC	Australian and New Zealand Standard Industrial Classification
DVD	Digital Video Disc
OPBT	Operating Profit Before Tax
OPM	Operating Profit Margin
RSE	Relative standard error
SE	Standard error

Dennis Trewin
Australian Statistician

SUMMARY OF FINDINGS

INTRODUCTION

This publication presents results, in respect of the 1999–2000 financial year, from an Australian Bureau of Statistics (ABS) survey of businesses mainly engaged in hiring pre-recorded video cassettes for personal use. These businesses are classified to Class 9511 Video Hire Outlets, of the Australian and New Zealand Standard Industrial Classification (ANZSIC). The survey did not include businesses which receive only a minor part of their income from the hiring of videos such as service stations, chemists and newsagents.

SIZE OF INDUSTRY

At the end of June 2000, there were 1,166 businesses operating in the video hire industry. These businesses operated from 1,615 outlets, with 1,228 in capital cities and 387 in country areas. The 1,615 outlets at the end of June 2000 was about 50% lower than the 3,181 outlets at the end of June 1992, as identified in the 1991–92 ABS Retail Census.

While the number of active video hire memberships at the end of June 2000 was 5.5 million persons, some persons were members of more than one outlet.

The total income for these businesses during 1999–2000 was \$595 million, of which 29% was accounted for by the 10 largest businesses in the industry.

The industry value added of the video hire industry in 1999–2000 was \$282 million.

NUMBER OF RENTAL TRANSACTIONS

During 1999–2000, there were 152 million video rental transactions made by businesses in the video hire industry. These transactions comprised 67 million rentals of new release videos and 85 million rentals of other videos.

In addition, businesses in the industry also had 1.3 million rentals of DVDs and 7.6 million rentals of video games.

The 152 million video rental transactions represented an average of 8 transactions per person during 1999–2000.

SOURCES OF INCOME

The total income of businesses in the video hire industry was \$595 million.

Income from the rental of videos (\$444 million) was the main source of income for these businesses and represented 75% of industry income. This rental income comprised \$307 million from the rental of new releases and \$137 million from the rental of other videos. Other rental income included the rental of video games (\$38 million) and DVDs (\$6 million). While the rental income from DVDs was comparatively low, DVDs were hired out by 66% of the businesses in the industry.

The average rental income per video transaction was \$2.90, with new releases being \$4.60 and other videos being \$1.60. In comparison, the average rental income of DVDs was \$4.60 and video games was \$5.00.

Other major sources of income included the sale of food and beverages (\$40 million) and the sale of videos and video related goods (\$36 million). The sale of video and video related goods comprised \$21 million from the sale of ex-rental videos, \$8 million from the sale of new videos and \$8 million from other video related goods.

SUMMARY OF FINDINGS *continued*

EXPENSES

Businesses in the video hire industry had total expenses of \$559 million.

The four major expense items were labour costs of \$129 million (23% of total expenses), purchase of goods of \$128 million (23% of total expenses), depreciation and amortisation of \$103 million (19% of total expenses) and rent, leasing and hiring expenses of \$94 million (17% of total expenses).

The high incidence of casual employees in the industry was reflected in the average annual labour costs per employee of \$12,500. The average labour cost per employee increased by size of business with businesses employing 50 or more persons having an average labour cost per employee of \$17,200.

The different methods of acquiring and accounting for videos by video hire businesses was reflected in the high expenditure on purchases, depreciation and amortisation and rent, leasing and hiring. Some businesses made a current purchase of videos for rental (i.e. one of the major components of purchases was for videos (\$68 million), some of which was for rental and some for resale). On the other hand, many businesses made a capital purchase of videos, for which the expense was recorded in terms of depreciation (i.e. part of the depreciation and amortisation of \$103 million) and some businesses rented videos (\$16 million) for purposes of on-rental to the public.

However, the major component of rental expenses was the rental of premises of \$74 million, which represented 13% of total expenses. The average rental expense for premises per business was \$63,700.

Other major expenses included advertising, marketing and promotion expenses of \$17 million, electricity, gas and water charges of \$10 million, franchise/group fees of \$10 million, interest expenses of \$9 million, telecommunication expenses of \$6 million and bad debts of \$4 million.

PROFITABILITY

The industry recorded an operating profit before tax of \$42 million, which represented an operating profit margin of 7.2% for 1999–2000. The operating profit before tax includes an increase in the value of inventories of \$5.5 million.

The most profitable businesses in the industry were those businesses employing between 20–49 persons, which recorded an operating profit margin of 11.2%. In comparison, businesses employing 50 or more persons recorded an operating profit margin of 5.5%.

EMPLOYMENT

There were 11,034 persons working for businesses in the video hire industry at the end of June 2000. Casual employees totalled 7,279 persons and accounted for 66% of this employment. The remaining employment comprised 2,026 permanent full-time employees (18% of employment), 988 permanent part-time employees (9% of employment) and 741 working proprietors and partners of unincorporated businesses (7% of employment).

Females accounted for 61% (6,722 persons) of the persons working in the industry. Females were also involved in management of these businesses with 49% of the 2,347 store managers of video hire businesses being females.

SUMMARY OF FINDINGS *continued*

STATE AND TERRITORY DIMENSION

As with most industries, the operations of the video hire industry was concentrated in New South Wales and Victoria. Businesses in New South Wales accounted for 29% of the video hire outlets, 33% of the industry employment and 30% of the industry income. Businesses in Victoria accounted for 24% of video hire outlets, 22% of industry employment and 23% of industry income. However, by way of comparison, New South Wales' and Victoria's share of the Australian population is 34% and 25% respectively.

Western Australia's share of the Australian population is 10%, but Western Australia had 13% of the video hire outlets, 14% of industry employment and 14% of industry income. Similarly, the contribution to industry income from video hire businesses was above their respective shares of the Australian population in South Australia (9% of industry income) and the Australian Capital Territory (2.4% of industry income).

BUSINESS SIZE

At the end of June 2000, there were 10 businesses with employment of 50 or more persons, some of which were franchisors with many franchisee businesses. These 10 large businesses accounted for 21% of the employment, 29% of industry income and 22% of the operating profit before tax of the industry. Overall 75% of industry income was sourced from the hire of videos, but this proportion was 67% for these 10 large businesses, with 6.4% of their income being received from the sale of videos compared to the industry average of 4.8%.

In terms of the number of businesses, the industry was dominated by businesses with four or less employment (370 businesses), 5–9 employment (478 businesses) and 10–19 employment (260 businesses), accounting for 95% of all businesses. These small businesses recorded operating profit margins of 7.1%, 8.2% and 6.5% respectively.

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KEY FIGURES

		<i>Value</i>
Businesses at end June	no.	1 166
Locations at end of June		
Capital city and suburbs	no.	1 228
Other	no.	387
<i>Total</i>	no.	1 615
Active video hire store membership at end of June 2000	'000	5 499.4
Video rental transactions for the year ended 30 June 2000	'000	151 897.3
Total employment at end June	no.	11 034
Income		
Income from the rental of videos, DVDs and video games	\$m	488.0
Income from the sale of videos and related goods	\$m	36.3
Other income	\$m	70.9
<i>Total</i>	\$m	595.2
Expenses		
Labour costs	\$m	128.9
Video and DVD hire/rental	\$m	16.2
Purchase of videos and related goods	\$m	99.9
Other expenses	\$m	313.8
<i>Total</i>	\$m	558.7
Operating profit before tax	\$m	42.0
Operating profit margin	%	7.2
Industry value added	\$m	281.9

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RENTAL TRANSACTIONS

	<i>Businesses at end June</i>	<i>Transactions</i>
	no.	'000
Rental of videos		
New releases	1 158	66 839.1
Other (including back catalogues and recent releases)	1 117	85 058.2
<i>Total</i>	1 166	151 897.3
Rental of DVDs	775	1 291.1
Rental of video games	966	7 581.8

SOURCES OF INCOME

	<i>Businesses at end of June</i>	<i>Value</i>	<i>Proportion of total income</i>
	no.	\$m	%
Sales of goods and services			
Income from rental of videos			
New releases	1 158	306.5	51.5
Other (incl. back catalogues and recent releases)	1 117	137.4	23.1
<i>Total</i>	1 166	443.8	74.6
Income from rental of DVDs	775	5.9	1.0
Income from rental of video games	966	38.3	6.4
Other rent, leasing and hiring income	436	5.8	1.0
Income from the sale of videos and video related goods			
Videos (ex-rental)	915	20.5	3.4
Videos (sell through)	546	8.0	1.3
Other video related goods	488	7.8	1.3
<i>Total</i>	942	36.3	6.1
Income from other sales of goods			
Food and beverages	1 075	40.0	6.7
Other	407	5.2	0.9
<i>Total</i>	1 092	45.2	7.6
Income from other services	108	1.8	0.3
Other goods and services income (incl. franchise fees)	143	9.8	1.6
<i>Total</i>	1 166	587.0	98.6
Other income			
Interest income	212	1.0	0.2
Other	81	7.2	1.2
<i>Total</i>	254	8.2	1.4
Total income	1 166	595.2	100.0

	Proportion of total expenses	
	Value \$m	%
.....		
Labour costs		
Wages and salaries	114.7	20.5
Employer contributions to superannuation funds	7.6	1.4
Workers' compensation costs	2.3	0.4
Fringe benefits tax	np	np
Payroll tax	np	np
<i>Total</i>	<i>128.9</i>	<i>23.1</i>
Selected expenses		
Franchise/group fees	10.2	1.8
Rent, leasing and hiring expenses		
Videos/DVDs	16.2	2.9
Premises	74.3	13.3
Other rent, leasing and hiring expenses	3.0	0.5
<i>Total</i>	<i>93.5</i>	<i>16.7</i>
Electricity, gas and water charges	10.2	1.8
Telecommunications services	6.1	1.1
Advertising, marketing and promotion expenses	16.6	3.0
Sponsorship expenses	0.3	0.1
Payments to employment agencies for staff	0.2	—
Other contract, sub-contract and commission expenses	3.8	0.7
Other selected expenses	40.1	7.2
<i>Total</i>	<i>181.2</i>	<i>32.4</i>
Other costs		
Purchases		
Videos	67.8	12.1
Other video related goods	32.1	5.7
Food and beverages	27.9	5.0
<i>Total</i>	<i>127.8</i>	<i>22.9</i>
Insurance premiums	2.8	0.5
Interest expenses	9.0	1.6
Depreciation and amortisation	103.4	18.5
Bad and doubtful debts	4.0	0.7
Other	1.6	0.3
<i>Total</i>	<i>248.6</i>	<i>44.5</i>
Total	558.7	100.0
.....		

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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CHARACTERISTICS OF EMPLOYMENT

	Males		Females		Total
	no.	Percentage contribution %	no.	Percentage contribution %	
Working proprietors and partners of unincorporated businesses	370	8.6	371	5.5	741
Employees					
Permanent full-time	971	22.5	1 054	15.7	2 026
Permanent part-time	320	7.4	668	9.9	988
Total permanent employees	1 291	29.9	1 723	25.6	3 014
Casuals	2 651	61.5	4 628	68.8	7 279
Total employees	3 942	91.4	6 351	94.5	10 293
Total employment at end June 2000	4 312	100.0	6 722	100.0	11 034

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STATES AND TERRITORIES

	Businesses at end June(a)			LOCATIONS AT END JUNE . . .		EMPLOYMENT AT END JUNE .		WAGES AND SALARIES		TOTAL INCOME	
	no.	no.	%	no.	%	no.	%	\$m	%	\$m	%
New South Wales	373	475	29.4	3 585	32.5	36.3	31.6	181.2	30.4		
Victoria	277	385	23.8	2 408	21.8	26.4	23.0	139.2	23.4		
Queensland	191	305	18.9	1 956	17.7	20.0	17.4	103.6	17.4		
South Australia	95	131	8.1	961	8.7	9.4	8.2	52.1	8.8		
Western Australia	193	215	13.3	1 555	14.1	15.0	13.1	81.8	13.7		
Tasmania	28	45	2.8	216	2.0	3.6	3.1	14.8	2.5		
Northern Territory	*9	22	1.4	103	0.9	1.4	1.2	8.2	1.4		
Australian Capital Territory	18	39	2.4	250	2.3	2.6	2.3	14.4	2.4		
Australia	1 166	1 615	100.0	11 034	100.0	114.7	100.0	595.2	100.0		

* estimate has a relative standard error of between 25% and 50% and should be used with caution

(a) Multi-State organisations are counted in each State in which they operate. Hence, the counts of businesses for States and Territories do not sum to the total for Australia.

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CHARACTERISTICS OF BUSINESSES, by employment size

EMPLOYMENT SIZE

		0-4 persons	5-9 persons	10-19 persons	20-49 persons	50 persons or more	Total
Businesses at end June	no.	370	478	260	47	10	1 166
	%	31.7	41.0	22.3	4.0	0.9	100.0
Employment at end June	no.	968	3 284	3 208	1 239	2 335	11 034
	%	8.8	29.8	29.1	11.2	21.2	100.0
Wages and salaries	\$m	7.6	28.6	31.1	12.3	35.1	114.7
	%	6.6	24.9	27.1	10.7	30.6	100.0
Total income	\$m	51.3	155.8	159.7	54.3	174.2	595.2
	%	8.6	26.2	26.8	9.1	29.3	100.0
Operating profit before tax	\$m	*3.6	12.7	10.3	6.0	9.3	42.0
	%	8.6	30.2	24.5	14.3	22.1	100.0

* estimate has a relative standard error of between 25% and 50% and should be used with caution

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SELECTED RATIOS, by employment size

EMPLOYMENT SIZE

		0-4 persons	5-9 persons	10-19 persons	20-49 persons	50 persons or more	Total
Total income per person employed	\$'000	53.0	47.4	49.8	43.8	74.6	53.9
Labour costs per employee	\$'000	13.7	10.4	11.4	11.1	17.2	12.5
Labour costs to total expenses	%	17.3	21.7	23.5	27.5	24.3	23.1
Income from video rental per rental transaction	\$	2.8	2.9	2.9	3.0	3.0	2.9
Income from rental of videos to total income	%	83.8	77.6	76.0	77.5	67.0	74.6
Income from sales of videos to total income	%	1.9	4.1	4.8	4.2	6.4	4.8
Income from rental of DVDs to total rental income	%	0.8	1.8	1.4	1.2	0.4	1.2
Purchases of videos to total expenses	%	13.5	13.9	17.4	19.9	3.1	12.1
Operating profit margin	%	*7.1	8.2	6.5	11.2	5.5	7.2

* estimate has a relative standard error of between 25% and 50% and should be used with caution

EXPLANATORY NOTES

- INTRODUCTION**
- 1** This publication presents results in respect of the 1999–00 financial year from a survey of employing businesses engaged in the video hire industry.
- SCOPE**
- 2** The collection was a survey of all businesses classified to Class 9511, Video Hire Outlets, of the 1993 edition of the Australian and New Zealand Standard Industrial Classification (ANZSIC). This class includes all units mainly engaged in hiring pre-recorded video cassettes to the general public for personal use.
- IMPROVEMENTS TO COVERAGE**
- 3** Data in this publication have been adjusted to allow for lags in processing new businesses to the ABS business register, and the omission of some businesses from the business register. The majority of businesses affected and to which the adjustments apply, are small in size.
- 4** Adjustments have been made to include new businesses in the estimates in the periods in which they commenced operations, rather than when they were processed to the business register.
- 5** Further adjustments have been made for businesses which had been in existence for several years, but, for various reasons, were not previously added to the ABS register.
- 6** For more information on these adjustments, please refer to the ABS publication *Information Paper: Improvements to ABS Economic Statistics, 1997* (Cat. no. 1357.0).
- STATISTICAL UNIT**
- 7** The unit for which statistics were reported in the survey was the management unit. The management unit is the highest-level accounting unit within a business, having regard for industry homogeneity, for which accounts are maintained. In nearly all cases it coincides with the legal entity owning the business (i.e. company, partnership, trust, sole operator, etc.). In the case of large diversified businesses, however, there may be more than one management unit, 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.
- STATE DATA**
- 8** Data were collected from the Australia-wide operations of each business. Businesses which operated in more than one State or Territory were asked to provide a dissection of the number of locations, total income, employment, and wages and salaries to enable State and Territory statistics to be compiled and comparisons undertaken.
- REFERENCE PERIOD**
- 9** Data contained in the tables of this publication relate to all businesses which operated in Australia at any time during the year ended 30 June 2000. Counts of businesses include only those businesses that were operating at 30 June 2000.
- BUSINESSES CEASED DURING THE YEAR**
- 10** A small number of businesses ceased business during the 1999–00 reference period. It is normal ABS procedure to include the contributions of these businesses in the survey output.
- RELIABILITY OF DATA**
- 11** The estimates in this publication are subject to sampling and non-sampling error.
- 12** The estimates in this publication are based on information obtained from a sample of 580 businesses in the surveyed population. Consequently, the estimates in this publication are subject to sampling variability, that is, they may differ from the figures that would have been obtained if all units had been included in the survey. One measure of the likely difference is given by the

EXPLANATORY NOTES *continued*

RELIABILITY OF DATA *continued*

standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of units was included.

13 There are about 2 chances in 3 that a sample estimate will differ by less than one SE from the figure that would have been obtained if a census had been conducted, and approximately 19 chances in 20 that the difference will be less than two SEs.

14 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 is a useful measure in that it provides an immediate indication of the percentage errors likely to have occurred due to sampling, and this avoids the need to refer also to the size of the estimate.

15 The following table contains estimates of RSEs for a selection of the statistics presented in this publication.

RELATIVE STANDARD ERRORS, FOR TABLE 1—KEY FIGURES

	<i>RSE</i>
	%
Businesses at end June	3
Locations at end June	
Capital city and suburbs	3
Other	8
<i>Total</i>	3
Active video hire store membership at end June 2000	4
Video rental transactions for the year ended 30 June 2000	3
Total employment at end June	3
Income	
Income from the rental of videos, DVD's and video games	3
Income from the sale of videos and related goods	4
Other income	3
<i>Total</i>	3
Expenses	
Labour costs	3
Video and DVD hire/rental	14
Purchase of videos and related goods	5
Other expenses	3
<i>Total</i>	3
Operating profit before tax	8
Operating profit margin	7
Industry value added	3

16 As an example of the above, an estimate of total income for the video hire outlet industry is \$595.2 million and the RSE is 3%, giving a SE of \$17.9 million. Therefore, there would be 2 chances in 3 that, if all units had been included in the survey, a figure in the range of \$577.3 million to \$613.1 million would have been obtained, and 19 chances in 20 (i.e. a confidence interval of 95%) that the figure would have been within the range of \$559.4 million to \$631.0 million.

17 Errors other than those due to sampling may occur because of deficiencies in the register of units from which the sample was selected, non-response, and imperfections in reporting by respondents. Inaccuracies of this kind are referred to as non-sampling errors and they may occur in any collection, whether it be a census or a sample. Every effort has been made to reduce non-sampling error to a minimum by careful design and testing of questionnaires, efficient operating procedures and systems, and appropriate methodology.

EXPLANATORY NOTES *continued*

ACKNOWLEDGMENT

18 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*.

GLOSSARY

Active video hire store membership	This item refers to the number of members who have used their membership in the 12 months between July 1999 and June 2000.
Advertising, marketing and promotion expenses	This item refers to costs incurred by a business for promotional and publicity campaigns aimed at bringing the activities of the business to the attention of consumers for the purpose of increasing sales. This does not include the wages and salaries of employees for the distributor who is engaged in promotional activities. However, it does include commissions paid to advertising agencies and the cost of advertising in the press.
Bad and doubtful debts	This is the amount of accounts receivable that are either written off, or estimated to be uncollectible during an accounting period, that are expensed in a period's profit calculations.
Casual employees	This item refers to employees who are not entitled to take paid holidays or sick leave days.
Closing Inventories	See inventories.
Depreciation and amortisation	This item refers to the financial charges made in the accounts to reflect that part of the value of the asset which may be regarded as having been used up in producing revenue in a particular accounting period. They represent the accounting process of systematically allocating the cost of a non-current asset over its expected useful life.
Employees	This item includes all persons working for the business who receive remuneration in any part of the reference period, excluding working proprietors and partners.
Employer contributions to superannuation funds	This item includes all employer contributions to superannuation schemes (including the employer productivity contribution).
Franchise/group fees	This item includes royalties or licensing fee payments to franchisors for the right to use trade marks, brand names and franchising systems (e.g. group management services and wholesale purchasing).
Fringe benefits tax	This item includes the tax payable by employers when certain benefits in excess of normal wages or salaries (e.g. free or discounted goods or services) are received by their employees (or associated employees) in connection with their employment.
Income from other services	This item includes commissions from vending machines, amusement machines, ticketing, and internet access.
Industry value added	This item represents the value added of the industry to the economy and is calculated as the sales of goods and services plus government subsidies and changes in levels of trading inventories, minus purchases of goods and selected expenses.
Insurance premiums	This item refers to expenses incurred by a business in respect of different types of insurance policies but excluding workers' compensation and compulsory third party motor vehicle insurance.
Interest expenses	This item includes outflow of funds related to the cost of borrowing money.
Interest income	This item includes income earned through the lending out of funds owned by the business.
Inventories	The reported total book value of inventories as at the beginning (for Opening inventories) and at the end (for Closing inventories) of the reporting period. The values reported are those as reported on business balance sheets.
Labour costs	This item includes those expenses involved in the production of goods and services and includes such items as wages, salaries, employer contributions to

GLOSSARY *continued*

Labour costs <i>continued</i>	superannuation funds, workers' compensation costs, fringe benefits tax and payroll tax.
Locations	This item includes the number of physical video hire outlets operating at the end of June.
Opening Inventories	See inventories.
Operating profit before tax	A measure of profit (or loss) before extraordinary items are brought to account and prior to the deduction of income tax and appropriation to owners. It is derived as total income minus total expenses, plus closing inventories minus opening inventories.
Operating profit margin	Operating profit margin of a business represents that percentage of its sales of goods and services which becomes profit after all operating expenses have been deducted. It is derived by expressing total operating profit before tax (OPBT) as a percentage of total sales of goods and services (i.e. $OPBT \times 100 / \text{Sales of goods and services}$).
Other contract, sub-contract and commission expenses	This item includes payments to other businesses and self-employed persons for work done or sales made on a contract or commission basis.
Other goods and services income	This item includes income from franchise fees and other income not separately itemised as sales of goods and services.
Other (Other costs)	This item includes land tax and land rates and computer software expensed.
Other income from sales of goods	This item includes sales of items not elsewhere itemised, such as posters, teeshirts and any other promotional products.
Other (Other income)	This item includes net profit (loss) of non-current assets, net profit (loss) on foreign loans as a result of variations in foreign exchange rates/transactions, dividend income and net profit (loss) on share trading. It excludes extraordinary profit (loss).
Other selected expenses	This item includes expenses for administration, printing and stationery, stores supply, travelling and accommodation, bank charges, repairs and maintenance, motor vehicles, and legal and accounting services provided to the business.
Other rent, leasing and hiring expenses	This item refers to rent, leasing and hiring expenses other than for videos, DVDs and premises. It includes operating lease payments for video games and equipment.
Other rent, leasing and hiring income	This item includes income derived from renting, leasing or hiring of assets other than videos, DVDs and video games. It includes income from operating leases, rental of set top boxes for internet, games consoles and other video accessories.
Other video related goods	This item includes DVDs, video games and accessories.
Payment to employment agencies for staff	This item includes payment to employment agencies for procuring the services of staff. This is commonly a temporary contract between the client and the employment agency.
Payroll tax	This item refers to a tax levied by State and Territory governments upon the amount of wages and salaries paid by a business.
Permanent full-time employees	This item refers to permanent employees who work 35 hours per week or more and were entitled to paid holidays and sick leave.
Permanent part-time employees	This item refers to permanent employees who work less than 35 hours per week and were entitled to paid holidays and sick leave.
Purchase of video and related goods	This item includes purchases of videos, DVDs, video games and accessories.

GLOSSARY *continued*

Repair and maintenance expenses	This item includes costs associated with work undertaken on plant and machinery etc. to maintain normal business operations.
Sponsorship expenses	Sponsorship expenses are the actual funds paid for the sponsorship of sporting, arts or cultural organisations and/or their activities. It does not include wages and salaries of employees who are engaged in promotional activities.
Telecommunications services	This item includes all payments (of a non-capital nature) for telecommunication services which engage wire, cable or radio transmission.
Total employment	This item includes working proprietors and partners of unincorporated businesses, permanent full-time and part-time employees and casual employees.
Video and DVD hire/rental expenses	This item includes revenue share payments to distributors and operating lease payments, in respect of videos and DVDs. It excludes finance lease payments, rental of premises and video games.
Videos (ex-rental) income	This item refers to income received from the sale of ex-rental videos.
Videos (sell through) income	This item refers to income received from the sale of new videos.
Video rental transactions	This item includes the number of individual rentals of videos.
Wages and salaries	This item refers to payments accruing to all employees during the financial year including provisions for employee entitlements, severance, termination and redundancy payments. It excludes drawings of working principals and partners of unincorporated businesses.
Workers' compensation costs	This item refers to the compulsory insurance cover to be taken out by all employers, except for self-insured workers, according to legislative schemes to cover employees suffering injury or disease in the course of or arising out of employment.

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