

INTERNAL TRADE

RETAILING

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, 1973-74, and 1979-80 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.

Further information concerning Integrated Censuses can be found on pages 368-89 of the *Victorian Year Book* 1971.

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

The 1973-74 Census was held primarily to provide data to enable a new sample to be selected for the regular monthly and quarterly retail survey conducted throughout Australia. While the definition of retail trade was the one used in previous retail censuses, the scope of the 1973-74 Retail Census and the data collected were limited to the scope and data required by the survey.

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

Comparison of the results of the 1968-69 and 1973-74 Censuses have not been made because of the changes which have occurred in the scope and coverage of establishments in the two Censuses and because generally 1968-69 Census data are not available in a form suitable for producing comparable tables. In addition, boundaries of statistical divisions have changed since 1969, and two new statistical divisions created.

Further information on the 1973-74 Retail Census can be found on pages 413-16 of the *Victorian Year Book* 1981 and the Australian Bureau of Statistics publications *Census of Retail Establishments and Selected Service Establishments, 1973-74* for Australia and each State.

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

The 1979-80 Census was the eighth in the series of censuses of Retail Trade and Selected Service Establishments conducted in Australia, and the third conducted as part of the Australian Bureau of Statistics' programme of integrated economic data collections. Within the programme, data from each industry sector conforms to the same basic conceptual standards, thereby allowing comparative analysis between and across different industry sectors.

A much wider range of data was collected than for the previous Retail Census in 1973-74. The 1979-80 Retail Census was more similar in content and scope to the 1968-69 Retail Census and was the first retail census in which details of total floor space were collected for all States and the Northern Territory. Floor space data was not collected for bread and milk vendors, motor vehicle dealers, petrol and tyre retailers, nor for selected service establishments.

The scope of the 1979-80 Retail Census includes all establishments classified to the Australian Standard Industrial Classification (ASIC) (1978 Edition) Subdivision 48 (Retail Trade) and the "selected service" classes from ASIC Division L (Recreation, Personal, and Other Services). The ASIC classes from Division L are 9133—Motion picture theatres, 9231—Cafes and restaurants, 9232—Hotels, etc., (mainly drinking places), 9233—Accommodation, 9241—Licensed bowling clubs, 9242—Licensed golf clubs, 9243—Licensed clubs n.e.c., 9340—Laundries and dry cleaners, 9351—Men's hairdressers, and 9352—Women's hairdressing and beauty salons.

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 markets operated on a one day basis).

A range of census data was collected from all retail and selected service establishments owned by multi-establishment enterprises, and single establishment retail and selected service enterprises with turnover of \$50,000 or more (except for establishments classified to the ASIC classes 9232—Hotels, etc. (mainly drinking places) and 9233—Accommodation, for which the full range of data was collected irrespective of their value of turnover). Employment, wages and salaries, turnover, and floor space (retail enterprises only) were also collected from single establishment retail and selected service enterprises with turnover of less than \$50,000. These small enterprises generally contribute only marginally to statistical aggregates other than number of establishments and floor space.

Comparison of the 1979-80 Retail Census with the 1973-74 Retail Census

Comparisons of the results of the 1979-80 and 1973-74 and previous censuses have not been made because of the increased scope and coverage of the 1979-80 Census, the differences in methodologies used, and the changes in classification of census units as a result of the later version of ASIC.

Selected statistics from 1979-80 Census

The tables below provide some results of the 1979-80 Retail Census. For more statistics and further information on the scope, coverage, definition, etc. of the Census reference should be made to a series of publications that are available for Australia as a whole and for each State and Territory. The publications include details of operations by industry class; industry and commodity details by regional areas; commodity sales and service takings; selected statistics by retail sales, turnover, and employment size, etc. The publications also include one for the accommodation component of the Census and one on selected shopping centres statistics in Victoria.

Definitions of items included in the following tables are:

Establishments at 30 June. The number of establishments in operation at 30 June relates to retail and selected service establishments as such and does not include the number of separately located administrative offices and ancillary units.

Persons employed. Working proprietors and employees (including both full-time and part-time) on the pay-roll, including those working at separately located administrative offices and ancillary units. Unpaid helpers are excluded.

Wages and salaries. The wages and salaries of all employees of the establishment, including those working at separately located administrative offices and ancillary units. Drawings of working proprietors are excluded.

Retail sales. Total value of retail sales of goods.

Turnover. Sales of goods (retail and wholesale); all other operating revenue from outside the enterprise such as repair and service revenue; hiring of consumer goods; commissions; takings from meals and accommodation, hairdressing, theatre admissions, and laundry and dry cleaning; and rent, leasing, and hiring revenue. Receipts from interest, royalties, dividends, and the sale of fixed tangible assets are excluded.

Purchases, transfers in, and selected expenses. Purchases of goods for resale and materials for manufacturing; transfers in from establishments of the enterprise other than retail or selected service establishments; charges for commission and sub-contract work; purchases of wrapping and packaging materials, electricity and fuel, and repair and maintenance expenses; outward freight and cartage; motor vehicle running expenses; sales commission payments and rent, leasing, and hiring expenses.

Total floor space. Total floor area occupied by establishments (whether rented, leased, or owner occupied) including basements and upper floors. Parking areas and residential areas are excluded.

**VICTORIA—RETAIL ESTABLISHMENTS (a) : SUMMARY OF OPERATIONS BY
INDUSTRY GROUP, 1979-80**

Industry group	Establishments at 30 June	Persons (b) employed at 30 June	Wages and salaries (c)	Retail sales	Turnover	Purchases, transfers in, and selected expenses	Total floor space
	number	number	\$'000	\$'000	\$'000	\$'000	square metres
Department and general stores	204	22,281	174,672	904,590	953,273	706,794	874,679
Clothing, fabrics, and furniture stores	5,336	23,794	153,605	1,181,357	1,202,859	905,940	1,181,916
Household appliance and hardware stores	2,149	11,979	86,823	754,098	857,313	670,020	563,463
Motor vehicle dealers; petrol and tyre retailers	6,644	44,390	329,788	3,173,288	5,319,574	4,410,701	—
Food stores	11,069	70,237	304,573	3,579,074	3,615,046	2,944,572	1,944,717
Other retailers	4,637	20,161	109,325	891,448	926,577	676,020	809,875
Total	30,039	192,842	1,158,786	10,483,854	12,874,641	10,314,047	5,374,650

(a) Excludes single establishment retail enterprises with turnover of less than \$50,000.

(b) Includes working proprietors.

(c) Excludes drawings by working proprietors.

**VICTORIA—RETAIL SINGLE ESTABLISHMENT ENTERPRISES
WITH TURNOVER LESS THAN \$50,000 : SELECTED
ITEMS BY INDUSTRY GROUP, 1979-80**

Industry group	Establishments at 30 June	Employment at 30 June (a)			Wages and salaries (b)	Turnover	Total floor space
		Males	Females	Persons			
	number	number	number	number	\$'000	\$'000	square metres
General stores	12	10	16	26	26	311	1,010
Clothing, fabrics, and furniture stores	2,268	1,270	2,390	3,660	3,845	58,355	125,419
Household appliance and hardware stores	1,112	1,043	799	1,842	1,832	28,284	76,389
Motor vehicle dealers; petrol and tyre retailers	1,575	2,389	628	3,017	4,560	44,842	—
Food stores	3,026	2,847	3,407	6,254	4,340	96,664	155,499
Other retailers	2,306	1,598	2,032	3,630	2,952	51,026	278,766
Total	10,299	9,157	9,272	18,429	17,554	279,482	637,083

(a) Includes working proprietors.

(b) Excludes drawings by working proprietors.

**VICTORIA—SELECTED SERVICE ESTABLISHMENTS (a) : SUMMARY OF
OPERATIONS BY INDUSTRY GROUP, 1979-80**

Industry group	Establishments at 30 June	Persons employed at 30 June (b)	Wages and salaries (c)	Retail sales	Turnover	Purchases, transfers in, and selected expenses
	number	number	\$'000	\$'000	\$'000	\$'000
Motion picture theatres	127	1,744	12,121	8,071	49,112	21,170
Restaurants, hotels, and accommodation	4,294	44,240	240,021	619,561	1,128,615	630,857
Licensed clubs	424	5,024	33,264	64,844	110,148	52,931
Laundries and dry cleaners	416	3,811	29,906	579	74,347	20,262
Hairdressers and beauty salons	545	2,876	19,452	2,729	43,870	12,394
Total	5,806	57,695	334,765	695,784	1,406,092	737,614

(a) Excludes single selected service enterprises with turnover less than \$50,000 (except for hotels, etc. mainly drinking places, and accommodation establishments).

(b) Includes working proprietors.

(c) Excludes drawings by working proprietors.

**VICTORIA—SELECTED SERVICE SINGLE ESTABLISHMENT
ENTERPRISES (a) WITH TURNOVER LESS THAN
\$50,000 : SELECTED ITEMS BY INDUSTRY GROUP, 1979-80**

Industry group	Establishments at 30 June	Employment at 30 June (b)			Wages and salaries (c)	Turnover
		Males	Females	Persons		
	number	number	number	number	\$'000	\$'000
Motion picture theatres	20	42	25	67	74	324
Restaurants, hotels, and accommodation	606	745	1,181	1,926	2,191	19,152
Licensed clubs	47	69	17	86	333	1,574
Laundries and dry cleaners	443	415	413	828	981	9,278
Hairdressers and beauty salons	2,185	1,067	3,377	4,444	13,142	47,331
Total	3,301	2,338	5,013	7,351	16,721	77,660

(a) Excludes hotels, etc. (mainly drinking places), and accommodation establishments.

(b) Includes working proprietors.

(c) Excludes drawings by working proprietors.

**VICTORIA—RETAIL ESTABLISHMENTS (a) : SELECTED ITEMS BY
STATISTICAL DIVISION, 1979-80**

Statistical Division	Establishments at 30 June	Employment at 30 June (b)			Wages and salaries (c)	Turnover	Total floorspace (d)
		Males	Females	Persons			
	number	number	number	number	\$'000	\$'000	square metres
Melbourne	28,304	79,408	74,759	154,167	898,150	10,164,311	4,123,282
Barwon	1,913	5,040	5,364	10,404	52,723	554,677	296,888
Central Highlands	1,166	2,880	2,855	5,735	30,266	305,319	214,268
South Western	1,088	2,501	2,257	4,758	22,043	240,327	163,838
Wimmera	718	1,489	1,308	2,797	12,881	142,894	103,413
Northern Mallee	848	2,184	2,084	4,268	21,758	228,764	131,446

**VICTORIA—RETAIL ESTABLISHMENTS (a) : SELECTED ITEMS BY
STATISTICAL DIVISION, 1979-80—continued**

Statistical Division	Establishments at 30 June	Employment at 30 June (b)			Wages and salaries (c)	Turnover	Total floorspace (d)
		Males	Females	Persons			
	number	number	number	number	\$'000	\$'000	square metres
Loddon-Campaspe	1,688	3,920	3,871	7,791	36,138	381,322	232,725
Goulburn	1,381	3,446	3,389	6,835	32,701	357,815	217,791
North Eastern	817	1,960	1,674	3,634	18,435	196,991	179,146
East Gippsland	678	1,617	1,544	3,161	15,155	178,465	98,642
Central Gippsland	1,298	2,933	3,380	6,313	31,139	337,129	187,665
East Central	439	708	700	1,408	4,953	66,108	62,629
Total	40,338	108,086	103,185	211,271	1,176,340	13,154,123	6,011,733

(a) Includes all retail establishments.

(b) Includes working proprietors.

(c) Excludes drawings by working proprietors.

(d) Excludes ASIC group 486—motor vehicle dealers, and petrol and tyre retailers.

**VICTORIA—SELECTED SERVICE ESTABLISHMENTS (a) : SELECTED ITEMS
BY STATISTICAL DIVISION, 1979-80**

Statistical division	Establishments at 30 June	Employment at 30 June (b)			Wages and salaries (c)	Turnover
		Males	Females	Persons		
	number	number	number	number	\$'000	\$'000
Melbourne	5,630	20,433	25,155	45,588	261,718	1,027,832
Barwon	480	1,364	1,832	3,196	16,420	75,277
Central Highlands	342	729	1,051	1,780	7,855	42,835
South Western	305	717	1,009	1,726	7,322	38,007
Wimmera	211	409	582	991	3,939	21,637
Northern Mallee	228	680	985	1,665	8,885	39,451
Loddon-Campaspe	477	929	1,357	2,286	8,584	52,219
Goulburn	417	929	1,216	2,145	9,031	53,417
North Eastern	313	690	992	1,682	7,399	37,785
East Gippsland	244	526	749	1,275	7,012	31,123
Central Gippsland	312	737	1,226	1,963	9,606	45,858
East Central	148	319	430	749	3,716	18,312
Total	9,107	28,462	36,584	65,046	351,486	1,483,752

(a) Includes all single establishment selected service enterprises with turnover of less than \$50,000.

(b) Includes working proprietors.

(c) Excludes drawings by working proprietors.

**VICTORIA—RETAIL ESTABLISHMENTS (a) : NUMBER OF ESTABLISHMENTS
AND VALUE OF RETAIL SALES BY COMMODITY ITEM, 1979-80**

Commodity item	Establishments at 30 June	Retail sales
	number	\$'000
Groceries and confectionery	8,835	1,767,035
Fresh meat	3,021	549,393
Fresh fruit and vegetables	2,951	231,542
Bread, cakes, and pastries	5,424	154,927
Ready to eat take away food, including fresh seafoods	4,770	240,302
Ice cream, soft drinks, milk drinks—for immediate consumption	5,961	107,249
Beer, wine, and spirits	821	250,156
Cigarettes and other tobacco products	7,929	264,916
Furniture, mattresses, awnings, blinds, etc.	1,193	250,975
Floor coverings, carpets, lino, floor tiles, etc.	721	125,337
Fabrics, piecegoods, drapery, manchester, blankets, soft furnishings, etc.	1,601	228,384
Clothing and accessories—men's and boys'	2,056	334,018
Clothing and accessories—women's, girls', and infants'	3,169	559,019
Footwear	1,781	200,186
Radios, radiograms, record players, tape recorders, television sets, and accessories	1,131	197,852
Musical instruments, records, sheet music, etc.	602	83,409

VICTORIA—RETAIL ESTABLISHMENTS (a) : NUMBER OF ESTABLISHMENTS
AND VALUE OF RETAIL SALES BY COMMODITY ITEM, 1979-80—*continued*

Commodity item	Establishments at 30 June	Retail sales
	number	\$'000
Domestic refrigerators, freezers, washing machines, stoves, clothes dryers, dishwashers, air conditioners, and evaporative coolers	611	139,372
Other household appliances and accessories	1,138	124,462
Kitchenware, china, glassware, and garden equipment	2,181	206,988
Petrol, oils, and motor lubricants, etc.	3,316	754,280
New motor vehicles including trucks and commercial vehicles	656	1,070,603
New parts and accessories for motor vehicles	2,519	271,317
Used motor vehicles including trucks and commercial vehicles	1,206	739,548
Used parts and accessories for motor vehicles	485	37,768
New and used motor cycles, motor scooters, parts, and accessories	289	60,244
New and used tyres, tubes and batteries for motor vehicles and motor cycles	2,199	155,588
New and used boats, outboard motors, car, box, and boat trailers	204	37,210
New and used caravans	103	40,312
Cosmetics, perfumes, toilet preparations, etc.	2,431	166,944
Prescription and patent medicines and therapeutic appliances	1,472	168,309
Photographic equipment and supplies	1,611	57,936
Watches, clocks, jewellery, silverware	1,408	154,528
Sporting goods and requisites, camping equipment, bicycles, toys, etc.	2,230	189,652
Books, stationery, newspapers, periodicals, devotional and religious goods, artists' requisites	3,790	307,739
Antiques, disposal goods, unredeemed pledges, and other secondhand goods	545	73,570
Cut flowers, garden seeds, shrubs, trees, and other nursery stock	752	63,170
Goods not included above	2,247	119,614
Total retail sales of goods	.	10,483,854

(a) Excludes single establishment retail enterprises with turnover of less than \$50,000.

Survey of Retail Establishments

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

Series based on the 1973-74 census of Retail Establishments are available from September quarter 1975 until June quarter 1982.

Following completion of the 1979-80 retail census a redesigned survey system was introduced for monthly and quarterly estimates of the value of retail sales. The new series of monthly and quarterly estimates are based on the results of the 1979-80 Retail Census and differ in scope and coverage from that of the previous survey. The new series includes establishments in all States and the Australian Capital Territory, but excludes those in the Northern Territory whereas the previous series excluded establishments in both Territories.

In addition to total estimates for Australia, the new monthly series provides statistics of the value of retail sales classified by broad industry group for each State and Australia. The new quarterly series provides estimates of the value of retail sales for each State and Australia by broad commodity groups.

In the new series, all establishments in subdivision 48 of the 1978 Edition of the Australian Standard Industrial Classification (ASIC) are included in the scope of the survey, with the exception of motor establishments, bread and milk vendors, footwear repairers, and electrical repairers. The following service establishments are also included: cafes and restaurants, hotels, etc. (mainly drinking places), licensed clubs, and hairdressers.

While the previous survey included licensed hotels and motels predominantly engaged in providing accommodation, these businesses are excluded from the new survey.

The survey is based on a random sample of retail and selected service establishments within the scope of the survey. From the data reported by the sampled establishments, aggregates comprising all retail sales in Australia (excluding Northern Territory) are estimated.

VICTORIA—VALUE OF RETAIL SALES (a)

(\$m)

Commodity group	1977-78	1978-79	1979-80	1980-81	1981-82
Groceries	1,158.4	1,310.5	1,530.5	1,728.5	1,912.9
Butcher's meat	439.3	512.3	586.3	630.6	667.8
Other food (b)	645.2	693.3	757.1	884.6	989.6
Total food and groceries	2,242.9	2,516.1	2,873.9	3,243.7	3,570.3
Beer, wine, and spirits	729.7	813.7	897.7	993.7	1,097.6
Clothing and drapery	974.5	1,032.1	1,092.0	1,250.0	1,370.8
Footwear	163.0	174.0	190.5	215.5	236.8
Domestic hardware, china, etc. (c)	263.7	286.6	325.8	379.2	424.1
Electrical goods (d)	495.5	488.1	538.1	638.3	732.7
Furniture and floor coverings	340.0	329.6	373.4	419.2	457.1
Chemists' goods	336.5	361.3	394.5	444.4	500.0
Newspapers, books, and stationery	233.8	247.9	286.1	324.6	350.7
Other goods (e)	579.6	625.6	700.1	776.0	867.1
Total (excluding motor vehicles, parts, petrol, etc.)	6,359.2	6,875.0	7,672.1	8,684.6	9,607.2

(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; *Changes in retailing during the 1970s, 1981*, pp. 411-12; *Census of Retail Trade and Selected Service Establishments, 1981*, p. 413

TOURISM

General

Tourism expenditure in Victoria was estimated to be \$1,000m in 1981-82 and has a significant impact on the Australian and States' economies. This impact is likely to be significant in a small number of industries and to have indirect effects across a much wider range of industries.

It has been estimated by the Bureau of Industry Economics that \$1.00 of tourist expenditure generates about \$2.60 in additional income within the Australian economy.

During 1981, the operations of the Ministry for Tourism and the Victorian Government Travel Authority were centralised in the same location. However, while they now have a common administrative management, they are still operating under separate Acts of Parliament.

Country offices (Victorian Government Travel Centres) of the Victorian Government Travel Authority were phased out during 1981. Since that time "off street" offices have been opened in Canberra, Hobart, and Perth. Their function is to inform the commercial travel industry in their area of the wide variety of facilities, attractions, and events that Victoria offers.

In April 1982, the Minister for Tourism assumed responsibility for the Liquor Control Commission. There is seen to be a close link between tourism and the liquor industry and administrative control of liquor matters now rests with the Ministry for Tourism.

Work is continuing on a State Tourism Development Plan. The purpose of this plan will be to research and facilitate development of tourist attractions and facilities in both the public and private sectors.

For public sector projects, the Ministry's Development Division allocates subsidies and loans for the establishment or improvement of tourist facilities and tourist 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 jointly funded by the Victorian Government, local government, and private industry. The authorities are autonomous, locally based, self-help groups whose functions are to: attract visitors to the region; encourage visitors to stay longer; and stimulate and co-ordinate tourism activities within the region.

The authorities employ one or more full-time professional promoters, produce tourist literature, provide a local information service, and generally promote tourism to and within their region. The authorities are subsidised by the Ministry for Tourism which also provides guidance and co-ordination. The whole of Victoria is covered by twelve fully operational regional tourist authorities.

Victorian Government Travel Authority

The Victorian Government Travel Authority was established in 1977 as a statutory authority reporting to the Minister responsible for Tourism, and its aim is to promote, market, and arrange travel to and within Victoria.

The number of tourist trips undertaken in Victoria rose from 12.3 million to 14.9 million in the three years to 1981–82. The Authority employs marketing techniques to promote increased travel in the three main levels of Victorian, interstate, and international tourism. International tourism is promoted in co-operation with the Australian Tourist Commission and, during almost the same three years, the number of international visitors to Victoria rose from 254,626 to 327,854.

With the closure of the Victorian Government Travel Authority ticket selling offices in country areas of Victoria, the Authority is now concentrating on marketing and promotion to increase travel to and within Victoria. Three new offices have been opened in Canberra, Hobart, and Perth to promote Victoria and assist the Victorian travel industry.

VICTORIA—NUMBER OF TOURISTS

Tourists	1978–79	1979–80	1980–81	1981–82
Domestic (a)	12,134,000	12,787,000	12,947,000	14,573,000
International (b)	254,626	319,137	332,364	327,854
Total	12,388,626	13,106,137	13,279,364	14,900,854

(a) Domestic data incorporates both intrastate and interstate visits and represents the number of trips made. Data is from the Domestic Tourism Monitor and is on a financial year basis.

(b) International data is calculated on a calendar year basis from information supplied by the Australian Tourist Commission. Prior to 1981, this data was calculated on a financial year basis.

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 383 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 deleted from the survey at this time. Caravan parks catering mainly for short-term visitors and which provide powered sites for caravans, and toilet, shower, and laundry facilities for guests, were then introduced to the survey.

It should be noted that holiday flats and houses available for tourist accommodation were not in the scope of the 1973-74 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 which operated during the survey period. 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.

Selected statistics on accommodation

VICTORIA—CARAVAN PARKS: NUMBER, CAPACITY, SITE OCCUPANCY RATES, AND TAKINGS FROM ACCOMMODATION: BY STATISTICAL DIVISION, 1981-82

Statistical division	Number of establishments	Capacity (June qr 1982)				Site occupancy rates (per cent)				Takings from accommodation (four quarters)
		Powered sites	Unpowered sites	Cabins, flats, etc.	Total capacity	September qr 1979	December qr 1979	March qr 1980	June qr 1980	
Melbourne	59	4,790	1,162	140	6,092	14.9	19.7	41.8	13.4	\$'000
Barwon	48	7,418	1,748	289	9,455	5.0	14.7	42.9	8.9	3,236
South Western	34	3,545	1,479	40	5,064	6.3	15.4	26.6	9.4	3,587
Central Highlands	20	1,477	672	1	2,150	14.3	17.7	25.6	18.1	1,618
Wimmera	19	1,037	717	22	1,776	11.9	16.5	19.2	19.1	925
Northern Mallee	28	2,050	606	14	2,670	25.5	25.3	32.2	28.6	544
Loddon-Campaspe	31	2,796	765	29	3,590	16.8	20.8	30.8	21.6	1,724
Goulburn	39	3,067	1,648	69	4,784	10.0	13.6	27.0	14.4	1,336
North Eastern	34	3,169	1,294	65	4,528	12.7	13.6	25.0	18.0	1,287
East Gippsland	64	3,429	2,368	127	5,924	8.2	13.2	25.4	11.1	1,548
Central Gippsland	30	1,648	999	36	2,683	11.3	14.7	36.9	11.1	2,023
East Central	27	2,162	320	30	2,512	3.1	13.1	33.3	8.9	786
Total	433	36,588	13,778	862	51,228	10.7	16.1	32.6	13.8	19,613

VICTORIA—HOTELS, MOTELS, AND GUEST HOUSES WITH FACILITIES: NUMBER OF ESTABLISHMENTS, OCCUPANCY RATES, AND TAKINGS: BY STATISTICAL DIVISION, 1981-82

Statistical division	Number of establishments (June qr 1982)	Capacity at 30 June 1982		Room occupancy rates (per cent)				Bed occupancy rates (per cent)				Takings from accommodation
		Guest rooms	Bed spaces	September qr 1981	December qr 1981	March qr 1982	June qr 1982	September qr 1981	December qr 1981	March qr 1982	June qr 1982	
Melbourne	165	6,862	17,305	65.1	68.4	65.4	59.5	38.9	41.0	40.2	35.6	\$'000
Barwon	45	813	2,347	37.7	48.4	59.0	43.5	21.8	29.2	40.6	26.8	65,070
South Western	48	970	2,760	42.8	49.3	61.1	48.4	23.8	28.8	39.6	28.5	4,044
Central Highlands	32	592	1,739	52.8	58.6	62.2	60.9	33.2	37.5	40.5	39.1	4,527
Wimmera	34	555	1,665	49.2	50.5	49.2	49.4	28.2	30.2	30.1	30.6	3,617
Northern Mallee	48	1,345	4,034	57.1	52.9	49.3	54.7	34.8	32.9	33.1	35.1	2,543
Loddon-Campaspe	54	882	2,574	48.5	49.4	52.7	55.5	29.3	30.0	33.6	36.0	7,191
Goulburn	61	1,107	3,054	46.5	38.1	42.1	41.9	33.2	24.0	27.7	26.9	4,515
North Eastern	64	1,244	3,526	57.9	39.6	44.3	47.4	41.7	26.3	30.5	32.2	4,880
East Gippsland	48	989	2,937	43.8	50.5	58.1	48.7	27.8	31.5	41.3	31.4	6,556
Central Gippsland	38	712	1,924	45.1	44.8	51.9	47.3	24.7	25.4	31.4	26.9	4,576
East Central	29	535	1,596	29.8	44.1	58.0	40.7	20.3	28.4	41.0	27.7	2,995
Total	666	16,606	45,461	55.0	56.2	57.8	53.3	33.5	33.8	37.0	32.9	112,878

OTHER 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 Consumer Affairs Act 1973*, *Market Court Act 1978*, *Residential Tenancies Act 1980*, *Fuel Prices Regulations Act 1981* and *Petroleum Retailing Selling Act 1981*.

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; 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, Market Court, Motor Car Traders Committee, Residential Tenancies Bureau, Residential Tenancies Tribunal, and the office of the Prices Commissioner.

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 respect of other matters affecting their interests as consumers, investigates such matters, conducts research, collects and collates information, and attempts to settle disputes between consumers and traders where this seems the appropriate action to take.

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 motor vehicles 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 an annual report of its activities to the Minister, for presentation to both Houses of the Victorian Parliament.

Residential Tenancies Bureau

The Residential Tenancies Bureau gives advice to members of the public in relation to the operation of the *Residential Tenancies Act 1980*. A major function of the Bureau is to receive complaints from both tenants and landlords. Once a complaint is lodged with the Bureau an investigations officer attempts to settle the complaint by negotiation.

Residential Tenancies Tribunal

The Residential Tenancies Act provides for the establishment of a Tribunal which deals with disputes lodged by either tenants or landlords. Monetary orders by the Tribunal are limited to \$1,500.

It is intended that the Tribunal will provide a quick, informed, and inexpensive method for the resolution of disputes. Any decision made by the Tribunal will be final and binding on both parties. Recourse can, however, be made to the Supreme Court if it is alleged that there has been a denial of natural justice or if the Tribunal operated outside its jurisdiction.

Parties normally will not be allowed legal representations and will be expected to conduct their own cases. However, provision is made, in certain circumstances, for legal representation.

Office of the Prices Commissioner

The *Fuel Prices Regulations Act 1981* came into operation on 4 August 1982. At the same time, the major petroleum products were proclaimed to be declared fuel for the purposes of the Act.

A Prices Commissioner was also appointed from that date. His function is to fix and declare the maximum price of any declared fuel in Victoria where appropriate. In addition, a Special Advisory Group was appointed to study petroleum prices in Victoria. This group will study whether or not Victoria should set wholesale prices (i.e., prices charged by oil companies to service stations and other buyers) at the same level as those set by the Commonwealth Petroleum Products Pricing Authority. The group will also study how the retail market operates in Victoria and whether, and if so, when and how it should be controlled.

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.

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