

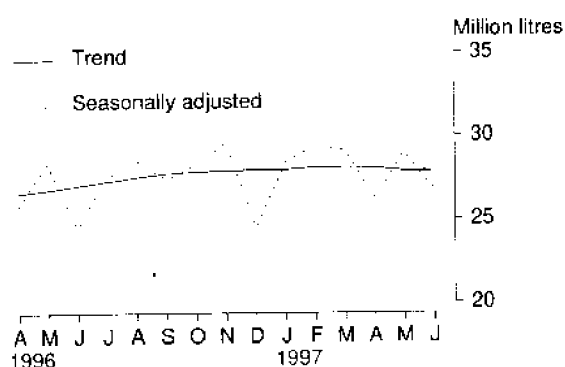
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## SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS, JUNE 1997

### SUMMARY OF FINDINGS

#### DOMESTIC SALES OF AUSTRALIAN PRODUCED WINE



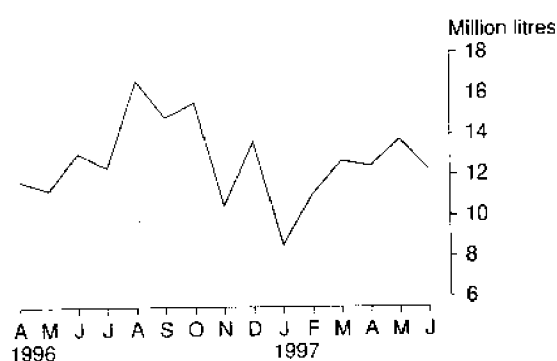
#### DOMESTIC SALES

The trend estimate for the total domestic sales of Australian produced wine has shown a slight fall in each of the last three months.

The seasonally adjusted estimate for the total domestic sales of Australian produced wine was 26.8 million litres, a fall of 7.4% on the previous month. The trend will fall next month unless the July seasonally adjusted estimate increases by 13%.

In original terms, there were 25.9 million litres of Australian produced wine sold domestically during June, down 7.4% on May but up 11.2% on June 1996. For the 1996-97 financial year a total of 332.8 million litres of wine were sold, an increase of 7.5% on 1995-96.

#### EXPORTS OF AUSTRALIAN PRODUCED WINE



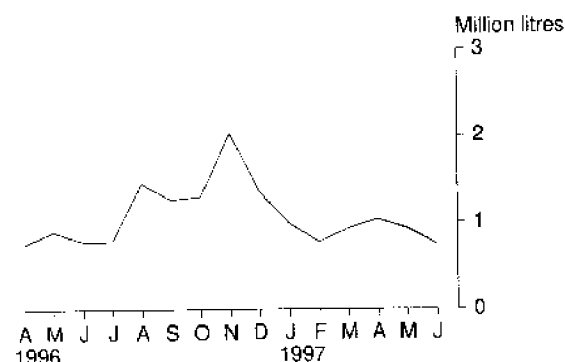
#### EXPORTS

A total of 12.2 million litres of Australian wine valued at \$51.8 million were exported in June. This is 11.2% less in quantity and 8.8% less in value than reported in May.

In 1996-97 Australia exported a record volume of 154.2 million litres of wine, up 18.9% from 1995-96, with a record value of \$602.7 million, up 27.8%. The average price per litre was \$3.91, up from \$3.64 per litre in 1995-96 and \$3.39 per litre in 1994-95.

All the major regional destinations recorded increases during 1996-97 with the largest volume of wine exported going to Europe and the Former USSR, up 13.7% to 95.3 million litres. Both Northern America, up 31.2% to 28.9 million litres, and Northeast Asia, up 59.0% to 7.1 million litres, increased significantly.

#### WINE IMPORTS CLEARED FOR HOME CONSUMPTION



#### IMPORTS CLEARED FOR HOME CONSUMPTION

Australia cleared 0.7 million litres of imported wine for home consumption in June, down 19.6% on May and 5.8% on June 1996.

In 1996-97, Australia imported 13.6 million litres, down 32.9% on the record volume recorded in 1995-96. The wine was valued at \$66.5 million, an increase of 10.0% on 1995-96. The average value per litre of wine imports cleared for home consumption was \$4.89 in 1996-97 compared with \$2.99 in 1995-96 and \$4.34 in 1994-95.

#### INQUIRIES

- for more information about statistics in this publication and the availability of related unpublished statistics, contact Peter Carmalt on Adelaide (08) 8237 7632 or any ABS State Office.
- for information about other ABS statistics and services please refer to the back of this publication.

## DOMESTIC SALES OF AUSTRALIAN PRODUCED TABLE WINE, ORIGINAL DATA

Table wine	1995-96	1996-97	% change
	'000 L	'000 L	
White — bottles 1 litre and under	50 586	54 982	8.7
White — other containers	128 123	129 819	1.3
<i>Total white</i>	178 709	184 801	3.4
Red — bottles 1 litre and under	33 172	40 542	22.2
Red — other containers	30 697	38 433	25.2
<i>Total red</i>	63 869	78 975	23.7
<b>Total table wine (includes Rosé)</b>	<b>247 274</b>	<b>268 455</b>	<b>8.6</b>

For the 1996-97 financial year domestic sales of Australian produced table wine by winemakers rose by 8.6% compared with 1995-96. White table wine sales rose by 3.4%, with bottle sales up 8.7% and other containers (mostly soft packs) up 1.3%. Red table wine sales rose by 23.7% with a 22.2% rise in bottle sales and a 25.2% rise in sales of other containers.

The volume of wine sales reported above does not include any quantity of imported wine that may have been blended with the Australian product. The data indicates that less blending occurred in 1996-97 than in 1995-96.

## WINE AVAILABLE FOR CONSUMPTION IN AUSTRALIA, ORIGINAL DATA

Period	Domestic sales of Australian produced wine	Imports cleared for home consumption	Available for consumption
	'000 L	'000 L	'000 L
<b>1994-95</b>	313 357	14 057	327 414
<b>1995-96</b>	309 462	20 256	329 718
<b>1996-97</b>	332 786	13 590	346 376

There was an increase of 16.7 million litres or 5.1% in the wine available for consumption for 1996-97 compared with 1995-96. This resulted from an increase of 23.3 million litres in the domestic sales of Australian produced wine which was partly offset by a decrease in imported wine of 6.7 million litres.

## DISPOSALS OF AUSTRALIAN PRODUCED WINE, ORIGINAL DATA

Period	Domestic sales of Australian produced wine	Exports of Australian produced wine	Total disposals
	'000 L	'000 L	'000 L
<b>1994-95</b>	313 357	113 663	427 020
<b>1995-96</b>	309 462	129 671	439 133
<b>1996-97</b>	332 786	154 202	486 988

There was an increase of 47.9 million litres or 10.9% in the disposal of Australian produced wine for 1996-97 compared with 1995-96. This increase is a result of a rise of 23.3 million litres (7.5%) in the domestic sales of Australian produced wine combining with a rise of 24.5 million litres (18.9%) in exports.

While the amount of Australian produced wine available for disposal is affected by previous vintages and movement in stocks, domestic demand over the past 3 financial years has been met in part with imports, while substantial quantities of Australian wine were exported. The apparent move to maintain exports of Australian wine by filling the gap in domestic demand with imported product seems to have diminished in 1996-97.

## 1

## DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

Period	Wine type						Total wine			
	Table	Fortified	Spark-ling	Carbon-ated	Flavoured <sup>1</sup>	Vermouth	Original	Seasonally adjusted	Trend estimate <sup>2</sup>	Brandy <sup>3</sup>
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L al
<b>1994-95</b>	251 586	27 000	28 000	3 434	2 218	1 119	313 357	..	..	1 188
<b>1995-96</b>	247 274	25 865	30 148	3 089	2 087	999	309 462	..	..	1 113
<b>1996-97</b>	268 455	25 628	32 062	3 431	2 184	1 027	332 786	..	..	987
<b>1995-96—</b>										
April	19 990	2 197	1 850	150	165	48	24 400	25 765	26 591	81
May	22 417	2 734	2 060	248	209	81	27 750	28 392	26 765	96
June	19 083	2 333	1 465	227	153	70	23 331	24 479	27 017	83
<b>1996-97—</b>										
July	25 043	3 070	2 014	244	238	123	30 732	27 554	27 305	109
August	22 614	2 160	2 254	199	205	71	27 503	28 495	27 550	104
September	21 690	1 872	3 059	322	152	64	27 159	27 415	27 742	66
October	22 193	2 119	3 777	335	178	86	28 688	28 237	27 872	87
November	27 834	2 357	4 618	453	215	117	35 594	29 663	27 908	104
December	25 798	2 376	5 537	512	208	121	34 551	24 454	27 943	122
January	14 677	1 297	1 570	163	179	91	17 976	28 415	27 977	54
February	21 041	1 510	1 804	286	112	81	24 833	29 387	28 072	65
March	22 674	1 630	2 171	193	136	61	26 866	29 086	28 099	64
April	20 373	2 350	1 787	183	175	59	24 928	26 283	28 033	72
May	22 899	2 538	1 983	261	210	120	28 011	28 969	27 882	71
June	21 620	2 350	1 489	280	175	32	25 945	26 811	27 871	69

<sup>1</sup> Includes wine cocktails, marsala, aperitif and tonic wines.

<sup>2</sup> Trend estimates for the most recent months are provisional and can be revised as data for additional months become available.

<sup>3</sup> Quantities on which excise duty was paid.

## 2

## DOMESTIC SALES OF AUSTRALIAN FORTIFIED AND SPARKLING WINE AND VERMOUTH BY WINEMAKERS

Period	Fortified wine						Sparkling wine <sup>1</sup>		Vermouth	
	Sherry			Dessert wine			Bottle fermentation	Bulk fermentation	Dry	Sweet
	Dry	Medium	Sweet	Port	Muscat	Other <sup>3</sup>				
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
<b>1994-95</b>	1 833	2 331	5 947	15 634	1 104	151	23 629	4 371	494	624
<b>1995-96</b>	1 785	2 291	5 592	15 096	1 003	98	22 923	7 226	440	559
<b>1996-97</b>	1 598	2 205	5 209	15 454	1 071	91	22 878	9 183	447	580
<b>1995-96—</b>										
April	143	207	466	1 289	84	7	1 359	491	22	26
May	153	212	585	1 674	101	8	1 533	527	36	44
June	137	182	489	1 441	77	6	1 108	357	30	40
<b>1996-97—</b>										
July	190	283	654	1 802	132	9	1 544	470	56	67
August	130	168	364	1 388	101	10	1 609	644	31	40
September	115	160	359	1 145	89	5	2 118	941	36	28
October	155	204	487	1 174	91	9	2 797	980	29	56
November	130	203	493	1 432	90	9	3 421	1 197	51	66
December	129	190	457	1 497	93	10	3 853	1 683	56	65
January	94	122	306	704	65	6	1 057	512	n.p.	n.p.
February	116	129	323	873	63	5	1 316	488	30	51
March	110	155	325	968	66	6	1 635	536	29	32
April	137	200	515	1 402	89	6	1 350	437	27	32
May	167	214	489	1 552	107	9	1 300	683	53	67
June	124	177	438	1 518	85	8	878	611	n.p.	n.p.

<sup>1</sup> Spritzing table wines are included with table wine.

<sup>2</sup> Includes semi-sweet and medium dry.

<sup>3</sup> Includes madeira, tokay and white port.

## 3

## DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE

Period	WHITE WINE NOT EXCEEDING 1 DEGREE BAUMÉ <sup>1</sup>					WHITE WINE EXCEEDING 1 DEGREE BAUMÉ <sup>1</sup>				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack <sup>2</sup>	Bulk <sup>3</sup>	Total	1 litre and under	Over 1 litre	Soft pack <sup>2</sup>	Bulk <sup>3</sup>	Total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
<b>1994-95</b>	49 063	964	110 435	3 730	164 192	2 794	n.p.	18 888	n.p.	21 970
<b>1995-96</b>	48 033	657	106 049	2 861	157 601	2 553	137	18 306	112	21 109
<b>1996-97</b>	52 492	607	106 501	2 462	162 061	2 490	n.p.	19 992	n.p.	22 740
<b>1995-96—</b>										
April	3 929	46	8 607	152	12 734	229	n.p.	1 393	n.p.	1 640
May	3 997	53	9 588	161	13 799	221	9	1 771	11	2 012
June	3 307	45	7 976	173	11 500	155	n.p.	1 457	n.p.	1 630
<b>1996-97—</b>										
July	4 281	55	9 972	171	14 480	190	n.p.	1 672	n.p.	1 884
August	4 375	42	8 703	186	13 306	202	n.p.	1 624	n.p.	1 847
September	4 275	47	8 790	209	13 321	254	n.p.	1 559	n.p.	1 836
October	4 298	51	9 274	258	13 881	210	12	1 572	12	1 806
November	5 522	66	11 323	281	17 192	265	n.p.	2 219	n.p.	2 509
December	5 842	61	10 294	373	16 570	332	n.p.	1 924	n.p.	2 287
January	3 189	43	5 612	432	9 276	161	8	1 217	9	1 395
February	4 699	56	8 225	128	13 108	173	n.p.	1 588	n.p.	1 777
March	4 531	47	9 285	123	13 986	177	n.p.	1 771	n.p.	1 967
April	4 079	37	7 542	86	11 743	206	n.p.	1 483	n.p.	1 710
May	4 042	55	8 845	130	13 072	178	n.p.	1 710	n.p.	1 911
June	3 359	45	8 636	86	12 126	142	n.p.	1 652	n.p.	1 813
<b>RED</b>										
Period	Glass containers					ROSE				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack <sup>2</sup>	Bulk <sup>3</sup>	Total	1 litre and under	Over 1 litre	Soft pack <sup>2</sup>	Bulk <sup>3</sup>	Total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
<b>1994-95</b>	30 013	591	29 453	576	60 633	570	116	4 094	12	4 792
<b>1995-96</b>	33 172	420	29 964	313	63 869	535	n.p.	4 056	n.p.	4 695
<b>1996-97</b>	40 542	348	37 524	561	78 975	522	n.p.	4 050	n.p.	4 680
<b>1995-96—</b>										
April	2 992	31	2 226	18	5 266	n.p.	n.p.	307	n.p.	351
May	3 139	43	2 988	31	6 200	n.p.	7	356	n.p.	407
June	2 644	28	2 908	24	5 604	36	n.p.	307	n.p.	349
<b>1996-97—</b>										
July	4 281	36	3 800	29	8 146	49	n.p.	475	n.p.	533
August	3 801	39	3 214	24	7 079	37	n.p.	338	n.p.	382
September	3 170	27	2 961	39	6 196	37	n.p.	294	n.p.	337
October	3 207	30	2 842	33	6 112	43	n.p.	343	n.p.	394
November	3 634	41	3 920	29	7 624	58	n.p.	443	n.p.	509
December	3 413	30	2 994	56	6 492	71	n.p.	368	n.p.	450
January	2 122	15	1 579	55	3 771	35	n.p.	195	n.p.	235
February	3 153	23	2 581	54	5 811	38	n.p.	299	n.p.	344
March	3 395	25	2 892	57	6 369	34	n.p.	312	n.p.	352
April	3 377	25	3 106	61	6 568	38	n.p.	286	n.p.	352
May	3 697	30	3 738	66	7 532	51	n.p.	328	n.p.	385
June	3 291	27	3 896	59	7 274	31	n.p.	370	n.p.	407

<sup>1</sup> 1 degree baumé = 18 grams of sugar per litre.

<sup>2</sup> Soft pack containers include all collapsible packs, plastic or otherwise.

<sup>3</sup> Bulk includes rigid containers (plastic, steel, wood), tankers and cans.

## 4

## WINE AND BRANDY: IMPORTS CLEARED FOR HOME CONSUMPTION AND EXPORTS OF AUSTRALIAN PRODUCE

Period	Wine type				Total wine		Brandy	
	Table	Fortified	Sparkling	Other	Quantity	Value	Quantity	Value
	'000 L	'000 L	'000 L	'000 L	'000 L	\$'000	'000 L al	\$'000
IMPORTS CLEARED <sup>1</sup>								
<b>1994-95</b>	9 398	272	3 065	1 322	14 057	61 057	590	7 266
<b>1995-96</b>	16 649	105	2 673	830	20 256	60 478	583	7 462
<b>1996-97</b>	10 105	105	2 387	993	13 590	66 511	628	7 889
<b>1995-96—</b>								
April	547	2	125	85	759	3 403	56	550
May	700	9	132	58	899	4 065	51	588
June	641	4	118	28	791	3 046	34	384
<b>1996-97—</b>								
July	566	2	127	94	789	3 715	60	703
August	1 265	10	96	80	1 451	5 790	58	727
September	917	22	228	98	1 265	6 118	50	562
October	746	19	322	214	1 301	7 152	52	716
November	1 573	8	354	100	2 036	8 073	70	905
December	954	8	320	75	1 357	8 373	85	1 059
January	719	15	234	24	991	5 168	40	678
February	605	7	156	6	775	4 092	42	516
March	613	5	173	129	920	4 348	35	411
April	820	2	121	90	1 032	5 261	45	571
May	744	4	132	47	927	4 513	46	547
June	583	3	124	34	745	3,910	46	495
EXPORTS <sup>2</sup>								
<b>1994-95</b>	105 542	2 475	5 109	537	113 663	385 704	36	812
<b>1995-96</b>	121 037	2 506	5 489	639	129 671	471 576	24	732
<b>1996-97</b>	144 678	2 489	6 050	985	154 202	602 683	17	526
<b>1995-96—</b>								
April	11 177	121	390	43	11 731	41 229	—	7
May	10 718	139	338	61	11 256	41 764	2	95
June	12 312	164	537	63	13 076	48 124	4	68
<b>1996-97—</b>								
July	11 604	174	522	51	12 351	45 136	—	18
August	15 465	387	756	66	16 674	62 700	3	79
September	13 733	269	751	72	14 824	54 926	4	89
October	14 169	325	955	124	15 573	59 439	2	64
November	9 778	94	558	49	10 479	41 328	2	51
December	12 911	256	383	88	13 638	50 492	2	68
January	18 086	127	262	97	18 572	63 241	—	9
February	10 458	78	452	42	11 030	44 707	—	17
March	12 036	214	288	130	12 668	49 489	2	80
April	11 789	166	413	57	12 425	51 724	—	5
May	12 943	217	498	96	13 754	56 748	1	20
June	11 708	184	211	112	12 215	51 753	1	27

<sup>1</sup> Due to a change in the Customs Tariff codes implemented in July 1996, the wine type categories are not necessarily comparable with previous data reported.

<sup>2</sup> Exports may include sales made by exporters other than winemakers.

## 5

## EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, 1996-97

Country/region	Wine type				Total wine	
	Table	Fortified	Sparkling	Other	Quantity	Value
	'000 L	'000 L	'000 L	'000 L	'000 L	\$'000
Fiji	361	10	77	5	453	1 935
New Zealand	15 267	358	630	100	16 355	40 442
Papua New Guinea	252	31	27	—	311	1 530
<i>Total Oceania &amp; Antarctica</i> <sup>1</sup>	16 601	425	779	112	17 916	46 077
Denmark	2 308	1	9	—	2 318	8 615
Germany, Federal Republic of	2 633	19	13	37	2 701	11 181
Ireland	3 630	3	63	3	3 699	14 400
Netherlands	1 727	3	99	31	1 860	8 038
Norway	2 425	—	15	—	2 441	7 620
Sweden	3 959	1	180	—	4 140	13 973
Switzerland	1 501	9	62	86	1 657	9 166
United Kingdom	67 731	1 039	3 724	149	72 643	262 287
<i>Total Europe &amp; the Former USSR</i> <sup>1</sup>	89 723	1 078	4 229	314	95 343	348 667
Bahrain	126	—	5	—	132	207
United Arab Emirates	575	6	64	6	652	1 497
<i>Total Middle East and North Africa</i> <sup>1</sup>	882	7	79	6	974	2 150
Singapore	1 138	11	54	55	1 258	8 069
Thailand	1 115	14	52	20	1 201	4 857
<i>Total Southeast Asia</i> <sup>1</sup>	3 366	32	173	116	3 687	19 120
Hong Kong	2 015	15	188	67	2 285	12 394
Japan	2 095	171	265	83	2 614	12 070
<i>Total Northeast Asia</i> <sup>1</sup>	6 052	220	494	309	7 076	35 971
Canada	5 919	436	86	9	6 450	29 402
United States of America	21 831	272	197	117	22 418	119 647
<i>Total Northern America</i> <sup>1</sup>	27 750	709	283	127	28 868	149 049
<i>Total Other Regions</i> <sup>2</sup>	305	20	12	1	338	1 650
<b>Total All Countries</b>	<b>144 678</b>	<b>2 489</b>	<b>6 050</b>	<b>985</b>	<b>154 202</b>	<b>602 683</b>

<sup>1</sup> Includes other countries as detailed in *Australian Standard Classification of Countries for Social Statistics* (1269.0).

<sup>2</sup> Includes ships' stores.

## 6

EXPORTS OF AUSTRALIAN WINE BY REGION<sup>1</sup>

Period	Oceania and Antarctica	Europe and the Former USSR	Middle East and North Africa	Southeast Asia	Northeast Asia	Northern America	Other <sup>2</sup>	Total all regions
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
<b>1994-95</b>	17 144	69 782	1 014	2 197	4 307	18 786	434	113 663
<b>1995-96</b>	14 659	83 835	946	3 525	4 450	21 999	257	129 671
<b>1996-97</b>	17 916	95 343	974	3 687	7 076	28 868	338	154 202
<b>1995-96—</b>								
April	1 239	7 599	100	416	321	2 023	33	11 731
May	938	7 484	125	249	337	2 086	36	11 255
June	934	9 560	33	238	402	1 897	12	13 076
<b>1996-97—</b>								
July	1 704	7 522	117	313	278	2 377	38	12 351
August	1 548	11 330	55	296	395	3 033	15	16 674
September	1 564	9 467	32	419	389	2 900	55	14 824
October	2 144	9 914	61	345	570	2 511	28	15 573
November	1 934	5 939	95	424	448	1 617	21	10 479
December	1 264	9 048	45	336	864	2 060	22	13 638
January	1 243	4 705	58	229	699	1 624	13	11 572
February	r691	r6 966	r137	r289	542	r2 377	28	r11 030
March	1 614	r7 773	r46	241	643	r2 328	22	r12 668
April	1 436	r7 728	r99	r228	490	r2 430	12	r12 425
May	r1 062	r8 423	r139	r302	r1 029	r2 761	r38	r13 754
June	1 713	6 526	89	263	728	2 850	47	12 215

<sup>1</sup> Exports may include sales made by exporters other than winemakers.

<sup>2</sup> Includes ships' stores.

## EXPLANATORY NOTES

### INTRODUCTION

**1** The information shown in this publication for the domestic sales of Australian produced wine is obtained directly from winemakers by means of a mail collection. The brandy sales figures shown represent quantities on which excise duty was paid, i.e. the quantity of brandy released for sale. Statistics relating to import clearances and exports are based on information provided to the Australian Customs Service by importers, exporters and their agents.

### SCOPE AND COVERAGE

**2** The information on domestic sales of Australian produced wine is obtained from winemaking enterprises with sales of 250,000 litres or more in the previous financial year. These account for approximately 95% of total wine sales. All sales data are collected on an Australia-wide basis only and State figures are therefore not available.

**3** Tables 1–3 include all sales by winemakers (within the scope of the collection) with the exception of exports, sales for ships' stores, sales of imported wine and brandy and inter-winery sales, the last exclusion being necessary to avoid duplication in the published figures. Figures relating to foreign trade in wine and brandy are presented in table 4 to provide a basis for assessing the overall Australian wine market.

**4** Imports cleared for home consumption comprise those goods entered for home consumption, together with goods cleared from Customs warehouses. Exports of Australian produce are defined as exports of goods, materials or articles which have been produced, manufactured or partly manufactured in Australia.

### SEASONALLY ADJUSTED AND TREND ESTIMATES

**5** Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences can be more clearly recognised. Seasonal adjustment does not remove from the series the effect of irregular influences (e.g. abnormal weather and industrial disputes).

**6** The smoothing of seasonally adjusted series to create trend estimates is a means of reducing the impact of the irregular component of the series. The trend estimates of wine sales have been derived by applying a 13-term Henderson weighted moving average to the seasonally adjusted series.

**7** For further information, see *A Guide to Interpreting Time Series — Monitoring 'Trends', an Overview* (1348.0) or contact the Assistant Director, Time Series Analysis on (06) 252 6345.

### RELATED PUBLICATIONS

**8** Another ABS publication which may be of interest is the *Australian Wine and Grape Industry* (1329.0) which contains production and stocks of Australian wine and brandy held by winemakers, final viticulture data and a comprehensive range of industry related data, including world comparisons.

**9** Current publications produced by the ABS are listed in the *Catalogue of Publications and Products Australia* (1101.0). The ABS also issues, on Tuesdays and Fridays, a *Release Advice* (1105.0) which lists publications to be released in the next few days. The Catalogue and Release Advice are available from any ABS office.

### ROUNDING

**10** Where figures have been rounded, discrepancies may occur between sums of the component items and totals.

### SYMBOLS AND OTHER USAGES

—	nil or rounded to zero
n.p.	not available for separate publication (but included in totals where applicable)
n.y.a.	not yet available
r	figure or series revised since previous issue
..	not applicable

W. McLennan  
Australian Statistician

## For more information . . .

The ABS publishes a wide range of statistics and other information on Australia's economic and social conditions. Details of what is available in various publications and other products can be found in the ABS Catalogue of Publications and Products available from all ABS Offices.

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