



### Grow your business

Simon has been operating a caravan park in the Barossa Valley for two years. He is keen to expand his business by increasing the capacity of his site, but wants to know more about the capacity of other caravan parks in his area.

Simon contacts us and is directed to a range of free data on our website about the tourist accommodation industry, including caravan parks, in the Barossa. Using data about changes in the capacity of caravan parks over time assists Simon to make a more informed decision about whether to expand his business.

Caravan parks in the Barossa tourism region, selected characteristics				
Characteristics		March quarter 2007	March quarter 2008	March quarter 2009
Establishments	number	6	6	6
Total caravan park capacity	number	952	926	872
Takings from accommodation	\$'000	519	594	622
Source: Tourist Accommodation, Small Area Data, South Australia – Electronic Delivery (cat. no. 8635.4.55.001)				

### Support your business case

Keira would like to open an exclusive women's gym in Canberra, and wants to find the best possible location for her business.

She asks our consultants to provide data, as part of a priced information consultancy service, on women aged 18–40 years, who earn over \$600 per week, living in a dwelling which is fully owned or being purchased.

Women aged 18–40 years, with a weekly income of \$600 or more	
Statistical Division	Females
Belconnen	7 192
Tuggeranong	7 075
North Canberra	4 328
Gungahlin-Hall	3 546
Woden Valley	2 630
South Canberra	2 467
Weston Creek-Stromlo	1 783
Source: ABS data available on request, 2006 Census of Population and Housing	

### Improve your marketing strategy

Sarah operates a retreat/farm stay, and would like to know where to target her overseas marketing. She calls us, and is helped to locate information on the number of visitors arriving from various countries. This information is available free on our website.

Sarah now wants a more detailed breakdown, showing purpose of visit. She contacts our consultants who provide priced information consultancy data which assists her to target her overseas marketing.

Short term visitor arrivals, country of origin by purpose of visit (a) May 2010				
Country of origin	Convention/ conference	Business	Visiting friends/ relatives	Holiday
	('000)	('000)	('000)	('000)
New Zealand	4.6	15.9	24.0	30.4
United Kingdom	0.4	4.2	11.7	11.3
Japan	0.4	2.1	2.0	16.8
United States of America	1.8	7.9	8.1	10.7
China (excl SARs and Taiwan)	0.8	3.9	4.7	12.9
(a) Short term travel data are based on a sampled survey process and care needs to be taken when using such estimates for decision-making or policy evaluation. Note: Short term movements are rounded to the nearest 100.				
Source: ABS data available on request, Overseas Arrivals and Departures				

### Estimate your market share

Nigel's construction company builds executive residential housing in Western Australia. He wants to know his company's market share, and so accesses free Building Activity data on our website.

Nigel finds information about the value of work, and the number of dwelling units completed in Western Australia over the past year. By comparing his own business information to the published data, Nigel is able to estimate his company's market share to identify growth areas for his new promotional strategy.

Total buildings completed, Western Australia, June 2009 - March 2010 Quarters			
Characteristics	Total Residential buildings	Total Value non-Residential buildings	Total completed buildings
Value of work completed	\$m	7 562	3 959.3
Number of dwelling units completed	no.	23 095	n.a.
Source: Building Activity, Australia (cat. no. 8752.0)			

### ABS has information on...

**People:** including population and household characteristics; age and population distribution; projections; population size and growth; family and community; housing; labour; and personal, family and household finances.

**Economy:** including business characteristics; economic growth; foreign investment, trade and debt; labour; productivity; and prices and price indexes.

**Environment and energy:** including climate and natural resources; energy; land use and management; natural resources; sustainability and waste.

**Industry:** including construction; mining; manufacturing; land use and management; finance; property and business services; retail; tourism and hospitality; and culture and leisure.

We acknowledge and appreciate the support of the people of Australia in providing information to the ABS. It is only with your ongoing assistance that the ABS can continue to produce the statistics which can help you to make quality informed decisions.

### Contact the ABS for more information

Find data free on our website [www.abs.gov.au](http://www.abs.gov.au)

Phone us on 1300 135 070

We can help you to make a more informed decision...

Consultants are available to discuss your information needs, and assist you to find the data which will help you to plan your next business steps.

Published data is available free of charge on our website.

More detailed data can be tailored to your requirements as part of our priced information consultancy service. Contact our consultants who will discuss your needs in detail and provide you with an obligation free quote.

Note: The examples in this brochure are based on enquiries we receive, but the actual businesses are fictitious.

© Commonwealth of Australia 2010  
Produced by the Australian Bureau of Statistics  
1391.0.55.001



1391.0.55.001

# PLANNING FOR BUSINESS



Using statistics for business or franchise planning



