

A View From The Top From the Regional Director

Statistics alone aren't really all that valuable. Only when we put them in context do they really start making some sense.

Our recent edition of Stats Talk on the implications of a rapidly growing population is a good example. For some time now statistics have been telling us that WA is the fastest growing State. This, of course, is evidence of what an attractive State this is to live and work in.

However, this is only part of the picture. There are real infrastructure issues around such an expansion including what we want our State to look like and issues like access to water, power, education and health. It isn't the ABS role to determine what the policy issues are, however, it is important that we put the statistics into a context that allows broader debate to occur. It was pleasing to see one of our articles generating such robust discussion.

Population has certainly become an important issue for both Australia and Western Australia and underlines the value of the population estimations produced by the ABS. Given that these estimations are built from the Census count, it is critical we get the best possible result from the next Census in 2011. These numbers will live with us for the following 5 years, so we cannot afford a less than optimal result.

To get an optimal result we need a Western Australian community that is involved through all levels of Government and through local community groups and organisations.

Let's get behind the Census!



Michael Tindall, Government Statistician and ABS Regional Director, Western Australia

STATS TALK



Top of the heap?

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Latest WA Statistics

	WA	Australia
Population (Sep 2009)	2.3m	22.1m
CPI (annual rate, Mar 2010)	3.4% (Perth)	2.9%
Merchandise Exports* (Apr 2010)	\$7,545m	\$17,543m
Merchandise Imports* (Apr 2010)	\$2,432m	\$16,818m
Unemployment Rate**(May 2010)	4.4%	5.2%

^{*} Original estimates based on Australian Customs Service records. Figures are not based on a Balance of Payment basis.

^{**} Trend data.

SHARK BAY

POSTCARDS FROM THE CENSUS

In the lead up to the 2011 Census, Stats Talk will be sending postcards from areas across our big beautiful State using data from the last Census in 2006. In this issue we are heading north to glorious Shark Bay.

The Shire of Shark Bay is the name of the Local Government Area which incorporates an area of 24,170sq. kms.

Denham, the major township in the shire, is located 831 kilometres north of Perth and attracts tourists from all over the world for its breathtaking scenery and incredible fishing. From Denham you can visit spectacular areas such as Monkey Mia, Shell Beach and the Stromatolites.

According to the 2006 Census, there were 863 people usually resident in the shire of Shark Bay. There were slightly more males (452) than females (411).

The highest percentage of the population (43%) is in the age group of 25-54. The median age is 45, significantly higher than the Australian median age of 37. The median age for men in Shark Bay is 48 and for women 43.

Not surprisingly, the main field of occupation is Accommodation and Food Service. Twenty percent of all employed persons are in this industry. Other main industries include, Public Administration and Safety (12%) and Mining (11%).

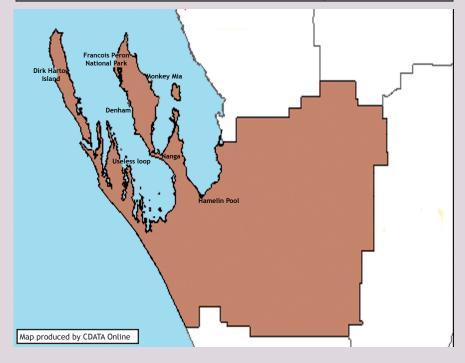
In 2006, 48% of people above the age of 15 in Shark Bay stated that they were married, while 30% advised that they had not yet taken a trip down the aisle.

So that was a quick look at the folk in Shark Bay. What will be really interesting to see is how much the population of Shark Bay has changed since 2006.

All will be revealed after Census 2011.



A Selection of Statistics for the Local Government Area of Shark Bay (sourced from 2006 Census Quick Stats)		
Number of people born overseas	138	
Total families	210	
Total participating in the labour force (15+)	429	
Median individual income (\$/weekly)	447	
Median household income (\$/weekly)	780	
Total private dwellings (includes unoccupied dwellings)	925	
Median rent (\$/weekly)	93	
Most dominant religious affiliation	Anglican (200)	



ADULT LITERACY

WESTERN AUSTRALIA STATISTICAL INDICATORS

(CAT. NO. 1367.5)

R yu hvng trubl rdng ths?

Recent Councils of Australian Government (COAG) agreements have targeted literacy development as an important component of education and workforce reform over the next few years.

Individuals with good literacy skills are likely to enjoy better employment opportunities, greater social participation and an improved quality of life. Ensuring adequate literacy levels in the adult population may assist in developing a more skilled, flexible and productive work force, as well as increasing human capital and the potential for economic growth.

Read Your Way to Wealth?

The 2006 Adult Literacy and Life Skills Survey was conducted by the ABS to seek an understanding of the relationship between literacy and the economic and social well-being of the individual.

The survey identified five literacy 'domains', including prose literacy, document literacy, numeracy, problem solving and health literacy. Individual scores in each domain

were measured on a scale 1 to 5, with Level 1 representing the lowest level of literacy and Level 5 the highest level. A score at Level 3 was considered to be the minimum literacy required to meet the complex demands of everyday life.

Literacy of Western Australians

Western Australians performed slightly above the national average on all of the literacy domains measured in the 2006 survey. However, the results identified that a considerable proportion of individuals had less than adequate skills.

Solving a Problem

Problem solving caused the greatest difficulty for Western Australians, with a staggering 69% assessed as having a skill level of 1 or 2 in this domain, that is, insufficient planning and reasoning abilities.

Scores on the other four domains were somewhat better, however still approximately half (ranging from 44% to 57%) were assessed as skill level 1 or 2.

The Gender Divide

In the 2006 survey, females were more likely than males to have

a literacy level of 3 or above for prose (60% versus 53%), problem solving (33% versus 29%) and health (46% versus 41%) literacy, but males were more likely to have a literacy level of 3 or above for numeracy (53% versus 45%) and document (58% versus 54%) literacy.

To put it simply, males generally outperformed females at maths (and perhaps even some spatially-oriented tasks such as map reading) while females demonstrated stronger language skills (just to support those well-known stereotypes!).

Education and Work

As expected, the 2006 survey showed that literacy levels generally increased as levels of education increased. Of those Western Australians who had completed 16 or more years of formal education, 83% had an assessed skill level of 3 or above on the prose literacy scale compared with 62% of those with 11 to 15 years of formal education and 31% with 10 years or less.

Literacy levels across all domains were also associated with labour force status. Of those in the employed labour force (full-time or part-time), 62% had prose literacy scores of level 3 or above, compared with only 40% of those not employed (unemployed or not in the labour force).

Consequently, a higher median income was found among those with higher literacy. In terms of prose literacy, Western Australians with a score at level 1 had a median weekly wage of only \$316; this compares with \$577 for level 2, \$723 for level 3, and \$792 for levels 4/5.

For more details check out the full article on the website: http://www.abs.gov.au



CHAOS?

A WORLD WITHOUT STATISTICS

Do stats really count?

Doubts On Inflation

The Prime Minister guessed that inflation was running at just 0.5% annually. The Leader of the Opposition countered that it was his guess that inflation was actually around 10%. The Greens figured it was probably somewhere in between.

Immigration Debate Hots Up

Conflicting claims were presented at a forum on immigration in Perth last week. The Coalition for a Sustainable Australia claimed that WA was being swamped by migrants, by their guess over 100,000 entering the state last year. Business groups rejected that, claiming a poll of their members showed that if immigration was not increased ten-fold WA would have no people left after 2050.

World Bank Downgrades Australia

Australia had its credit rating downgraded to ZZZ status. The World Bank said this was because it guessed that Australia's balance of payments had blown out to \$700 trillion in the red. The Reserve Bank rejected this assessment and claimed a better guess would have been a credit of \$800 million and an unprecedented AAAA+ rating.

Retail Sales Down Over Winter

Retailers are concerned that sales of beach wear in Australia during the winter period had fallen by over 80%. This was based on accounts by association members who reported that sales of bathers and summer clothing in June has been disastrous. This is apart from the odd sale of budgie smugglers in the ACT. In the absence of official data it is assumed this trend is Australia wide for the entire retail sector.

TEE Exam Bedlam

Tempers flared as angry TEE students protested about the examiners' estimate of Australia's population at 57.4 million. The students, whose own guesses ranged from 317 and 2 chooks to 85 trillion, claimed that their guesses were just as valid as the examiners' and should have been accepted.

Smoking Deaths Increase?

The National Cancer Foundation today published their latest estimation on smoking related deaths. Their figure of 3.7 million annually in Australia is higher than the death toll in both world wars but, when questioned on this, a spokesperson stated, "It's just a guess mind you, but we think it's correct". The tobacco industry countered that their guesses showed life expectancy actually increased in direct proportion to the number of cigarettes smoked.

Entire New Zealand Population to Move To Australia

The New Zealand government today applied for permanent resident visas for all NZers. This move was in response to the New Zealand

Department of Agriculture's stab at sheep numbers in the Land of the Long White Cloud. They picked a number of 627 zillion sheep, leaving no space available for any other living creature.

Wage Case Decision Soon

The full bench of the Australian Fair Pay Commission is expected to hand down its wages decision next week. Unions have been pushing for an across the board 25% rise to counter their guesses at cost of living increases. Employer groups however have speculated that the cost of living has actually declined and are arguing for a 10% decrease in wages.

ABS Enjoys 300th Consecutive Picnic

ABS staff, relieved of collecting official statistics over a year ago, yesterday enjoyed yet another all day picnic. Australian Statistician, Brian Pink, now weighing over 150kg and the grey hair all gone, said, "I don't know how anyone knows it was our 300th picnic because I can assure you neither I nor my staff have been counting."



MY SUBURB

Where are you on the ladder?

League tables are everywhere (just ask a Dockers supporter)!

In sport we use them to determine how well our football teams are performing or how many medals Australia has won at the Olympics.

In finance we measure how well our investments are doing. We even may use them in our workplace to determine how many sales we've made for the month and maybe rank who the best sales person is.

Ranking is used everywhere to gauge, to judge and to measure. So why, when used within the area of measuring social economics, is there so much debate and controversy?

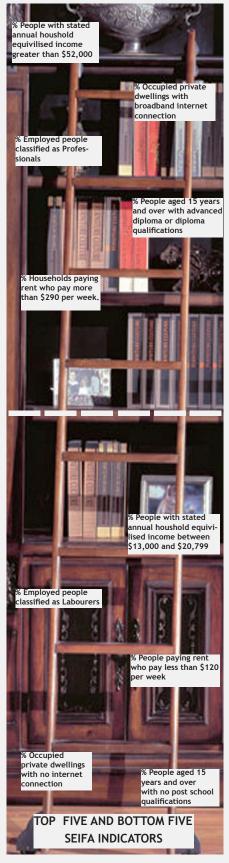
With the recent My School website release, there are those who believe that even our children's schools will be tabled and this will create division within the school system. Others feel that it empowers parents to make informed choices, while still others say the NAPLAN system of testing is not a suitable way to test educational outcomes.

Indicating Advantage/Disadvantage A major issue of concern, is the belief that indicators used to compare across schools are not valid and do not represent the 'real' socio economics of their particular area.

Whatever you think of the My School website, it would be of benefit to you to explore just how these indicators work and how they are used to form this comparison.

It is interesting to consider how it is possible for social economics to be successfully measured.

If you do visit the My School web site one thing you will notice, is



data has been used in the building of the Index of Community Socio-Educational Advantage (ICSEA) which is the measure specifically developed for the My School website.

Don't Shoot the Messenger

Naturally 2006 Census data is used, as it is the most reliable small area data available, but what is of interest is that the ABS has its own Socio Economic Index for Areas (SEIFA) based on the census and part of this is used in the creation of the My Schools ICSEA.

The ICSEA uses 15 of the 35 ABS SEIFA variables to create its Index mainly because SEIFA is not designed specifically for use within education. Instead the SEIFA compares suburbs. So instead of My School, it is more My Suburb.

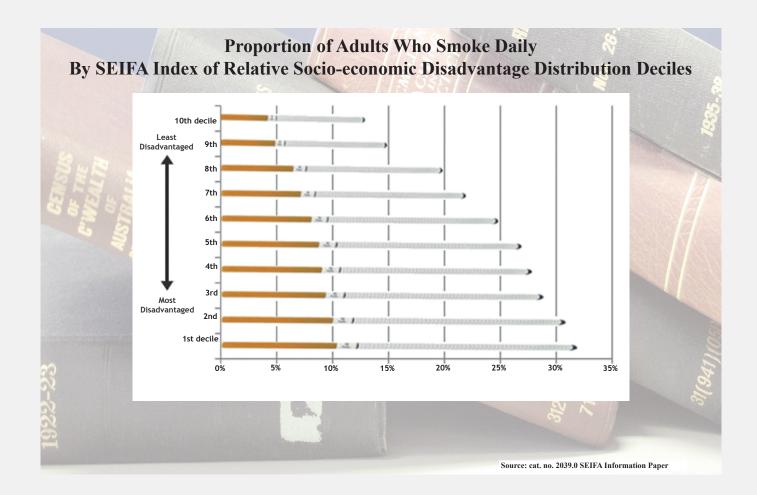
The SEIFA indexes are rankings. Each index ranks different geographic areas of Australia according to a 'score' that is created for the area based on characteristics of people, families and dwellings within that area.

It is used by both government and private organisations in ways such as targeting areas for business or services, 'demographic profiling', strategic planning, design of sample surveys, and social or economic research. A roundabout way of saying, to find out who needs what, where.

Of course you cannot just rank a suburb on how many Mercedes Benz's are parked in driveways. Just how does the ABS work out what's a disadvantage and what's an advantage? The answers may surprise you.

Measures of Disadvantage

Surely how much you earn (or in this case don't earn) would be the best indicator to use? Not so, grasshopper. It's actually whether or not you have a post-school qualification. Next most



significant indicator of disadvantage is being without an internet connection. Finally, low income comes in as the third most important indicator.

Other major indicators of disadvantage are working as a labourer, paying low housing rent and having a long-term health condition.

Now if you're reading this and are a lowly paid labourer without qualifications, renting cheaply, feeling a bit crook and with no internet connection, don't get discouraged. These indicators are, well, indicators. They don't factor in things like money in the bank, lifestyle, love or happiness.

Measures of Advantage

At the other end of the measurement scale however, money does seem to matter, high income being ranked the most significant indicator of advantage, followed by having an internet connection and being a "Professional". Interestingly paying a high rent is rated as more of an indicator of advantage than paying a high mortgage. Go figure.

So where is your suburb ranked? The ABS has released a 'league table' for both the top 20 most Advantaged and the top 20 most Disadvantaged, Statistical Local Areas or (SLAs) in Australia. You may be happy to know that WA has no SLAs in the most Disadvantaged table and 2 SLAs in the most Advantaged table. It is probably no surprise to most that they are the shire of Peppermint Grove (number 9) and the town of Cottesloe (number 17).

Of course if you wish to look at the full list, or want to check out any information relating to SEIFA you can see it all on our website: http://www.abs.gov.au

Maybe the real question is not about advantage and disadvantage, but one of happiness. Possibly we should do what the nation of Bhutan has done and bring in a 'Gross National Happiness' Indicator which defines quality of life as measured in more holistic and psychological terms.

Perhaps one day in the future you may see the question, 'Are you Happy?' appear on the census form. We'll see.

In the meantime SEIFA data will continue to be used in conjunction with other data like Naplan or Health Data as in the above graph, as a way of measuring well...us.

So what are the top 5 ranked suburbs in WA according to SEIFA?
After all the furore caused by My School, if you think I'm going to print them here you need your head read....then perhaps ranked!



Article by Phil Smythe, Client Liaison Unit - Rates himself as pretty happy by all accounts.

QUIZZICAL

REAL STATISTICAL STORIES

Hi, my name's Ron.* I'm a 38 year old public servant and I like to go to quiz nights with my friends.

The problem was that for years I was only really good for running the answers up to the markers at the end of each round. Fact is, I was a bit short on facts.

The others on the team all had a specialty area they could answer. Portia, who went to an expensive private school, always knows which King ruled and when. Steve's a sports tragic who knows every Melbourne Cup winner and how many times Tiger hit the green in regulation during the final round of his 2006 Open win at Royal Liverpool.

Danny comes into his own for TV and movie questions. Who else would know that Humphrey Bogart didn't say "Play it again, Sam" in the film Casablanca? Amy knows more about history than a famous historian whose name I can't seem to remember (that's why I'm no good at history).

Well, for years they carried me as I answered barely a question. That is until a friend told me about a website that had tons of facts and figures, and all for free! Did you know that Australia's population has just topped 22 million? Or that in the 1990's WA had more sheep per head of population than New Zealand?

So where is this wealth of free information, I hear you ask? It's at http://www.abs.gov.au. That's right, it's from the Australian Bureau of Statistics, a public service department.

Fantastic, a government department serving the public by giving out free information.

Anyway, now I'm a quiz king and people are trying to lure me onto their teams. Just the other week at a trivia night we tied for first place with another team, so they asked a sudden death tie-breaker. The question was, "Those referred to as Baby Boomers were born in which period?".

Everyone at the table looked blank, until I nonchalantly wrote '1946-1965' on the answer sheet. (The WA office of the ABS put out a study on Baby Boomers a few years back). The other table had no idea, so it was us who ended up with the six bottles of cheap plonk and a counter lunch at the local pub. Sweet!

Now everybody thinks I've had a brain transplant or something, but it's all so easy. If you've got an issue that requires some data, then the ABS should be the first place to look.

Not only can you usually find what you want, but you can download the data into a spreadsheet or map it and save the map.

I've even used the ABS to do a few a work reports and they think

I'm a genius. When I produced a map showing the distribution of non-English speakers in Perth and showed my boss, he started wondering why I'd spent all those years opening the mail.

The ABS probably doesn't have the answer to whether it is statistically worth entering the 'toss the coin closest to the whiskey bottle' competition. But I'd probably still enter it anyway.

So, do yourself a favour. Win friends and influence people using free stats on the web courtesy of the ABS. I did.

http://www.abs.gov.au

* Not his real name.



Ron - A Public Servant



STATISTICAL NEWS

DEVELOPMENTS IN ABS STATISTICS

So Just How Fit Is Your Data?

How do we get "good statistical information"? One answer is DATAfitness. DATAfitness = good data management practice.

Good data management is one of the foundation stones for building a solid statistical resource for Australia. In simple terms, DATAfitness symbolises the ability to compare apples with apples or being able to compare data which has similar characteristics.

The National Statistical Service (NSS), a community of government agencies led by the Australian Bureau of Statistics (ABS), encourages the use of statistical frameworks, principles and resources, which can help data providers and users to realise the benefits of good data management.

As part of its DATAfitness program, the NSS has developed Data Quality Online (DQO), an easy-to-use online support system for data collectors, providers and users.

The NSS will officially launch DQO in June 2010, in conjunction with

the ABS. DQO is based on the nationally recognised ABS Data Quality Framework, which provides a consistent standard for describing the quality of data.

A preliminary version of DQO was released in March 2010, specifically for the purposes of the latest round of COAG National Agreement reporting. For further information on DQO or to take a look at the prototype, visit the NSS website. http://www.nss.gov.au/datafitness

Find Data About Your Region

The latest National Regional Profile (NRP) contains data snapshots for over 2,000 regions across Australia, with five years of data where it is available.

Examples of data you can find in the NRP include:

In 2007-08 the Local Government Area of Peppermint Grove had the largest average value of private sector houses in Western Australia, at \$1,799,700. This was an increase of 42.2% from 2003-04 (\$1,265,800). Nearby Cottesloe had

the second largest average value of private sector houses in 2007-08 with \$952,000. These Local Government Areas also had the highest average taxable incomes in 2006-07 of \$136,597 (Peppermint Grove) and \$133,916 (Cottesloe).

Outside of the capital city, the Local Government Area of Port Hedland had the highest average value of private sector houses in Western Australia in 2007-08 (\$499,000), an increase of 177% from 2003-04. Port Hedland had an average taxable income of \$67,031 in 2006-07 (the WA average was \$54,570).

The Local Government Areas of Stirling, Wanneroo and Joondalup (all within the Perth region) had the largest number of births in Western Australia in 2007-08, with 2,805, 2,478 and 1,915 births respectively.

The oldest vehicles in Australia in 2008 were found in the Local Government Area of Cue, with 74% of registered vehicles over 10 years old. Around 70% of registered vehicles in Sandstone LGA were also over 10 years old.

This latest NRP has a very new look to the 'entry' page, which uses an interactive map and list to find your region of interest.

2009-10 Year Book Released

The 2009-10 Year Book Australia reflects on the International Years of Biodiversity and the Rapprochement of Cultures as well as paying tribute to the Australian Year of the Girl Guide.

The latest edition, out now, begins with a special feature on biodiversity, highlighting Australia's unique flora and fauna, including the koala. (cat. no. 1301.0)



CLIENT LIAISON

SUMMARY OF EVENTS

Website Presentations

Emphasising how important it is to correctly navigate the ABS website, client liaison staff were out and about giving presentations during the month of June.

Naomi Summers showed clients from the Department of Child Protection how to find the data they require and download it free from the web. She covered both Census and Health data and highlighted the ABS theme pages on Children and Youth.

In Fremantle, Nellie Gaynor presented website training to local businesses as part of the BizLinks program. BizLinks is an initiative through the Small Business Development Corporation for government agencies to provide information to help small businesses develop.

Nellie demonstrated the ABS Small Business Portal and MapStats.

Naomi Summers at the Dept of Child Protection



Pilbara Spotlight

The Pilbara came under the spotlight in May as Client Liaison's Hayley Priestley and Nellie Gaynor joined forces with Census Director Mike Scott and WA Assistant Indigenous Engagement Manager Murray Johnston, to help promote the Pilbara Spotlight website and the 2011 Census.

Mike and Murray's focus was on working within the community to ensure that the Census 2011 is a success. They visited community and business stakeholders within the Pilbara to discuss issues that may arise in 2011.

Hayley's presentation on the Spotlight website highlighted how small area data can help businesses and communities. Along with Mike she emphasised the need for a successful Census to ensure that products like the Pilbara Spotlight website remain relevant. http://www.pilbaraspotlight.com.au





Career Fair

Every year the Australian Bureau of Statistics visits universities as part of the Careers Fair. Employees go along to discuss the ABS as a possible career option for graduates.

This year the Fair was held at variety of locations, Murdoch University, Curtin University and University of Western Australia, as well as a major event at the Perth Convention centre.

Nellie Gaynor from the Client Liaison Unit, Howie Manning from Census, David Moir from Technology Applications and Nicole Watts from Consumer Price Index visited Curtin University as part of this year's Careers Fair.

They had the chance to talk to students, who may be contemplating a career at the ABS and about the many different career opportunities that we have to offer.





RECENT RELEASES

PUBLICATIONS OF INTEREST

Publication Title	ABS Catalogue Number
Migrant Statistics News, April 2010	3413.0
Household and Family Projections, Australia, 2006-2031	3236.0
Western Australia at a Glance, 2010	1306.5
Year Book, Australia 2009-10	1301.0
Recorded Crime - Victims, Australia, 2009	4510.0
Federal Defendants, Selected States and Territories, 2008-2009	4515.0
Apparent Consumption of Alcohol, Australia, 2008-09	4307.0.55.001
Agricultural Commodities, Australia, 2008-09	7121.0
Water Use on Australian Farms, 2008-09	4618.0
Consumer Price Index, Australia, March 2010	6401.0
Forms of Employment, Australia, November 2009	6359.0
Retail Trade, Australia, April 2010	8501.0
Labour Force, Australia, May 2010	6202.0

SIZZLING STATISTICS

Packed to the Rafters

The number of households in Australia is projected to increase by up to 4 million and in Western Australian okby around half a million in the next 25 years according to Household and Family Projections, Australia 2006 to 2031. (cat. no. 3236.0)

AlcoNOT

Apparent consumption of alcohol through ready to drink, pre-mixed beverages fell by 30% in 2008-09. This reversed the upward trend over the previous 4 years and was a fall from 18.7 million litres in 2007-08. (cat. no. 4307.0.55.001)

Potential Super Profits?

The seasonally adjusted estimate of mineral exploration expenditure in Australia (other than petroleum) rose \$30.4m (5.7%) to \$564.1m in the March quarter 2010. The largest rises this quarter were in Western Australia (up \$16.9m or 5.7%). (cat. no. 8412.0)

Happy EOFYS

The latest retail trade figures show that sales in April rose 0.6%, seasonally adjusted, compared with a rise of 0.8% the previous month. In April, WA showed a slight loss at -0.1%. Bring on the end of financial year sales! (cat. no. 8501.0)

Cultural or Cute and Cuddly?

Residents in the Australian Capital Territory recorded the highest attendance rates for most cultural venues and events of all states and territories, while Western Australians had the highest attendance rate at zoos and aquariums. Year Book Australia 2009-10. (cat. no. 1301.0)

Glancing at WA

For the year 2008-2009, Western Australia had 235,792 visitors arrive on our shores, 23.9% of these visitors were from the United Kingdom and Ireland according to the recently published WA at a Glance 2010. (cat. no. 1306.5)



latStats 2010 Confere

15-17 September 2010 Darling Harbour Sydney

Registrations Now Open!

The Australian Bureau of Statistics, through its initiative, the National Statistical Service, aims to improve the use and understanding of statistics for Australians.

NatStats 2010 will be held from 15 - 17 September 2010 at the Sydney Convention and Exhibition Centre, Darling Harbour. The conference aims to build on the enthusiasm generated by the inaugural NatStats conference held in 2008.

The overall theme for the conference is "Measuring what counts: economic development, wellbeing and progress in 21st century Australia", which will explore drivers of economic and related social change that are shaping Australia's progress. Conference speakers will highlight the importance of statistics in understanding and responding to these challenges.

As a participant in the NatStats 2010 Conference, you will have the opportunity to contribute your ideas for improving the Australian statistical system for the future.



For a full list of confirmed speakers, program and registration information, please visit http://www.nss.gov.au/natstats2010 or email natstats@nss.gov.au.

Event Details

Wednesday 15 - Friday 17 September 2010

Venue: Sydney Convention and Exhibition Centre, Darling Harbour

Cost: \$795 Early Bird (Until July 16 2010) \$995 Full Fee

Dr Ken Henry AC, Secretary to the Commonwealth Treasury, will deliver the opening plenary address at the conference and the Hon Dr Geoff Gallop AC, Director of the Graduate School of Government at the University of Sydney, will deliver a presentation focused around improving the wellbeing of Australians.

Prof Paul Cheung, Director of the United Nations Statistics Division, will also be speaking as part of a detailed panel discussion titled, "Measuring progress: from theory to practice", alongside Dr David Gruen, Director of the Macro-Economic Group at the Treasury.

Other NatStats 2010 speakers include Ms Jane Halton PSM, Secretary of the Department of Health and Ageing who will speak on the role of statistics in health; and Mr Paul McClintock AO, Chairman of the COAG Reform Council, who will be speaking about the measurement of disadvantage, inequality, and social inclusion.

In addition, Ms Martine Durand, Chief Statistician and Director of the OECD Statistics Directorate, and Mr Phil Lowe, Assistant Governor (Economic) of the Reserve Bank of Australia, will together examine some of the changes We can expect to witness in the global economy and the implication for Australia.

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