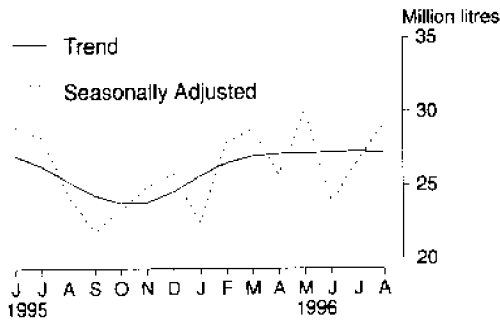


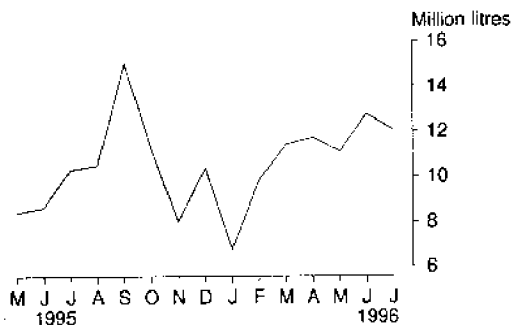
**SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS, AUGUST 1996**

**SUMMARY OF FINDINGS**

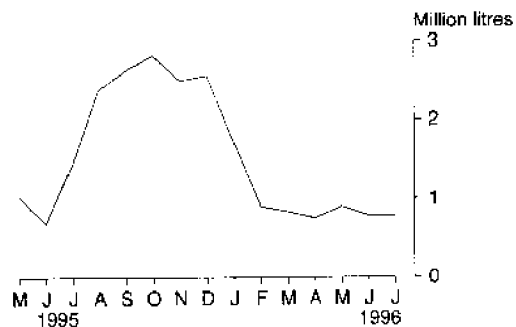
**DOMESTIC SALES OF AUSTRALIAN PRODUCED WINE**



**EXPORTS OF AUSTRALIAN PRODUCED WINE**



**WINE IMPORTS CLEARED FOR HOME CONSUMPTION**



**DOMESTIC SALES**

The trend estimate for the total domestic sales of Australian produced wine fell by 0.4% in August.

The seasonally adjusted estimate of total domestic sales of Australian produced wine for the month was 29.2 million litres, an increase of 9.2% on the previous month. This increase followed a 12.4% increase the previous month. Despite these successive increases, the trend series has fallen slightly this month. However, for the trend series to continue to decline, it will be necessary for the September seasonally adjusted estimate to be lower than the August estimate by more than 11%.

In original terms, there were 27.5 million litres of Australian produced wine sold domestically during August, a decrease of 10.3% on July but 19.5% more than August 1995.

**EXPORTS**

A total of 12.1 million litres of Australian wine valued at \$44.1 million were exported in July. This quantity is a decrease of 5.6% on June and an increase of 17.0% on July 1995.

Exports to North America were 2.3 million litres. The value of the exports was \$11.0 million comprising 24.8% of the total July exports.

**IMPORTS CLEARED FOR HOME CONSUMPTION**

Australia cleared 0.8 million litres of imported wine for home consumption in July, largely unchanged from June but down 45.2% on July 1995. The value of the imports cleared was \$3.7 million, an increase of 22.0% on the previous month.

The average price per litre of wine imports cleared for home consumption was \$4.71 in July compared with \$3.85 in June.

**INQUIRIES**

- for more information about statistics in this publication and the availability of related unpublished statistics, contact Peter Carmalt on Adelaide (08) 237 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	3 months ended August		% change
	1995	1996	
	'000 L	'000 L	
White — bottles 1 litre and under	12 589	12 485	-0.8
White — other containers	35 206	32 150	-8.7
<b>Total white</b>	<b>47 795</b>	<b>44 635</b>	<b>-6.6</b>
Red — bottles 1 litre and under	10 145	10 645	4.9
Red — other containers	8 873	10 111	14.0
<b>Total red</b>	<b>19 018</b>	<b>20 756</b>	<b>9.1</b>
<b>Total table wine (includes Rosé)</b>	<b>68 295</b>	<b>66 655</b>	<b>-2.4</b>

Total sales of Australian produced table wine decreased by 2.4% in the past 3 months compared with the same period 12 months ago. Red table wine sales rose by 9.1% with a 14.0% rise in sales of other containers (mostly soft packs) and a 4.9% rise in bottle sales. White table wine sales decreased by 6.6% with other containers falling by 8.7% and bottles by 0.8%.

The volume of wine sales reported above does not include any quantity of imported wine that may have been blended with the Australian product and this has particularly applied to wine sold in other containers.

## 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>1993-94</b>	319 534	8 341	327 875
<b>1994-95</b>	313 357	14 057	327 414
<b>1995-96</b>	307 767	20 256	328 023
<b>1995</b>			
3 months ended July	85 637	3 162	88 799
<b>1996</b>			
3 months ended July	81 818	2 479	84 297

There was a decrease of 4.5 million litres or 5.1% in the wine available for consumption for the 3 months to July compared with the same period in 1995. This decrease came as a result of a fall of 4.5% in the domestic sales of Australian produced wine combined with a fall of 21.6% in imports cleared for home consumption.

## 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>1993-94</b>	319 534	125 464	444 998
<b>1994-95</b>	313 357	113 663	427 020
<b>1995-96</b>	307 767	127 965	435 732
<b>1995</b>			
3 months ended July	85 637	27 420	113 057
<b>1996</b>			
3 months ended July	81 818	35 960	117 778

There was an increase of 4.7 million litres or 4.2% in the disposal of Australian produced wine for the 3 months to July 1996 compared with the same period in 1995. The decrease of 3.8 million litres (4.5%) in the domestic sales of Australian produced wine was offset by an increase of 8.5 million litres (31.1%) in exports.

## 1

## DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

Period	Wine type						Total wine			
	Table	Fortified	Sparkling	Carbonated	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 a)
<b>1993-94</b>	254 702	27 026	30 598	3 525	2 426	1 258	319 534	..	..	1 301
<b>1994-95</b>	251 586	27 000	28 000	3 434	2 218	1 119	313 357	..	..	1 188
<b>1995-96</b>	245 857	25 873	29 867	3 083	2 087	999	307 767	..	..	1 113
<b>1994-95—</b>										
June	23 192	2 967	1 589	319	217	99	28 382	28 968	27 047	102
<b>1995-96—</b>										
July	26 697	3 179	1 959	241	249	83	32 409	28 296	26 284	118
August	18 405	2 292	1 818	253	146	67	22 982	24 291	25 257	116
September	17 434	1 613	2 708	265	123	76	22 219	21 882	24 323	64
October	18 600	1 806	3 214	234	213	69	24 137	23 325	23 796	94
November	22 927	2 476	3 935	335	223	160	30 055	24 947	23 849	104
December	27 269	2 588	5 888	468	220	126	36 559	25 812	24 589	136
January	11 984	1 119	1 139	149	108	62	14 561	22 450	25 650	90
February	19 283	1 673	1 902	236	126	89	23 310	28 000	26 515	84
March	21 601	1 863	1 928	276	151	68	25 887	28 800	26 976	50
April	20 027	2 197	1 850	150	165	48	24 437	25 700	27 155	81
May	22 468	2 734	2 060	248	209	81	27 800	30 136	27 214	96
June	19 161	2 333	1 467	227	153	70	23 411	23 775	27 228	83
<b>1996-97—</b>										
July	24 921	3 067	2 013	244	238	123	30 607	26 726	27 316	109
August	22 572	2 157	2 253	199	205	71	27 458	29 196	27 205	104

<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>				
<b>1993-94</b>	1 889	2 318	6 133	15 383	1 180	124	26 305	4 293	564	694
<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>	1 789	2 293	5 594	15 096	1 003	98	22 643	7 225	440	559
<b>1994-95—</b>										
June	186	223	615	1 805	123	15	1 307	281	44	56
<b>1995-96—</b>										
July	218	292	649	1 891	120	10	1 568	391	39	44
August	214	257	505	1 215	92	9	1 504	314	28	39
September	118	146	325	953	64	8	2 011	696	35	42
October	140	154	419	1 003	81	8	2 454	760	30	39
November	159	224	583	1 397	102	11	3 012	923	n.p.	n.p.
December	166	211	522	1 586	92	11	4 503	1 385	n.p.	n.p.
January	79	106	286	594	47	7	810	329	24	37
February	119	151	380	947	70	6	1 325	577	38	52
March	141	151	385	1 106	73	7	1 454	474	32	37
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	1 109	358	30	40
<b>1996-97—</b>										
July	190	283	654	1 800	132	9	1 543	470	56	67
August	130	168	364	1 387	100	8	1 608	644	31	40

<sup>1</sup> Spritzig 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>1993-94</b>	45 025	1 146	117 172	5 145	168 488	3 110	179	20 590	87	23 967
<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>	48 066	716	104 451	2 979	156 211	2 570	137	18 346	112	21 166
<b>1994-95—</b>										
June	4 321	79	10 393	172	14 966	220	n.p.	1 710	n.p.	1 960
<b>1995-96—</b>										
July	4 246	65	12 022	270	16 602	274	n.p.	1 702	n.p.	1 999
August	3 328	56	7 065	321	10 770	200	n.p.	1 276	n.p.	1 498
September	3 502	53	7 005	233	10 793	176	n.p.	1 340	n.p.	1 532
October	4 126	62	7 668	245	12 101	209	n.p.	1 389	n.p.	1 616
November	5 040	82	9 369	284	14 775	231	n.p.	1 675	n.p.	1 928
December	5 846	80	11 592	486	18 005	361	22	1 991	14	2 388
January	2 434	38	5 400	215	8 088	159	n.p.	1 011	n.p.	1 184
February	3 969	57	8 724	280	13 031	198	n.p.	1 608	n.p.	1 825
March	4 252	57	9 435	159	13 902	158	11	1 735	8	1 912
April	3 951	53	8 607	152	12 763	229	n.p.	1 393	n.p.	1 640
May	4 016	63	9 588	161	13 828	221	9	1 771	11	2 012
June	3 356	49	7 976	173	11 554	156	n.p.	1 457	n.p.	1 631
<b>1996-97—</b>										
July	4 230	60	9 972	171	14 434	190	n.p.	1 672	n.p.	1 884
August	4 336	45	8 703	186	13 270	217	n.p.	1 624	n.p.	1 862
	RED					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>1993-94</b>	27 575	444	28 399	942	57 359	578	n.p.	4 178	n.p.	4 888
<b>1994-95</b>	30 013	591	29 453	576	60 633	570	116	4 094	12	4 792
<b>1995-96</b>	33 169	489	29 797	313	63 768	535	n.p.	4 072	n.p.	4 711
<b>1994-95—</b>										
June	3 288	87	2 331	77	5 783	40	n.p.	432	n.p.	484
<b>1995-96—</b>										
July	3 893	41	3 474	37	7 445	62	n.p.	581	n.p.	651
August	2 964	43	2 737	46	5 790	38	n.p.	297	n.p.	347
September	2 422	50	2 282	32	4 786	37	n.p.	278	n.p.	323
October	2 485	42	2 002	21	4 549	46	n.p.	279	n.p.	334
November	2 957	39	2 792	13	5 800	n.p.	7	361	n.p.	424
December	3 007	45	3 175	46	6 272	n.p.	12	510	n.p.	603
January	1 343	25	1 093	11	2 472	28	n.p.	206	n.p.	241
February	2 365	27	1 679	17	4 088	40	n.p.	291	n.p.	339
March	2 944	38	2 443	18	5 443	37	n.p.	299	n.p.	343
April	2 992	39	2 226	18	5 274	n.p.	n.p.	307	n.p.	351
May	3 139	64	2 988	31	6 221	n.p.	7	356	n.p.	407
June	2 660	35	2 908	24	5 627	36	n.p.	307	n.p.	349
<b>1996-97—</b>										
July	4 200	47	3 796	29	8 071	49	n.p.	475	n.p.	533
August	3 785	38	3 210	24	7 058	37	n.p.	338	n.p.	382

<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								
<b>1993-94</b>	4 432	152	2 301	1 456	8 341	47 637	634	8 243
<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>1994-95—</b>								
May	796	17	149	71	1 034	4 673	52	570
June	497	9	104	78	688	3 897	31	461
<b>1995-96—</b>								
July	1 206	4	131	99	1 440	3 975	46	556
August	2 109	5	193	90	2 396	5 369	50	675
September	2 293	7	253	74	2 627	6 219	44	651
October	2 349	23	419	36	2 827	7 432	43	618
November	1 799	14	568	117	2 498	8 126	68	786
December	2 152	9	319	84	2 564	8 064	53	926
January	1 483	5	175	54	1 718	4 422	54	637
February	691	12	144	53	900	3 213	49	632
March	678	10	96	52	836	3 145	34	458
April	547	2	125	85	759	3 403	56	550
May	700	9	132	58	899	r4 066	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
EXPORTS <sup>1</sup>								
<b>1993-94</b>	116 655	2 873	5 042	893	125 464	366 574	36	524
<b>1994-95</b>	105 542	2 475	5 109	537	113 663	385 704	36	812
<b>1995-96</b>	r120 612	r2 504	r5 434	r625	r129 176	r469 791	22	698
<b>1994-95—</b>								
May	7 879	137	382	41	8 439	31 243	5	102
June	8 046	171	350	96	8 663	32 467	—	16
<b>1995-96—</b>								
July	9 587	159	528	44	10 318	39 026	3	102
August	9 778	280	403	53	10 514	36 619	3	73
September	14 023	233	719	56	15 031	51 391	2	26
October	10 264	311	571	68	11 214	41 125	—	8
November	7 364	187	398	69	8 018	27 716	2	84
December	9 766	170	396	38	r10 371	r40 586	3	83
January	6 237	262	254	37	6 790	26 579	3	60
February	9 181	154	491	44	9 871	34 862	1	62
March	10 585	326	456	63	11 430	42 322	1	62
April	r11 176	121	r390	r43	r11 730	r41 217	—	7
May	r10 574	137	335	60	r11 105	r41 061	2	95
June	r12 077	r164	r493	r50	r12 785	r47 287	2	36
<b>1996-97—</b>								
July	11 345	152	522	51	12 070	44 113	—	18

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

## 5

## EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, JULY 1996

Country/region	Wine type				Total wine	
	Table	Fortified	Sparkling	Other	Quantity	Value
	litres	litres	litres	litres	litres	\$'000
Fiji	21 601	1 872	5 480	—	28 953	142
New Zealand	1 464 800	61 862	88 853	192	1 615 707	4 413
Papua New Guinea	13 920	1 228	1 830	—	16 978	112
<i>Total Oceania and Antarctica</i> <sup>1</sup>	1 525 383	65 508	98 944	543	1 690 378	4 778
Denmark	375 505	—	1 503	—	377 008	1 104
Germany, Federal Republic of	57 672	—	—	—	57 672	216
Ireland	135 774	576	—	—	136 350	752
Netherlands	100 634	2 835	360	2 700	106 529	547
Norway	142 530	—	—	—	142 530	441
Sweden	524 067	—	8 100	—	532 167	1 199
Switzerland	67 734	—	1 350	—	69 084	427
United Kingdom	5 319 263	44 873	372 875	32 922	5 769 933	19 947
<i>Total Europe and the Former USSR</i> <sup>1</sup>	6 843 167	48 284	390 038	35 622	7 317 111	25 044
Bahrain	18 370	—	—	—	18 370	25
United Arab Emirates	90 351	675	6 210	—	97 236	208
<i>Total Middle East and North Africa</i> <sup>1</sup>	110 476	711	6 273	—	117 460	245
Singapore	81 609	—	3 519	2 000	87 128	522
Thailand	85 282	18	—	—	85 300	370
<i>Total Southeast Asia</i> <sup>1</sup>	297 244	1 422	4 203	2 000	304 869	1 359
Hong Kong	94 605	3 591	8 577	1 980	108 753	569
Japan	81 208	8 100	2 727	1 350	93 385	501
<i>Total Northeast Asia</i> <sup>1</sup>	233 117	11 691	11 844	4 161	260 813	1 505
Canada	790 656	15 102	2 349	—	808 107	3 122
USA	1 508 739	7 614	8 306	9 000	1 533 659	7 839
<i>Total Northern America</i>	2 299 395	22 716	10 655	9 000	2 341 766	10 961
<i>Total Other Regions</i> <sup>2</sup>	36 438	1 422	90	—	37 950	220
<b>Total all Countries</b>	<b>11 345 213</b>	<b>151 754</b>	<b>522 047</b>	<b>51 326</b>	<b>12 070 340</b>	<b>44 113</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	Total all regions
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
	<b>1993-94</b>	24 968	73 334	952	2 134	5 268	18 463	346
<b>1994-95</b>	17 144	69 782	1 014	2 197	4 307	18 786	434	113 663
<b>1995-96</b>	r14 439	r83 773	r946	r3 515	r4 422	r21 832	250	r129 176
<b>1994-95—</b>								
May	815	5 241	141	251	212	1 743	36	8 439
June	945	5 415	88	144	253	1 780	39	8 663
<b>1995-96—</b>								
July	1 210	6 428	92	227	544	1 807	10	10 318
August	1 387	6 568	—	157	219	2 163	19	10 514
September	1 803	10 334	157	246	330	2 154	7	15 031
October	821	7 931	20	194	448	1 758	43	11 214
November	1 993	4 016	94	417	392	1 092	14	8 018
December	707	6 683	61	335	371	2 208	4	r10 371
January	441	4 582	46	376	238	1 081	25	6 790
February	1 775	5 821	119	327	410	1 402	16	9 871
March	1 399	6 816	99	339	421	2 319	36	11 430
April	1 238	r7 599	100	r416	r321	r2 023	33	r11 730
May	r935	r7 484	125	r249	325	r1 958	30	r11 105
June	r730	r9 510	r33	r231	r402	r1 867	12	r12 785
<b>1996-97—</b>								
July	1 690	7 317	117	305	261	2 342	38	12 070

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

## 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 97% 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 . . .

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