

AUSTRALIA

 $\mathsf{EMBARGO:} \ \texttt{11.30AM} \ (\mathsf{CANBERRA} \ \mathsf{TIME}) \ \mathsf{TUES} \ \texttt{30} \ \mathsf{APR} \ \texttt{2002}$

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 For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070 or Ann Santo on Melbourne 03 9615 7910.

Australiar Bureau of Statistics

NOTES

INTRODUCTION	This publication presents results, in respect of the 2000–01 financial year, from surveys conducted by the Australian Bureau of Statistics (ABS) of amusement and theme parks and amusement centres. While the ABS has conducted surveys of these operations in the past, results were combined with those from other industries. Thus these are the first detailed ABS surveys of these two types of businesses.
	This publication is one of a series to be issued in respect of 2000–01 for a range of hospitality, sporting, recreation and gambling services industries. Other publications in this series are:
	Casinos, Australia, 2000–01 (Cat. no. 8683.0) — issued 7 December 2001
	Clubs, Pubs, Taverns and Bars, Australia, 2000–01 (Cat. no. 8687.0)
	Gambling Industries, Australia, 2000–01 (Cat. no. 8684.0)
	Sports Industries, Australia, 2000–01 (Cat. no. 8686.0)
	Accommodation Industry, Australia, 2000–01 (Cat. no. 8695.0)
COMMENTS ON THIS PUBLICATION	The ABS welcomes comments and suggestions from users recommending industries and data items for inclusion in future service industries surveys. These comments should be addressed to the Director, Service Industries Surveys, Australian Bureau of Statistics, PO Box 10 Belconnen ACT 2616.
ROUNDING	Where figures have been rounded discrepancies may occur between the sum of component items and the total.
ABBREVIATIONS	 ABS Australian Bureau of Statistics ACLC Australian Culture and Leisure Classifications ANZSIC Australian and New Zealand Standard Industrial Classification \$m million dollars OPBT operating profit before tax RSE relative standard error

Dennis Trewin Australian Statistician

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AMUSEMENT CENTRES

CHAPTER **1**

AMUSEMENT AND THEME PARKS

INTRODUCTION	This chapter of the publication presents results, in respect of the 2000–01 financial year,
	from an Australian Bureau of Statistics (ABS) survey of major amusement and theme
	parks. For the purposes of this survey, major amusement and theme parks are defined as
	parks:
	operated on a commercial basis,
	permanently based at a fixed site,
	with multiple rides and attractions, and
	with multiple fides and attractions, andwith over 50,000 attendees for the year.
	• with over 50,000 attenuees for the year.
	This definition excludes single water slide parks, travelling side shows and a number of
	smaller parks. Amusement centres (such as indoor play centres, amusement machine
	centres, mini golf centres, go-kart venues and similar operations) were also excluded
	from this survey. Amusement centres were included in a separate survey, for which
	results are shown in Chapter 2 of this publication.
	Amusement and theme parks are classified to class 421 (Amusement and Theme Parks)
	of the industry classification of the Australian Culture and Leisure Classifications (ACLC).
	Examples of the types of amusement and theme parks included in this survey are Luna
	Park (Melbourne, Sydney); Port Macquarie Peppermint Park; Sydney Skytour; Old
	Sydney Town (Somersby, NSW); Greenhills Adventure Park (Victor Harbor); and
	Adventure World (Perth). Permission has been gained from the respective respondents
	to re-produce these names in this publication. Normal ABS confidentiality rules still
	apply to the data provided by these and other businesses.
SIZE OF INDUSTRY	At the end of June 2001, there were 30 amusement and theme parks within the scope of
	this survey operating in Australia, and these had 4,150 persons working in them. During
	2000–01, there were 8.9 million visits to these amusement and theme parks. Total
	income for businesses operating these parks was \$287m.
	income for buoincoses operating these parks was #20/ini
NUMBER OF VISITS	During 2000–01, there were 8,903,500 visits to amusement and theme parks
	representing an average of 297,000 visits per park for the year. The majority (60%) of
	visits were accounted for by the six largest amusement and theme parks which had an
	average of 891,000 visits. The remaining 24 establishments had an average of
	148,000 visits per park for the year.
	Amusement and theme parks in Queensland attracted the most visits, with 56% of the
	total, while those in New South Wales attracted 27%. Victorian amusement and theme
	parks attracted 5% of the total visits and the remaining States and Territories combined
	attracted 12% of the total visits.

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NUMBER OF VISITS continued	Visits to amusement and theme parks are extremely seasonal with 29% of visits (2,580,000 visits) occurring during December 2000 and January 2001. Other high visitation months included September 2000 and April 2001, each of which attracted 9% of the yearly visits. August 2000 and May 2001 attracted the fewest visits, each accounting for 5% respectively, of the yearly visits.
SOURCES OF INCOME	The total income of the 30 amusement and theme parks during 2000–01 was \$287m.
	Takings from admissions and rides of \$162m was the most significant source of income and represented 56% of total income. Other major sources of income included sale of merchandise (\$43m), takings from meals and food (\$37m) and sale of beverages (\$15m).
	While the takings from admissions and rides represented \$18 per visit, a further \$11 per visit was received from the sale of meals, beverages and merchandise.
EXPENSES	During 2000–01, total expenses for amusement and theme parks was \$313m. The major expense item was labour costs of \$118m accounting for 38% of total expenses.
	Other major expenses included rent, leasing and hiring (\$51m), purchases of goods for resale (\$41m), advertising, marketing and promotional expenses (\$25m) and repair and maintenance expenses (\$18m). Purchases of foodstuffs for resale and foodstuffs used in preparing meals (\$13m) and merchandise for resale (\$19m), had a sales on purchases mark-up of well over 100%.
PROFITABILITY	The operation of amusement and theme parks had an operating profit before tax of negative \$27m during 2000–01, which represented an operating profit margin of –9.4%. This negative profit was particularly pronounced for the six largest amusement and theme parks, which reported a loss of \$21m contributing 80% to the loss of all amusement and theme parks.
EMPLOYMENT	At the end of June 2001, there were 4,150 persons working in amusement and theme parks. The majority (54%) of this employment were casual employees. In addition, there were 1,371 permanent full-time employees (33% of total employment) and 536 permanent part-time employees (13% of total employment). It is important to note that employment was measured during the slow month of June. The additional workload in other months would generally be undertaken by casual staff.
	Female staff slightly outnumbered male staff, with females accounting for 53% of total employment. However, males were far more dominant in permanent full-time employees, accounting for 58%.
STATE AND TERRITORY DIMENSION	Amusement and theme parks in Queensland accounted for 59% of total employment, 59% of wages and salaries, 55% of total expenses and 71% of total income. With four of the six largest amusement and theme parks located in Queensland, this is not surprising. Amusement and theme parks in New South Wales accounted for 36% of the total employment, 35% of wages and salaries, 40% of total expenses and 24% of total income.

CONCENTRATION OFThe economic activity of amusement and theme parks was dominated by the six largestPARKSamusement and theme parks (based on total income). While these large parks attracted60% of the visits, they had 84% of the employment and 86% of the income. In addition,80% of the negative operating profit before tax was attributed to these six large parks.

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1.1 AMUSEMENT AND THEME PARKS, Key figures

	2000–01
	• • • • • • •
Amusement and theme parks at end June (no.) Employment at end June	30
Permanent (no.)	1 907
Casual (no.)	2 243
Total (no.)	4 150
Total visits during the year ended June 2001 ('000) Income	8 903.5
Takings from admissions and rides (\$m)	161.5
Gross takings from the sale of food and beverages $($m)$	51.5
Other (\$m)	74.2
Total (\$m)	287.2
Expenses	
Labour costs (\$m)	118.3
Purchases (\$m)	40.6
Other (\$m)	153.8
Total (\$m)	312.8
Operating profit/loss before tax $($m)$	-26.7
Operating profit margin (%)	-9.4

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1.2 AMUSEMENT AND THEME PARKS, Sources of income

	Amusement and theme parks at end June	Value	Proportion of total income
	no.	\$m	%
Takings from admissions and rides	30	161.5	56.2
Takings from meals and food sales	27	36.9	12.8
Income from the sale of liquor and other beverages	23	14.6	5.1
Income from the sale of merchandise	25	42.5	14.8
Commission income from restaurants, food and merchandise outlets	8	1.3	0.4
Rent, leasing and hiring income	13	5.0	1.7
Other income	24	25.4	8.9
Total	30	287.2	100.0

1.3 AMUSEMENT AND THEME PARKS, Items of expenditure

	Value	Proportion of total expenses
	value	expenses
	\$m	%
• • • • • • • • • • • • • • • • • • • •		
Labour costs		
Wages and salaries	101.0	32.3
Employer contributions to superannuation funds	7.2	2.3
Workers' compensation costs	3.8	2.3
Fringe benefits tax	0.5	0.2
Payroll tax	5.8	1.9
Total	118.3	37.8
, otar	110.0	01.0
Purchases		
Foodstuffs for resale and foodstuffs for use in preparing meals	13.1	4.2
Liquor and other beverages for resale	5.6	1.8
Merchandise for resale	19.4	6.2
Other	2.6	0.8
Total	40.6	13.0
Other expenses		
Telecommunication expenses	3.3	1.1
Repair and maintenance expenses	17.9	5.7
Rent, leasing and hiring expenses	50.9	16.3
Advertising, marketing and promotional expenses	24.7	7.9
Electricity, gas and water charges	6.8	2.2
Payments to employment agencies for staff	0.3	0.1
Payments to entertainers who are not employees	0.6	0.2
Other contract, sub-contract and commission expenses	7.4	2.4
Insurance premiums	4.6	1.5
Interest expenses	3.6	1.2
Depreciation and amortisation	5.4	1.7
Other	28.4	9.1
Total	153.8	49.2
Total	312.8	100.0

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1.4 AMUSEMENT AND THEME PARKS, Characteristics of employment

	Males		Females		Persons	•••••
	no.	%	no.	%	no.	%
		• • • • • • •		• • • • • •	• • • • • •	
Employment						
Permanent full-time	800	40.6	571	26.1	1 371	33.0
Permanent part-time	143	7.3	393	18.0	536	12.9
Casuals	1 024	52.1	1 219	55.8	2 243	54.0
Total employment at end June 2001	1 967	100.0	2 183	100.0	4 150	100.0

1.5 AMUSEMENTS AND THEME PARKS, Visits during year ended 30 June

	New			Other States		
	South			and		
	Wales	Victoria	Queensland	Territories	Australia	
Visits during	'000'	'000'	'000'	'000'	'000'	%
				• • • • • • • • •		• • • • •
July 2000	210.8	37.0	394.9	62.1	704.8	7.9
August 2000	138.9	23.5	284.0	40.5	486.9	5.5
September 2000	208.5	34.7	509.2	46.8	799.2	9.0
October 2000	158.8	18.6	369.9	90.8	638.0	7.2
November 2000	195.8	46.8	374.5	84.2	701.3	7.9
December 2000	288.3	65.1	539.4	149.7	1 042.6	11.7
January 2001	398.6	104.6	830.4	203.8	1 537.4	17.3
February 2001	136.5	26.5	293.6	111.3	567.9	6.4
March 2001	157.9	30.8	345.4	86.8	620.8	7.0
April 2001	236.6	32.1	459.1	105.1	832.9	9.4
May 2001	131.4	np	267.7	np	437.5	4.9
June 2001	143.0	np	349.1	np	534.2	6.0
Total	2 405.0	431.1	5 017.1	1 050.3	8 903.5	100.0
np not available fo	r publication	but included i	n totals where appl	icable, unless of	herwise indic	ated

np not available for publication but included in totals where applicable, unless otherwise indicated

1.6 AMUSEMENT AND THEME PARKS, States and Territories

	Amusement and theme parks at end June	Employr end Jun		Wages a salaries		Total inc	come	Total ex	penses
	no.	no.	%	\$m	%	\$m	%	\$m	%
	• • • • • • • • •					• • • • • •			
New South Wales	12	1 496	36.0	35.7	35.4	70.0	24.4	123.4	39.5
Victoria	4	72	1.7	2.4	2.4	4.6	1.6	6.7	2.1
Queensland	7	2 442	58.8	59.5	58.9	203.6	70.9	172.6	55.2
Other States and Territories	7	140	3.4	3.4	3.3	8.9	3.1	10.1	3.2
Australia	30	4 150	100.0	101.0	100.0	287.2	100.0	312.8	100.0

1.7 AMUSEMENT AND THEME PARKS, Concentration statistics

		Largest six	Remainder	Total		
	• • • • • •		• • • • • • • • •	• • • • • • •		
Amusement and theme parks at end June	no.	6	24	30		
	%	20.0	80.0	100.0		
Visits during the year	'000	5 344.4	3 559.0	8 903.5		
	%	60.0	40.0	100.0		
Takings from admissions and rides per visit	\$	25.5	7.1	18.1		
Employment at end June	no.	3 489	661	4 150		
	%	84.1	15.9	100.0		
Wages and salaries	\$m	84.7	16.3	101.0		
	%	83.9	16.1	100.0		
Total income	\$m	246.1	41.1	287.2		
	%	85.7	14.3	100.0		
Total expenses	\$m	266.7	46.2	312.8		
	%	85.3	14.8	100.0		
Operating profit before tax	\$m	-21.4	-5.3	-26.7		
Operating profit margin	%	-8.8	-12.8	-9.4		
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CHAPTER **2**

AMUSEMENT CENTRES

INTRODUCTION	This chapter of the publication presents results, in respect of the 2000–01 financial year, from an Australian Bureau of Statistics (ABS) survey of amusement centres. These centres include indoor play centres, amusement machine centres, mini golf centres, go-kart venues and similar operations.
	Amusement centres are classified to class 422 (Amusement Arcades and Centres and Other Amusement Operations) of the industry classification of the ACLC.
SIZE OF INDUSTRY	At the end of June 2001, there were 288 businesses operating amusement centres. These operations were carried out at 384 locations, comprising 236 in capital cities and suburbs and 148 in other areas. Of the 384 locations, 138 were amusement machine centres. Amusement centres had employment of 2,793 at the end of June 2001 and total income
	of \$137m for 2000–01.
SOURCES OF INCOME	Of the total income of \$137m, 53% (\$73m) was received as takings from coin operated amusement machines. Almost all of these takings (\$72m) accrued from amusement machine centres.
	Other major sources of income for amusement centres included income from playing fees/admissions (\$42m) and sales of goods (\$17m). Of these sales of goods, \$8m was received for the provision of meals and food and \$2m from the sale of beverages.
EXPENSES	Total expenses for 2000–01 was \$136m, of which labour costs (\$41m) and rent, leasing and hiring expenses (\$32m) were the highest contributors.
	The labour cost expense accounted for 30% of total expenses and averaged \$16,600 per employee, partly reflecting the high concentration of part time and casual employees working in these centres. Of the \$32m in rent leasing and hiring expenses, \$25m was paid for the leasing of land and buildings. Other major expenses included purchases of goods of \$15m and depreciation and amortisation of \$15m.
PROFITABILITY	For 2000–01, amusement centre operations returned an operating profit before tax of \$0.1m, which represented an operating profit margin of 0.1%. However, these aggregates were affected by an operating profit before tax of negative \$5m for amusement machine centres. Excluding amusement machine centres, the other amusement centre operations reported an operating profit before tax of \$5m representing an operating profit margin of 9.5%.
	The least profitable businesses in the industry were those businesses employing 100 or more persons, which recorded an operating profit before tax of negative \$8m. In contrast, the most profitable businesses were those employing 20–99 persons, which recorded an operating profit before tax of \$5m.

EMPLOYMENT	At the end of June 2001, there were 2,793 persons working for amusement centres. The majority (61%) of persons worked on a casual employee basis. Other types of employment included working proprietors and partners of unincorporated businesses (12% of employment), permanent full-time employees (15%) and permanent part-time employees (12%). While 53% of total employment were males, 54% of casual employees were females.
STATE AND TERRITORIES	Amusement centres operated at a total of 384 locations at the end of June 2001, with New South Wales and Victoria each having 28% of the Australian total. The centres located in New South Wales accounted for 25% of the industry employment and 27% of the industry income, while those in Victoria accounted for 42% of the industry employment and 40% of the industry income. By way of comparison, New South Wales' and Victoria's share of the Australian population is 34% and 25% respectively. A greater proportion of the larger units in this industry were based in Victoria and those with activities in both states had more significant operations in Victoria.

Queensland's share of the Australian population is 19%, but Queensland had 16% of the amusement centre locations, 13% of the industry employment and 16% of the industry income. Similarly, the contribution to industry income from amusement centres was below their respective shares of the Australian population in all other states and territories, except for the Australian Capital Territory.

SIZE OF BUSINESSThere were three amusement centre businesses with employment of 100 or more
persons. These large businesses accounted for 24% of employment and 36% of total
income in 2000–01, but reported an operating profit before tax of negative \$8m. These
three businesses had 84% of their total income sourced from coin operated amusement
machines.

In contrast, there were 140 businesses with employment of less than five persons. These small businesses accounted for 11% of employment and 10% of income (averaging income of \$100,700 per business). The operating profit before tax of these small businesses was \$1.4m, which was an average of \$10,000 per business.

2.1 AMUSEMENT CENTRES, Key figures

	Amusement machine centres	Other	Total
		• • • • • • • • •	
Businesses at end June (no.)	59	229	288
Locations at end June			
Capital city and suburbs (no.)	98	138	236
Non-metropolitan areas (no.)	40	109	148
Total (no.)	138	246	384
Employment at end June			
Working proprietors and partners (no.)	65	256	321
Permanent employees (no.)	480	294	774
Casual employees (no.)	568	1 130	1 698
Total (no.)	1 114	1 679	2 793
Income			
Takings from coin-operated amusement machines $($m)$	71.7	*0.8	72.6
Income from playing fees/admissions (\$m)	*0.5	41.6	42.1
Other (\$m)	10.1	12.2	22.2
Total (\$m)	82.3	54.7	136.9
Expenses			
Labour costs (\$m)	25.2	15.9	41.0
Purchases (\$m)	6.5	8.5	15.1
Other (\$m)	54.6	25.2	79.9
Total (\$m)	86.4	49.6	136.0
Operating profit before tax $($m)$	*-5.1	5.1	**0.1
Operating profit margin (%)	*-6.2	9.5	**0.1

* estimate has a relative standard error of between 25% and 50% and should be used with caution

 ** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

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2.2 AMUSEMENT CENTRES, Sources of income

	Businesses at end June	Value	Proportion of total income
	no.	\$m	%
•••••••••••••••••••••••••••••••••••••••	•••••		• • • • • • • •
Takings from coin operated amusement machines	106	72.6	53.0
Commissions from vending machines and coin operated amusement machines	81	*1.2	*0.9
Income from playing fees/admissions	232	42.1	30.8
Sales of goods			
Meals and food sales	191	8.4	6.2
Liquor and other beverages	94	2.0	1.5
Sporting equipment	*8	*0.3	*0.2
Other	46	5.8	4.2
Total	215	16.5	12.1
Rent, leasing and hiring income	42	1.5	1.1
Other income	64	3.0	2.2
Total	288	136.9	100.0
•••••••••••••••••••••••••••••••••••••••			• • • • • • • •

* estimate has a relative standard error of between 25% and 50% and should be used with caution

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2.3 AMUSEMENT CENTRES, Items of expenditure

	Matura	Proportion of total
	Value	expenses
	\$m	%
• • • • • • • • • • • • • • • • • • • •		• • • • • • •
Labour costs		
Wages and salaries	36.2	26.6
Employer contributions to superannuation funds	2.7	2.0
Workers' compensation costs	0.7	0.5
Fringe benefits tax	0.1	0.1
Payroll tax	1.3	1.0
Total	41.0	30.2
Purchases		
Food and foodstuffs for use in preparing meals	5.7	4.2
Liquor and other beverages	1.2	0.9
Sporting equipment for resale	*0.3	*0.2
Other goods for resale	4.7	3.4
Other	*3.2	2.4
Total	15.1	11.1
Other expenses		
Telecommunication expenses	1.5	1.1
Repair and maintenance expenses	4.5	3.3
Rent, leasing and hiring expenses	4.0	0.0
Land, buildings and other structures	24.6	18.1
Coin operated amusement machines	**5.8	**4.3
Other	1.2	0.9
Total	31.6	23.2
Advertising, marketing, promotion and sponsorship expenses	2.8	2.0
Electricity, gas and water charges	3.7	2.7
Payments to employment agencies for staff	*0.3	*0.2
Other contract, sub contract and commission expenses	2.8	2.1
Insurance premiums	2.0	1.5
Depreciation and amortisation	14.7	10.8
Other	16.1	11.8
Total	79.9	58.8
Total	136.0	100.0
• • • • • • • • • • • • • • • • • • • •		

 * $\,$ estimate has a relative standard error of between 25% and 50% and should be used with caution

** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

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2.4 AMUSEMENT CENTRES, Characteristics of employment

	Males		Females		Persons	
	no.	%	no.	%	no.	%
			• • • • • • •			• • • • •
Working proprietors and partners Employees	189	12.7	132	10.2	321	11.5
Permanent full-time	321	21.5	110	8.5	431	15.4
Permanent part-time	*201	*13.5	*142	*10.9	*343	*12.3
Casuals	782	52.4	915	70.4	1 698	60.8
Total	1 304	87.3	1 168	89.8	2 472	88.5
Total employment at end June 2001	1 493	100.0	1 300	100.0	2 793	100.0
			• • • • • • •			• • • • •

estimate has a relative standard error of between 25% and 50% and should be used with caution *



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2.5 AMUSEMENT CENTRES, States and Territories

Ε	Businesses										
	at end	Locati	ons at	Employr	ment at	Wages	and				
	June(a)	end Ju	ıne	end Jun	e	Salarie	S	Total inc	come		
	no.	no.	%	no.	%	\$m	%	\$m	%		
•••••••••••••••••••••••••••••••••••••••											
New South Wales	79	107	27.8	697	25.0	9.7	26.8	37.6	27.5		
Victoria	88	109	28.3	1 162	41.6	16.0	44.1	54.9	40.1		
Queensland	47	63	16.4	367	13.1	4.7	12.8	21.5	15.7		
South Australia	30	35	9.1	168	6.0	1.8	5.0	8.0	5.8		
Western Australia	36	45	11.7	295	10.6	3.0	8.4	10.2	7.5		
Tasmania	10	14	3.6	35	1.3	0.5	1.4	1.8	1.3		
Northern Territory	3	3	0.8	7	0.3	_	0.1	0.2	0.2		
Australian Capital Territory	9	9	2.3	63	2.3	0.5	1.4	2.7	2.0		
Australia	288	384	100.0	2 793	100.0	36.2	100.0	136.9	100.0		
• • • • • • • • • • • • • • • • • • • •											

nil or rounded to zero (including null cells)

(a) Multi-state businesses are counted in each State in which they operate. Hence the counts of businesses for States and Territories do not sum to the total for Australia.

2.6 AMUSEMENT CENTRES, Characteristics of businesses by employment size

EMPLOYMENT SIZE							
						100 or	
		0–4	5–9	10–19	20–99	more	
		persons	persons	persons	persons	persons	Total
• • • • • • • • • • • • • • • • • • • •			• • • • • •	• • • • • • •			
Businesses at end June	no.	140	85	42	19	3	288
	%	48.6	29.5	14.6	6.6	1.0	100.0
Employment at end of June	no.	305	580	576	*662	669	2 793
	%	10.9	20.8	20.6	23.7	24.0	100.0
Wages and salaries	\$m	2.4	4.7	4.3	*11.6	13.2	36.2
	%	6.6	13.0	11.9	32.0	36.5	100.0
Total income	\$m	14.1	21.2	14.8	*37.4	49.5	136.9
	%	10.3	15.5	10.8	27.3	36.2	100.0
Total expenses	\$m	12.6	19.8	14.2	*32.8	56.6	136.0
	%	9.3	14.6	10.4	24.1	41.6	100.0
Operating profit before tax	\$m	1.4	*1.5	*0.6	*4.6	-8.0	**0.1

* estimate has a relative standard error of between 25% and 50% and should be used with caution

** estimate has a relative standard error greater than 50% and is considered too unreliable for general

use

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EXPLANATORY NOTES

INTRODUCTION	1 This publication presents results, in respect of the 2000–01 financial year, from surveys conducted by the Australian Bureau of Statistics (ABS) of amusement and theme parks, and amusement centres.				
SCOPE	 2 The amusement and theme parks survey was a census of all such entities which met the following criteria: park operated on a commercial basis; permanently based at a fixed site; multiple rides and attractions; and with over 50,000 attendees for the year. 				
	3 The amusement centre survey included indoor play centres, amusement machine centres, mini golf centres, go-kart venues and similar operations. The list of amusement centres was obtained from Telstra Yellow Pages directories.				
STATISTICAL UNIT	4 The unit for which statistics were reported in the survey was the establishment unit. The establishment unit is the smallest type of accounting unit within a business and usually equates to a physical location.				
REFERENCE PERIOD	5 Data contained in the tables in this publication relate to all amusement and theme parks and amusement centres within the survey scope (see paragraphs 2 and 3) which operated in Australia at any time during the year ended June 2001. Counts of businesses and organisations include only those that were operating at 30 June 2001.				
ESTABLISHMENTS CEASED DURING THE YEAR	6 A very small number of establishments ceased operations during the 2000–01 reference period. As is normal ABS procedure, the contributions of these establishments were included in the survey output.				
RELIABILITY OF DATA	7 Since the estimates for amusement centres in this publication include information obtained from a sample drawn from units in the survey population, the estimates are subject to sampling variability, that is, they may differ from figures that would have been obtained if all units had been included in the survey. One measure of the likely difference is given by the standard error, which indicates the extent to which an estimate might have varied by chance because only a sample of units was included.				
	8 There are about two chances in three that a sample estimate will differ by less than one standard error from the figure that would have been obtained if a census had been conducted, and approximately 19 chances in 20 that the difference will be less than two standard errors.				
	9 Sampling variability can be measured by the relative standard error (RSE) which is obtained by expressing the standard error as a percentage of the estimate to which it refers. The RSE is a useful measure in that it provides an immediate indication of the percentage errors likely to have occurred due to sampling, and this avoids the need to refer also to the size of the estimate.				

RELIABILITY OF DATA continued

RELATIVE STANDARD ERRORS FOR TABLE 2.1, AMUSEMENT CENTRES, Key figures

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	Amusement machine centres	Other	Total	
	%	%	%	
Businesses at end June Locations at end June	11	5	4	
Capital cities and suburbs	10	7	5	
Non-metropolitan areas	14	7	6	
Total	9	5	4	
Employment at end June Working proprietors and				
partners	13	7	6	
Permanent employees	23	14	15	
Casual employees	14	10	8	
Total	13	8	7	
Income Takings from coin operated amusement				
machines Income from playing	17	34	16	
fees/admissions	42	11	11	
Other	5	11	6	
Total	15	10	9	
Expenses				
Labour costs	18	11	12	
Purchases	13	10	8	
Other	10	9	8	
Total	12	9	8	
				•

11 As an example of the above, an estimate of total income for amusement centre businesses is \$136.9m and the RSE is 9%, giving a standard error of \$12.9m. Therefore there would be two chances in three that, if all units had been included in the survey, a figure in the range of \$124.0m to \$149.8m would have been obtained, and 19 chances in 20 that the figure would have been within the range of \$111.1m to \$162.7m (a confidence interval of 95%).

12 Where the RSE of an estimate included in this publication exceeds 25%, it has been annotated with an asterisk (*) as a warning to users. Where the RSE of an estimate exceeds 50%, it has been annotated with a double asterisk (**).

13 The amusement and theme parks segment of the survey (Chapter 1 of this publication) is not subject to sampling errors as all in scope units were surveyed.

14 Errors other than those due to sampling may occur because of deficiencies in the list of units from which the sample was selected, non-responses, and imperfections in reporting by respondents. Inaccuracies of this kind are referred to as non-sampling errors and these may occur in any collection. Every effort has been made to reduce non-sampling error to a minimum by careful design and testing of questionnaires and systems used to compile the statistics.

ACKNOWLEDGMENT

15 ABS publications draw extensively on information provided freely by individuals, businesses, governments and other organisations. Their continued cooperation is very much appreciated; without it, the wide range of statistics published by the ABS would not be available. Information received by the ABS is treated in strict confidence as required by the *Census and Statistics Act 1905*.

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GLOSSARY

Advertising, marketing and promotion expenses	This item refers to costs incurred by a business for promotional and publicity campaigns aimed at bringing the activities of the business to the attention of consumers for the purpose of increasing sales. This does not include the wages and salaries of employees for the distributor who is engaged in promotional activities. However, it does include commissions paid to advertising agencies and the cost of advertising in the press.
Amusement and theme parks at the end of June	This item refers to the number of amusement and theme parks, as defined for this survey, that were operating at the end of June 2001. For this survey, amusement and theme parks are defined as specified in paragraphs 2 and 3 of the Explanatory Notes of this publication.
Capital cities and suburbs	Capital cities and suburbs are the metropolitan areas of Sydney, Melbourne, Brisbane, Adelaide, Perth, Hobart, Canberra and Darwin.
Casual employees	This item refers to employees who are not entitled to take paid holidays or sick leave days.
Closing inventories	See inventories.
Commissions from vending machines and coin operated amusement machines	This item includes commissions received from vending machines and amusement machines owned by other entities.
Commission income from restaurants, food and merchandise outlets	This item includes commission and concession income received from food and merchandise outlets operated by other businesses within the amusement and theme park.
Depreciation and amortisation	This item refers to the financial charges made in the accounts to reflect that part of the value of an asset which may be regarded as having been used up in producing revenue in a particular accounting period. They represent the accounting process of systematically allocating the cost of a non-current asset over its expected useful life.
Employees	This item includes all persons working for the business who receive remuneration in any part of the reference period, excluding working proprietors and partners.
Employment	This item includes working proprietors and partners of unincorporated businesses, permanent full-time and part-time employees and casual employees.
Employer contributions to superannuation funds	This item includes all employer contributions to superannuation schemes (including the employer productivity contribution).
Fringe benefits tax	This item includes the tax payable by employers when certain benefits in excess of normal wages or salaries (e.g. free or discounted goods or services) are received by their employees (or associated employees) in connection with their employment.
Gross takings from the sale of food and beverages	This item includes the total income derived from the provision of bistro/restaurant services, licensed bars, and snack bars owned and operated by the amusement and theme park business. Sales of food and beverages from bars not owned by the amusement and theme park business (e.g. concessions) are not included, although rent, leasing and hiring income obtained from these businesses are included in the rent, leasing and hiring income data item.
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GLOSSARY

Income from playing fees/admissions	This item includes income from the hire of equipment by players/participants (e.g. shoe hire) and play centre admission fees.
Income from sale of liquor and other beverages	This item includes income from the sale of beer, wine, spirits, soft drinks, tea and coffee. It also includes the sale of liquor and other beverages served with meals, but excludes commissions/concessions received from food outlets and vending machines operated by other businesses.
Income from sale of merchandise	This item includes income from the sale of souvenirs, cigarettes and publications, as well as royalties received from the sale of merchandise. It excludes commissions/concessions received from merchandise outlets operated by other businesses.
Insurance premiums	This item refers to expenses incurred by a business in respect of different types of insurance policies but excluding workers' compensation and compulsory third party motor vehicle insurance.
Interest expenses	This item includes outflow of funds related to the cost of borrowing money.
Inventories	The reported total book value of inventories as at the beginning (for Opening inventories) and at the end (for Closing inventories) of the reporting period. The values reported are those as reported on business balance sheets.
Labour costs	This item includes those expenses involved in the production of goods and services and includes such items as wages, salaries, employer contributions to superannuation funds, workers' compensation costs, fringe benefits tax and payroll tax.
Largest six	This item includes the six largest amusement and theme parks, based on total income for the year.
Locations	This item includes the number of physical amusement centres operating at the end of June.
Non-metropolitan areas	This refers to locations not in the metropolitan areas of Sydney, Melbourne, Brisbane, Adelaide, Perth, Hobart, Canberra and Darwin.
Opening inventories	See inventories.
Operating profit before tax	This item is a measure of profit (or loss) before extraordinary items are brought to account and prior to the deduction of income tax and appropriation to owners. It is derived as total income minus total expenses, plus closing inventories minus opening inventories.
Operating profit margin	Operating profit margin of a business represents that percentage of its sales of goods and services which becomes profit after all operating expenses have been deducted. It is derived by expressing total operating profit before tax (OPBT) as a percentage of total sales of goods and services (i.e. OPBT*100/Sales of goods and services).
Other contract, sub-contract and commission expenses	This item includes payments to other businesses and self-employed persons for work done or sales made on a contract or commission basis.
Other (Other expenses)	This item includes expenses that aren't separately itemised, (e.g. land tax and land rates and computer software expensed).
Other income	This item includes those income items not included elsewhere, such as net profit (loss) on the sale of non-current assets, dividend income and net profit (loss) on share trading.
Payments to employment agencies for staff	This item includes payment to employment agencies for procuring the services of staff. This is commonly a temporary contract between the client and the employment agency.

Payroll tax	This item refers to a tax levied by State and Territory governments upon the amount of wages and salaries paid by a business.
Permanent full-time employees	This item refers to permanent employees who work 35 hours per week or more and were entitled to paid holidays and sick leave.
Permanent part-time employees	This item refers to permanent employees who work less than 35 hours per week and were entitled to paid holidays and sick leave.
Purchases	This includes purchases of finished goods for resale, foodstuffs for use in preparing meals and takeaway food, liquor and other beverages, and other non-capitalised purchases such as uniforms, stationery and fuel for go-karts.
Repair and maintenance expenses	This item includes costs associated with work undertaken on amusement rides, amusement machines and other plant and equipment to maintain normal business operations.
Rent, leasing and hiring expenses	These are the costs from the rent, leasing and hiring of vehicles, land, buildings, machinery, equipment and other property from other businesses or individuals. They exclude expenses relating to finance leases.
Sponsorship expenses	Sponsorship expenses are the actual funds paid for the sponsorship of sporting, arts or cultural organisations and/or their activities. It does not include wages and salaries of employees who are engaged in promotional activities.
Takings from admissions and rides	This item represents the income received by amusement and theme parks from admissions to the park and from payments for rides.
Takings from coin operated amusement machines	This item includes income received from direct patronage of amusement machines owned by the business, on a per-play basis. The machines may be coin, token or card operated.
Takings from meals and food sales	This item includes takings from meals sold for consumption on the premises as well as from snack bars owned and operated by the business. It excludes the sales of liquor and other beverages sold with meals and income from catering concessions operated by other entities (included in 'Commission income from restaurants, food and merchandise outlets').
Telecommunication expenses	This item includes all payments (of a non-capital nature) for telecommunication services which engage wire, cable or radio transmission.
Total visits during the year ended 30 June 2001	This item refers to the number of attendances at amusement and theme parks by members of the public.
Wages and salaries	This item refers to payments accruing to all employees during the financial year including provisions for employee entitlements, severance, termination and redundancy payments. It excludes drawings of working principals and partners of unincorporated businesses.
Workers' compensation costs	This item refers to the compulsory insurance cover to be taken out by all employers, except for self-insured workers, according to legislative schemes to cover employees suffering injury or disease in the course of or arising out of employment.
Working proprietors and partners	These are proprietors and partners who are actively engaged in the business of unincorporated entities.

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