

INTERNAL TRADE

CONSUMER PROTECTION

Ministry of Consumer Affairs

On 3 June 1974, the Ministry of Consumer Affairs came into operation under the provisions of the *Ministry of Consumer Affairs Act 1973*, to administer the *Consumer Affairs Act 1972* (as amended), the *Small Claims Tribunals Act 1973*, and the *Disposal of Uncollected Goods Act 1961*.

At the same time, a Director of Consumer Affairs, who is responsible for the operation of the Ministry, was appointed. The Director is required to submit, annually, for presentation to both Houses of the Victorian Parliament, a report on the activities of the Ministry.

The *Consumer Affairs Act 1972* covers the following topics: proceedings on behalf of, or in defence of, consumers, trading stamps or coupons, false or misleading advertising, bait advertising, misleading marking of prices, mock auctions, door to door sales, unordered goods or services, pyramid selling, referral selling, merchandise marks, footwear regulations, furniture regulations, and safe design and construction of goods. There are also provisions relating to the making of regulations to cover packaging, as well as a requirement that an invoice must be supplied on request, and that a trader must offer to return any parts replaced in the course of effecting repairs of goods.

The Ministry of Consumer Affairs is made up of the Consumer Affairs Bureau, Consumer Affairs Council, Small Claims Tribunal, and the Motor Car Traders Committee.

Consumer Affairs Bureau

The Consumer Affairs Bureau is staffed by officers of the Victorian Public Service and, unlike the Consumer Affairs Council (which is responsible to the Minister), the Bureau is directly responsible to the Director of Consumer Affairs. The function of the Bureau is to receive and investigate individual consumers' complaints and, in certain circumstances, to institute legal proceedings for breaches of the Consumer Affairs Act. The Bureau advises consumers on how to obtain their rights and in matters affecting the interests of consumers, investigates such matters, collects and collates relevant advice to consumers on a variety of topics, and attempts to settle disputes between consumers and traders where this seems the appropriate action.

Consumer Affairs Council

The Consumer Affairs Council is an independent advisory body of ten persons who are appointed by the Minister of Consumer Affairs, and are representative of consumers and sellers of goods and services. The functions of the Council are to investigate any matter affecting the interests of consumers referred to it by the Minister; to make recommendations with respect to any matter calculated to protect the interests of consumers; to consult with manufacturers, retailers, and advertisers in relation to any matter affecting the interests of consumers; and, in respect of matters affecting the interests of consumers, to disseminate information and encourage and undertake educational work. The Council is also required to submit, annually, to the Minister for presentation to both Houses of the Victorian Parliament, a report on its activities.

Small Claims Tribunals

An article on the Small Claims Tribunals can be found in Chapter 28 of this *Year Book*.

Motor Car Traders Committee

The Motor Car Traders Committee is an independent statutory authority which was established by, and for the purposes of, administering the *Motor Car Traders Act 1973*. This Act provides for the regulation of motor car trading activities. In addition to licensing all new, used, and commercial vehicle motor car traders and automotive wreckers, the Committee also investigates complaints and breaches of the Act and regulations.

In particular, the Committee investigates complaints against used car traders, arising out of the statutory warranty which applies to all cars sold for a sum in excess of \$1,000. In the event of settlement by negotiation not eventuating, the Committee may arbitrate the dispute by consent of both parties. Furthermore, the Committee administers a Guarantee Fund which has been constituted under the Act and may authorise payments to customers who have suffered pecuniary loss as a result of a licensed motor car trader defaulting in the carrying out of his obligations under the Act.

RETAILING

Censuses of Retail Establishments

Statistics of retail sales have been compiled for the years 1947-48, 1948-49, 1952-53, 1956-57, 1961-62, 1968-69, and 1973-74 from returns supplied by all retail establishments in Australia.

In general terms, these censuses have covered the trading activities of establishments which normally sell goods at retail prices to the general public from shops, rooms, kiosks, and yards. Particulars of retail sales obtained from these censuses are designed principally to cover sales to the final consumer of new and secondhand goods generally used for household and personal purposes. For this reason, sales of building materials, farm and industrial machinery and equipment, earthmoving equipment, etc., have been excluded from the censuses. For the same reason, and also because of difficulties in obtaining reliable and complete reporting, retail sales of builders' hardware and supplies, business machines and equipment, grain, feed, fertilisers and agricultural supplies, and tractors were excluded from the censuses. Retail sales of motor vehicles, parts, etc., are included whether for industrial, commercial, farm, or private use. Retail Census publications for the 1968-69 and 1973-74 censuses are available from the Victorian Office of the Australian Bureau of Statistics.

Economic Censuses, 1968-69

For the year ended 30 June 1969, the Censuses of Wholesale Trade, and of Retail Trade and Selected Services were conducted for the first time on an integrated basis with Censuses of Mining, Manufacturing, and Electricity and Gas Production and Distribution. The integration of these economic censuses was designed to increase substantially the usefulness and comparability of the kinds of statistics already being collected and published by the Australian Bureau of Statistics and to form a basis for the sample surveys which supply current economic statistics from quarter to quarter.

The integration of these economic censuses meant that for the first time they were being collected on the basis of a common framework of reporting units and data concepts and in accordance with a standard industrial classification. As a result, the statistics for the industries covered by the censuses are now provided with no overlapping or gaps in scope, and in such a way that aggregates for certain important economic data such as value added, employment, salaries and wages, and stocks can be obtained on a consistent basis for all sectors of the economy covered by the censuses.

The standardisation of census units in the integration of economic censuses means that the basic census unit (the establishment) in general now covers all the operations carried on under the one ownership at a single location. The retail establishment is thus one predominantly engaged in retailing, and the wholesale establishment one predominantly

engaged in wholesaling, but the data supplied for them now covers, with a few exceptions, all activities at the location.

Establishment statistics, other than number of establishments, also include data relating to separately located administrative offices and ancillary units serving the establishment and forming part of the business (enterprise) which owns and operates the establishment. These units, such as head offices, storage premises, transport depots, and motor vehicle repair and maintenance workshops, were formerly excluded from censuses.

Census of Retail Trade and Selected Service Establishments, 1968-69

The definition of retail trade adopted in the 1968-69 Retail Census is the same as the definition used in previous retail censuses, i.e., the resale of new and used goods to final consumers for personal and household consumption.

Because of the changes which have occurred in the definition of census units, the scope of the census, the items of data collected, and in the boundaries of many statistical areas, it is not possible to make direct comparisons between the figures obtained from the 1968-69 Retail Census and those obtained from previous retail censuses or from the monthly and quarterly retail surveys based on previous retail censuses.

For further information concerning such changes and their effects on comparisons with other statistics of retail trade, and the definitions of items used in the following tables, reference should be made to pages 368-89 of the *Victorian Year Book 1971*, and to the Australian Bureau of Statistics publication *Economic Censuses, 1968-69: Retail Establishments and Selected Service Establishments, Final Bulletins, Parts 1-4*.

Census of Retail Trade and Selected Service Establishments, 1973-74

The 1973-74 Census was the seventh in the series of censuses of Retail Trade and Selected Service Establishments conducted in Australia. The census was conducted primarily to provide data to enable a new sample to be selected for the retail surveys. These surveys are conducted each month and each quarter throughout Australia and are the means by which estimates of the movements in the value of retail sales are obtained regularly during the period between censuses.

The scope of the 1973-74 Census and the data collected in the Census were limited to the scope and data required for the surveys. For this reason, bread and milk vendors, footwear repairers, motion picture theatres, and laundries and dry cleaners were excluded from the Census because they are not included in the scope of the surveys. Similarly, a number of data items which were collected in the 1968-69 Census were not collected in the 1973-74 Census, e.g., purchases, stocks, capital expenditure, etc.

The census units (shops) for which statistics were collected were defined and classified on the same basis as in the 1968-69 Census, using the *Australian Standard Industrial Classification (Preliminary Edition) 1969*, Vol. 1. The definitions of data items for which information was collected were also similar to those used in the 1968-69 Census.

Definitions of items included in the following tables are:

- (1) *Number of establishments.* The number of retail and selected service establishments which were in operation at 30 June 1974. Separately located administrative offices and ancillary units are not included.
- (2) *Persons employed.* Working proprietors at 30 June 1974 and employees (including part-time) on the pay-roll for the last pay period in June 1974. Unpaid helpers and unpaid members of the proprietor's family are not included; such helpers were included in persons employed in the 1968-69 Census. The figures include persons employed at separately located administrative offices and ancillary units where those offices or units reported employment of twenty or more persons.
- (3) *Wages and salaries.* The wages and salaries of all employees of the establishment, including those working at separately located administrative offices and ancillary units in Victoria. Drawings of working proprietors are excluded.
- (4) *Retail sales.* Total value of retail sales of goods recorded on census forms.
- (5) *Wholesale sales.* Value of wholesale sales made by retail and selected service establishments to other retailers, institutions, or other businesses. They also include retail sales of the following commodities: building materials (including paint), timber,

VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
SUMMARY OF OPERATIONS BY INDUSTRY GROUP, 1973-74

| Industry group | Number of establishments at 30 June 1974 | Persons (a) employed at 30 June 1974 | Wages and salaries for 1973-74 (b) | Retail sales | Wholesale sales | Other operating revenue | Turnover |
|---|--|--------------------------------------|------------------------------------|------------------|-----------------|-------------------------|------------------|
| Retail establishments— | | | \$'000 | \$'000 | \$'000 | \$'000 | \$'000 |
| Department, variety, and general stores | 376 | 27,600 | 101,270 | 541,597 | 17,578 | 14,141 | 573,315 |
| Food stores | 13,918 | 66,485 | 112,680 | 1,478,917 | 4,817 | 9,303 | 1,493,037 |
| Clothing, fabrics, and furniture stores | 6,201 | 27,676 | 72,516 | 632,709 | 1,569 | 4,080 | 638,358 |
| Household appliance and hardware stores | 2,778 | 14,149 | 43,896 | 321,960 | 21,617 | 28,888 | 372,466 |
| Motor vehicle dealers, petrol, and tyre retailers | 7,025 | 49,676 | 176,979 | 1,354,259 | 366,596 | 239,635 | 1,960,488 |
| Other retailers | 5,849 | 23,203 | 48,036 | 421,267 | 4,278 | 9,207 | 434,752 |
| Total | 36,147 | 208,789 | 555,377 | 4,750,709 | 416,455 | 305,254 | 5,472,416 |
| Selected service establishments— | | | | | | | |
| Restaurants and licensed hotels | 2,941 | 40,219 | 105,527 | 326,673 | 11 | 160,344 | 487,027 |
| Licensed clubs | 432 | 4,895 | 14,701 | 32,692 | 498 | 15,078 | 48,268 |
| Hairdressing and beauty salons | 2,538 | 7,215 | 12,616 | 2,593 | 3 | 33,025 | 35,620 |
| Total | 5,911 | 52,329 | 132,844 | 361,958 | 512 | 208,447 | 570,915 |
| Grand total | 42,058 | 261,118 | 688,221 | 5,112,667 | 416,967 | 513,701 | 6,043,331 |

(a) Includes working proprietors.

(b) Excludes drawings by working proprietors.

commercial refrigerators and freezers, agricultural machinery and equipment, grain, feed, fertilisers and agricultural supplies, and business machines and equipment.

(6) *Other operating revenue.* Operating revenue other than the value of retail and wholesale sales, e.g., repair and service revenue, hiring of consumer goods, takings from meals and accommodation, hairdressing, commission and other income except rent, interest, royalties, dividends, and sales of fixed tangible assets.

(7) *Turnover.* Sales of goods (retail and wholesale) and all other operating revenue.

Comparison of the 1973-74 Retail Census with the 1968-69 Retail Census

Comparisons of the results of the 1968-69 and 1973-74 Censuses have not been made because of the changes which have occurred in the coverage of establishments.

In the 1968-69 Census, where ownership of an establishment changed hands during the Census year, separate returns were obtained from the current and previous proprietors.

In the 1973-74 Census, however, establishments which operated for part of the Census year were included in the Census only if they were in operation at 30 June 1974. It is not possible therefore, to change the 1968-69 Census data to the same basis as that used for the 1973-74 Census to enable a direct comparison to be made between the two Censuses.

**VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
SUMMARY OF OPERATIONS BY STATISTICAL DIVISION, 1973-74**

| Statistical division (a) | Number of establishments at 30 June 1974 | Employment at 30 June 1974 (b) | | | Wages and salaries for 1973-74 (c) | Retail sales |
|--------------------------|--|--------------------------------|----------------|----------------|------------------------------------|------------------|
| | | Males | Females | Persons | | |
| | | | | | \$'000 | \$'000 |
| Melbourne | 29,100 | 96,201 | 95,803 | 192,004 | 527,099 | 3,840,901 |
| Barwon | 1,994 | 6,355 | 6,598 | 12,953 | 34,511 | 250,074 |
| Central Highlands | 1,313 | 3,467 | 3,306 | 6,773 | 15,326 | 126,719 |
| South Western | 1,215 | 3,356 | 2,962 | 6,318 | 14,144 | 119,363 |
| Wimmera | 793 | 1,794 | 1,671 | 3,465 | 7,436 | 61,828 |
| Northern Mallee | 908 | 2,744 | 2,440 | 5,184 | 13,212 | 90,437 |
| Loddon-Campaspe | 1,820 | 4,293 | 4,329 | 8,622 | 18,181 | 158,042 |
| Goulburn | 1,504 | 4,018 | 3,843 | 7,861 | 18,012 | 146,147 |
| North Eastern | 849 | 2,288 | 2,557 | 4,845 | 10,552 | 80,111 |
| East Gippsland | 692 | 2,010 | 1,835 | 3,845 | 9,638 | 73,241 |
| Central Gippsland | 1,412 | 3,744 | 3,727 | 7,471 | 16,839 | 137,988 |
| East Central | 458 | 866 | 911 | 1,777 | 3,265 | 27,817 |
| Total | 42,058 | 131,136 | 129,982 | 261,118 | 688,221 | 5,112,667 |

(a) Boundaries of statistical divisions have been changed since 1969, and two new statistical divisions have been created. Hence no direct comparison can be made with the 1968-69 Retail Census figures.

(b) Includes working proprietors.

(c) Excludes drawings by working proprietors.

**VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
NUMBER OF ESTABLISHMENTS AND VALUE OF RETAIL SALES
BY COMMODITY ITEM (a), 1973-74**

| Commodity item | Number of establishments | Retail sales |
|---|--------------------------|--------------|
| | | \$'000 |
| Groceries, other food items, etc.— | | |
| Groceries | 8,259 | 613,671 |
| Fresh meat | 3,294 | 278,288 |
| Confectionery, ice cream, soft drinks, etc. | 10,188 | 146,429 |
| Other food (b) | 10,195 | 255,693 |
| Beer, wine, and spirits, cigarettes, etc.— | | |
| Beer, wine, and spirits | 2,837 | 418,103 |
| Cigarettes and other tobacco products | 13,362 | 148,295 |
| Fabrics, clothing, and footwear— | | |
| Clothing and drapery | 5,971 | 617,949 |
| Footwear | 1,896 | 100,420 |

VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
NUMBER OF ESTABLISHMENTS AND VALUE OF RETAIL SALES
BY COMMODITY ITEM (a), 1973-74—continued

| Commodity item | Number of establishments | Retail sales |
|--|--------------------------|------------------|
| Hardware— | | |
| Domestic hardware, china, glassware, jewellery, watches, clocks, and garden equipment (c) | 3,308 | 147,770 |
| Household appliances— | | |
| Radios, radiograms, tape recorders, television sets and accessories, musical instruments, records, sheet music, etc. | 1,713 | 124,570 |
| Domestic refrigerators and freezers, washing machines, stoves, household heating appliances, and other household appliances (including bottled liquid petroleum gas) | 1,401 | 153,461 |
| Furniture and floor coverings— | | |
| Furniture, mattresses, blinds, etc., including installation and repairs | 1,203 | 134,105 |
| Floor coverings, carpets, lino, etc., including laying of floor coverings | 1,061 | 92,855 |
| Miscellaneous— | | |
| Cosmetics, perfumes, and toilet preparations | 4,264 | 87,712 |
| Prescriptions and patent medicines and therapeutic appliances | 2,001 | 102,690 |
| Books, stationery, newspapers, etc. | 3,470 | 134,724 |
| Goods not included above (d) | 6,874 | 202,142 |
| Motor vehicles, petrol, boats, caravans, etc.— | | |
| New motor vehicles, new and used motor cycles, boats, and caravans | 1,163 | 581,131 |
| Used motor vehicles | 1,342 | 333,841 |
| New and used parts and accessories, petrol, oils, tyres, batteries, etc. | 5,259 | 438,816 |
| Total retail sales | .. | 5,112,667 |

(a) Many establishments reported taking in more than one commodity item. Accordingly the sum of the number of establishments reporting sales for individual items will exceed the total number of retail and selected service establishments.

(b) Includes fresh fruit and vegetables, bread, cakes and pastry, fish (fresh and cooked), chips, hamburgers, and cooked chicken.

(c) Excludes basic building materials, builders' hardware, and supplies such as tools of trade, paint, etc.

(d) Includes photographic equipment and supplies, sporting goods, bicycles, toys, antiques, disposal and secondhand goods, cut flowers, garden seeds, shrubs, travel goods, briefcases, etc.

VICTORIA — RETAIL AND SELECTED SERVICE ESTABLISHMENTS:
NUMBER OF ESTABLISHMENTS AND VALUE OF OTHER OPERATING
REVENUE BY OTHER OPERATING REVENUE ITEM (a), 1973-74

| Item of other operating revenue | Number of establishments | Other operating revenue |
|--|--------------------------|-------------------------|
| | | \$'000 |
| Repair and service revenue— | | |
| Household electrical appliance repairs | 863 | 18,710 |
| Motor vehicle repairs, panel beating, and tyre retreading | 5,410 | 227,650 |
| Other repairs | 1,349 | 12,476 |
| Other revenue— | | |
| Hiring or leasing household appliances, etc., and other consumer goods | 516 | 7,929 |
| Takings from meals (b) | 3,523 | 155,462 |
| Takings from accommodation | 1,202 | 27,771 |
| Takings from hairdressing | 2,936 | 36,873 |
| Other income | 3,391 | 26,831 |
| Total other operating revenue | .. | 513,701 |

(a) Many establishments reported takings in more than one item of other operating revenue. Accordingly the sum of the number of establishments reporting takings for individual items will exceed the total number of retail and selected service establishments reporting other operating revenue.

(b) Excludes take-away meals, which are included in commodity item "Other food".

Census of Retail Trade and Selected Service Establishments, 1979-80

A census similar in content and scope to the 1968-69 Retail Census is planned for 1979-80. It will include all establishments classified to Retail Trade (sub-division 48 of the Australian Standard Industrial Classification). These include department and general stores, clothing, fabrics and furniture stores, household appliance and hardware stores, motor vehicle dealers, petrol and tyre retailers, milk and bread vendors, food stores, and other retailers. In addition, the following types of service establishments will be included: motion picture theatres, cafés and restaurants, licensed hotels, motels, etc., licensed clubs, laundry and dry cleaning services, and hairdressing and beauty salons.

Establishments mainly engaged in providing accommodation, e.g., boarding house, caravan parks, guest houses, private hotels, hostels, etc., will be included for the first time in a census of this nature.

Survey of Retail Establishments

During the periods between censuses, estimates of the value of retail sales are made on the basis of returns received from a representative sample of retail establishments. Sample returns are supplied by retail businesses which account for approximately 45 per cent of all retail sales in Australia. Estimated totals are calculated by methods appropriate to a stratified sample.

The sample used for the Quarterly Survey of Retail Establishments is drawn from the population of retail establishments enumerated in the periodic censuses of retail establishments. Estimates published for quarters up to and including September quarter 1972 were obtained from a sample based on the 1961-62 Census of Retail Establishments and, as such, are directly comparable in terms of scope and definition with the results of that Census. Estimates for the December quarter 1972 were the first to be obtained from a new sample, which is based on the 1968-69 Census of Retail Establishments.

Estimates obtained from surveys based on the 1968-69 Census are not strictly comparable with those based on the 1961-62 Census. There are two main reasons for this: (1) *Changes in the composition of broad commodity groups in 1968-69.* Commodity groups used in survey estimates were changed to some extent as a consequence of the introduction of the Australian Standard Industrial Classification (ASIC) at the time of the 1968-69 Census. The more important changes are:

- (i) "smallgoods" and "frozen poultry and vegetables" are included in the commodity group "groceries" in the new survey estimates, whereas in the 1961-62 Census and the surveys based on that Census they were included in the commodity group "other food";
- (ii) "boats and outboard motors" are included in the commodity group "motor vehicles, etc." in the 1968-69 based survey estimates, whereas in the 1961-62 based surveys they were included in the commodity group "other goods"; and
- (iii) "watches, clocks, and silverware" are included in the commodity group "domestic hardware" in the 1968-69 based survey estimates, whereas in the 1961-62 based surveys they were included in the commodity group "other goods".

A major recent development in retail trade statistics has been the introduction of a quarterly series of the value of retail sales at constant prices using as a base year the 1968-69 Retail Census results. Further details of the nature, concepts, and methods of compilation of these series can be found on pages 5-7 of the explanatory notes of the Australian Bureau of Statistics publication *Retail Sales of Goods* (reference number 11.4), December quarter 1974.

(2) *Changes in scope and coverage in 1968-69.* Additional classes of establishments, particularly licensed clubs, were included in the 1968-69 Census and there was also extended coverage of certain classes of establishments such as mail order establishments, newsagents engaged only in the delivery of newspapers and periodicals, and canteens and caterers.

There was a further difference between the surveys based on the 1961-62 Census and the surveys based on the 1968-69 Census, stemming from changes in the definition of a retail establishment. All establishments which made retail sales exceeding \$1,000 were included in the 1961-62 Census, whereas the 1968-69 Census included only those

establishments whose predominant activity was retailing. However, the value of retail sales made by mining, manufacturing, electricity, gas, and wholesaling establishments in that year is available from the censuses of these establishments. This information has been used as a basis for adjusting the estimate of the value of retail sales obtained from the sample based on the 1968-69 Census, so that the published estimates of the monthly and quarterly values of retail sales include an estimate of the retail sales made by these other types of establishments.

VICTORIA — VALUE OF RETAIL SALES
(\$m)

| Commodity group | 1974-75 | 1975-76 | 1976-77 | 1977-78 | 1978-79 |
|--|---------|---------|---------|---------|---------|
| Groceries | 760.2 | 876.8 | 1,100.2 | 1,158.4 | 1,310.5 |
| Butcher's meat | 296.0 | 347.6 | 390.0 | 439.3 | 512.3 |
| Other food (a) | 538.3 | 529.5 | 586.7 | 645.2 | 693.3 |
| Total food and groceries | 1,594.5 | 1,753.9 | 1,979.7 | 2,242.9 | 2,516.1 |
| Beer, wine, and spirits (b) | 516.0 | 604.0 | 650.9 | 729.7 | 813.7 |
| Clothing and drapery | 734.0 | 805.0 | 865.0 | 974.5 | 1,032.1 |
| Footwear | 110.0 | 133.5 | 146.7 | 163.0 | 174.0 |
| Domestic hardware, china, etc. (c) | 185.7 | 209.7 | 227.5 | 263.7 | 286.6 |
| Electrical goods (d) | 362.9 | 475.4 | 523.0 | 495.5 | 488.1 |
| Furniture and floor coverings | 244.1 | 297.1 | 309.8 | 340.0 | 329.6 |
| Chemists' goods | 242.3 | 284.6 | 303.4 | 336.5 | 361.3 |
| Newspapers, books, and stationery | 181.9 | 186.9 | 212.4 | 233.8 | 247.9 |
| Other goods (e) | 435.0 | 483.4 | 524.1 | 579.6 | 625.6 |
| Total (excluding motor vehicles, parts, petrol, etc.) | 4,606.4 | 5,233.5 | 5,742.7 | 6,359.2 | 6,875.0 |

(a) Includes fresh fruit and vegetables, confectionery, soft drinks, ice cream, cakes, pastry, fish, etc., but excludes some delivered milk and bread.

(b) Excludes sales made by licensed clubs, canteens, etc.

(c) Excludes basic building materials, builders' hardware, and supplies.

(d) Includes radios, television sets and accessories, musical instruments, and domestic refrigerators.

(e) Includes tobacco, cigarettes, sporting goods, jewellery, etc.

Further references: *Retailing in Victoria since 1957*, *Victorian Year Book 1969*, pp. 735-6; *Retailing in Victoria, 1975*, pp. 510-2; *Wholesaling in Victoria, 1977*, p. 521

Small Business Development Corporation

The Small Business Development Corporation was created as a statutory authority in Victoria by an Act of the Victorian Parliament, dated 8 June 1976. The powers of the Corporation are to do all things necessary for, or in connection with, encouraging, promoting, facilitating, and assisting in the establishment, carrying on, expansion, and development of small business in the State.

The Corporation's activities have included:

- (1) The establishment of a centre known as the Information and Referral Centre, where the small business proprietor can determine, with the assistance of a counsellor, the specific needs of the business, and then be provided with information and advice, and referred to an existing resource of expertise to help meet those needs;
- (2) continually evaluating the effects on small business of the actions of Commonwealth, State, and local governments, making recommendations for changes to legislation where appropriate;
- (3) arranging, supporting, and sponsoring training and educational programmes for small business;
- (4) participating in the development, publishing, and distribution of printed information for the guidance of small business;
- (5) helping small business to obtain financial assistance by providing advice on the methods of making an application for finance, by introduction to finance sources, and by making recommendations to the Victorian Treasury for the issue of a Victorian Government guarantee to support a borrowing; and
- (6) investigating, studying, and researching the present state and future needs of small business.

Victorian Development Corporation

The Victorian Development Corporation is a statutory authority established by the *Victorian Development Corporation Act 1973*. Its members are nominated by the Minister for State Development, Decentralization and Tourism and its resources are provided mainly by loans from State Treasury and by limited issues of Inscribed Stock.

The role of the Corporation is to encourage, promote, and assist in the establishment and development of country industries, and the provision of tourist accommodation and facilities throughout Victoria.

In particular, the Corporation provides medium and long-term finance on concessional terms, offers guarantees of repayment to other traditional lenders, and enters into lease/purchase arrangements with suitable tenants for the purchase/construction of factories.

In 1978-79, the Victorian Government announced that the operations of the Investment and Export Promotion Division of the Department of State Development, Decentralization and Tourism will be transferred to the Corporation in a move designed primarily to eliminate the overlapping of responsibilities. The Corporation therefore also became responsible for the promotion of investment opportunities in Victoria from overseas and interstate, and the export marketing of Victoria's primary resources, manufactured goods, and tertiary services.

Statistics

VICTORIA—VICTORIAN DEVELOPMENT CORPORATION: APPROVALS OF LOANS, REAL PROPERTY PROJECTS, AND GUARANTEES, CLASSIFIED BY SECTOR, 1977-78 AND 1978-79

| Sector | 1977-78 | | | 1978-79 | | |
|--|-----------------|-------------------|--------------|-----------------|-------------------|--------------|
| | Number of loans | Amount | per cent | Number of loans | Amount | per cent |
| | | \$ | | | \$ | |
| INDUSTRY | | | | | | |
| Electrical machinery, cables, and appliances | 1 | 40,000 | 0.4 | 1 | 30,000 | 0.3 |
| Building materials and fittings | 12 | 640,000 | 6.1 | 11 | 586,000 | 5.0 |
| Furniture and joinery | 5 | 384,000 | 3.6 | 3 | 105,000 | 0.9 |
| Motor vehicles, parts, and motor engineering | 2 | 109,000 | 1.0 | 1 | 10,000 | 0.1 |
| Machinery, equipment, and general engineering | 13 | 941,500 | 8.9 | 19 | 755,000 | 6.4 |
| Leather and leather goods | 1 | 75,000 | 0.7 | 2 | 55,000 | 0.5 |
| Textiles and clothing | 17 | 2,896,650 | 27.4 | 11 | 2,033,000 | 17.2 |
| Printing of newspapers and other publications | 5 | 214,000 | 2.0 | 3 | 545,000 | 4.6 |
| Paper and cardboard products and printing | 4 | 1,030,000 | 9.7 | 2 | 40,000 | 0.3 |
| Sawmilling | 4 | 225,000 | 2.1 | 3 | 460,000 | 3.9 |
| Food processing, drink, confectionery, and tobacco | 8 | 465,000 | 4.4 | 15 | 4,480,000 | 38.0 |
| Other manufacturing | 21 | 1,687,100 | 16.0 | 13 | 857,000 | 7.2 |
| Sundry | 3 | 77,500 | 0.7 | 3 | 81,000 | 0.7 |
| Industrial total | 96 | 8,784,750 | 83.0 | 87 | 10,037,000 | 85.1 |
| TOURISM | | | | | | |
| Hotels, motels, and guest houses | 20 | 1,099,000 | 10.4 | 24 | 1,129,500 | 9.6 |
| Caravan parks | 12 | 454,600 | 4.3 | 9 | 273,000 | 2.3 |
| Other | 6 | 245,000 | 2.3 | 10 | 357,000 | 3.0 |
| Tourism total | 38 | 1,798,600 | 17.0 | 43 | 1,759,500 | 14.9 |
| Grand total | 134 | 10,583,350 | 100.0 | 130 | 11,796,500 | 100.0 |

TOURISM

General

The importance of the tourist industry to Victoria's economy has long been recognised by the Victorian Government, which has taken positive steps to create an environment conducive to the further growth of the tourist industry in the State. To foster the growth of the tourist industry, the Victorian Government has given financial support to tourist attractions such as the Swan Hill Pioneer Settlement; Sovereign Hill Historical Park; Old Gippsdown, Moe; Coal Creek Historical Park, Korumburra; and the Port Restoration

Scheme at Echuca. These projects are creating interest among both Victorians and visitors to the State.

Through the Department of State Development, Decentralization and Tourism, the Victorian Government encourages tourism in Victoria and assists tourists projects and the promotion of travel within Victoria. The Department's Tourism Division allocates subsidies and loans, for the establishment or improvement of tourist facilities and attractions, from the Tourist Fund (General) to local municipalities and government and semi-government bodies. Subsidies and loans to municipalities for motor boating facilities on coastal and inland waters throughout Victoria are provided through the Tourist Fund (Boating). Financial assistance is also provided from a fund administered jointly with the Country Roads Board for the construction of short lengths of access roads to places of tourist interest.

One of the most significant contributions made to tourism over recent years has been the formation of regional tourist authorities. These authorities are a partnership between the Victorian Government, local government, and private industry. Under the regional tourism scheme, a number of communities co-operate as a single tourist identity. They combine their resources, and produce professional tourist literature, provide a local information service, and generally promote tourism in their region. These authorities are subsidised by the Department of State Development, Decentralization and Tourism, which also provides guidance and co-ordination. Victoria's network of regional tourism authorities was completed in 1977 by the formation of the Melbourne Tourism Authority and the Westernport/Healesville Regional Tourist Authority. The whole of Victoria is now covered by twelve fully operational regional tourist authorities.

Victorian Government Travel Authority

The Victorian Government Travel Authority was established in 1977 as an independent organisation responsible to the Minister responsible for State Development. The new Authority took over the operation and management of the Victorian Government Tourist Bureau, which can trace its history back to 1884, when the Victorian Railways appointed the first tourist information officer in the State.

During 1979, the principal Act of 1977 was amended to enlarge the Board of the Authority from three to eight members, representative of industry, commerce, and government organisations concerned with the tourist industry. In addition, the responsibility for general publicity and promotion of tourism in Victoria was transferred to the Victorian Government Travel Authority from the Department of State Development, Decentralization and Tourism.

The functions of the Authority are to promote and market travel, to make travel arrangements, to provide travel information services, to promote and publicise the tourist facilities and attractions of Victoria, and to advise the Minister on any matters that are referred to the Authority by him for advice. In carrying out these functions, the primary responsibility of the Authority is to promote, market, and arrange travel to and within Victoria.

Survey of Tourist Accommodation Establishments

Introduction

The development of tourism has been a consequence of the increase in urbanisation, mobility, affluence, leisure time, and technical progress. Throughout the world, a large part of the need of people for recreation is met by a temporary change of environment.

Tourism starts, by definition, when short-term accommodation outside the traveller's permanent place of residence is used.

The growing importance of tourism is now recognised by a wide cross-section of both public and private organisations. In order to satisfy the urgent need for statistics on tourism, the Australian Bureau of Statistics conducted the first Census of Tourist Accommodation Establishments in respect of the year ended 30 June 1974.

The Australian Bureau of Statistics commenced regular quarterly accommodation surveys from September quarter 1975, in order to satisfy the needs of the relevant government authorities and private organisations concerned with the development and promotion of tourism in Australia.

Scope and coverage

The scope of the current surveys is based, in part, on that of the 1973-74 Census of Tourist Accommodation Establishments. The scope of the Census included licensed and unlicensed hotels, private hotels, motels, and guest houses providing accommodation of a predominantly short-term nature whether or not such establishments provided private facilities for most guest rooms. Also included in the scope of the Census were caravan parks which provided tourist accommodation and which were registered as caravan parks with a local government authority.

From the September quarter 1976 until the June quarter 1977, the scope of the surveys remained as that for the Census with the exception that caravan parks were excluded.

Since the September quarter 1977, the scope of the surveys has included licensed and unlicensed hotels, motels, and guest houses which provide accommodation of a predominantly short-term nature and which have private facilities for most rooms and which also provide breakfast. Establishments which did not provide private facilities for most rooms were replaced in the survey at this time with those caravan parks catering mainly to short-term visitors and which provide powered sites for caravans and toilet, shower, and laundry facilities for guests.

It should be noted that holiday flats and houses available for tourist accommodation were not in the scope of the Census and are therefore not included in the surveys.

Type of establishment

The various types of accommodation establishments have been regrouped in the survey into the following categories:

- (1) *Licensed hotel with facilities.* A tourist accommodation establishment which is licensed to operate a public bar, provides bath or shower and toilet in most guest rooms, and has breakfast available for guests.
- (2) *Licensed or unlicensed motel, private hotel, or guest house with facilities.* A tourist accommodation establishment which provides bath or shower and toilet in most guest rooms and has breakfast available for guests but is not licensed to operate a public bar. This category also includes motels that are licensed to serve liquor with meals.
- (3) *Caravan park.* A tourist accommodation establishment which provides powered sites for caravans and toilet, shower, and laundry facilities for guests.

Definitions

- (1) *Number of establishments.* The number of tourist accommodation establishments within the scope of the survey in operation at 30 June 1978. Establishments comprising more than one type of accommodation activity (e.g., a motel with attached caravan park) are treated as two separate establishments. Included are those establishments which operated for any part of the quarter or which closed temporarily for the quarter because of seasonal reasons.
- (2) *Guest rooms.* The maximum number of rooms, units, suites, etc., available for accommodation.
- (3) *Bed spaces.* The maximum number of guests that could be accommodated in beds normally in place (excepting cots) at hotels and motels with facilities during the survey period. Three-quarter beds are classified as single beds; double beds are counted as two bed spaces.
- (4) *Powered sites.* The maximum number of sites with provision for connection to electric power supply which are available at caravan parks for accommodating paying guests during the survey period. Included are powered sites occupied by on-site vans.
- (5) *Unpowered sites.* The maximum number of sites with no provision for connection to electric power supply, which are available at caravan parks for accommodating paying guests during the survey period.
- (6) *Cabins, flats, etc.* The maximum number of cabins, flats, units, and villas available at caravan parks for accommodating paying guests during the survey period.
- (7) *Total caravan park capacity.* The maximum number of on-site vans, other powered sites, unpowered sites and cabins, flats, etc., available at caravan parks for accommodating paying guests during the survey period.

(8) *Room occupancy rate.* The proportion of guest rooms occupied in hotels and motels with facilities to the number of guest rooms available during the survey period expressed as a percentage.

(9) *Bed occupancy rate.* The proportion of bed spaces occupied in hotels and motels with facilities to the number of bed spaces available during the survey period expressed as a percentage.

(10) *Site occupancy rate.* The proportion of sites occupied in caravan parks to the total caravan park capacity available during the survey period expressed as a percentage.

(11) *Takings from accommodation.* The revenue received from the provision of short-term and long-term accommodation at the tourist accommodation establishment. Where meals and accommodation are a combined charge an estimate of takings from meals is excluded. Takings from accommodation for each year represent the takings received during that year. In the case of some establishments, payments may be made in advance of, or may be received after the provision of accommodation to guests and therefore the annual figure for takings from accommodation may not necessarily bear a direct relationship to the number of guests accommodated during the year. Rental and storage fees paid to caravan parks for the keeping of private vans in parks are included in the takings of the year they are received.

VICTORIA—HOTELS, MOTELS, AND GUEST HOUSES WITH FACILITIES:
NUMBER OF ESTABLISHMENTS, OCCUPANCY RATES, AND
TAKINGS: BY STATISTICAL DIVISION, 1977-78

| Statistical division | Number of establishments at | Capacity at 30 June 1978 | | Room occupancy rates (per cent) | | | | Bed occupancy rates (per cent) | | | | Takings from accommodation | |
|----------------------|-----------------------------|--------------------------|------------|---------------------------------|------------------|---------------|--------------|--------------------------------|------------------|---------------|--------------|----------------------------|--------|
| | | Guest rooms | Bed spaces | September qr 1977 | December qr 1977 | March qr 1978 | June qr 1978 | September qr 1977 | December qr 1977 | March qr 1978 | June qr 1978 | | |
| Melbourne | 149 | 6,590 | 16,407 | 61.1 | 63.3 | 66.5 | 62.2 | 35.4 | 36.9 | 40.7 | 35.4 | \$'000 | 38,213 |
| Barwon | 42 | 767 | 2,110 | 36.7 | 44.8 | 60.4 | 44.7 | 21.8 | 27.8 | 43.1 | 26.8 | | 2,606 |
| South Western | 39 | 863 | 2,315 | 42.6 | 48.5 | 62.3 | 46.9 | 26.2 | 28.4 | 40.6 | 28.5 | | 3,005 |
| Central Highlands | 25 | 436 | 1,247 | 63.4 | 65.3 | 72.9 | 66.8 | 41.9 | 44.4 | 50.7 | 45.5 | | 2,426 |
| Wimmera | 28 | 432 | 1,279 | 58.4 | 55.8 | 57.9 | 55.9 | 36.7 | 34.6 | 36.5 | 33.5 | | 1,825 |
| Northern Mallee | 41 | 1,069 | 3,162 | 67.8 | 60.2 | 58.7 | 64.9 | 44.2 | 37.6 | 40.1 | 42.2 | | 5,410 |
| Loddon-Campaspe | 44 | 674 | 1,910 | 60.7 | 57.1 | 61.5 | 63.2 | 38.1 | 34.8 | 38.8 | 38.3 | | 3,023 |
| Goulburn | 56 | 978 | 2,588 | 46.0 | 40.5 | 44.2 | 42.8 | 29.7 | 25.0 | 28.7 | 28.1 | | 2,946 |
| North Eastern | 55 | 1,061 | 2,925 | 63.7 | 46.1 | 51.9 | 54.7 | 42.4 | 27.8 | 34.6 | 35.8 | | 4,225 |
| East Gippsland | 44 | 871 | 2,569 | 41.4 | 45.5 | 62.0 | 40.0 | 25.8 | 28.4 | 42.0 | 23.9 | | 3,105 |
| Central Gippsland | 36 | 638 | 1,679 | 42.3 | 43.9 | 51.7 | 47.7 | 24.2 | 25.3 | 33.4 | 27.4 | | 2,023 |
| East Central | 24 | 466 | 1,348 | 34.5 | 45.8 | 60.7 | 42.6 | 21.6 | 31.3 | 47.2 | 29.2 | | 1,580 |
| Total | 583 | 14,845 | 39,539 | 55.9 | 55.7 | 61.5 | 56.2 | 33.8 | 33.4 | 39.6 | 33.7 | | 70,387 |

VICTORIA—CARAVAN PARKS: NUMBER, CAPACITY, SITE OCCUPANCY
RATES, AND TAKINGS FROM ACCOMMODATION:
BY STATISTICAL DIVISION, 1977-78

| Statistical division | Number of establishments | Capacity | | | | Site occupancy rates (per cent) | | | | Takings from accommodation | |
|----------------------|--------------------------|---------------|-----------------|---------------------|----------------|---------------------------------|------------------|---------------|--------------|----------------------------|--------|
| | | Powered sites | Unpowered sites | Cabins, flats, etc. | Total capacity | September qr 1977 | December qr 1977 | March qr 1978 | June qr 1978 | | |
| Melbourne | 64 | 4,945 | 1,369 | 151 | 6,465 | 10.8 | 17.0 | 47.4 | 14.8 | \$'000 | 2,217 |
| Barwon | 45 | 5,745 | 708 | 444 | 6,897 | 2.5 | 8.6 | 40.2 | 5.4 | | 1,569 |
| South Western | 31 | 3,171 | 1,284 | 17 | 4,472 | 5.9 | 13.8 | 39.3 | 6.9 | | 861 |
| Central Highlands | 19 | 1,309 | 674 | 8 | 1,991 | 10.3 | 17.1 | 27.2 | 16.2 | | 543 |
| Wimmera | 21 | 1,165 | 895 | 42 | 2,102 | 12.6 | 15.0 | 26.4 | 11.7 | | 397 |
| Northern Mallee | 24 | 1,922 | 740 | — | 2,662 | 28.4 | 25.5 | 35.2 | 31.3 | | 1,459 |
| Loddon-Campaspe | 33 | 2,872 | 882 | 8 | 3,762 | 17.6 | 26.7 | 33.8 | 18.2 | | 972 |
| Goulburn | 36 | 3,025 | 1,945 | 32 | 5,002 | 6.4 | 13.1 | 31.7 | 11.7 | | 849 |
| North Eastern | 36 | 2,937 | 1,184 | 107 | 4,228 | 10.1 | 13.7 | 29.3 | 12.2 | | 967 |
| East Gippsland | 55 | 2,890 | 2,090 | 115 | 5,095 | 7.4 | 15.4 | 29.4 | 7.7 | | 1,288 |
| Central Gippsland | 28 | 1,343 | 1,091 | 23 | 2,457 | 3.9 | 12.1 | 39.0 | 7.9 | | 464 |
| East Central | 26 | 1,764 | 331 | 46 | 2,141 | 2.7 | 10.2 | 37.8 | 5.7 | | 635 |
| Total | 418 | 33,088 | 13,193 | 993 | 47,274 | 9.0 | 15.0 | 36.1 | 11.7 | | 12,220 |

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Retail sales of goods (monthly) (8501.0)

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Retail sales of goods (quarterly) (8503.0)

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