

INTERNAL TRADE

TRADE PRACTICES LEGISLATION

Concern with trade practices arises traditionally from a desire to protect the public from "exploitation" by a monopolist, defined in the simplest terms as a "single seller", who in the absence of competition may be able to raise prices, restrict production, and possibly retard development.

Three complications arise in translating this concern into practice. The first is that even in purely economic terms the problem of monopoly has proved to be much more complicated than outlined above. A firm does not need to be a "single seller" to behave as a monopolist; a trade association or marketing agreement may pursue a monopolistic sales policy even though its members are independent and competitive in other respects; and monopolistic practices such as refusal to deal are often more important than monopolisation in itself. The second complication is that government policy is much more ambivalent in practice than appears at first sight. Governments have themselves sponsored some forms of monopoly, e.g., patent and copyright laws and agricultural marketing schemes. The third complication is that, under Australia's federal system, monopoly control is divided between State and Federal Governments, the broad principle being that federal powers are confined to monopolies which operate interstate or abroad (e.g., shipping), and State powers to those which operate on a local or regional basis. However, as a result of judicial decisions in 1970-71, federal legislative powers were held to apply to the trade practices of corporations (as distinct from those of individual businessmen) operating within a State as well as across State borders.

Monopolisation

The first attempts at monopoly control in Australia as well as overseas were probably in connection with "natural monopolies" or public utilities, such as gas, electricity, or transport companies. In Victoria, for example, the old Metropolitan Gas Company operated under 1877 legislation according to which the maximum price of gas was fixed but had to be reduced if dividends rose above 10 per cent. With long-term inflation this type of price control eventually became ineffective and the ultimate solution was found in public ownership, and the administration of government-owned enterprises by statutory corporations or commissions.

In fields other than public utilities, government ownership has not generally found favour as a means of monopoly control. State governments

have been inhibited from taking over large enterprises in the fields of industry, mining, commerce, and finance because so many of them operate on an interstate basis. On the other hand, the Australian Government has found its constitutional powers limited by section 92 of the Australian Constitution, as became evident when attempts were made to "nationalise" airlines and banking after the Second World War. The only significant action in these fields has probably been the establishment of government enterprises, such as the State Savings Bank of Victoria, to operate in competition with private enterprise.

In the United States of America, federal "trust busting" legislation designed to break up large monopolies has been on the statute books for over eighty years, but there have been few successful anti-monopoly actions. Following the American example, monopolisation and combinations in restraint of trade were both declared illegal in Australia in 1906. No effective action was taken to enforce the monopolisation provisions of this legislation until shortly before its repeal in 1965, perhaps because of the difficulty of defining "monopolisation". By 1965, however, statistical studies of industrial concentration had led to the concept of a "dominant firm", i.e., one accounting for at least one third of a particular trade. In 1948 this concept had been adopted in British legislation enabling the government to refer cases of suspected dominance to a Monopolies Commission, which was required to report on the facts and the extent to which they gave rise to practices which were against the public interest. In 1965 the Australian Government adopted some features of this procedure, but made examination a much more elaborate process, and limited it to cases where a dominant firm actually engaged in or induced the specified practices of refusal to deal, predatory price cutting, and monopolistic price fixing. In consequence the new provisions proved as ineffective as the old.

Marketing agreements and restraint of trade

As mentioned above, combinations in restraint of trade were declared illegal under Australian Government legislation in 1906. Previously they had been merely unenforceable under common law. The prohibition applied specifically only to trade with other countries and among the States, but at that time and for many years afterwards Victoria and other States were heavily dependent on the coastal trade in coal from New South Wales. The Northern Collieries Association maintained the price of coal by control of output, and sales were made only through the Associated Shipping Companies, who were designated sole purchasing agents and for their part agreed not to handle coal from other sources. Prosecutions launched under the Act were unsuccessful on appeal both to the High Court and later to the Privy Council, apparently because of the difficulty of proving "intent" and defining the "public interest".

In the depressed inter-war years the attention of both State and Australian Governments was diverted to agricultural marketing. Here the objective was to protect the producer rather than the consumer by stabilising and generally raising the prices received by growers. Statutory authority was necessary to enable producer boards compulsorily to acquire, store, and market agricultural products. Following the example of Queensland and New South Wales, Victoria passed a Marketing of Primary Products Act in 1935 under which marketing boards could be established on the

petition of growers. In fact, most of the marketing schemes set up under the Act proved to be of relatively short duration. At present the two most important agricultural marketing boards in Victoria are the Egg and Egg Pulp Board and the Milk Board. One difficulty encountered by State marketing schemes has been that of controlling sales across State boundaries because of the constitutional requirement under section 92 that trade among the States be "absolutely free". Australian Government efforts to supplement State legislation, particularly with respect to dried fruits marketing, also ran into constitutional difficulties. A number of Australian Government export control boards have, however, operated successfully in conjunction with State boards.

The *Trade Practices Act* 1965, introduced after lengthy discussion, repealed the American-type prohibitions of the 1906 legislation and substituted a procedure adapted from modern British practice. Apart from agricultural marketing schemes, trade agreements which aimed at fixing prices and discounts directly, or indirectly by control of stocks, control of output, zoning of markets, or exclusive dealing arrangements, were required to be registered with the Commissioner of Trade Practices. Registered agreements were subject, first, to examination and investigation by the Commissioner; second, to consultations between the Commissioner and the parties; and third, to the possibility of proceedings before the Trade Practices Tribunal. This procedure was again far more elaborate than the British and after seven years resulted in only two agreements, to control frozen vegetable and fibreboard prices, being terminated by the Tribunal as against the public interest. A number of other agreements were terminated after examination or consultation, but a body of general principles was much slower to emerge than in Britain. On the other hand, the Australian register was much more inclusive than the British. During the first five years, 1967 to 1972, 13,629 agreements were registered, which was about five times as many as were registered during the initial period in Britain. The number lodged in Melbourne was 5,787, more than in any other capital city. It is difficult to avoid the conclusion that the Australian register was unmanageably large, which was partly explained by the fact that three quarters of the registered agreements were either "vertical" (i.e., between manufacturers and distributors) or "miscellaneous" in character (e.g., licensing or leasing agreements). This left only 1,549 trade associations and 1,825 other "horizontal" agreements of the traditional cartel type, and of these less than half were among manufacturers.

Collusive tendering and bidding

In the discussions leading up to the *Trade Practices Act* 1965, the hope was expressed that the States would collaborate with the Australian Government by referring to it their power to control intrastate restrictive agreements and practices. In the event, only Tasmania took this step with the result that there remained, in the words of the Trade Practices Commissioner, "a big gap with regard to professional and other services that are provided by individuals whose activities and restrictions are organised on an intrastate or regional basis".

However, in respect of agreements involving collusive tendering and bidding, Victoria and New South Wales both enacted legislation comple-

mentary to that of the Australian Government. This is a particularly sensitive field because collusive tendering notably affects building contracts and material supplies for government departments and municipalities. Similarly, collusive bidding, although less important as far as public authorities are concerned, may adversely affect the returns of growers at wool auctions and so acquires political significance.

The Victorian Collusive Practices Act of 1965 was narrower in scope than the Australian Act, and applied only to tenders submitted to State and municipal authorities. On the other hand, it provided fewer opportunities for successful defence against the prescribed penalty. The Act does not appear to have been widely used, but it was invoked in 1969 to require the submission of information from the concrete pipe manufacturers to the State Attorney-General at a time when that industry was under investigation by the Australian Government.

Resale price maintenance

With the development of discount houses and supermarkets the old monopolistic practices of boycotts and refusal to deal have acquired a new importance as instruments of resale price maintenance. A manufacturer with a branded pre-packaged product supported by national advertising may find it in his interest, and in that of his distributors, to enforce prescribed retail prices by withholding, or threatening to withhold, supplies to discounters and price cutters.

No special mention was made of resale price maintenance in the 1965 Trade Practices Act. Collective agreements and trade associations which enforced resale price maintenance were clearly registrable and examinable under the Act, but there was doubt whether it restrained a single manufacturer from enforcing resale price maintenance in respect of his own products. The matter was brought to a head in 1971 when Dunlop Australia Ltd refused to supply Bourke's Ltd, a Melbourne store operated in association with the Australian Council of Trade Unions (A.C.T.U.). Dunlop finally agreed to supply the store under threat of industrial action, and the Australian Government introduced new legislation to deal specifically with the problem.

Under this legislation resale price maintenance became unlawful in Australia, whether enforced collectively or by a supplier acting on his own. Prices could still be "recommended" provided that the recommendation was not obligatory. Two judicial processes were provided, one by way of the Trade Practices Tribunal where suppliers could seek exemption from the ban, and one by way of the Commonwealth Industrial Court where an injunction to restrain the practice could be sought by the Australian Attorney-General, the Commissioner of Trade Practices, or any injured party. Both processes were promptly resorted to. In May 1972 the Trade Practices Tribunal dismissed an application for exemption of the book trade. In 1971-72 the Industrial Court had before it three applications for injunctions, and similar cases arose in subsequent years. This activity seemed more decisive than that experienced with respect to other trade practices, and certainly attracted wider public interest and concern.

Trade Practices Act 1974

In order to overcome the difficulties experienced in regulating trade practices other than resale price maintenance, the principles which underlay

the latter legislation were in effect extended to the other forms of restrictive practices by a new Act which came into force on 1 October 1974. Australian trade practices policy thus returned full circle to American-type prohibitions, enforced by court injunctions, to which were added financial penalties and damages. The step-by-step procedure introduced in 1965 to determine which practices should be prohibited, however, was retained under the new legislation to determine which practices should be permitted. Non-price fixing restrictions, exclusive dealing arrangements, and mergers could be granted "clearances" if held to have an insignificant effect on competition, or "authorisations" if held to be in the public interest, by a Trade Practices Commission which replaced the previous Commissioner. The Trade Practices Tribunal was retained to consider appeals against the Commission's decisions. Applicants for "clearances" or "authorisations" were allowed four months grace after the commencement of the Act but in this period the number of applications received exceeded the number of agreements registered under the previous legislation and in most cases the Commission had to grant interim approvals pending full case-by-case examination. Finally it may be noted that the 1974 Act also sought to protect consumers by prohibiting a wide range of "unfair practices", some of which like pyramid selling had already been the subject of State legislation.

CONSUMER PROTECTION LEGISLATION

The *Consumer Protection Act* 1964 was the first such Act to be enacted in Australia and simply provided for a Consumer Protection Council, which was a representative body appointed to advise the Minister on general questions. The Act was initially administered by the Law Department, but in 1968 its administration was transferred to the Department of Labour and Industry.

The *Consumer Protection Act* 1970, which repealed the original Act, enlarged the Consumer Protection Council, and caused a change of name to the Consumer Affairs Council. The Consumer Protection Bureau was also created. At the time of introducing this legislation it was realised that several other Departments administered legislation which in part related to consumer protection. The Government therefore undertook to examine additional legislation that could be incorporated in the Consumer Protection Act. The *Consumer Protection Act* 1972 was the result of this investigation and brought together the appropriate provisions of the Goods Act, the Summary Offences Act, the Footwear Regulation Act, the Labour and Industry Act, and the Door to Door (Sales) Act, together with new legislation with respect to unordered goods and services and the safe design and construction of goods.

Since that time further amendments have been made to the Act including additional requirements regarding price marking of goods, prohibiting what is commonly known as "mock auctions", and prohibiting pyramid selling.

In June 1974 the activities of the Consumer Affairs Council, the Consumer Protection Bureau, and the newly constituted Small Claims Tribunal were brought under the administration of the Ministry of Consumer Affairs, and a Director of Consumer Affairs appointed.

The Director of Consumer Affairs is responsible for the operation of the Ministry. One important power given to the Director by the Consumer Protection Act is that he may institute legal proceedings on behalf of consumers if he is satisfied that the consumer has a good cause of action or defence and that such a case is in the public interest. The Director cannot undertake such action without the approval of both the Minister of Consumer Affairs and the consumer.

Consumer Protection Bureau

The Consumer Protection 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 role of the Bureau is to receive and investigate complaints from individual consumers, and in certain circumstances to institute legal proceedings for breaches of the Act. The Bureau also advises consumers on how to obtain their rights and carries out research into matters affecting consumers.

Consumer Affairs Council

The Consumer Affairs Council is composed of ten persons who are appointed by the Minister of Consumer Affairs and are representative of consumers and sellers of goods and services.

A series of complaints in a particular area of marketing will sometimes warrant investigation of the whole marketing process for a particular product or service. In such cases reports are prepared and the opinion of the Consumer Affairs Council is sought. The Council will analyse the effects of the problem on the community as a whole and make recommendations to the Minister for specific action.

The Council may also be approached directly by the Minister to consider and report on marketing procedures about which the Government may wish to obtain expert advice. The Council prepares an annual report to Parliament to bring to the attention of Parliament and the community marketing practices which are not in the best interest of the public.

Consumer education is another important function of the Consumer Affairs Council. In this respect the issue of monthly information bulletins and various pamphlets are the main means by which the Council carries out this function.

Small Claims Tribunal

The Small Claims Tribunal was created by the *Small Claims Tribunal Act* 1973, and has been set up to deal with disputes between consumers and traders at a nominal cost to the consumer.

The aim of the Tribunal is to settle cases by negotiation but a settlement or order made by the Tribunal is final and binding on both parties. The Act provides that no appeal lies in respect of an order or settlement.

Hearings before the Tribunal are informal with the trader and consumer, except in special circumstances, presenting their cases personally. The Act provides that a barrister, solicitor, or other professional advocate may not appear unless all parties agree to their presence and the Tribunal is satisfied that neither of the parties will be unfairly disadvantaged by the presence of a professional advocate.

The Tribunal can hear any claim irrespective of the value of the goods or services in dispute. However, an order made by the Tribunal can only be enforced up to a maximum value of \$500.

Consumer protection, 1972, 1974

PRICES JUSTIFICATION TRIBUNAL

Introduction

The Prices Justification Tribunal was established in August 1973 under the provisions of the *Prices Justification Act 1973*. The Tribunal is a fully discretionary body appointed under the Act to consider the justification for proposed price increases put to it by companies subject to the Act. It is not a price regulating authority.

The Prices Justification Tribunal consists of a chairman, a deputy chairman, and five members appointed by the Governor-General. The Office of the Prices Justification Tribunal comprises the staff required to assist the Tribunal in the performance of its functions and consists of persons appointed or employed under the *Public Service Act 1922-1973*. Further information on the Prices Justification Tribunal is contained in its first annual report to the Australian Parliament.

In the period 1 August 1973 to 30 June 1974 the Tribunal processed 3,859 Notices of Proposed Prices. In 3,356 cases, the proposed prices were approved, without public inquiry, on the basis of the original notice. In 421 cases, notices were approved on the basis of substituted notices for lower price increases, 36 notices were withdrawn, and 46 notices were heard, or to be heard, at public inquiry.

Legislative provisions

Section 16 of the *Prices Justification Act 1973-1974* provides that :
 "The functions of the Tribunal are to inquire and report to the Minister, in any case where the Tribunal is required to do so by the Minister or the Tribunal considers that it is desirable to do so, whether the price or prices at which a company or companies (whether a prescribed company or prescribed companies or not) supplies or supply, or proposes or propose to supply, goods or services of a particular description is or are justified and, if the Tribunal is of the opinion that the price or any of the prices is not justified, what lower price for the supply by the company or companies concerned of goods or services of that description would be justified."

Three important features of the legislation are :

- (a) a Tribunal inquiry may be initiated by the Minister ;
- (b) the Tribunal may initiate inquiries in its own right ; and
- (c) following an inquiry, the Tribunal is required to report whether it is of the opinion that the price at which the company supplies or proposes to supply the goods in question is justified and if not what lower price would be justified.

Other important aspects of the legislation include the following :

- (a) the legislation applies to prescribed companies which are companies or groups of related companies with an annual turnover in excess of \$20m. Such companies are required to notify the Tribunal in writing of any proposal to increase the prices of goods or services supplied by that company ;

- (b) companies whose annual turnover does not exceed \$20m are not required to notify the Tribunal of proposed price increases, but the Tribunal may investigate the prices charged by such companies on its own initiative ;
- (c) the Tribunal must notify a company within 21 days of the receipt of a notice of proposed prices if it intends to proceed to a public inquiry. If the period of 21 days has elapsed or the Tribunal has notified the company that it does not intend to hold an inquiry, the company may put the proposed prices into operation ; and
- (d) in the event of a public inquiry the prices of a company's goods and services referred to in its notice must not be raised until the Tribunal has completed the inquiry and its report has been made public by the Minister.

Guidelines and criteria

The legislation does not provide guidelines or criteria for the Tribunal to observe in its consideration of price proposals. The development of such guidelines and criteria has rested with the Tribunal. In considering notices of proposed price increases the Tribunal has regard for all relevant aspects and particularly the following :

- (a) costs which have actually been incurred ;
- (b) the distinction between " avoidable " and " unavoidable " cost increases ;
- (c) wage increases which are over-award wage agreements, consent agreements, or other arrangements. In this regard the Tribunal places responsibility on companies to justify recoupment in prices of additional costs resulting from such agreements or arrangements on wage rates ;
- (d) prices should reflect a reasonable allowance for productivity achievements to offset increases in costs ; and
- (e) regard is taken of the level of profitability of the company and its capacity to maintain a reasonable level of investment and growth.

Notices of proposed prices

Section 18 of the Prices Justification Act requires companies to submit a notice in writing to the Tribunal giving details of proposed increases in prices to apply to goods or services supplied by the company. There are four broad categories of treatment of a company's notification of price increases :

- (a) where notified price increases are accepted by the Tribunal the company is forwarded a Notice of No Inquiry and may proceed with the proposed price increases ;
- (b) if the Tribunal considers that a lower price than that proposed by a company is just, it may invite the company to discuss the matter in private session. If agreement is reached on a level of price increase then a Substituted Price Notice is issued and the company may proceed with the agreed price increase ;
- (c) if a company chooses to pursue a price proposal discussed in private session but for which agreement was not forthcoming, the Tribunal may decide to consider the matter in a Public Inquiry ; and
- (d) the Prices Justification Act, Section 18 (8), provides for the Tribunal to give an exemption to a company in respect of its obligation to notify the Tribunal of proposed increases in prices of goods or services supplied. Such exemptions are given as a device to enable companies to proceed with price increases in cases where the Tribunal is satisfied the conditions

governing the exemption and the competitive forces in the market place are sufficient to ensure that prices charged will be justified.

RETAILING IN VICTORIA

General

The best available starting point in surveying retailing in Victoria is the 1968-69 Economic Census of Retail Establishments. The industry can be viewed as three distinct groups according to the degree of specialisation of retailing:

Type of store (by ASIC code) (a)	Percentage of		Value added as percentage of sales (b)
	Employment	Sales	
	per cent	per cent	per cent
Food stores—			
Supermarkets (4821)	5.0	8.8	15.4
Other food stores (balance of 482)	37.7	38.1	21.0
Other specific stores—			
Clothing (4842-44), Shoe (4845), Furniture (4841), Electrical appliances (4851), Watchmakers (4854), Musical instruments (4855), Photographic equipment (4872), Sporting goods (4873), Newsagents (4874), Nurserymen and Florists (4876)	28.7	28.6	29.6
General stores—			
Larger—Department, Variety, and General stores (4811-13)	17.9	16.6	28.9
Smaller—Hardware (4853), Pharmacies (4871), Antiques and second-hand goods (4875), Retailers n.e.c. (4877)	10.7	7.9	40.4
	100.0	100.0	25.7

(a) Australian Standard Industrial Classification. For further information refer to Chapter 31 of the *Commonwealth Year Book* 1970.

(b) For definitions, see page 522.

NOTE. This analysis excludes Bread and Milk vendors (4831-32), Dealers in Motor vehicles and boats and retailers of petrol, motor vehicle parts, tyres, and related products (4861-67), Shoe repairers (4846), and Household electric appliance repairers (4852).

The "value added as percentage of sales" figures indicate the proportion of the selling price which the retailer retains to meet operating and overhead expenses and to provide a contribution to profits. Thus supermarkets retain about 15 per cent in each sales dollar for these purposes, compared with about 40 per cent for the smaller general merchandise stores—retailers call this their gross profit margin. If the margin is related to the cost of the goods instead of the selling price, this indicates that supermarkets have a mark up of 15 divided by 85, or around 18 per cent, as against a 66.7 per cent mark up for the smaller general merchandise stores.

Retailers exist to channel goods between manufacturers and consumers. In the example some can do this with an on-cost of 18 per cent, others with an on-cost of 66.7 per cent; the Victorian average is 34.6 per cent (equivalent to a gross profit rate of 25.7 per cent). These differences are attributable to the ability of retailers to utilise economies of scale, and to the level of service which consumers will accept. Service is related to the level and range of stock, number and expertise of sales staff, credit, parking and delivery facilities, store location and occupancy costs, and trading hours. Thus supermarkets minimise the use of labour and personal service, and salaries represent 7.7 per cent of sales. The smaller general merchandise

stores' salaries cost is 14.6 per cent of sales, and they do not enjoy the economies of scale of supermarkets.

Late-night shopping is a notable feature of retailing which emerged in Victoria in the early 1970s. As a result of representations for late-night shopping and unrestricted trading hours, the Victorian Government passed the *Labour and Industry (Shop Trading Hours) Act 1971*. The Act, which came into operation on 23 November 1971, amended the *Labour and Industry Act 1958*, by removing restrictions contained in section 80 and by enlarging the list of goods contained in the Sixth Schedule (which may be sold by Fifth Schedule shops, the trading hours of which are not restricted, in addition to the goods normally sold in such shops).

Following the passing of the amending Act the Food Shops, General Shops, Electrical, Furniture, and Hardware Shops and the Clothing and Footwear Shops Wages Boards included new provisions in their determinations to prohibit the employment of persons (other than casuals) after 6 p.m. Monday to Thursday and after 9 p.m. on Friday.

An appeal against the determination of the Food Shops Board was subsequently upheld by the Industrial Appeals Court on the grounds that the Board did not have the power to include such a provision and it was removed from the determination. The four Wages Boards then made new determinations which introduced a five-day, forty-hour week on a roster basis. The currently prevailing practice is for late Friday night shopping, with some shops offering extended trading hours on other week-nights as well.

For the last few years there has been a trend for retail outlets to become bigger, and more specialised. The supermarket is the best known form of specialisation, and is likely to continue as the main food retailing outlet in new areas. The term "discount store" is ambiguous. Its earliest connotation related to small low-margin electrical stores and soft-goods stores, which stocked best-selling lines only. These were supplemented by much bigger stores, better described as "mass merchandising outlets". The first opened in Victoria in 1969, on a pattern which has become fairly standard. Typically the stores are of about 10,000 square metres; three quarters of this is for general merchandise, and one quarter is a supermarket. All merchandise is sold through a check-out, and can be carried away by the customer in a car; the development is on one level (avoiding the costs of vertical transportation) and airconditioned, and there is ample parking space; a central buying office services all outlets. Mass merchandisers operate at a lower mark up than department and variety stores, and can be expected to play an increasingly important part in retailing. By 1980 over 40 per cent of wives could be at work, and more of them will be driving cars; shopping time will have a high opportunity cost.

One other aspect of mass merchandising which deserves note is the fast growth of the Levitz-type furniture warehouse sales operation in the United States in recent years. Lower selling costs, high stock turnover, and a very restricted choice of fabrics have enabled such outlets to keep mark ups and prices lower than conventional furniture stores. In the smaller Australian market and with relatively few national furniture manufacturers, it is not certain whether there will be a comparable growth of mass merchandising of furniture.

Towards the other end of the spectrum is the department store. The characteristics are a higher degree of product knowledge on the part of sales staff, a wider selection of goods, service and advice at point of sale, availability of credit and delivery, and ability to return unwanted merchandise. If the discretionary proportion of incomes increases, department stores will help to meet the demand. Speciality stores maintain their position by offering exclusive and personal service.

Retailers see the need to retain their flexibility and close contact with the market place. Some trends are clear, such as the increasing demand for colour television, sound equipment, and overseas travel. The less obvious needs generated by affluence will be assessed and marketed with varying degrees of skill, and this process will help shape retailing in the 1970s.

Retailing in Victoria since 1957, 1969

Censuses of Retail Establishments

Statistics of retail sales have been compiled for the years 1947-48, 1948-49, 1952-53, 1956-57, 1961-62, and 1968-69 from returns supplied by all retail establishments in Australia. A further Retail Census has been conducted in respect of 1973-74. Results are expected to be published by the end of 1975.

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 second-hand 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 1961-62 Census. Retail sales of motor vehicles, parts, etc., are included whether for industrial, commercial, farm, or private use.

A comparison of the results of the 1961-62 Retail Census with those of the 1956-57 Retail Census, which were modified to take into account the changes in scope mentioned above, was last published in the *Victorian Year Book* 1970 on pages 725-31. Retail Census bulletins for 1968-69 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 cover, 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.

Where ownership of an establishment changed during the census year separate returns were obtained from the current and previous proprietor. Where it was impracticable to obtain returns from each proprietor estimates were included for the period concerned.

Each establishment in the integrated censuses is identified in terms of a particular location and all sales, employment, etc., are recorded for that location, regardless of the size of the sales territory covered, i.e., regardless of the location of customers. For this reason, all of the sales, etc., of the wholesale establishments located in the State of Victoria are credited to Victoria even though the sales territories may extend over several States.

For a detailed description of the Integrated Economic Censuses, refer to Chapter 31 of the *Commonwealth Year Book* 1970.

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.

To conform to this definition, sales of building materials, timber, commercial refrigerators and freezers, business machines, agricultural machinery and implements, agricultural tractors, construction and earth-moving machinery and equipment and grain feed and fertilisers were not treated as retail sales.

Censuses of retail trade in Australia have traditionally included certain types of service establishments in their scope, in addition to retail establishments more narrowly defined. The census of retail trade for 1968-69 included the following types of service establishments in its scope in addition to establishments classified to retail trade: motion picture theatres; cafés and restaurants; licensed hotels, motels, and wine saloons; licensed

clubs; laundry and dry cleaning services; and hairdressing and beauty salons. Of these service industries, cafés and restaurants, licensed hotels, motels, and wine saloons, and hairdressing and beauty salons had been included in previous censuses as retail establishments, whereas the remainder were included in the supplementary collections made from establishments not described as retail establishments.

Some changes in the scope of the retail census have been made for reasons not connected with the introduction of a standard industrial classification; for example, bread vending and milk vending by independent vendors mainly engaged in retailing bread or milk by home delivery service were included for the first time.

Because of the changes which have occurred in the definition of census units, the scope of the census, 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, reference should be made to Chapter 31 of the *Commonwealth Year Book 1970* and to the Australian Bureau of Statistics publication *Economic Censuses, 1968-69: Retail Establishments and Selected Service Establishments, Final Bulletins, Parts 1-4*.

Definitions

Definitions of items included in the following tables are:

(a) *Number of retail and selected service establishments.* The number of retail and selected service establishments which were in operation at 30 June 1969. These relate to establishments as such and do not include the number of separately located administrative offices and ancillary units.

(b) *Persons employed.* Working proprietors at 30 June 1969, employees (including part-time) on the pay-roll of the last pay period in June 1969, and unpaid members of the proprietor's family and other unpaid helpers working at least 15 hours during the last week of June 1969. Persons employed include those working at separately located administrative offices and ancillary units in the State. Note that persons employed (and their wages and salaries) relate to those employed at establishments, administrative offices or ancillary units located in the State even though the administrative offices or ancillary units may serve establishments located in another State.

(c) *Wages and salaries.* The wages and salaries of all employees of the establishment, including those working at separately located administrative offices and ancillary units. Drawings of working proprietors are not included.

(d) *Turnover.* Sales of goods (retail and wholesale), all other operating revenue from outside the enterprise such as repair and service revenue, hiring of consumer goods, commission, takings from meals and accommodation, hairdressing, theatre admissions, and laundry and dry cleaning and goods withdrawn from stocks for own use as fixed tangible assets or for rental or lease.

(e) *Stocks at 30 June 1968 and 1969.* All stocks of goods for sale, materials, fuels, and work-in-progress, owned by the enterprise and controlled by the

VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS : SUMMARY OF OPERATIONS BY INDUSTRY GROUP, 1968-69

Industry group	Number of establishments at 30 June 1969	Persons (a) employed at 30 June 1969	Wages and salaries (b) (c)	Turnover (c)	Stocks at 30 June		Purchases, transfers in, and selected expenses (c)	Value added (c)
					1968	1969		
			\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Retail establishments—								
Department, variety, and general stores	514	26,399	55,223	369,974	49,071	54,352	274,701	100,555
Food stores	15,633	63,408	67,656	996,247	46,001	49,412	803,355	196,306
Bread and milk vendors	367	3,245	7,575	51,603	203	228	38,043	13,585
Clothing, fabrics, and furniture stores	6,414	26,526	41,961	370,017	72,789	78,188	267,709	107,709
Household appliance and hardware stores	2,484	12,400	24,940	192,292	33,760	35,710	139,036	55,207
Motor vehicle dealers, petrol and tyre retailers	6,551	45,948	99,881	1,164,691	83,339	97,926	926,456	252,823
Other retailers	5,184	22,417	31,249	265,773	38,764	42,547	181,144	88,411
Total	37,147	200,343	328,486	3,410,598	323,927	358,364	2,630,443	814,592
Selected service establishments—								
Motion picture theatres	196	2,218	3,168	14,346	35	40	5,398	8,953
Restaurants and licensed hotels	2,889	34,786	54,850	328,590	7,617	8,546	199,836	129,681
Licensed clubs	310	3,596	7,052	25,752	834	919	12,525	13,312
Laundries and dry cleaners	650	6,239	11,387	32,368	393	411	9,355	23,030
Hairdressing and beauty salons	2,762	8,090	7,903	25,721	742	829	5,374	20,434
Total	6,807	54,929	84,361	426,776	9,622	10,744	232,488	195,409
GRAND TOTAL	43,954	255,272	412,847	3,837,375	333,549	369,108	2,862,930	1,010,002

(a) Includes working proprietors and unpaid helpers.
 (b) Excludes drawings by working proprietors.
 (c) Figures relate to all establishments which operated during 1968-69.

**VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS :
TURNOVER BY COMPONENTS, BY INDUSTRY GROUP, 1968-69**
(\$'000)

Industry group	Turnover (a)				All other operating revenue	Total
	Sales of goods		Wholesale sales	Total		
	Retail sales					
Retail establishments—						
Department, variety, and general stores	348,317	12,319	360,636	9,338	369,974	
Food stores	981,275	6,534	987,810	8,437	996,247	
Bread and milk vendors	47,645	3,764	51,408	194	51,603	
Clothing, fabrics, and furniture stores	360,161	1,425	361,586	8,433	370,017	
Household appliance and hardware stores	157,692	12,068	169,761	22,533	192,292	
Motor vehicle dealers, petrol and tyre retailers	831,500	172,416	1,003,915	160,776	1,164,691	
Other retailers	249,339	3,561	252,901	12,872	265,773	
Total	2,975,928	212,088	3,188,017	222,583	3,410,598	
Selected service establishments—						
Motion picture theatres	685	..	685	13,662	14,346	
Restaurants and licensed hotels	238,724	140	238,864	89,726	328,590	
Licensed clubs	14,862	..	14,862	10,889	25,752	
Laundries and dry cleaners	203	..	203	32,165	32,368	
Hairdressing and beauty salons	2,161	35	2,196	23,525	25,721	
Total	256,635	175	256,810	169,966	426,777	
GRAND TOTAL	3,232,563	212,262	3,444,827	392,549	3,837,375	

(a) Figures relate to all establishments which operated during 1968-69.

VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS : SUMMARY OF OPERATIONS
BY STATISTICAL DIVISIONS, 1968-69

Statistical division	Number of establishments at 30 June 1969	Persons (a) employed at 30 June 1969	Wages and salaries (b) (c)	Turnover (c) (d)	Stocks at 30 June		Purchases, transfers in and selected expenses (c)	Value added (c)
					1968	1969		
Melbourne	30,154	185,096	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
West Central	1,955	10,382	313,884	2,856,321	234,262	263,526	2,130,411	755,177
North Central	1,023	4,187	15,310	148,814	12,207	13,250	111,147	38,709
Western	2,760	14,732	5,043	54,110	5,411	5,617	40,274	14,043
Wimmera	943	4,109	21,532	205,853	21,756	22,720	154,176	52,640
Mallee	949	5,194	5,308	55,561	6,074	6,787	41,612	14,663
Northern	2,390	12,249	7,631	69,712	7,722	8,223	51,621	18,593
North Eastern	1,156	5,803	17,168	173,799	18,802	19,898	129,711	45,184
Gippsland	2,067	11,315	7,884	81,954	8,472	8,835	60,919	21,399
East Central	557	2,205	16,569	163,722	16,159	17,382	122,565	42,382
			2,516	27,528	2,683	2,867	20,495	7,217
Total	43,954	255,272	412,847	3,837,375	333,549	369,108	2,862,930	1,010,002

(a) Includes working proprietors and unpaid helpers.

(b) Excludes drawings by working proprietors.

(c) Figures relate to all establishments which operated during 1968-69.

(d) Includes retail sales (\$'000) as follows : Melbourne Statistical Division, 2,383,736 ; West Central, 131,148 ; North Central, 47,806 ; Western, 177,525 ; Wimmera, 48,522 ; Mallee 59,878 ; Northern, 149,528 ; North Eastern, 69,680 ; Gippsland, 140,871 ; East Central, 23,867 ; total for Victoria, 3,232,563.

INTERNAL TRADE

VICTORIA—NUMBER OF RETAIL AND SELECTED SERVICE, MANUFACTURING, MINING, WHOLESAL, AND ELECTRICITY AND GAS ESTABLISHMENTS REPORTING RETAIL SALES OF GOODS AND THE VALUE OF THESE SALES OF GOODS, BY COMMODITY ITEM, 1968-69

Commodity item	Industry sector						Percentage of total retail sales in each commodity item	Value per head of population (c)
	Total retail and selected service		Manufacturing, mining, wholesale, electricity and gas industries		Total all sectors			
	Number of establishments (a)	Value of sales (b) \$'000	Number of establishments (a)	Value of sales (b) \$'000	Number of establishments (a)	Value of sales (b) \$'000		
Groceries	8,251	396,434	177	9,851	8,428	406,282	12.2	121
Fresh meat	3,731	193,355	65	4,128	3,796	197,483	5.9	59
Fresh fruit and vegetables	4,122	74,353	19	205	4,141	74,556	2.2	22
Bread, cakes, and pastries	7,276	58,054	54	1,499	7,330	59,551	1.8	18
Delivered bread	89	4,208	60	11,902	149	16,112	0.5	5
Delivered milk	305	42,939	30	19,001	335	61,940	1.9	18
Fish (fresh or cooked), chips, hamburgers, etc.	2,357	31,471	20	304	2,377	31,775	0.9	9
Confectionery, ice cream, soft drinks, wrapped lunches, etc.	11,070	121,986	66	897	11,136	122,883	3.7	37
Beer, wine, and spirits	2,664	276,762	21	849	2,685	277,611	8.3	83
Cigarettes and other tobacco products	14,939	108,820	70	508	15,009	109,328	3.3	33
Furniture, mattresses, blinds, etc., including installation and repairs	1,254	77,753	87	1,822	1,341	79,575	2.4	24
Floor coverings, carpets, lino, etc., including laying of floor coverings	847	37,159	45	433	892	37,592	1.1	11
Fabrics, piece goods, manchester, blankets, soft furnishings, etc.	2,265	73,284	95	1,136	2,360	74,420	2.2	22
Clothing—men's and boys'	2,255	115,316	93	1,039	2,348	116,355	3.5	35
Clothing—women's, girls', and infants'	3,764	196,448	67	1,603	3,831	198,051	5.9	59
Footwear—men's and boys'	1,717	24,921	70	198	1,787	25,119	0.8	7
Footwear—women's, girls', and infants'	1,513	40,661	64	131	1,577	40,792	1.2	12
Radios, radiograms, tape recorders, etc.	1,103	21,596	1,103	21,596	0.6	6

Musical instruments, records, etc.	731	12,385	731	12,385	0.4	4
Television sets and accessories	949	23,470	949	23,470	0.7	7
Domestic refrigerators and freezers	813	20,391	18	512	831	20,903	0.6	6
Washing machines, stoves, household heating appliances, etc.	924	28,926	45	7,562	969	36,488	1.1	11
Other household appliances	1,442	25,625	292	4,774	1,734	30,399	0.9	9
Domestic hardware	2,818	60,438	407	5,344	3,225	65,782	2.0	20
Petrol, oils, and motor lubricants	4,553	172,448	316	7,281	4,869	179,729	5.4	53
New motor vehicles	771	324,864	50	6,630	821	331,494	9.9	99
New parts and accessories for motor vehicles	3,346	47,875	188	4,513	3,534	52,388	1.6	16
Used motor vehicles	1,165	(d)	1	(d)	1,166	203,053	6.1	60
Used parts and accessories for motor vehicles	562	7,159	562	7,159	0.2	2
New and used motor cycles, motor scooters	226	(d)	22	(d)	248	5,553	0.2	2
New and used motor tyres, tubes, and batteries	3,337	50,807	147	2,246	3,484	53,053	1.6	16
Boats, outboard motors, caravans	225	16,642	37	1,813	262	18,455	0.6	6
Cosmetics, perfumes, toilet preparations	4,449	42,878	16	157	4,465	43,035	1.3	13
Patent medicines and therapeutic appliances	2,804	35,135	19	241	2,823	35,376	1.1	11
Prescription medicines	1,570	39,124	1,570	39,124	1.2	12
Photographic equipment and supplies	1,895	14,027	15	437	1,910	14,464	0.4	4
Watches, clocks, jewellery, silverware	1,460	26,508	86	550	1,546	27,058	0.8	8
Sporting goods, bicycles, toys, etc.	2,511	35,059	114	2,062	2,625	37,121	1.1	11
Books, stationery, newspapers, etc.	3,624	92,905	97	1,905	3,721	94,810	2.8	28
Antiques, disposal goods, second-hand goods (excluding goods traded in)	579	10,202	34	711	613	10,913	0.3	3
Cut flowers, garden seeds, shrubs, etc.	1,025	13,206	1,025	13,206	0.4	4
Travel goods, brief cases, etc.	829	4,163	829	4,163	0.1	1
Bottled liquefied petroleum gas	267	507	137	421	404	928	(e)	(e)
Goods not included above	1,443	23,818	398	3,274	1,841	27,092	0.8	8
Total	39,293	3,231,991	1,901	106,636	41,194	3,338,621	100.0	995

(a) Number of establishments at 30 June 1969. Total does not equal the sum of components because a number of establishments reported sales of more than one commodity.
 (b) Figures relate to all establishments which operated during 1968-69.
 (c) Estimated mean population at 30 June 1969.
 (d) Not available for publication.
 (e) Percentage less than 0.1 per cent and value less than one dollar per head of population.

Note: There are some relatively minor discrepancies between commodity data published in this table and data published in other tables presenting some of the results of the 1968-69 Retail Census. These discrepancies are due to minor errors which occurred in the census returns collected and in the course of processing census data from the 165,000 returns received from businesses throughout Australia. These discrepancies have not been corrected because of the considerable cost involved for only a marginal gain in statistical accuracy. The precision of the published data is not significantly affected by the discrepancies.

establishment, whether located at the establishment or elsewhere.

(f) *Purchases, transfers in, and selected expenses.* Purchases of goods for resale and materials for manufacturing; transfers in from establishments of the enterprise other than retail establishments; charges for commission and sub-contract work; purchases of wrapping and packaging materials, electricity, and fuel; repair and maintenance expenses; outward freight and cartage; motor vehicle running expenses; and sales commission payments.

(g) *Value added.* Turnover, plus increase (or less decrease) in the value of stocks, less purchases, transfers in, and selected expenses.

The tables on pages 515-9 show some of the data derived from the 1968-69 Census of Retail and Selected Service Establishments.

Census of Wholesale Establishments, 1968-69

The term wholesale trade is used in the wholesale census in the broad sense to include the resale, by agents or principals, of new or used goods to retailers or other wholesalers, or to institutional, professional, or other business users (including farmers and builders). The more important types of business engaged in wholesale trade are wholesale merchants, manufacturers' sales branches, commission agents, purchasing agents, petroleum products distributors, and co-operatives and marketing boards engaged in marketing farm products.

The listing of establishments for the 1968-69 Census of Wholesale Establishments was obtained from a number of sources such as trade directories, questionnaires sent to group employers registered with the Australian Taxation Office, questionnaires sent to multi-establishment enterprises, etc. All units were recorded in a central register together with information identifying the businesses owning and operating them.

In general the census covered establishments operating during the year ended 30 June 1969. Data for establishments in operation at 30 June 1969 were included whether the establishment operated for the whole or for only part of the year. In addition, data for establishments of multi-establishment enterprises in operation at 30 June 1969 also includes data for any establishments which ceased operations during the census year.

Definitions

Definitions of items included in the following tables are:

(a) *Number of wholesale establishments.* The number of wholesale establishments which were in operation at 30 June 1969. These relate to establishments as such and do not include the number of separately located administrative offices and ancillary units.

(b) *Persons employed.* Working proprietors at 30 June 1969 and employees on the pay-roll of the last pay period in June 1969, including those working at separately located administrative offices and ancillary units.

(c) *Wages and salaries.* The wages and salaries of all employees of the establishment, including those working at separately located administrative offices and ancillary units. Drawings of working proprietors are not included.

(d) *Turnover.* Sales of goods owned by the enterprise, commissions received on sales or purchases of goods owned by other enterprises, goods withdrawn from stocks for own use as fixed tangible assets or for rental or lease, transfers out of goods to other establishments of the same enterprise, and

VICTORIA—WHOLESALE ESTABLISHMENTS : SUMMARY OF OPERATIONS BY INDUSTRY GROUP, 1968-69

Industry group	Number of establishments at 30 June 1969	Persons (g) employed at 30 June 1969	Wages and salaries (b) (c)	Turnover (c)	Stocks at 30 June		Purchases, transfers in, and selected expenses (c)	Value added (c)
					1968	1969		
General wholesalers	107	1,992	\$'000 6,048	\$'000 83,890	\$'000 10,972	\$'000 10,496	\$'000 73,426	\$'000 9,988
Wool selling brokers, stock and station agents, and farm suppliers	718	7,041	19,537	136,909	13,061	12,327	92,185	43,991
Wool buyers and farm products wholesalers	294	2,558	8,483	625,453	193,663	424,126	848,117	7,799
Petroleum and petroleum products wholesalers	615	7,324	26,834	561,726	52,895	62,984	469,539	102,274
Other minerals, metals, and chemicals wholesalers	434	5,240	17,913	408,462	57,559	61,758	353,735	58,926
Machinery and equipment wholesalers	1,854	25,331	79,818	872,478	177,701	196,773	676,144	215,407
Building materials and supplies wholesalers	1,364	13,493	38,002	394,628	52,050	53,811	316,721	79,667
Household appliances, hardware, and furniture wholesalers	495	4,708	13,525	191,914	22,288	26,228	159,464	36,390
Clothing, footwear, and textiles wholesalers	1,003	7,636	21,518	385,850	45,746	47,518	329,777	57,845
Food, beverages, and tobacco products wholesalers	1,222	15,207	42,851	1,071,529	80,040	72,580	940,098	123,971
Other wholesalers	1,083	11,491	32,587	387,865	53,149	66,461	312,045	89,132
Total wholesale trade	9,189	102,021	307,113	5,120,705	759,123	1,035,063	4,571,251	825,392

(a) Includes working proprietors.
 (b) Excludes drawings by working proprietors.
 (c) Figures relate to all establishments which operated during 1968-69.

INTERNAL TRADE

VICTORIA—WHOLESALE ESTABLISHMENTS : DETAILS OF TURNOVER AND SALES BY INDUSTRY GROUP, 1968-69
(\$'000)

Industry group	Sales of goods on own account and transfers out				Commissions received	Other operating revenue	Turnover (a)	Sales or purchases on commission
	Wholesale sales	Transfers out	Retail sales	Total				
General wholesalers	77,066	1,980	1,773	80,820	2,415	656	83,890	95,045
Wool selling brokers, stock and station agents, and farm suppliers	99,508	1,808	2,999	104,314	20,717	11,878	136,909	544,456
Wool buyers and farm products wholesalers	614,502	5,160	214	619,876	4,455	1,122	625,453	213,378
Petroleum and petroleum products wholesalers	500,349	9,894	5,831	516,073	40,622	5,030	561,725	367,178
Other minerals, metals, and chemicals wholesalers	392,603	10,691	278	403,572	3,670	1,219	408,462	66,681
Machinery and equipment wholesalers	781,643	28,443	13,388	823,473	7,684	41,322	872,478	116,290
Building materials and supplies wholesalers	374,360	2,681	9,284	386,325	5,698	2,604	394,628	66,256
Household appliances, hardware, and furniture wholesalers	169,681	11,162	2,409	183,252	5,201	3,461	191,914	76,707
Clothing, footwear, and textiles wholesalers	357,887	14,565	1,031	373,482	11,812	555	385,850	218,450
Food, beverages, and tobacco products wholesalers	986,684	36,869	7,539	1,031,093	11,933	28,502	1,071,529	214,229
Other wholesalers	354,507	19,962	3,233	377,703	8,410	1,753	387,865	79,923
Total wholesale trade	4,708,789	143,215	47,979	4,899,983	122,618	98,104	5,120,705	2,058,593

(a) Figures relate to all establishments which operated during 1968-69.

all other operating revenue from outside the enterprise such as repair and service revenue and rent and leasing revenue from wholesale activities. This excludes rents and leasing revenue from other than wholesale activity, interest (other than hire purchase), and receipts from sales of fixed tangible assets.

(e) *Stocks at 30 June 1968 and 1969.* All stocks of goods owned by the establishment, whether located at the establishment or elsewhere.

(f) *Purchases, transfers in, and selected expenses.* Purchases of goods for resale and materials for manufacturing; transfers in of goods from other establishments of the enterprise; charges for commission and sub-contract work; purchases of wrapping and packaging materials, electricity, and fuel; repair and maintenance expenses; outward freight and cartage; motor vehicle running expenses; and sales commission payments.

(g) *Value added.* Turnover, plus increase (or less decrease) in the value of stocks, less purchases, transfers in, and selected expenses.

(h) *Sales or purchases on commission.* Value of sales or purchases of goods owned by other enterprises, whether from stocks held on consignment or by direct delivery to customers from stocks held by other enterprises. Also includes the value of sales of goods transferred in with no value assigned.

The tables on pages 521 and 522 show some of the data derived from the 1968-69 Census of Wholesale Establishments.

Survey of Retail Establishments

Between Retail 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:

(a) "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 this Census they were included in the commodity group "other food".

(b) "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".

(c) "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".

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 Retail Census, involving changes in the definition of the retail establishment. All establishments which made retail sales greater than \$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	1968-69 (a)	1969-70 (a)	1970-71 (a)	1971-72 (a)	1972-73 (b)
Groceries	375.0	399.0	428.9	472.1	535.5
Butchers' meat	188.0	202.4	211.1	224.2	231.8
Other food (c)	304.4	324.9	349.2	375.8	358.4
Total food and groceries	867.4	926.3	989.2	1,072.1	1,125.7
Beer, wine, and spirits (d)	256.4	277.8	292.2	312.7	362.4
Clothing and drapery	366.4	395.0	425.1	455.2	528.3
Footwear	65.5	70.1	74.8	79.9	88.1
Domestic hardware, china, etc. (e)	62.1	68.3	73.7	81.8	115.3
Electrical goods (f)	128.8	136.4	155.4	180.0	237.2
Furniture and floor coverings	104.6	114.2	127.4	139.6	169.5
Chemists' goods	123.7	134.5	147.1	161.5	183.9
Newspapers, books, and stationery	83.0	88.2	92.8	100.9	121.1
Other goods (g)	235.6	258.7	277.0	301.9	292.7
Total (excluding motor vehicles, parts, petrol, etc.)	2,293.5	2,469.5	2,654.7	2,885.6	3,224.2
Motor vehicles, parts, petrol, etc. (h)	795.0	871.8	931.6	1,006.3	1,080.4
GRAND TOTAL	3,088.5	3,341.3	3,586.3	3,891.9	4,304.6

(a) Series based on the 1961-62 Retail Census.

(b) The September quarter of this year is based on the 1961-62 Retail Census. The remaining three quarters are based on the 1968-69 Retail Census.

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

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

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

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

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

(h) Excludes tractors, farm machinery and implements, earthmoving equipment, etc.