

## INTERNAL TRADE

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### 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 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 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, 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.

**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
<b>Retail establishments—</b>			\$'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
<b>Selected service establishments—</b>							
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.

*Comparison with 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
<b>Total</b>	<b>42,058</b>	<b>131,136</b>	<b>129,982</b>	<b>261,118</b>	<b>688,221</b>	<b>5,112,667</b>

(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
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

VICTORIA—RETAIL AND SELECTED SERVICE ESTABLISHMENTS:  
NUMBER OF ESTABLISHMENTS AND VALUE OF RETAIL SALES  
BY COMMODITY ITEM (a), 1973-75—*continued*

Commodity item	Number of establishments	Retail sales
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
<b>Total retail sales</b>	<b>..</b>	<b>5,112,667</b>

- (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 second-hand goods, cut flowers, garden seeds, shrubs, travel goods, and 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
<b>Total other operating revenue</b>	<b>..</b>	<b>513,701</b>

- (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".

### 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, involving 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	1971-72(a)	1972-73(b)	1973-74	1974-75	1976-77
Groceries	472.1	535.5	638.7	760.2	876.8
Butcher's meat	224.2	231.8	290.4	296.0	347.6
Other food (c)	375.8	358.4	456.4	538.3	529.5
Total food and groceries	1,072.1	1,125.7	1,385.5	1,594.5	1,753.9
Beer, wine, and spirits (d)	312.7	362.4	445.7	516.0	604.0
Clothing and drapery	455.2	528.3	662.0	734.0	805.0
Footwear	79.9	88.1	102.2	110.0	133.5
Domestic hardware, china, etc. (e)	81.8	115.3	158.5	185.7	209.7
Electrical goods (f)	180.0	237.2	298.9	362.9	475.4
Furniture and floor coverings	139.6	169.5	226.1	244.1	297.1
Chemists' goods	161.5	183.9	215.8	242.3	284.6

VICTORIA—VALUE OF RETAIL SALES—*continued*  
(\$m)

Commodity group	1971-72(a)	1972-73(b)	1973-74	1974-75	1976-77
Newspapers, books, and stationery	100.9	121.1	154.0	181.9	186.9
Other goods (g)	301.9	292.7	371.3	435.0	483.4
Total (excluding motor vehicles, parts, petrol, etc.)	2,885.6	3,224.2	4,020.0	4,606.4	5,233.5
Motor vehicles, parts, petrol, etc. (h)	1,006.3	1,080.4	(i)	(i)	(i)
Grand total	3,891.9	4,304.6	4,020.0	4,606.4	5,233.5

(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 sets 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.

(i) Series discontinued.

**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; Consumer protection, 1978, pp. 438-9

**Small Business Development Corporation**

A description of the activities of this Corporation can be found on page 376.

## TOURISM

**General**

Tourism is making an increasingly significant contribution to the State's economy and, in 1976, it is estimated that tourism generated the spending of some \$550m in Victoria. This makes it one of the State's largest industries.

To foster the growth of the tourist industry the Government has given financial support to tourist attractions such as the Swan Hill Pioneer Settlement, Sovereign Hill Historical Park, Moe Folk Museum, and the Port Restoration Scheme at Echuca. These projects are creating interest among both Victorians and visitors to the State; Victoria is in fact beginning to be known for its major tourist projects. Through the Department of State Development's Division of Tourism, the Victorian Government encourages tourism in Victoria and assists tourist projects and the promotion of travel within Victoria. The 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.

The Division conducts major publicity campaigns to foster the growth of tourism within Victoria. One of the most significant contributions made to tourism since 1975 has been the encouragement given to country areas to join and form Regional Tourist Authorities. These authorities are a partnership between the Victorian Government, local government, and the private sector. In 1977, ten of the State's eleven regions were in operation. Under this scheme, a number of communities co-operate as a single tourist entity. They can pool their resources, and the travelling public is helped because the authorities produce professional tourist literature, provide a local information service, and generally foster tourism in their region. These authorities are subsidised by the Government, and the Ministry of Tourism provides guidance and co-ordination.

**Victorian Government Travel Authority**

The Victorian Government Travel Authority was established in 1977 as an independent organisation responsible to the Minister for State Development. The three member

Authority, comprising a full-time chairman-general manager, and two part-time members, one experienced in finance and the other experienced in the travel industry, has taken over the operation and management of the Victorian Government Tourist Bureau.

The functions of the Authority are to promote and market travel, to make travel arrangements, to provide travel information services, and to advise the Minister upon 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. The Authority has the power to do all things necessary for the promotion and marketing of travel and in particular has the power:

- (1) To acquire real or personal property for the purposes of its Act, whether the property is situated in Victoria or elsewhere;
- (2) to promote and market travel whether by itself or in conjunction with the Government of any other place or any corporation, firm, or individual;
- (3) to act as an agent for any person or body engaged in the provision of travel or tourist facilities;
- (4) to provide travel information services by itself or in conjunction with the Government of any other place or any person or body; and
- (5) to demand and receive fees, retainers, or commissions for acting as an agent or for the sale of travel or accommodation or associated services.

### **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 surveys is similar to the scope of the 1973-74 Census of Tourist Accommodation Establishments, except for the omission of caravan parks. Therefore, all accommodation establishments (except caravan parks) in Classes 9212 and 9213 of the Australian Standard Industrial Classification, i.e., hotels, motels, and guest houses which provide accommodation predominantly to short-term visitors and which also provide breakfast, are included in the surveys. 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 hotels with facilities.* Establishments which provide tourist accommodation, are licensed to operate a public bar, and provide bath or shower and toilet in most guest rooms.

(2) *Licensed and unlicensed motels, private hotels, and guest houses with facilities.* Establishments which provide tourist accommodation and provide baths or showers and toilets in most guest rooms, but are not licensed to operate a public bar. This category also includes motels that are licensed to serve liquor with meals.

(3) *Licensed hotels, private hotels, and guest houses without facilities.* Establishments which provide tourist accommodation but which do not provide baths or showers and toilets in most guest rooms.

*Definitions*

Definitions of items included in the following tables are:

- (1) *Number of establishments.* The number of tourist accommodation establishments in operation at 30 June 1977.
- (2) *Guest rooms.* The maximum number of rooms, units, suites, etc., available for accommodating paying guests during the period surveyed.
- (3) *Bed spaces.* The maximum number of guests that could be accommodated in beds normally in place at the accommodation establishment during the period surveyed. Three-quarter beds were counted as one and double beds as two bed spaces.
- (4) *Room occupancy rate.* The proportion of guest rooms occupied expressed as a percentage of the number of bed spaces available.
- (5) *Bed occupancy rate.* The proportion of bed spaces occupied expressed as a percentage of the number of bed spaces available.
- (6) *Takings from accommodation.* Revenue received from the provision of accommodation during the period surveyed. Where meals and accommodation are a combined charge, an estimate of takings from meals was excluded. 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 figure for takings from accommodation may not necessarily bear a direct relationship to the number of guests accommodated during the period.
- (7) *Employment.* The number of persons working at tourist accommodation establishments at 30 June 1977. Included are working proprietors or partners, salaried directors, and employees on the pay-roll for the last pay period in June 1977. Employees absent on paid sick leave, holidays, or long service leave are included while unpaid helpers and those who, during the whole of the last pay period, were stood down or were absent because of an industrial dispute, are excluded.

**VICTORIA — HOTELS, MOTELS, AND GUEST HOUSES: CAPACITY,  
OCCUPANCY RATES, AND TAKINGS FROM ACCOMMODATION: BY  
TYPE OF ESTABLISHMENT, 1976-77**

Particulars	Licensed hotels with facilities	Motels, private hotels and guest houses with facilities	Hotels, licensed and private, and guest houses without facilities	Total
Establishments at 30 June 1977	165	417	473	1,055
Capacity—				
Guest rooms	4,121	10,780	6,223	21,124
Bed spaces	9,486	29,538	10,523	49,547
ROOM OCCUPANCY RATES (per cent)				
1976—September qtr	47.8	55.3	26.6	44.9
December qtr	53.2	58.0	27.8	47.7
1977—March qtr	57.0	60.8	31.3	51.4
June qtr	52.1	57.6	26.7	47.5
BED OCCUPANCY RATES (per cent)				
1976—September qtr	30.4	34.6	20.9	30.7
December qtr	33.2	36.0	20.8	32.1
1977—March qtr	37.3	43.1	24.9	37.9
June qtr	32.1	36.2	20.7	32.1
TAKINGS FROM ACCOMMODATION (\$'000)				
1976—September qtr	3,909	10,704	1,502	16,115
December qtr	4,601	11,045	1,469	17,116
1977—March qtr	4,893	12,921	1,670	19,485
June qtr	4,468	11,681	1,340	17,488

**VICTORIA — HOTELS, MOTELS, AND GUEST HOUSES: NUMBER OF ESTABLISHMENTS, OCCUPANCY RATES AND TAKINGS: BY STATISTICAL DIVISION, 1976-77**

Statistical division	Number of establishments at 30 June 1977	Capacity at 30 June 1977		Room occupancy rates (per cent)				Bed occupancy rates (per cent)				Takings from accommodation 1976-77
		Guest rooms	Bed spaces	September qtr 1976	December qtr 1976	March qtr 1977	June qtr 1977	September qtr 1976	December qtr 1976	March qtr 1977	June qtr 1977	
Melbourne	219	8,136	18,574	52.4	58.2	57.4	56.8	33.3	37.1	42.2	36.1	\$'000 36,334
Barwon	78	1,361	3,273	27.9	37.5	55.7	33.5	18.0	24.1	38.8	23.1	3,141
South Western	87	1,329	3,118	31.7	37.3	49.5	40.6	20.6	24.5	37.7	29.4	3,331
Central Highlands	66	873	1,980	39.0	43.3	46.6	44.9	32.0	34.7	36.3	35.3	2,552
Wimmera	69	862	1,860	39.8	41.5	40.2	40.2	31.3	32.1	30.5	30.3	2,027
Northern Mallee	67	1,510	3,746	56.3	52.6	47.9	53.4	40.9	39.2	36.8	40.3	5,213
Loddon-Campaspe	99	1,119	2,571	43.1	45.1	45.6	48.9	31.3	32.0	33.0	34.2	2,949
Goulburn	103	1,376	3,210	43.5	37.5	44.7	37.5	31.5	26.0	30.6	25.7	3,184
North Eastern	86	1,517	3,833	54.3	42.3	46.6	45.0	40.7	27.7	33.6	30.8	4,534
East Gippsland	72	1,206	3,093	33.7	40.0	50.0	36.8	22.8	27.5	38.7	26.1	3,079
Central Gippsland	69	1,034	2,274	32.2	36.2	41.1	39.4	21.7	24.3	30.0	26.3	2,006
East Central	40	801	2,015	28.6	34.5	48.4	32.8	21.3	25.4	40.0	24.2	1,855
Total	1,055	21,124	49,547	44.9	47.7	51.4	47.5	30.7	32.1	37.9	32.1	70,204

**VICTORIA — HOTELS, MOTELS AND GUEST HOUSES: EMPLOYMENT BY STATISTICAL DIVISION, AT 30 JUNE 1977**

Statistical division	Males		Females		Persons	
	Full time	Other	Full time	Other	Full time	Other
Melbourne	2,205	1,862	1,760	2,385	3,965	4,247
Barwon	174	169	174	370	348	539
South Western	187	167	172	375	359	542
Central Highlands	123	74	108	247	231	321
Wimmera	105	62	111	177	216	239
Northern Mallee	164	120	216	345	380	465
Loddon-Campaspe	165	85	155	300	320	385
Goulburn	232	136	239	289	471	425
North Eastern	175	73	205	244	380	317
East Gippsland	119	49	170	263	289	312
Central Gippsland	133	141	143	327	276	468
East Central	109	41	98	113	207	154
Total	3,891	2,979	3,551	5,435	7,442	8,414

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*Central Office*

Census of retail establishments and selected establishments, 1973-74 (8617.0)

Retail sales of goods (provisional) (monthly) (8501.0)

Retail sales of goods (quarterly) (8503.0)