



Planning for business

The Australian Bureau of Statistics (ABS) has a wealth of information that is used by Australian businesses to improve their decisions and planning. Currently many businesses use ABS information to decide when to start up or expand their business, locate potential customers and develop targeted marketing campaigns.

Most ABS information is free and on our web site, however because not all of us are statisticians we also provide a free 5 minute phone consultation service to help you locate and retrieve your information when you call 1300 135 070. Should you want us to retrieve your data we offer a (paid) Consultancy Service on the same number.

This document has been designed to demonstrate how ABS statistics can be used to assist small businesses in making informed decisions. The examples used below are based on enquiries we have received, but the actual businesses are fictitious.

Amanda Bilstoft
National Manager
Key Account Private Sector Engagement





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Know your Market



Tony is planning to start a food delivery business in regional NSW and would like to include an online ordering service. He therefore needs to be sure that potential clients have Internet access.

From our website Tony finds free information showing numbers of households with Internet connections for regional NSW. Combining this data with his knowledge of regional NSW, Tony can make a more informed decision on where to establish his business.

Households with an internet connection, selected NSW regional Local Government Areas.

Local Government Area	Households with an internet connection Number	Households without an internet connection Number
Broken Hill (C)	4675	2617
Dubbo (C)	10119	3535
Kempsey (A)	6920	3705
Lismore (C)	12039	3920
Tamworth Regional (A)	14475	5987
Total	48228	19764

Source: 2011 Census of Population and Housing: ABS TableBuilder Basic, 2011





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Locate Potential Clients



Jasmine wants to find the best location for a before- and after-school child care centre in Brisbane.

She visits our website, and generates a free map showing concentrations of 5-14 year old children living in Brisbane. Jasmine wants to know more, so she **contacts us**. We help her to find other relevant free data on the website.

Combining the additional data with the map, Jasmine is able to make a more informed decision about where to locate her business.

People aged 5-14 years

As a percentage of the total population bases on Place of Usual Residence, 2011 Brisbane by Statistical Area 4



Source: 2011 Census of Population and Housing, TableBuilder Basic





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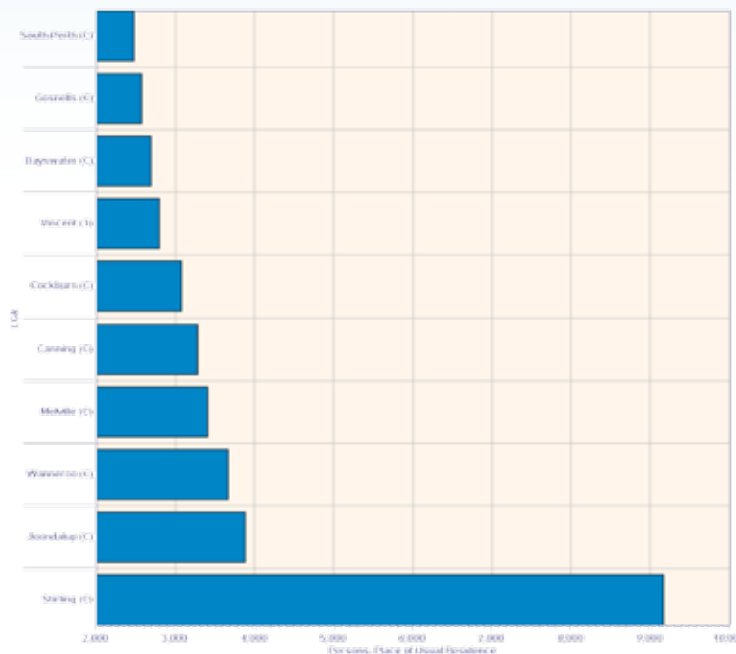
Assess Site Location



Alex plans to open a wine bar in Perth. His identified target market is 25–35 year old professionals.

Alex contacts our [National Information and Referral Service](#) and is able to retrieve data on professionals aged 25–35 years living in Perth from the 2011 Census of Population and Housing, TableBuilder product. Alex uses this to decide on the location for his wine bar with the most potential.

Professionals aged 25-35 years (a), selected Local Government Areas, Perth (b)



(a) Professionals comprise persons aged 25-35, employed with an occupation of 'Professional' as defined by the 'Australian and New Zealand Standard Classification of Occupations, 2006 (ANZSCO) (cat. no. 1220.0)

(b) Geographical areas are based on 'Place of Usual Residence'

Source: 2011 Census of Population and Housing





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Support Your Business Case



Keira would like to open an exclusive women's gym in Canberra, and wants to find the best possible location for her business.

She logs into her free TableBuilder Basic account and is able to generate a table for the numbers of women aged 18–40 years and earn over \$600 per week.

Women aged 18-40 years, with a weekly income of \$600 or more

Statistical Area 3	Number of females
Belconnen	9696
Tuggeranong	8433
Gungahlin	6172
North Canberra	5856
Woden	3103
South Canberra	2732
Weston Creek	2048

Source: 2011 Census of Population and Housing: ABS TableBuilder Basic, 2011





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Improve Your Market Strategy



Sarah operates a retreat/farm stay, and would like to know where to target her overseas marketing.

She calls us, and is helped to locate information on the number of visitors arriving from various countries. This information is available free on our website.

Sarah now wants a more detailed breakdown, showing purpose of visit. She **contacts our consultants** who provide priced consultancy data which assists her to target her overseas marketing.



Short term visitor arrivals by top 4 reasons for journey by top 5 countries of stay/origin

Country of stay/origin	Convention/conference	Business	Visiting friends/relatives	Holiday
New Zealand	4580	14330	33690	42060
United States of America	3240	8530	8280	9590
China (excl SARs and Taiwan)	1580	4620	9490	21760
UK, CIs and IOM	1200	4020	17330	12120
Japan	1320	2150	2730	

(a) Short term travel data are based on a sampled survey process and care needs to be taken when using such estimates for decision-making policy evaluation. Note: Short term movements are rounded to the nearest 10. As a result sums of the components may not add exactly to totals.

Source: ABS data available on request, Overseas Arrivals and Departures





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Contact Details

CONTACT THE ABS FOR MORE INFORMATION

Find data free on our website www.abs.gov.au
or phone us on **1300 135 070**.

Our consultants are available to discuss your information needs,
and assist you to find the data which will help you to plan your
next business steps.

All published data is available free of charge on our website.
However more detailed data can be tailored to your requirements as
part of our priced **information consultancy service**. **Contact our
consultants** who will discuss your needs in detail and provide you
with an obligation free quote.

