

ACTIVITY VERSUS INDUSTRY DATA
- A RESPONSE TO USER NEEDS

Paul Sullivan

Australian Bureau of Statistics

Abstract

Part of the ABS strategy to improve statistics of the services sector is the conduct of periodic detailed studies of selected service industries on a rotating basis. An emerging issue in respect of these collections is that increasingly the user view of industry does not accord with the standard industry classification ie the Australian and New Zealand Standard Industry Classification (ANZSIC). Further, they are not necessarily interested in a single industry or group of industries as defined by the industry classification. Rather users are wanting information about activity related industries such as Tourism, Information Technology, Sports, Gambling, etc. In the Australian situation this may involve in bringing together parts of manufacturing, retail, wholesale, accommodation sectors to meet the users requirements and significantly increases the complexity of the collections.

This paper describes how the ABS service industries project has responded to such user needs in two particular fields:

- the sport, recreation and gambling industries, and
- the community services industry.

This paper is presented to the Voorburg Group to highlight the complexity of the issues involved and outline the ABS response. The ABS would welcome comment on the strategy adopted and advice as to whether other members are adopting similar strategies or are developing different solutions, such as improved industry classifications, to meet the demand for services statistics.

Introduction

1. In 1991-92 the ABS established a Service Industries Project to undertake data collections from the service industries sector to meet the increasing demands for information about the sector. These collections were designed primarily to provide detailed structural data such as employment, income, expenses, profitability, assets and liabilities for the businesses at a detailed industry level (ie at the 4 digit Australian and New Zealand Standard Industry Classification (ANZSIC) level) for the purpose of assessing the significance and performance of the industry. Users of the data include national accounts, industry analysts and government policy departments.

2. More recently, the ABS has developed a comprehensive service statistics strategy, which detailed a program of collections and development work to meet the full range of data needs in respect of the services sector. Within this strategy the need for detailed industry studies was recognised as an important element and a program of rotating collections covering most industries in the services sector were scheduled to the year 2000.

3. In accordance with that program the Project is currently working on the following collections:

- | | |
|---------|--|
| 1994-95 | Sport, Recreation and Gambling Industries & Medical Practitioners Industry - finalising output phase. |
| 1995-96 | Business Services, Community Services and Accommodation Industries - commencing collection phase. |
| 1996-97 | Motion Picture, Radio and Television Services, Libraries, Museums and the Arts, Waste Disposal Services, Cleaning Services and Travel Agents - commencing the development phase. |

4. Clearly a major element in the development of these detailed industry studies is extensive consultation with the users to fully identify their data needs in respect of the industry. In undertaking these user consultations, a recurring theme has been the need to respond to user requirements for multiple views of the industry. In general this has meant not only the need to provide both an activity and industry dimension, but also in some cases a concept of activity-related statistics.

5. This paper presents how ABS has responded to such demands in the development of the Sport, Recreation and Gambling Industries collection in respect of 1994-95 and the Community Services Industry collection in respect of 1995-96.

Sport, Recreation and Gambling Industries

6. The initial impetus to conduct a survey of the sport recreation and gambling industries came from the Commonwealth Department of the Environment, Sport and Territories (DEST). DEST was compiling a national sport and recreation industry framework to determine how best to target their programs and an ABS survey of the industry was seen as beneficial in providing meaningful data to place activities within the framework in context. In response to the approaches from DEST (including partial funding) ABS agreed to conduct a survey of the sport, recreation and gambling industries in respect of reference year 1994 -95.

7. The survey of sport, recreation and gambling industries was developed with a number of objectives in mind. The key objectives were:

- Measure the size and structure of the industries
- Identify the income and expenses of each of these industries
- Collect information on sporting and recreation facilities provided
- Collect information on gambling facilities provided
- Enable comparisons between States/Territories

- Enable comparison of the industry to other industries.
- To measure the significance and role of government in the industries.

8. In summary, the objective of the survey was to provide the fundamental base line data necessary to understand the nature of the industry, to enable comparison with other industries and to provide a benchmark for measuring change over time. The prime user interest was in what they would refer to as the 'sports' industry and the 'gambling' industry.

9. In terms of the scope of the collection, the starting point was Subdivision 93 of the ANZSIC. This covers businesses predominantly engaged in sport, recreation or gambling activities. Subdivision 93 consists of 7 classes, viz:

Subdivision 93 - Sport and Recreation

ANZSIC Class	Title	Description
9311	Horse and Dog Racing	This class consists of units mainly engaged in providing race course operations and horse and dog training.
9312	Sports Grounds and Facilities	This class consists of units mainly engaged in operating indoor and outdoor sports facilities.
9319	Sports and Services to Sports	This class consists of units mainly engaged in providing services to sport such as administration and coaching.
9321	Lotteries	This class consists of units mainly engaged in operating or in selling lottery tickets
9322	Casinos	This class consists of units mainly engaged in providing a range of gambling services in a building to which the general public have access.
9329	Other Gambling Services	This class consists of units mainly engaged in providing other gambling services such as totalisator, bookmaking and football pools.
9330	Other Recreation Services	This class consists of units mainly engaged in providing recreation and entertainment services such as amusement parks, arcades and circuses

10. In addition to the above it was recognised that there were two other types of organisations which may warrant inclusion in a survey of the sport, recreation and gambling industries; these were:

- Organisations which have a significant activity in sport, recreation or gambling but are classified to other industries based on predominant activity.

- (b) Organisations classified to industries (other than sport, recreation or gambling), which may be considered to be of a sport, recreation or gambling nature.

11. In respect of the first issue, the ABS was of the view that two particular classes of ANZSIC, which whilst classified to other sectors of the ANZSIC, warranted inclusion in the survey to ensure a more comprehensive coverage of sport, recreation and gambling activity. The two classes were:

ANZSIC Class	Title	Description
5720	Pubs, Taverns and Bars	This class consists of hotels, bars and similar units (except licensed clubs) mainly engaged in selling alcoholic beverages.
5740	Clubs (Hospitality)	This class consists of units (associations) mainly engaged in hospitality services to members.

12. In the case of class 5720, there was and continues to be an increasing prevalence of gaming/slot machines within pubs, taverns and bars which made it essential to include such organisations to ensure a more complete picture of gambling activities. Further, many pubs, etc also act as agencies for betting shop services. Class 5740 - Clubs needed to be included for two reasons. First, as with pubs, taverns and bars there is a very large element of gambling, primarily in the form of gaming/slot machines within clubs, indeed it is in some States their major source of income. The second reason for the inclusion of clubs was that these organisations are often responsible for the provision and operation of sporting facilities (eg. golf courses, lawn bowls rinks, etc) and it was necessary to include them to ensure a more complete coverage of sporting facilities and activity. Therefore these two ANZSIC classes were added to the scope of the survey.

13. In addition to the above two classes, two other special situations where organisations with significant sport, recreation or gambling activities but predominant to another industry class of ANZSIC, were identified. These are the activities of local government and educational institutions (schools, etc).

14. In the Australian situation local government units operate a large number of sporting facilities and any survey of sport, recreation and gambling industries that excluded such units would be seen as deficient to a significant degree. However, such activity is only a minor and, in many instances, an indistinguishable part of local government activity, with the predominant role of local government units being government administration. As such they are generally classified to ANZSIC class 8113 - Local Government Administration.

15. In recognition of the significance of local government units a limited range of data

including details of sporting facilities, persons employed specifically in respect of the sporting facilities, income earned from use/hire of sporting facilities, expenses incurred in maintenance of sporting facilities and capital expenditure on sporting facilities were collected.

16. As with local government units, education (schools etc) units control a large number of sporting facilities - primarily gymnasiums which are used by other organisations outside of normal times. However, such units would be classified to Education (Division N of ANZSIC). Due to the large numbers of such units, the likely difficulties in obtaining reliable data and the limited general access to such facilities it was decided not to include these units in the scope of the survey.

17. Another situation identified which potentially affected the scope of the survey, was where organisations may be considered (from a user view) to be of a sport, recreation or gambling nature or linked to such activity but are classified to industries other than sport, recreation or gambling. Examples of these provided by the major users were:

- (a) Sport and Recreation Goods Retailers
- (b) Sport and Recreation Goods Wholesalers
- (c) Sport and Recreation Goods Manufacturers
- (d) Racehorse Auctioneers (part of wholesale)
- (e) Racehorse Breeders (part of agriculture)
- (f) Hirers of Sporting Equipment (part of personal services)
- (g) Sports Medicine (part of health)
- (h) Camping and Caravan Parks (part of accommodation)

18. While it may be argued that the above are not sport recreation and gambling activities, from a user perspective they were seen to be part of the industry. Unfortunately, due to the short time frame available to develop the survey it was not possible to pursue these issues for the first iteration of the survey. As such the scope of the survey in terms of ANZSIC classes, was as follows:

- 5720 Pubs, Taverns and Bars
- 5740 Clubs (Hospitality)
- 8113 Local Government Administration
- 9311 Horse and Dog Racing
- 9312 Sports Grounds and Facilities
- 9319 Sports and Services to Sport
- 9321 Lotteries
- 9322 Casinos
- 9329 Other Gambling Services
- 9330 Other Recreation Services

19. Having now completed the survey, the Project is in the process of developing a range of outputs to meet the needs of users.

20. In this regard it is proposed to issue 3 main publications:

- (a) Sports Industries, Australia
- (b) Gambling Industries, Australia
- (c) Clubs, Pubs, Bars and Taverns, Australia.

21. While the last publication of this group will be solely in respect of the industries in Subdivision 57, the other two publications will be presenting data not only about the industry but also about gambling and sports activities of the other industries included in the survey.

22. For example in the 'Gambling industries' publication we will present industry data such as employment, income, expenses and profitability measures, etc for ANZSIC group 932, however, we will also present gambling activity data which will pull together data from several of the other industries (9311, 9321, 9322, 9323, 5720 and 5740). Specifically we will present information on:

- takings and commissions from gambling by type of gambling eg casino tables, slot machines, lotteries, lotto/pools, betting services, etc
- gambling taxes, levies and other gambling related payments to government bodies
- gambling prize monies and payouts
- gambling facilities eg. slot machines by type of organisation

23. Similarly for the 'Sports Industries' publication we will present industry data such as employment, income, expenses and profitability measures, etc for ANZSIC group 931, however, we will also present sports activity data which will pull together data from several of the other industries (5740, 8113, 9330). Specifically we will present information on:

- sports facilities provided
- income from the provision of sports facilities
- membership of sporting bodies
- income and activity by type of sport (ie a sub ANZSIC class level)

24. Finally while the final publication ie Clubs, Pubs Bars and Tavern will be a traditional industry publication it is proposed to disaggregate the data into those that have gambling facilities and those that do not have gambling facilities.

Community Services Industry Survey

25. In the case of the community services industry survey the user's view of the industry was considerably different to that portrayed in the ANZSIC. Under the ANZSIC, community services consists of 4 classes:

- 8710 child care services
- 8721 accommodation for the aged

- 8722 residential care services nec.
- 8729 non residential care services nec

26. However, user's requirements extended considerably beyond these classes. Activities that they viewed as part of their industry included:

- employment placement for disabled persons (part of ANZSIC class 7861 - employment placement services)
- advocacy and peak bodies (part of ANZSIC class 9629 - interest groups nec)
- all levels of government responsible for community services delivery and policy (ANZSIC classes 8111 - central govt admin, 8112 - State govt admin, 8113 - local govt admin).
- nursing homes (ANZSIC class 8613 - nursing homes)
- pre schools (ANZSIC class 8410 - pre-school education)
- supported disability employment schemes (range of ANZSICs inc. manufacturing and retail)
- community health centres (ANZSIC class 8634 - community health centres)
- community service operations of religious organisations (part of ANZSIC class 9610 - religious organisations)
- community transport (part of ANZSIC class 6123 - taxi and other road passenger transport) .

27. Given this diverse view of the industry considerable resources have been devoted to the issue of defining the scope of the collection, identifying the population of in scope entities and testing the availability of data from those entities.

28. The results of that development have resulted in the following approach being adopted:

(a) All units in the Community Services Subdivision will be included in the survey (ie classes: 8710 - child care services, 8721 - accommodation for the aged, 8722 - residential care services nec, 8729 - non residential care services nec, 8613 - nursing homes) and a full range of structural and activity data will be collected from the selected units.

(b) A list of advocacy and peak bodies (part of ANZSIC class 9629 - interest groups nec) within the community services area has been developed and again a full range of structural and activity data will be collected from the selected units.

(c) In the government sector, Federal and State departments which have prime responsibility for community services will be included in their entirety. For other departments which have some involvement in delivery of community services a limited range of data both structural and activity in respect of their community service activity, will be collected. A similar approach is being adopted for local government entities.

(d) For supported disability employment schemes (range of ANZSICs including manufacturing and retail) where disabled persons are employed in a manufacturing or retail business, a list of significant businesses has been developed and a full range of structural and activity data will be collected from the selected units.

(e) For community health centres in Australia there is a mix of health and community service activity and the line between the two is becoming increasingly blurred. There are therefore significant problems with data availability from these units. However a limited range of structural and activity data will be collected split into health related activities and community service related activities.

(f) Employment placement for disabled persons (part of ANZSIC class 7861 - employment placement services), pre schools (ANZSIC class 8410 - pre-school education) and community transport (part of ANZSIC class 6123 - taxi and other road passenger transport) units were omitted from the collection due to a combination of data availability problems and/or the availability of suitable population lists.

29. A further by product of the process is the need for tailoring collection forms to the particular circumstances of and data demands on the different components of the 'industry'. In the case of community services the above strategy has required the development of 8 different form types for data collection.

30. Output is scheduled for June 1997 and the strategy will be similar to that indicated above for the sport, recreation and gambling field. We expect to present both industry and activity data, which will mean presenting data for both businesses in the community service industries (as defined by ANZSIC) and also for the activities of the out of industry businesses.

Summary

31. This paper explains the ABS response, for two industry fields, to the increasing user need for multiple views of a concept of industry that is generally far broader than that delineated in the industry classification. The solution that ABS has adopted is to include as many related industries as possible in the same collection year and to collect comparable structural and activity data from the businesses included. This will permit the combination of data in publications to meet the different user views.

32. This requirement invariably means far greater consultation with users and inevitably greatly increases the complexity of collections in terms of defining the scope of the survey, developing adequate population lists and tailoring forms to align with the information available from businesses.