Module 3: Key Design Considerations

Profiling

What is profiling?

- Profiling = updating the key data items and organisational structure of large and complex Australian businesses on the ABS Business Register
Benefits of Profiling

- Aligning the ABS Business Register to the real world economy
- Responsiveness to change
- Building relationships with data providers
- Better response – providers understand purpose
- More accurate data
- Reduces workload for businesses

Identifying which businesses to profile

- **Size** – income and employment
- **Complexity** – number of legal entities and business activities
- **Resources** of the agency
- Availability of accurate admin data
Profiling Approaches

**Personal Profile (PP)**
- Large and/or complex groups
- Approach letter
- Interview over the phone or in person

**Mail Profile (MP)**
- Significant but relatively simple groups
- Survey form sent in the mail

How profiling information can be used

- A common list of businesses for all economic surveys to ensure coherence in economic statistics
- To identify and explain changes in reported data
Importance of Economic Units Model

- Defines our statistical units
- Helps describe the characteristics of organisations and the structural relationships between related legal entities
- Improved quality of industry statistics based on type of business activity

Economics Units Model
Challenges of profiling

- Overseas entities with local operations
- Refusals (direct or passive/non-response)
- Speaking to the right contact within the organisation

Dealing with complex groups

- **Research** - show that you understand the organisation
- **Explain** how important they are and how the information will be used
- **Escalation strategy** – intensive follow up
ABS Resourcing

- 25 FTE staff
- About 2000 groups profiled each cycle

Note: Resourcing is the main limitation on how many groups get profiled each year