

# Module 3: Key Design Considerations

## Profiling

## What is profiling?

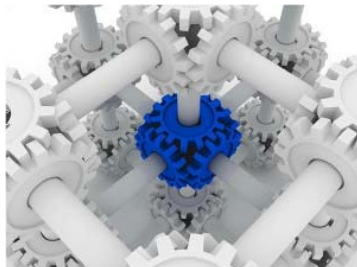
- **Profiling** = updating the key data items and organisational structure of large and complex Australian businesses on the ABS Business Register



## 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

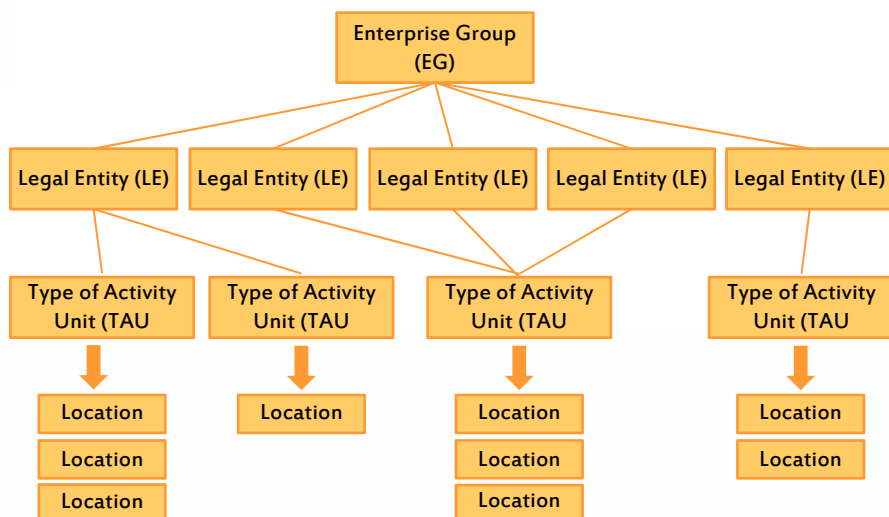
- A common list of businesses for all economic surveys to ensure coherence in economic statistics
- To identify and explain changes in reported data



## 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