



ABS Profiling Directions

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Session 2: Quality Measurement and Quality Management Frameworks

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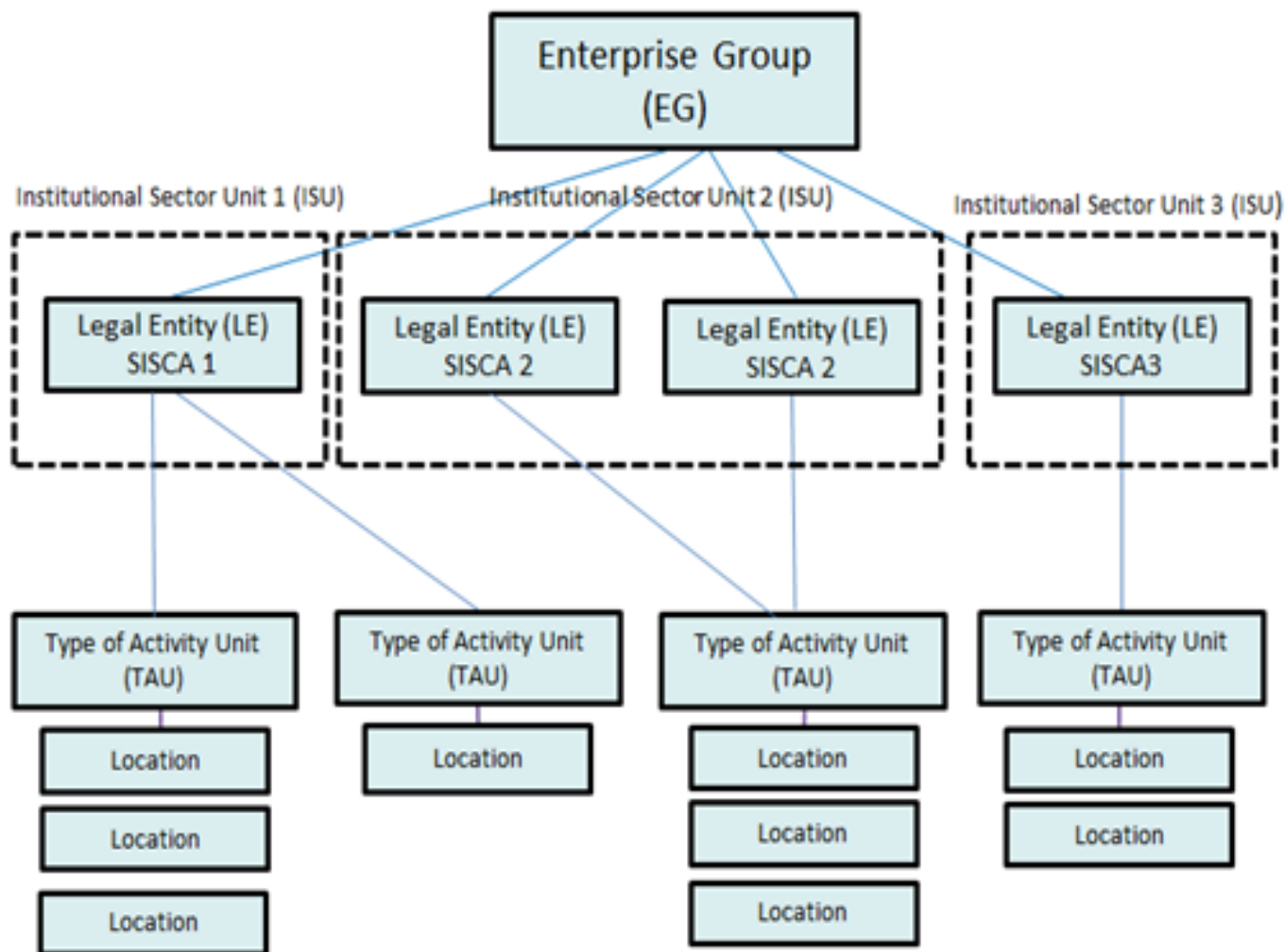


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ABS Profiling Program

- ABS profiling program established in late 1980s
 - Goal to reflect the structure of units undertaking major economic activity in Australia to meet statistical requirements and enable reporting
 - Outcomes: coherence in statistical scoping; high quality statistical outcomes; and strong provider relationships
- ABS Business Register has a two population model
 - Profiled population
 - Large, complex business
 - 1% of units on the ABS Business Register
 - Sourced from direct contact with business
 - Non-profiled population
 - Simple businesses
 - 99% of units on the ABS Business Register
 - Sourced from the Australian Taxation Office
- ABS Economic Units model

ABS Profiling Program





Profiling methods

- Personal profiling
- Mail profiling

Annual cycle

- 1600 Enterprise Groups between February and November
- All groups within a 4 year cycle – some annual, bi-annual etc

Data collected during profiling

- Legal entity and management units
 - Main activity
 - Income, Employment
 - Contact information
 - Coverage – trade in services, international investment, agriculture



Other profiling activities

- Identify new groups for profiling – new ons
- Identify groups no longer needed profiling - drops
- Respond to queries from survey areas – SFMP
- Identify groups in the non-profiled population that belong to an existing profiled groups – floating ABNs
- Maintain separate registers on real world events such as mergers, acquisitions, privatisations, major projects (eg. PPPs)

Profiling system (current)

- Business Register Integrated Management System (BRIMS)

Profiling trials

Trial 1: Reduce the initial profiling selections each year and increase the use of triggers based profiling

Trial 2: Move less complex profiling to the ABS Data Acquisition and Provider Management team

Trial 3: Establish a team to undertake more complex profiling plus editing of annual and quarterly surveys for selected industries

Trial 1: Moving to a triggers based approach to profiling



What is the optimum level of profiling?

Reduced selections

- 1,620 Enterprise Groups 2016 reduced to 909 in 2017
- Reviewed based on significance benchmarks
 - Employment
 - Income
 - Industry value added
 - Industry stability
 - Stakeholder feedback
- Expecting some increase in survey feedback

Trial 1: Moving to a triggers based approach to profiling



Triggers approach being introduced

Data confrontation triggers:

Interrogation of administrative data sources (eg. ABS economic surveys, data sets from other government departments)

Direct feedback triggers:

Intelligence provided to profilers from a variety of sources (eg. ABS editors, data providers)

Environmental scanning:

Publications from other government registers, web intelligence and industry engagement

Trial 2: Decentralising profiling – less complex profiles move to Provider Management team



Data acquisition and Provider Management team

- Responsible for survey IFU and some data collection
- Synergies with profiling and provider engagement skills

Trial details

- 5 staff - located in Geelong
- 640 Enterprise Groups in 2017
- Will expand to some other work program eg. triggers

Trial 2: Decentralising profiling – less complex profiles move to Provider Management team



Quality considerations

- Quality rather than quantity – key consideration
- What does a successful profiling program look like
- Quality approach for Trial 2
 - Intensive formal training
 - Ongoing mentoring and support (in office and virtual)
 - Ongoing quality checking – automated and manual audits
 - Weekly management information – completed profiles, types of errors
 - Communication and escalation strategies
 - Documentation

Trial 2: Decentralising profiling – less complex profiles move to Provider Management team



- Statistical impacts very difficult to measure
 - Better to focus on impact management
- Measures of success
 - Profiling quantity
 - Profiling quality
 - Statistical impacts
 - Business impacts
 - Capability development
 - Provider relations maintained