



Effective Business Planning and Decision Making using ABS data

The Australian Bureau of Statistics, Australia's national statistical agency holds detailed information on every household in every area of Australia.

This information is on the ABS web site and can be obtained using ABS' on-line tools.

Businesses may improve their profitability where they employ this information in their decision concerning:

- **Strategic and Business Planning**
- **Business Feasibility Studies**
- **Environmental Scanning**
- **Customer location**
- **Market segmentation**
- **Marketing and advertising.**

The information session will cover ABS products and services that support business decision making and include information on:

- A snapshot of the latest Census results for households in your area
- Information on the range of ABS data available for business
- Access to free Census data using our new web products
- Information on consultancy and training services the ABS offers to help you better understand and use data for informed decision making

Presenter Amanda Bilotto

BA, Dip Soc, MBA, Master Politics Public Policy

National Account Manager, Private Sector

Australian Bureau of Statistics

Contact Telephone 02 9268 4642

Email amanda.bilotto@abs.gov.au

