

NEW **Consumption that is subject to GST**

	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	12-13(p)	13-14(p)
	238,728	259,569	272,672	290,554	309,378	328,610	343,909	367,795	391,460	407,040	418,485	434,525	462,000	491,600	524,500

NEW **Posted overseas for delivery in Australia** <http://auspost.com.au/annualreport2010/assets/docs/AP-financial-and-statutory-reports-0910.pdf>
http://www.auspost.com.au/annualreport2009/pdfs/AP_financial_reports_0809.pdf

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	1999-2000	2000-01	2001-02	2002-03
122.3	119.2	141.1	150.1	162.8	145.1	186.1	168.7	150.2	146.5	146.5
	-2.53%	18.37%	6.38%	8.46%	-10.87%	28.26%		-10.97%	-2.46%	0.00%

2010-11 Annual report <http://auspost.com.au/media/documents/2010-11-integrated-annual-report-web.pdf>

	2006-07	2007-08	2008-09	2009-10	2010-11
	150.1	162.8	145.1	186.1	172.5
		8.46%	-10.87%	28.26%	-7.31%

OLD **Private consumption expenditure subject to GST**

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
	250530	267414	284301	303949	321323	335361	354417	380223	401471	422500	444700	468100

OLD **Parcel delivery growth (AP data from Access report)**

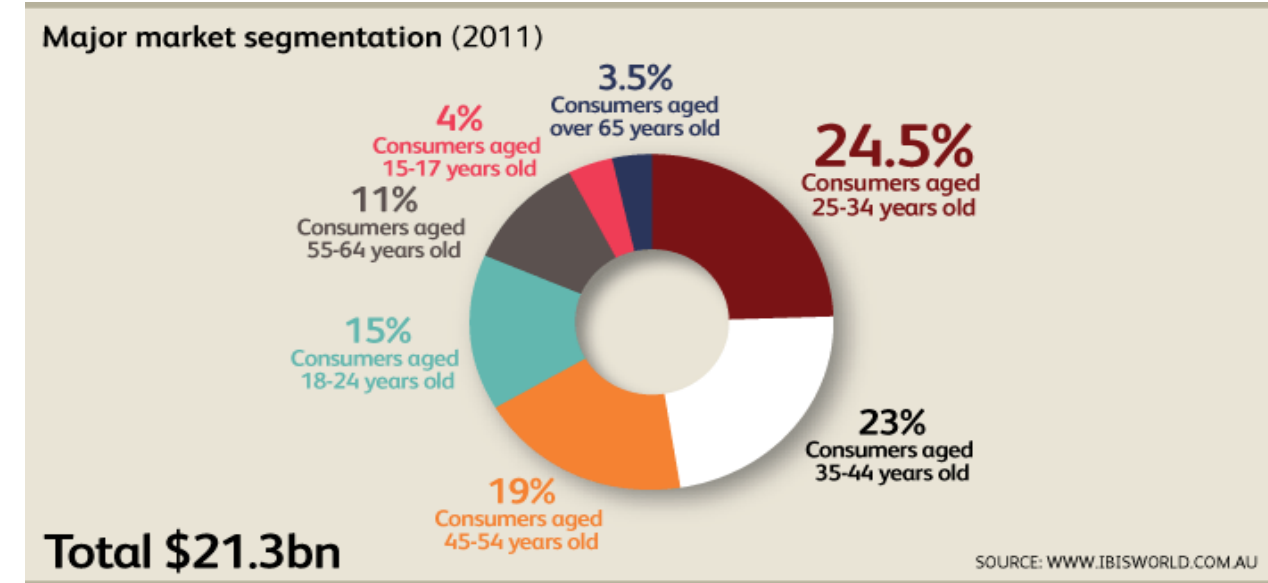
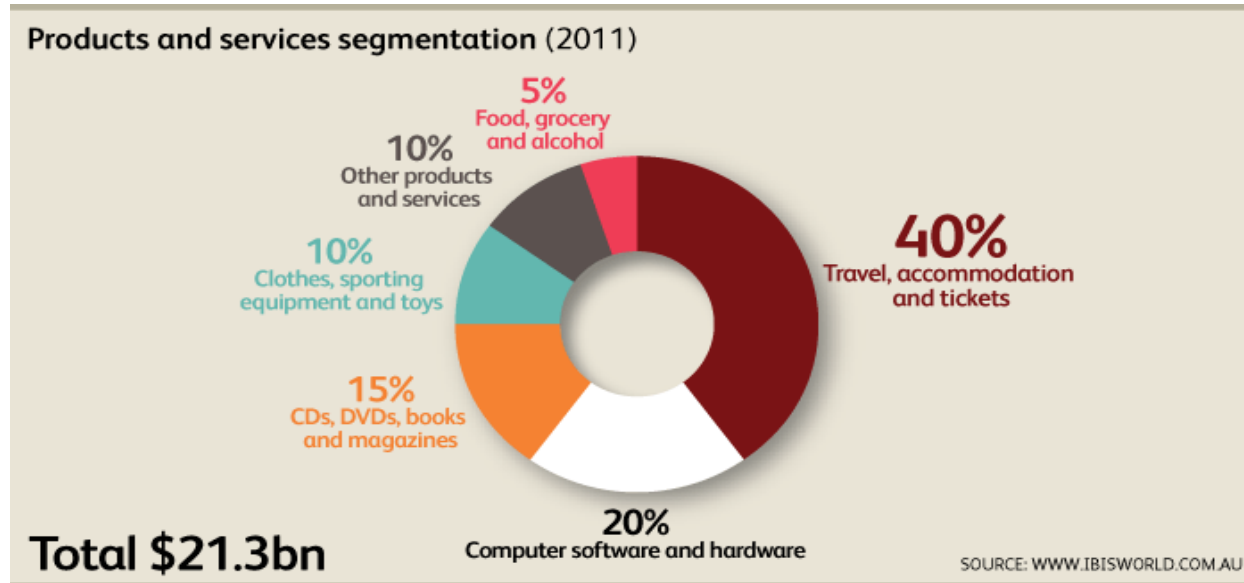
	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
	0	4.10%	1.90%	-3.60%	4.90%	12%	8.90%

	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09
Taxation parameters	132.2	136.0	140.2	143.5	147.0	151.7	156.1	161.4	166.4
Consumer Price Index (Headline)	1.06	1.029	1.031	1.024	1.024	1.032	1.029	1.034	1.031
Online shopping and mail-order report		1.233	1.133	1.106	1.112	1.061	1.061	1.053	1.036
Growth without CPI		1.198250729	1.098933075	1.080078125	1.0859375	1.028100775	1.031098154	1.018375242	1.004849661

Products	Segment	Age	Segment
Food	0.05	15-17	0.04
Other	0.1	18-24	0.15
Clothes/sport	0.1	25-34	0.245
CDs/books	0.15	35-44	0.23
Computer	0.2	45-54	0.19
Travel	0.4	55-64	0.11
		65+	0.035

E-commerce report:
Amount of overseas purchases < \$1,000 50%

Revenue 21.3 billion



According to the 2008-09 MPHS, 72% of Australian households had home internet access and 78% of households had access to a computer
the industry has witnessed strong demand for travel, accommodation and tickets, which account for the majority of online revenue, followed by computer software and hardware and CDs, DVDs, books, magazines respectively
Anticipated growth in disposable income levels of 3.3%
IBISWorld estimates that the potential market for online goods and services is worth in excess of \$75 billion
mail-order houses have declined in dominance and are now confined to a selected number of services
Imports in this industry are low and steady
overseas retailers have been able to capture a notable share of the market (about 40%), which would otherwise have gone to domestic online sites
Technology research group Forrester estimates that online retail sales will hit \$28 billion this year, up 17.5 per cent from last year, with one quarter of those sales - worth an estimated \$7 billion - going overseas.

REVENUE GROWTH

	Revenue \$ million	Growth %
	3,431.10	N/A
1998-99	6,158.70	79.5
1999-00	9,297.20	51
2000-01	11,430.90	22.9
2001-02	12,953.70	13.3
2002-03	14,387.50	11.1
2003-04	15,934.50	10.8
2004-05	17,040.00	6.9
2005-06	17,957.60	5.4
2006-07	18,915.70	5.3
2007-08	19,593.00	3.6
2008-09	20,376.10	4
2009-10	21,305.60	4.6
2010-11	22,200.10	4.2
2011-12	23,093.80	4
2012-13	23,944.40	3.7
2013-14	24,911.90	4
2014-15	25,819.40	3.6
2015-16	26,644.60	3.2

Weight 0.014306

Splits	0-100	100-250	250-400	400-500	500-1000	%	2011 (exc travel)
Other	2	2	2	2	2	10	17
Clothes/sport/toys	3	3	2	1	1	10	17
CDs/books	5	7	3	0	0	15	25
Computer	4	4	4	4	4	20	33
						5	8

New splits	0-150	150-250	250-500	500-750	750-1000	%
Other	5.36	5.36	10.72	2.68	2.68	26.8
Clothes/sport/toys	5	5	3.2	2	2	17.2
Published media	5	2.3	0	0	0	7.3
Computer	3.72	3.72	7.44	1.86	1.86	18.6
Other	8%	8%	15%	4%	4%	38%
Clothes/sport/toys	7%	7%	5%	3%	3%	25%
Published media	7%	3%	0%	0%	0%	10%
Computer	5%	5%	11%	3%	3%	27%
	27%	23%	31%	9%	9%	100%

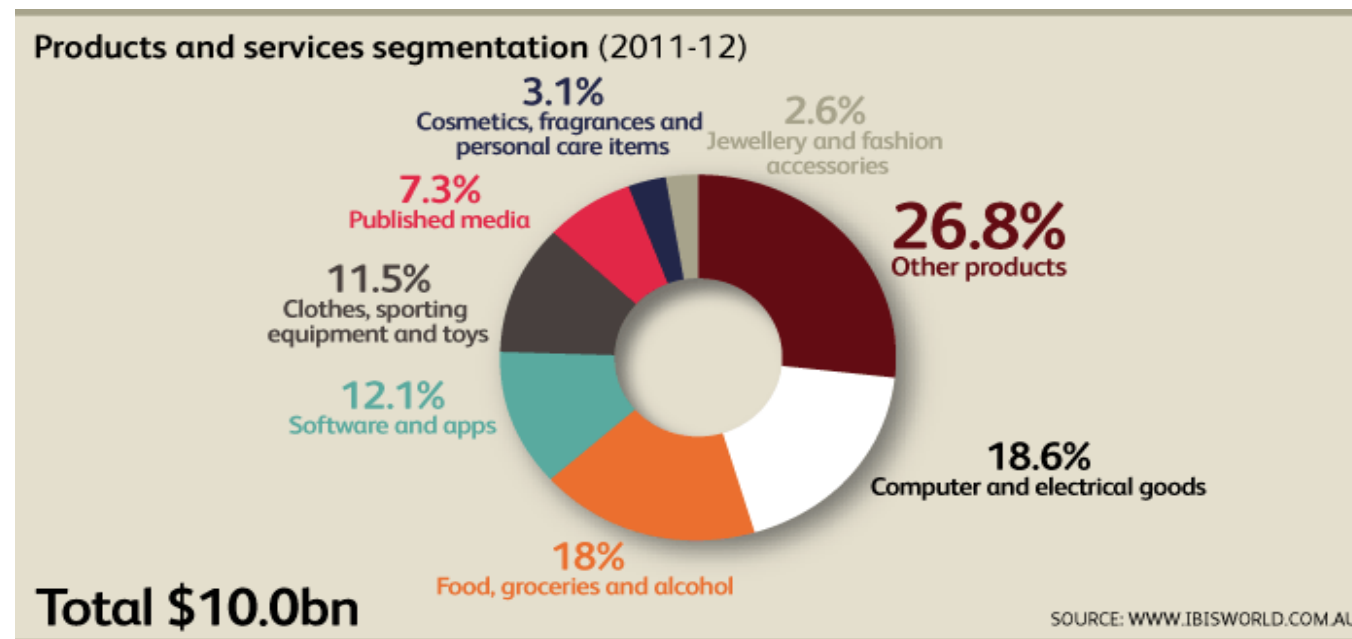
2012
26.8 Other
17.2 Clothes/sport/toys/jewellery/cosmetics
7.3 Published media
18.6 Computer/electrical goods
18 Food
12.1 Software/apps - exclude cos GST not collected in the 1st place

	\$750-1000	\$500-1000	\$250-1000	\$150-1000	\$0-1000
Other	4%	8%	23%	31%	38%
Clothes/sport/toys	3%	6%	10%	17%	25%
Published media	0%	0%	0%	3%	10%
Computer	3%	5%	16%	21%	27%
	9%	19%	49%	73%	100%

April 2012 IBISWorld Report X0004 - Online Shopping in Australia

Old assumptions	500-1000	400-1000	250-1000	100-1000	0-1000
	13%	25%	45%	75%	100%

Year	Revenue \$ million	Growth %
1999-00	1,443.40	
2000-01	2,236.00	54.9
2001-02	2,967.40	32.7
2002-03	3,670.40	23.7
2003-04	4,444.30	21.1
2004-05	5,137.40	15.6
2005-06	5,749.00	11.9
2006-07	6,634.60	15.4
2007-08	7,315.30	10.3
2008-09	7,754.90	6
2009-10	8,354.30	7.7
2010-11	9,191.00	10
2011-12	10,027.50	9.1
2012-13	10,779.50	7.5
2013-14	11,544.90	7.1
2014-15	12,399.20	7.4
2015-16	13,267.10	7
2016-17	14,209.10	7.1
2017-18	15,118.40	6.4



Other products include furniture, flowers, hardware, plants, building materials, office equipment, stationery, automotive parts, aviations parts, art and homewares.

	2008-09		2009-10		%of total
	Number	Value	Number	Value	
0-100		75,520,538	5,819,109	103,367,711	72.55%
101-200		85,122,893	820,159	116,533,459	10.23%
201-300		74,150,393	409,585	100,793,229	5.11%
301-400		62,917,145	258,597	89,594,124	3.22%
401-500		60,846,268	182,895	82,452,436	2.28%
501-600		56,100,490	145,588	80,173,743	1.82%
601-700		55,456,845	116,575	75,656,823	1.45%
701-800		60,031,129	99,090	74,363,667	1.24%
801-900		58,338,774	94,922	80,926,612	1.18%
901-1000		55,457,104	74,045	70,274,649	0.92%
Total		643,941,579	8,020,565	874,136,453	
			New data 13/1/12	875,893,976	

July 2010 - March 2011				
	Number	Value	Num proportion	Av price
0-100	5,158,452	117,858,716	68.06%	22.85
101-200	972,898	140,772,573	12.84%	144.69
201-300	457,798	112,258,108	6.04%	245.21
301-400	267,200	92,826,344	3.53%	347.40
401-500	193,241	86,878,624	2.55%	449.59
501-600	145,619	79,815,698	1.92%	548.11
601-700	112,601	73,073,912	1.49%	648.96
701-800	99,108	74,352,899	1.31%	750.22
801-900	95,128	81,177,804	1.26%	853.35
901-1000	77,540	73,478,744	1.02%	947.62
Total	7,579,585	932,493,422		

Price band	PC model's av pric % of total			Sample week total	Sample week value	Year total 09-10			Year total 10-11			Est # mail, PC report		2010-11			
	0-100	101-200	201-300			Year value 09-10	Year value 10-11	pg. 183 (m)	Year value 10-11	PC model's value	Number	Value	Num propo	Av price			
0-100	16.76%			898	0	6,032,469	0	7,959,507	0-100	0	0-100	7,206,897	171,389,203	68.17%	23.78		
50	22.85	58.16%		3,117	155,850	20,938,981	1,046,949,058	27,627,822	34.85	1,381,391,118	813,170,484	1,378,728	199,540,094	13.04%	144.73		
150	144.69	12.91%		692	103,800	4,648,628	697,294,271	6,133,607	6.26	920,041,052	887,471,599	633,720	155,481,616	5.99%	245.35		
250	245.21	4.83%		259	64,750	1,739,877	434,969,211	2,295,671	2.66	573,917,709	562,921,445	366,238	127,333,699	3.46%	347.68		
350	347.4	2.44%		131	45,850	880,015	308,005,225	1,161,131	1.50	406,395,783	403,376,843	266,221	119,763,577	2.52%	449.87		
450	449.59	1.60%		86	38,700	577,720	259,973,876	762,269	0.96	343,021,086	342,708,556	197,217	108,154,880	1.87%	548.41		
550	548.11	1.18%		63	34,650	423,213	232,767,307	558,406	0.57	307,123,531	306,068,142	154,594	100,355,453	1.46%	649.15		
650	648.96	0.88%		47	30,550	315,731	205,224,855	416,589	0.43	270,782,795	270,349,543	134,940	101,237,677	1.28%	750.24		
750	750.22	0.37%		20	15,000	134,353	100,765,068	177,272	0.09	132,953,909	132,992,909	128,737	109,833,503	1.22%	853.16		
850	853.35	0.26%		14	11,900	94,047	79,940,287	124,090	0.07	105,476,768	105,892,471	105,379	99,779,148	1.00%	946.86		
950	947.62	0.28%		15	14,250	100,765	95,726,815	132,954	0.07	126,306,214	125,989,784	Total	10,572,671	1,292,868,850			
>1000	0.32%			17	114,200	114,200	114,200	150,681				New data 13/1/12	1,294,724,681		0.14%		
Total				5,342	515,300	36,000,000	3,461,615,973	47,500,000	47.46	4,567,409,965	3,950,941,776						
	Average value				116												

New data 13/1/12 Jul-Dec 2011 valu 864,140,033
yr grossed up 1,728,280,066

2009-10 2010-11
Total inbound receipts 36,000,000 47,500,000
(pg 182: http://pc.gov.au/_data/assets/pdf_file/0003/113772/10-retail-industry-chapter7.pdf)
growth 31.94%

2009-10 2010-11
874,136,453 932,493,422 7/10 - 3/11
1,243,324,563 gross up for full yr
42.2% growth

