



Electoral Commissioner

REF: IQ21-000005

Committee Secretary
House of Representatives Standing Committee on Social Policy and Legal Affairs
Parliament House
Canberra ACT

Email: spla.reps@aph.gov.au

Dear Secretary

Question on notice: Inquiry into constitutional reform and referendums

Please find below a response to a question on notice taken by the Australian Electoral Commission (AEC) at a public hearing of the Standing Committee on Social Policy and Legal Affairs on 26 October 2021.

I trust this information assists the Committee's inquiry into constitutional reform and referendums. If the Committee would like further information about the AEC's education for schools' program, please do not hesitate to contact me.

Question

With regard to online visits to the *AEC for Schools* website, Proof Hansard, page 8:

Ms MURPHY: *I'm wondering if, on notice, you might be able to provide any of that information you said you had about access to the online resources—how many schools and where, and what sorts of schools, if that's possible?*

Mr Rogers: *Yes, certainly we'll take that on notice and provide that to the committee.*

Response

Demographic information about website visitation is limited. Generally, it is only possible to identify where in the world a computer is connecting to a website by broad jurisdictional category.

For the 2018 to 2021 calendar years, the AEC has data on the total number of visitors and total number of unique visitors to the *AEC for Schools* website. Additional data is available for the 2020 and 2021 calendar years which is indicative of the Australian state or territory a website visitor visited from. It is not possible to capture demographic information about visitors to the website, such as whether they represent a public, private or religious school, or are a teacher, student or member of the public.

AEC for Schools website

The *AEC for Schools* website (<https://education.aec.gov.au/>) provides free education resources and programs for teachers and students. This includes information about how to visit the National Electoral Education Centre, education programs such as the recently updated *Democracy Rules*, a variety of education brochures, factsheets and resources. The website also provides access to the *Get Voting* program where teachers can order election equipment packs to be sent to their school.

Table 1: Total page views and unique pages views, 2018 to 2021

| Calendar year | Total page views across all AEC for Schools webpages | Unique page views across all AEC for Schools webpages |
|----------------------|---|--|
| 2018 | 322,588 | 194,040 |
| 2019 | 357,288 | 241,124 |
| 2020 | 330,802 | 219,490 |
| 2021* | 182,466 | 130,560 |

* 1 January 2021 to 26 October 2021.

Table 2: Geographic information for unique pages views by jurisdiction, 2020 to 2021

| Calendar year | Jurisdiction | Unique page views across all AEC for Schools webpages |
|----------------------|---------------------|--|
| 2020 | Vic | 51,653 |
| | NSW | 50,185 |
| | Qld | 32,863 |
| | WA | 31,281 |
| | SA | 16,545 |
| | ACT | 8,005 |
| | Tas | 3,012 |
| | NT | 1,378 |
| | Other (overseas) | 24,568 |
| 2021* | NSW | 30,779 |
| | Vic | 26,462 |
| | Qld | 18,795 |
| | WA | 18,159 |
| | SA | 10,971 |
| | ACT | 4,291 |
| | Tas | 2,325 |
| | NT | 589 |
| | Other (overseas) | 18,189 |

* 1 January 2021 to 26 October 2021.

Requests for *Get Voting* election equipment packs

The AEC's *Get Voting* education program provides teachers with everything they need to run a free and fair election for their class or school. It includes instructions on how to prepare for and run a school election, an online ballot paper generator, tally sheets for vote counting, and a free election equipment pack which includes a ballot box, ballot box seals, election official badges and election posters.

Table 3: Number of *Get Voting* equipment packs sent by jurisdiction, 2018 to 2021

| Calendar year | Jurisdiction | Total <i>Get Voting</i> election equipment packs sent |
|----------------------|---------------------|--|
| 2018 | Vic | 110 |
| | NSW | 109 |
| | WA | 60 |
| | SA | 56 |
| | Qld | 41 |
| | ACT | 15 |
| | Tas | 13 |
| | NT | 4 |
| | Total | 408 |
| 2019 | NSW | 190 |
| | Vic | 108 |
| | Qld | 73 |
| | WA | 60 |
| | SA | 52 |
| | Tas | 16 |
| | ACT | 15 |
| | NT | 4 |
| | Total | 518 |
| 2020 | NSW | 88 |
| | Vic | 71 |
| | WA | 44 |
| | Qld | 37 |
| | SA | 33 |
| | ACT | 14 |
| | Tas | 9 |
| | NT | 6 |
| | Total | 302 |

| Calendar year | Jurisdiction | Total <i>Get Voting</i> election equipment packs sent |
|---------------|--------------|---|
| 2021* | Vic | 104 |
| | NSW | 103 |
| | Qld | 98 |
| | SA | 68 |
| | WA | 60 |
| | ACT | 35 |
| | Tas | 16 |
| | NT | 5 |
| | Total | 489 |

* 1 January 2021 to 26 October 2021.

Yours sincerely

Tom Rogers

10 November 2021