

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2012-2013, 17 and 19 October 2012

Question: E12-074

**OUTCOME 11:** Mental Health

**Topic:** MINDHEALTHCONNECT

**Type of Question:** Written Question on Notice

**Number of pages:** 1

**Senator:** Senator Wright

**Question:**

Could the Department give a general update on the operation of *mindhealthconnect* since launch. In this update, please provide site analytics including total visitor numbers (including trends over time), the demographics of users, average time spent on the website per user, most popular features of the website, and how these statistics are collected and calculated.

**Answer:**

The e-Mental Health Portal, *mindhealthconnect*, was launched on 5 July 2012. The aim of the Portal is to provide consumers and carers a single gateway to authoritative information, evidence-based online therapy including self-directed, low-intensity web-based mental health services.

The National Health Call Centre Network which has been funded by the Australian Government to develop and maintain *mindhealthconnect*, provides the Department of Health and Ageing with monthly website statistics for *mindhealthconnect*.

There have been 48,102 unique visitors to the site since launch to 30 October 2012. The majority of visits to the site occurred in the launch month, due to promotional activity. A trend over time cannot be accurately assessed given that there is only four months of data since the portal's launch.

To date the average time spent on the site per user is 3.26 minutes. The most popular feature of the site, based on the most visited pages (after the Homepage) was the Library feature, which links to online programs, fact sheets, audio and video and community pages. The next most popular feature was the Guided Search, which allows the user to search for programs and information relevant to their individual circumstances.

97 per cent of all internet browsers accessing the website are located in Australia, with the following state and territory representation: New South Wales 33.2 per cent, Victoria 30.2 per cent, Queensland 15.9 per cent, Western Australia 7.5 per cent, Australian Capital Territory 5.9 per cent, South Australia 5.8 per cent, Tasmania 1.2 per cent and Northern Territory 0.2 per cent