

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Supplementary Budget Estimates Hearing 2012-13
17 October 2012

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

TOPIC: My University website

REFERENCE: Question on Notice (Hansard, 17 October 2012, page 85)

QUESTION No.: SI-40

Senator MASON: All right. How successful has it been? How many views has the website had since the launch?

Mr Griew: One million.

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Dr Taylor: The number of page views since the release on 9 September was 81,242.

Mr de Carvalho: In total since the launch, over a million.

Senator Chris Evans: We still need to promote the site. I have a 16-year-old who is doing his matriculation this year and I had to physically log into it for him. He had not heard about it. I think we still have a job to do. He is exactly the market, so we still have work to do to make sure the message spreads about it being there, as always with new sites. But we have had a large number of people access it.

Senator MASON: How many unique visitors?

Mr de Carvalho: Of the one million page views, that is more than 184,000 visits. So each time someone is visiting, they are looking at a lot of pages. They are looking at around five pages.

Senator MASON: Is it possible to provide me with information on visits and unique visitors for each month since the launch?

Mr de Carvalho: We can certainly do page views and visits. I have that for you. I am not sure about unique visitors. In April when it was launched, of course you would expect a spike.

Senator MASON: Give it to me on notice, just to save time.

Mr de Carvalho: Okay. We do have it by page view and visit by month.

Senator MASON: Thank you.

ANSWER

Monthly visits to the 'MyUniversity' website since the launch in April 2012.

April 2012 – 85,115

May 2012 – 17,671

June 2012 – 32,699

July 2012 – 19,818

August 2012 -14,861

September 2012 - 23,674

Monthly unique visitors to the 'MyUniversity' website since the launch in April 2012.

April 2012 – 68,477
May 2012 – 12,645
June 2012 – 25,319
July 2012 – 13,841
August 2012 – 9,844
September 2012 - 17,162

Please refer to the response for SI-39.