

**Senate Standing Committee on Education Employment and Workplace
Relations**

**QUESTIONS ON NOTICE
Additional Estimates 2011-2012**

Outcome 1 - Early Childhood Education and Child Care

DEEWR Question No. EW1170_12

Senator Back asked on 16 February 2012 , Hansard page 13

Question

MyChild Site

Refers to previous DEEWR Question No SQ12-000200

Senator BACK: So you will provide us with information on the pattern of the number of hits? Mr De Silva: I can actually tell you that from 1 January 2011 to 31 December 2011 there were 660,000 unique hits to the My Child site. Senator BACK: Thank you. Again, it would be good to know back from the beginning when the website was first launched. We will be very keen to follow that. I now want to go on to the childcare rebate, if I may.

Answer

The mychild website commenced on 22 October 2008 and received over 45 000 unique visitors (counted only once) from its commencement date to the end of 2008. In 2009 the number of unique visitors increased to over 112 000. In 2010 and 2011, the number of unique visitors increased to over 451 000 and 660 000, respectively.