

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

**QUESTIONS ON NOTICE
Supplementary Budget Estimates 2012-2013**

Outcome 2 - Schools and Youth

DEEWR Question No. EW0524_13

Senator Mason provided in writing.

Question

MySchool website

How many unique users have accessed each version of the My School website? Please provide the numbers of unique users accessing the website each month. a. Please provide the total number of unique users visiting each of the following sections on the school website – School profile, school finances NAPLAN, VET in schools, local schools

Answer

ACARA has provided the following response.

Unique users of each version of the *My School* website

- The first version of the *My School* website was launched on 28 January 2010 and was accessed by 3,182,490 unique visitors from launch until it was replaced by *My School* version 2.
- *My School* version 2 was launched on 4 March 2011 and was accessed by 961,319 unique visitors from launch until it was replaced by *My School* 2012.
- *My School* 2012 was launched on 24 February 2012 and has been accessed by 667,472 unique visitors from launch to 31 October 2012.
- The number of unique visitors for each month for *My School* version 2 and *My School* 2012 are shown below. The monthly traffic breakdown for the original *My School* website is not available due to a technology change in the reporting platform with the launch of *My School* version 2.

Unique users accessing the *My School* website each month

Month	Unique Visitors
Mar-11	333,670
Apr-11	84,114
May-11	98,952
Jun-11	71,123
Jul-11	59,088
Aug-11	74,369
Sep-11	85,513
Oct-11	77,366
Nov-11	71,329
Dec-11	54,293
Jan-12	65,786
Feb-12	149,421
Mar-12	125,714
Apr-12	82,707
May-12	101,169
Jun-12	71,938
Jul-12	50,174
Aug-12	76,780
Sep-12	89,779
Oct-12	85,638

Total number of unique users visiting each section on the *My School* website

The following table shows the unique page views in aggregate for the past two releases of *My School*, noting that the VET in schools page was not introduced to the site until the 2012 release.

It is not possible to report the requested breakdown for the original release of *My School* as the school profile, school finances and numbers in graphs pages did not exist in that release.

Note also that each unique visitor may have visited pages related to more than one school, which would be counted as separate page views.

School profile	7,112,631
School finances	779,420
NAPLAN results in numbers	3,215,885
NAPLAN results in graphs	1,153,796
VET in schools	88,347
Local schools	1,455,694