

**Senate Finance and Public Administration Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Prime Minister and Cabinet Portfolio**

**Department of the Prime Minister and Cabinet**

Budget Estimates Hearing 25-29 May 2009

**Question: PM56a-b**

**Topic: Economic Stimulus Plan website**

**Type of Question: Hansard, F&PA 26 May p34**

**Date set by the committee for the return of answer: 10 July 2009**

**Number of pages: 2**

**PM56a:**

**Senator RYAN-Mr Mrdak, did you just say that there were 140,000 hits on the website?**

**Mr Mrdak-I think it is of that order. I will get a more detailed number for you, but that is my understanding of the sort of number.**

**PM56b:**

**Senator RYAN-That is the ballpark number. I have done some quick maths and that is \$1.17 a hit. How does that compare with other government websites? We had the, I think, \$64-a-call climate change call centre. I am thinking that \$1.17 a hit would not be benchmarked well against what people in the private sector might spend. Do you benchmark any of those activities?**

**Mr Mrdak-I would need to take on notice how it sits with other government websites. My understanding of the advice that I have been given is that it is, I think, at this stage, not receiving as many hits as, say, the Bureau of Meteorology website, but it is certainly one of the more popular government information sites at this time. I will get some details for you on how it sits.**

**Answer:**

The Department has been provided with the following information:

Total hits on the Economic Stimulus Plan website (period 25 March to 26 May 2009)

**230,214**

Average number of hits per month to the Economic Stimulus Plan website:

**115,107**

Average number of hits per month to other relevant Government websites (figures are from April 2009 and May 2009).

[www.bom.gov.au](http://www.bom.gov.au): 1,813, 751 unique visitors

[www.australia.gov.au](http://www.australia.gov.au): 636,000 unique visitors

[www.ombudsman.gov.au](http://www.ombudsman.gov.au): 9,000 unique visitors

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[www.ato.gov.au](http://www.ato.gov.au): 7.5 million unique visitors

[www.centrelink.gov.au](http://www.centrelink.gov.au): approx 5 million unique visitors

[www.medicare.gov.au](http://www.medicare.gov.au): approx 2.5 million unique visitors

[www.nationbuildingprogram.gov.au](http://www.nationbuildingprogram.gov.au): 296,433 unique visitors