

**ATTACHMENT: PAEC 2018–19 BUDGET ESTIMATES HEARING  
SPECIAL MINISTER OF STATE PORTFOLIO – 14 JUNE 2018  
HON GAVIN JENNINGS MLC**

**QUESTIONS TAKEN ON NOTICE AND FURTHER INFORMATION AGREED TO BE SUPPLIED AT THE HEARINGS**

**SPECIAL MINISTER OF STATE**

**Topic: Digital government and communications**

Reference: 2018/19 Budget Paper 3, page 304

**Question 1:**

- a) What is the 'variety of content' in the first note in the table referring to?
- b) Do the monthly visit figures include visits from .gov domains?
- c) What is the unique number of visits per month for this period?

**RESPONSE:**

- a) The 'variety of content' refers to replacing standalone sites and reducing the number of new sites developed by including the content in vic.gov.au. For example, this includes:
  - Content from DPC corporate website
  - Veterans branch content
  - Australia day
  - Data Vic
  - Enterprise Solutions
  - Cultural Diversity Week
- b) The monthly visit figures include all the visits to vic.gov.au. The top 10 refer to the sites and are as follows:

Number	Refer	Description
1	google.android.googlequicksearchbox	Google mobile
2	m.facebook.com	Facebook mobile
3	tributes.heraldsun.com.au	Newspaper page has a link to vic.gov.au
4	business.vic.gov.au	State Government site
5	t.co	Twitter
6	education.vic.gov.au	State Government site
7	ndis.gov.au	Federal government site
8	au.search.yahoo.com	Search engine
9	duckduckgo.	Search engine
10	justice.vic.gov.au	State Government site

- c) The BP3 Measure is of average monthly sessions, the actual monthly sessions are as follows:

**2016/17**

<b>Month</b>	<b>Total Visits (Sessions)</b>	<b>Total Visits - BP3 (Average monthly Sessions)</b>
July 16	223,098	211,581
August 16	242,012	232,555
September 16	285,324	250,145
October 16	270,022	255,114
November 16	248,289	253,749
December 16	252,108	253,476
January 17	357,379	268,319
February 17	251,730	266,245
March 17	357,039	276,333
April 17	312,330	279,933
May 17	321,088	283,674
June 17	306,657	285,590

**2017/18**

<b>Month</b>	<b>Total Visits (Sessions)</b>	<b>Total Visits - BP3 (Average monthly Sessions)</b>
July 17	310,150	310,150
August 17	337,659	323,905
September 17	302,053	316,621
October 17	343,685	323,387
November 17	247,890	308,984
December 17	249,783	298,587
January 18	336,669	303,984
February 18	326,846	306,842
March 18	354,662	312,155
April 18	325,359	313,476
May 18	349,625	316,762
June 18	326,957	317,612