Outcomes 1 & 2
Topic: Athens GPA

Hansard page 125

Senator Cook asked:

What is the formal advice the Greeks have given to us about the eligibility of Australian contractors to apply for contracts under the Athens GPA?

Answer:

Despite intensive follow up by the Australian Embassy in Athens, no formal advice has been provided by the Greek Government on the eligibility of Australian business to apply for Athens Olympic contracts.

This issue does not relate to the procurement of goods for the Olympic Games.

Senate Foreign Affairs, Defence and Trade Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Australian Trade Commission

Additional estimates 2000–2001—22 February 2001

Outcomes 1 & 2
Topic: Austrade Online

Hansard page 124

Senator Cook asked:

Can you provide an analysis of the hits to Austrade Online regarding who is scanning for general information and who is making specific inquiries either as to the potential of their product in offshore markets or for specific services provided?

Answer:

Austrade monthly website analysis, obtained through *Webtrends* software, provides some insight into users' activities and interests when using the Austrade site.

The analysis includes a breakdown of key information that helps Austrade identify users' interests. This is used to tailor and adjust the site to match demand. Some of the information captured includes:

- The most requested and least requested pages on the site—using this information, Austrade can ascertain what users are most interested in. By extension, we can also tell where users are coming from; for example pages aimed at Australian users are about twice as popular as pages aimed at foreign users. Visits to the site based on time of day indicate a similar breakdown.
- Single access pages (ie, pages that a user typed directly, visited, and then left without visiting any other parts of the site)—this highlights areas where users visit Austrade for a particular and sole purpose, most commonly for information on international markets, to access the *Australia on Display* database, to see employment opportunities, or to obtain student or media information.
- The most common paths that people take through the site—in other words, *how* they use the site.
- The files and documents on the site that are most commonly downloaded by users, including files that are most popular. In order, these include *First Steps to Export Success*, *Australian Indigenous Exporters' Product Directory*, and Austrade's monthly publication *Tr@demark*.
- The most common search terms used by users.
- The most common referring sites from which users come to the Austrade site—this tells us how effectively we are found by users, and which links at other sites are most valuable in attracting users.

From the statistics, it appears that roughly 20–25 percent of users look around the site without particular areas of interest or a desire for certain information driving their visit. The remainder, even where they locate the site by accident, appears to have particular needs or wishes when navigating it.

Website statistics and other sources do not, however, give an accurate picture of where users of the site are physically located. It is impossible to tell, for example, how many Australians from rural and regional areas, or how many users from overseas, visit the site in a particular period. At present, we are not able to ascertain the number of conversions from website users to Austrade clients, except for the small number of clients who, when approaching Austrade offline, identify themselves as having come to us from the website.