

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2011-2012, 30/31 May 2011

Question: E11-040

OUTCOME 4: Aged Care and Population Ageing

Topic: THE SENIORS WEBSITE

Written Question on Notice

Senator Adams asked:

- a) Has the Consortium of Australian Government Agencies responsible for the website www.seniors.gov.au portal undertaken any evaluation of the site?
- b) How will the government determine if the objectives of the site have been met? How will the government determine if the portal has improved access to information to seniors living in regional and rural areas?
- c) How does the government decide what material gets included on this site?
- d) How many hits has the site had since its inception and also by year?

Answer:

- a) The www.seniors.gov.au website is managed by the Department of Health and Ageing. Independent market research was conducted in 2008. A review of the site is currently underway as part of the consideration of the consumer information available from the Department of Health and Ageing for older Australians.
- b) The current review will consider the original objectives of the site, current information available and target audience.

No specific information has been gathered with regard to users from regional and rural areas.

- c) Presently, the Department manages the information available on the site. The outcomes of the current review will inform future changes and updates to the site.

- d) Following is a summary of hits per calendar year, since the site was established:

| Recording Period | Number of Hits to www.seniors.gov.au |
|------------------------------|--|
| 2006 (1 July to 31 December) | 98,064 |
| 2007 | 240,005 |
| 2008 | 303,236 |
| 2009 | 320,905 |
| 2010 | 262,854 |
| 2011 (1 January to 31 May) | 97,506 |
| TOTAL | 1,322,570 |