

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

**QUESTIONS ON NOTICE
Additional Estimates 2011-2012**

Outcome 1 - Early Childhood Education and Child Care

DEEWR Question No. EW1168_12

Senator Back asked on 16 February 2012 , Hansard page 12

“Senator BACK: Can I then move to the mychild.gov.au website. I am trying to come to an understanding of the currency of the information. Can you tell me when the mychild website came into existence? When did it first start to be used?”

mychild website

Mr De Silva: The mychild website was created in 2008. It was an election commitment in 2007, but I will double check the exact date the mychild website went live.

Senator BACK: Excellent. Thank you. When you are looking at that for me, Mr De Silva, I would be very interested in getting some indication of the popularity of the site based on the number of hits either per day or per week or month. I want it over a period of time. I just want the trends—is it going up?

Mr De Silva: We can take that on notice.

Answer

The mychild website commenced on 22 October 2008 and received over 45 000 unique visitors (visitors counted only once) from its commencement date to the end of 2008. Since then, visitor numbers to the website have continued to increase.

In 2009 the number of unique visitors increased to over 112 000. In 2010 and 2011, the number of unique visitors increased to over 451 000 and 660 000 respectively.