

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE
Supplementary Budget Estimates 2013-2014

Agency – Australian Curriculum, Assessment and Reporting Authority

Department of Education Question No. ED0161_14

Senator Deborah O'Neill asked on 20 November 2013, Hansard page 14

Question

Subject - ACARA - *My School* website data

Senator O'NEILL: In terms of the usage of the website and particularly the tools that parents use to find out about their local schools, could you give us a bit of an update on its use currently.

Mr Randall: We have got some data in annual use. For example, I have got some data here that says *My School* 2013 visits: just after under half a million unique visitors, 482,000 for a period. We have been monitoring that on a regular basis. That contrasts back to when it was launched. *My School* 1 had in excess of four million visitors. We do keep track of that. I am more than happy to provide more detailed data if that is what you like. My general point is when *My School* was released there was significant attention to it. Over the years, the visits to *My School* have reduced. The first one had 4.6 million visits through to 2013 when it had 490,000 visits. That is steady. We observe there is an increase when we release the new versions. There is a pretty steady period of traffic but significantly less than what it was in the first few years. There is ongoing traffic to that site.

Answer

ACARA has provided the following response.

The *My School* website has received the following levels of traffic for each of its four releases to date.¹ (Note: the 490 000 visits figure cited by ACARA's CEO was incorrect due to an error in information provided to him. The actual [rounded] figure was 890 000 visits to the end of September 2013 which to 8 December 2013 has increased to 1.16 million visits).

My School website –			
	Visits	Unique Visitors	Dates
My School 1	4 610 716	3 182 490	28 Jan 2010 to 3 Mar 2011
My School 2	1 777 200	961 319	4 Mar 2011 to 23 Feb 2012
My School 2012	1 609 775	913 062	24 Feb 2012 to 12 Mar 2013
My School 2013	1 164 827	629 566	13 March 2013 to 8 Dec 2013

¹ Please note that the number of days reported for each release is different as the site has not been released on the same day each year, and in particular that the *My School* 2013 figures represent substantially less than a year's activity).

For the last three releases of *My School*, excluding the peak that occurs with each year's release of new data, the daily traffic figures have remained constant and/or increased slightly over time.