

Division/Agency: Australian Securities and Investment Commission
Question No: 006
Member: Mr Patrick Gorman MP

Question:

Mr GORMAN: Thank you. Chair, I'll just put on notice one question with regard to Moneysmart. I'd appreciate some website tracking data on notice for Moneysmart, particularly with regard to the 'COVID-19 making financial decisions' section, which is now the featured part of Moneysmart; dealing with natural disasters; and some of the sub websites contained within. If you could provide on notice to us as soon as possible how many people are accessing those on a weekly or monthly basis—

CHAIR: Mr Gorman, you were breaking up a fair bit when you asked that question. I didn't get the gist of what you were asking. The witnesses may have, but I didn't.

Mr GORMAN: Thank you. It was a question about the moneysmart.gov.au website. Could we get some website traffic data on a weekly or monthly basis, as a question on notice, regarding how many people are accessing it, particularly the special information about COVID money management, living on a limited income et cetera and how many are accessing the information about natural disaster assistance? Mr Shipton: We would be happy to. Going back to your earlier question, I know Deputy Chair Chester had some additional points to make.

Answer:

In mid-March 2020, ASIC released a COVID-19 hub on the Moneysmart website to assist Australians in navigating financial decision making. The hub also highlights additional support available, including from Government. As the COVID-19 pandemic progressed, Moneysmart was updated regularly to keep pace with the latest information to help consumers and investors facing financial disruption.

The following information is from selected pages of Moneysmart.gov.au and is based on users per page per month.

Month	Moneysmart.gov.au Sitewide Users	COVID-19 Hub	COVID-19 Financial assistance	COVID-19 Living on a reduced income
Mar-20	902,823	26,488	-	-
Apr-20	1,057,512	75,392	18,482	5,940
May-20	1,175,460	43,184	19,010	8,025
Jun-20	1,167,759	25,811	19,540	4,388
Jul-20	1,050,930	22,211	26,899	2,908
Aug-20	947,623	16,734	14,391	1,789

Sep-20	955,697	19,418	10,488	2,009
Oct-20	941,636	13,290	8,048	1,064
Nov-20	929,471	11,566	10,363	1,398
Dec-20	795,909	17,935	6,108	1,145
Jan-21	926,686	10,932	6,478	1,168
Feb-21	890,537	7,653	5,803	658
Mar-21	914,577	8,191	4,653	529

Month	COVID-19 Super and shares	Get debt under control	Problems paying your mortgage	Urgent help with money
Mar-20	-	4,707	8,678	19,654
Apr-20	425	4,408	5,564	18,212
May-20	6,510	6,143	2,301	10,331
Jun-20	6,812	3,974	1,593	9,108
Jul-20	3,036	3,540	1,520	8,782
Aug-20	2,353	3,254	1,429	9,312
Sep-20	1,854	3,200	1,264	9,945
Oct-20	1,371	3,043	1,177	10,711
Nov-20	1,153	2,914	1,058	12,369
Dec-20	827	2,387	763	11,429
Jan-21	1,219	3,684	986	13,652
Feb-21	781	3,285	931	13,165
Mar-21	427	3,518	1,063	14,277

Month	Dealing with disasters	Preparing for a natural disaster	Recovering from a natural disaster	COVID-19 Accessing your super
Mar-20	1,594	149	1,594	-
Apr-20	27	16	27	85,504
May-20	15	7	15	115,496
Jun-20	12	10	12	91,172
Jul-20	22	7	22	46,599
Aug-20	18	3	18	22,952
Sep-20	7	6	7	15,700
Oct-20	27	7	27	11,687
Nov-20	11	8	11	11,845
Dec-20	11	226	11	9,960
Jan-21	10	33	10	65
Feb-21	157	24	157	3
Mar-21	171	49	507	3

Source: Moneysmart.gov.au Google Analytics, Australian Only traffic. Users per page per month. 1 March 2020 to 30 March 2021.