

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2010-11, 20 October 2010

Question: E10-224

OUTCOME 0: Whole of Portfolio

Topic: YOURHEALTH WEBSITE

Written Question on Notice

Senator Fierravanti-Wells asked:

- a) Who gave the instruction for this website to be established?
- b) When was this instruction given?
- c) Did the former Prime Minister or his department create the yourhealth website or was Minister Roxon or her department instructed to do so?
- d) Which department was responsible for 'populating' the website with photos and material?
- e) What has been the total cost of this website?
- f) What is its current usage?
- g) Does the department monitor access to the site?
- h) Are polls still being conducted on the site? Please provide details of contribution rates.

Answer:

- a) The website was formally requested by Minister Roxon's office on behalf of Minister Roxon.
- b) On 16 July 2009.
- c) The website was formally requested by Minister Roxon's office on behalf of Minister Roxon.
- d) The Department of Health and Ageing was responsible for populating the website.
- e) At 31 October 2010, the department had spent \$430,894 directly attributable to site development and operations. This includes contract IT specialist staff. It excludes ongoing and non-ongoing salaries and expenditures on network and servers which cannot be broken out of overall department expenditure.

- f) The website was visited 1,326,992 times between launch on 27 July 2009 and 31 October 2010, an average of 2,847 visits per day. In the period 25 – 31 October the website received 1,815 visits per day.
- g) The department does not identify users or monitor their access to the site. The department does collect anonymous usage data for reporting purposes only.
- h) Polls were discontinued at the end of January 2010 when the health reform consultation process ended.