

**Senate Standing Committee on Environment and Communications
Legislation Committee**
Answers to questions on notice
Environment and Energy portfolio

Question No: 298
Hearing: Supplementary Budget Estimates
Outcome: Agency
Program: Bureau of Meteorology (BoM)
Topic: BoM App
Hansard Page: 14
Question Date: 17 October 2016
Question Type: Spoken

Senator Moore, Claire asked:

Senator MOORE: For the people who get onto the app, do you have any idea about where they come from across the country? I am just always fascinated to see whether people in Western Australia will use a service like that more than people in Queensland. And I do not know whether there is a way of doing that.

Dr Johnson: I cannot be certain whether we can track down to a particular geographic location. But, certainly, all of our media services have a capacity to look for trends in terms of where those sources are coming from. It helps us target more effectively and efficiently how we can deliver our services. But I do not have, on the top of my mind—

Senator MOORE: Could I just put that on notice.

...

Mr Webb: I am not sure what is not covered, to be honest. We do find the uptake in the app in those places where the weather is either severe or changing a lot.

Senator MOORE: So Queensland?

Mr Webb: Melbourne punches above its weight. Queensland, as well, punches above its weight. The rate of uptake depends on the time of year, as well. It would be interesting to see through the summer months just how busy it gets.

Senator MOORE: Can I put on notice: while not breaching privacy or anything like that, I am interested to see how you can get that data. I will just put that on notice.

Answer:

The BOM Weather app covers all of Australia, down to 6 kilometre x 6 kilometre grids.

The Bureau of Meteorology uses an analytics program that can report the number of sessions by cities. In the first month since the release of BOM Weather app, 7 October 2016 to 7 November 2016, the location session usage is as follows:

City	Percentage of sessions
Melbourne	37.0
Sydney	19.7
Brisbane	14.1
Adelaide	10.9

Perth	8.9
Canberra	2.4
Gold Coast	0.9
Hobart	0.6
Darwin	0.6

The Bureau monitors location usage for its main website, www.bom.gov.au, to analyse correlations between weather events and web traffic. The statistics show there are clear correlations. For example, with the two east coast lows affecting New South Wales and southern Queensland in June 2016, the share of traffic from Sydney and Brisbane increased significantly, with each city generating approximately 25 per cent of the total traffic to www.bom.gov.au, compared to around 15 per cent in the previous month.

The Bureau expects similar patterns to emerge for BOM Weather app but more time and weather events are needed to monitor the usage.