

The following expenditure by financial year has been incurred on the Law by Telecommunications/Australian Law Online project:

Financial Year	Expenditure
1998-99	\$45,874
1999-00	\$96,317
2000-01	\$1,080,303
2001-02	\$2,867,663
2002-03 (to 30 April 2003)	\$1,216,877
Total	\$5,307,034

The following expenditure by category and financial year has been incurred on the Law by Telecommunications/Australian Law Online project:

1998-99 Expenditure

Establishment and development	\$15,874
Consultants	\$30,000
Total	\$45,874

1999-00 Expenditure

Establishment and development	\$15,000
Consultants	\$81,317
Total	\$96,317

2000-01 Expenditure

Establishment and development	\$887,502
Consultants	\$192,801
Total	\$1,080,303

2001-02 Expenditure

Centrelink	\$1,901,107
Regional Law Hotline Service Providers	\$702,000
Establishment and development	\$230,985
Consultants	\$33,571
Total	\$2,867,663

2002-03 Estimated Expenditure

Centrelink	\$920,000
Regional Law Hotline Service Providers	\$675,000
Establishment and development	\$325,000
Total	\$1,920,000

Family Law Online Web site

From 21 June 2001 to 30 April 2002 a total of 723,572 page impressions, 52,486 visits and 22,436 unique visitors were recorded by Centrelink for the Family Law Online web site. Centrelink did not provide a month by month breakdown for these figures.

For technical reasons complete figures are not available for the period 1 May 2002 to 31 October 2002.

The Department has now taken over responsibility for the Family Law Online web site. Since 31 October 2002 the following monthly statistics have been recorded:

Month	Successful Hits	Document Views	Visits	Unique Visitors
November 02	97,817	19,981	5,476	2,665
December 02	92,336	19,833	5,030	2,584
January 03	128,862	26,454	6,488	3,146
February 03	117,062	24,195	6,194	3,187
March 03	138,224	29,189	8,123	4,020
April 03	107,194	20,855	7,406	3,805

Glossary

Term	Description
Document views	Number of hits to pages considered documents i.e. fact sheets and issue guides.
Hit	An action on the Web site, such as when a user views a page, initiates a search or downloads a file.
Page impression	Includes hits to pages considered documents and dynamic pages and forms.
Unique visitor	If a visitor visits the site more than once during the month, they are counted only the first time they visit
Visit	Number of times a visitor visited the site. If the visitor continues to browse the site after they reach the idle-time limit, a new visit is counted. The default idle-time limit is thirty minutes.

Family and Regional Law Hotlines

The average staffing level in each month (measured in sign-on hours) since the telephone service commenced is as follows:

Month	Call centre staffing level in average daily sign-on hours
June 2001	193
July 2001	158
August 2001	129
September 2001	136
October 2001	134
November 2001	100
December 2001	88
January 2002	56
February 2002	42
March 2002	43
April 2002	46
May 2002	39
June 2002	41
July 2002	44
August 2002	41
September 2002	42
October 2002	48
November 2002	46
December 2002	49
January 2003	49
February 2003	50
March 2003	48
April 2003	49

The average staffing level in each month (measured in full time equivalents) since the telephone service commenced is as follows:

Month	Call centre staffing level in full time equivalents
July 2001	40.7
August 2001	31.0
September 2001	33.4
October 2001	32.0
November 2001	27.0
December 2001	25.2
January 2002	21.6
February 2002	10.9
March 2002	11.2
April 2002	12.0
May 2002	10.6
June 2002	10.1

Senate Estimates Hearings May 2003
 FLLAD Brief – Australian Law Online

July 2002	11.5
August 2002	11.2
September 2002	11.8
October 2002	12.6
November 2002	12.0
December 2002	12.8
January 2002	12.6
February 2002	13.0
March 2003	12.4
April 2003	12.7

The number of people currently employed in the two call centres including supervisor and support people, in full time equivalents, is as follows:

- Traralgon (La Trobe) call centre – 6.9; and
- Bunbury call centre - 5.5.

The number of people employed other than in call centres, measured in full time equivalents, is currently 2. This figure comprises people employed part-time within the Department and Centrelink.

It is not possible to determine how many people have accessed the telephone service, as information identifying callers is not recorded.

The following calls were handled to 30 April 2003 since the telephone service commenced on 21 June 2001:

Financial Year	Calls handled
2000-01 (from 21 June 2001)	330
2001-02	20,849
2002-03 (to 30 April 2003)	19,650
Total	40,829

Month	Calls handled
June 2001 (21 to 30 June)	330
July 2001	1,001
August 2001	1,599
September 2001	1,634
October 2001	2,258
November 2001	2,112
December 2001	1,788
January 2002	2,311
February 2002	1,790
March 2002	1,727
April 2002	1,727
May 2002	1,619
June 2002	1,283
July 2002	1,699
August 2002	1,582
September 2002	1,750
October 2002	1,963

Senate Estimates Hearings May 2003
 FLLAD Brief – Australian Law Online

November 2002	1,900
December 2002	1,901
January 2003	2,477
February 2003	2,132
March 2003	2,331
April 2003	1,915
Total	40,829

The average duration of telephone calls answered by call centre customer support officers for period this period was 7 minutes.

For the same period the following calls were taken by the Regional Law Hotline:

Financial Year	Calls handled
2000-01	0
2001-02 (from 5 September 2001)	321
2002-03 (to 30 April 2003)	232
Total	553

Month	Calls handled
June 2001	0
July 2001	0
August 2001	0
September 2001 (from 5 September 2001)	75
October 2001	27
November 2001	27
December 2001	22
January 2002	16
February 2002	18
March 2002	30
April 2002	48
May 2002	29
June 2002	29
July 2002	13
August 2002	24
September 2002	27
October 2002	36
November 2002	22
December 2002	20
January 2003	33
February 2003	20
March 2003	22
April 2003	15
Total	553

Centrelink provides separate daily counts of calls made to the Regional and Family Law Hotlines. However, their customer service officers are not able to directly distinguish between calls made to the Regional Law Hotline and calls made to the Family Law Hotline when recording detailed information about the

calls they answer as calls from both hotline numbers are channelled through a single processing queue.

To identify whether or not a caller is eligible to receive the enhanced Regional Law Hotline service each caller is asked to provide their postcode. If the postcode is provided it is entered into an online system which automatically notifies the customer service officer of a match against a list of Regional Law Hotline postcodes.

The following table shows calls recorded by Centrelink customer support officers as having been made from Regional Law Hotline postcodes, irrespective of which hotline number was called, for the period 21 June 2001 to 30 April 2003.

These figures are not comprehensive as some callers supply incorrect or invalid postcodes and not all callers elect to identify their postcode.

Federal Electoral Area	Calls
BARKER	32
BASS	2
BRADDON	5
CAPRICORNIA	6
EDEN-MONARO	2
FARRER	109
FRANKLIN	9
GILMORE	110
GIPPSLAND	13
GREY	34
GWYDIR	11
HUME	15
INDI	105
KALGOORLIE	46
KENNEDY	31
LINGIARI	30
LYONS	31
MALLEE	22
MARANOA	41
MCEWEN	4
MCMILLAN	48
O'CONNOR	66
PARKES	78
RIVERINA	145
WAKEFIELD	37
Total	1,032

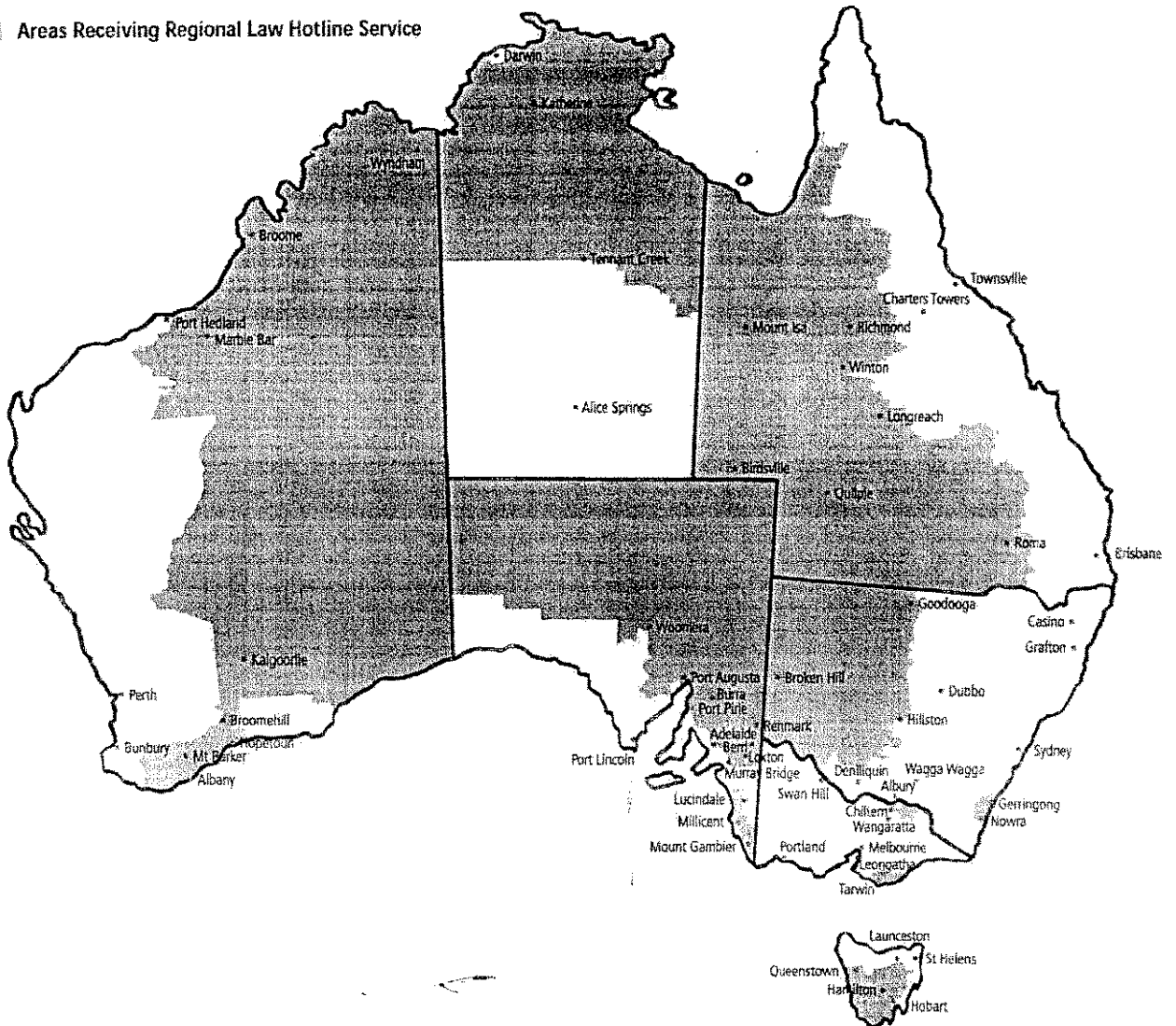
The following table shows calls recorded as having been made from non Regional Law Hotline postcodes, irrespective of which hotline number was called, for the period 21 June 2001 to 30 April 2003.

These figures are not comprehensive as some callers supply incorrect or invalid postcodes and not all callers elect to identify their postcode.

State/Territory	Calls
ACT	400
NSW	7,180
NT	118
QLD	5,306
SA	785
TAS	383
VIC	3,563
WA	2,615
Total	20,350

Regional Law Hotline Service Areas

■ Areas Receiving Regional Law Hotline Service



Attachment A

AUSTRALIAN LAW ONLINE COMMUNICATIONS ACTIVITIES

Communications activities to promote Australian Law Online began on 11 June 2001 and were suspended when the election was called on 5 October 2001. There was one person working to promote the project during this period.

The focus of the communications strategy was on public relations activities, the use of the media for publicity and direct contact with key stakeholders.

Due to the budget, no money was spent on advertising. Relying on promotional activities is cost-effective, but does not always allow significant control over whether information will be published, or when it will appear.

A style and brand were developed and support materials were prepared, including fliers, fact sheets, cards, display stands and web materials. . Broadly, activities involved:

- four launches to announce different aspects of the project and to generate publicity nationally (the call centres, the website and Family Law Hotline, the database and the Regional Law Hotline);
- video news releases for television coverage;
- mailouts to community organisations and stakeholders;
- website links;
- briefing kits for Parliamentarians;
- promotional work through Centrelink's client publications, television broadcasts and internal systems;
- promotional work with the Department of Regional Services using the Countrylink Community Information Stands and 1800 number; and
- issuing promotional materials to ATSIC nationally.

Spending on communications activities was \$78,000, with approximately two-thirds of the money going to printing and distribution.

While it is difficult to assess the direct impact of each of the promotional activities, the mail-outs to community organisations appears to have been a successful strategy, generating many requests for further materials. Likewise, the high circulation Centrelink publication *Age Pension News*, appeared to generate increased call volumes. Both these activities occurred in September/October 2001.