



Standing Committee on Health and Community Wellbeing

Inquiry into Annual and Financial Reports 2020-2021
ANSWER TO QUESTION TAKEN ON NOTICE
21 February 2022

Asked by Jonathan Davis MLA on 21 February 2022: Emma Davidson MLA took on notice the following question(s):

[Ref: Hansard Proof Transcript [21 February 2022] [PAGE 4]]

In relation to:

THE CHAIR: I have a quick follow-up on MindMap. There are a couple of figures that I would be interested in, and I am more than happy for you to take them on notice: the total number of young people that have accessed the service since it was launched; and a breakdown of any other data that the website collects, including an age breakdown, locality breakdown and gender breakdown, if there is any such information that we are making an effort to collect.

Ms Davidson: We can certainly take that on notice. With the locality breakdown, you will probably find that we can give you some accuracy about how many people are accessing the service from within Canberra; but once you get inside Canberra, I do not think that we can give you accuracy as to how many people are from Belconnen versus Tuggeranong, for example. It is a portal, a website; web analytics data and the geographic pinpointing can only go down so far while maintaining accuracy.

THE CHAIR: You know me too well, Minister; you know I wanted to find out how many Tuggeranong kids were using it, but there we go.

Dr Moore: If I could add to that, there have been over 5,500 page visits. Because we do not collect individual IP addresses, we do not know how many of those are return visits, unless the person actually says that.

MINISTER DAVIDSON: The answer to the Member's question is as follows:–

Since MindMap launched in October 2021, there have been over 8,100 page visits with 88 per cent new visitors. It is important to note that engagement varies for each page visitor, however at least 11 per cent of visitors have returned to the site multiple times.

Since January 2022, there have been 227 users that have accessed the interactive prompt (search) feature which allows a user to be guided through a series of questions to help them find the right service for their needs. Of these users:

- 31 per cent were in the age cohort of 12-17
- 29 per cent were in the age cohort of 18-24
- 18 per cent were in the age cohort of 6-11 year
- 22 per cent were nominated parents/carers/guardians/support person

In terms of preferred location of services:

- 1 per cent in Tuggeranong
- 1 per cent in Gungahlin
- 1 per cent in Inner North
- 1 per cent in Queanbeyan
- 1 per cent mobile service / outreach
- 2 per cent in Weston Creek
- 3 per cent in Woden
- 3 per cent in Inner South
- 5 per cent in Belconnen
- 10 per cent selected online or phone only
- 72 per cent selected multiple options

In addition, there have been 1515 users that have used the dedicated Services Page that allows a user to filter through all services listed. Breakdown data of this feature is difficult to obtain, as a user can filter multiple options which breaks down the service profiles, or they can browse all available services without using filters which does not provide complete user data.

The Office for Mental Health and Wellbeing is continuing to work closely with Marymead as the lead organisation, and the Office of the Chief Digital Officer to capture relevant data for reporting purposes.

Approved for circulation to the Standing Committee on Education and Community Inclusion

Signature: *Emma Davidson*

Date: 8 March 2022

By the Minister for Mental Health, Emma Davidson MLA