



STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM

JEREMY HANSON MLA (CHAIR), MICHAEL PETTERSSON MLA (DEPUTY CHAIR), MARK PARTON MLA,
SUZANNE ORR MLA

**Inquiry into referred 2016–17 Annual and Financial Reports
ANSWER TO QUESTION ON NOTICE**



Asked by MR COE MLA:

Chief Minister, Treasurer and Economic Development Directorate 2016/17 Annual Report,
Coordinated Communications and Community Engagement, Output 1.3

In relation to: Access Canberra Website and Social Media

1. In relation to the new Access Canberra Website developed by the Directorate:
 - a. What was the total cost of developing and implementing this new website?
 - b. Does the directorate have any plans to reduce wait times for Canberrans calling Access Canberra?
2. What is being done to improve the search function of Access Canberra?
3. What pages are being consolidated and/or streamlined and how is this being undertaken?
4. What pages are being decommissioned or archived?
 - a. How was this transition implemented?
 - b. In relation to the decommissioning of the LDA Website
 - i. Was the data transferred to both the CRA and the SLA?
 - ii. Where is this information being kept?
 - iii. How is it being used?
5. Does the ACT Government data mine or keep data on the number and names of user who interact with the page in any way?
 - a. Is this linked in a single system?
 - i. If so, why?
 - ii. If not, why not?
 - iii. If so, how does this single system operate?



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CHIEF MINISTER: The answer to the Member's question is as follows:—

1.
 - a. Improvements to the Access Canberra website in late 2016 were managed within existing Directorate resources and as such no external development and implementation costs are applied to these improvements.
 - b. Access Canberra is continually striving to improve its service delivery. Work is underway to better manage the peak wait times in the contact centre.
2. The search functionality on the Access Canberra website is standard functionality with the web interface. Search is continually optimised and customer search terms are reviewed regularly by the web team.
3. Content from the following websites was consolidated and integrated into the Access Canberra website: worksafe.act.gov.au, actsafe.act.gov.au, stopconstructionfalls.act.gov.au, rego.act.gov.au, asbestos.act.gov.au, ors.act.gov.au, noise.act.gov.au, and hazardman.act.gov.au. In addition, some content relevant to Access Canberra was migrated from www.planning.act.gov.au, www.environment.act.gov.au and www.tccs.act.gov.au.

All ACT Government websites are continually being streamlined. This process involves reviews by business unit owners.

4. The following sites have been decommissioned: worksafe.act.gov.au, actsafe.act.gov.au, stopconstructionfalls.act.gov.au, rego.act.gov.au, asbestos.act.gov.au, ors.act.gov.au, noise.act.gov.au, and hazardman.act.gov.au.
 - a. Material from those websites was reviewed for currency and integrated in the content structure of the Access Canberra website. Content migration was undertaken by directorate staff in consultation with business units and stakeholders.
 - b. Data/content was reviewed and content that was relevant to the new agencies of the CRA and the SLA was transferred (i.e. projects content – Taylor, Throsby, Molonglo Valley, West Basin etc).

The archived and decommissioned LDA website content along with the current Suburban Land Agency website is being securely kept/hosted by a web hosting company.



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Archived content is being stored and only accessed when required to view previous snapshots/revisions of content. All LDA publications and reports are still available on the Suburban Land Agency website within an archived section which is still publically available.

5. The ACT Government uses Google analytics to capture web analytics.
 - a. The Access Canberra website is built within a CRM web interface. The CRM system has standard functionality that also captures web analytics and is a single system. Where a customer opts to provide their personal information within the website, this information is captured within the system. For example, in Fix My Street where a customer makes a report and provides their personal information, this data is kept in the system. Web analytics are used to continually improve our digital service delivery for our citizens.

Approved for circulation to the Standing Committee on Economic Development and Tourism

Signature: 

Date: 23.11.2017

By the Chief Minister, Andrew Barr MLA

