



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QON No. 2

STANDING COMMITTEE ON PUBLIC ACCOUNTS

ELIZABETH KICKERT MLA (CHAIR), MICHAEL PETTERSSON MLA (DEPUTY CHAIR), ANDREW BRADDOCK
MLA

Inquiry into referred 2019–20 Annual and Financial Reports and Budget Estimates 2020-21
ANSWER TO QUESTION ON NOTICE

Asked by **MR CAIN** on 10 March 2021:

Ref: OLA Annual Report 2019-20, Website Upgrade

In relation to:

1. Is the website upgrade now completed?
2. What tracking is done on usage?
3. What feedback have you received on the new design?
 - a. What are typical comments or queries?
4. What additional work is to be done on the website upgrade?
5. How is the OLA website promoted and to whom?

MADAM SPEAKER: The answer to the Member's question is as follows:–

1. Yes – but note the response to question 4 below concerning the separate Hansard website.
2. The office uses Google Analytics to monitor usage. Usage reports are compiled quarterly and identify:
 - a. the number of visits to the Assembly's three websites (the main site, the Assembly-on-Demand site and the Hansard site);
 - b. the most visited pages on the main website;
 - c. how long visitors stay on the site; and
 - d. the bounce rate (the percentage of visitors who enter the site and then leave rather than moving on to other pages) on all three sites.
3. The two predominant themes in feedback were:
 - a. appreciation of the modern, clean design; and
 - b. the fact that most of the common items could be accessed from the front page.
4. The upgrade of the main website is complete – but all websites are dynamic and will remain under review.

The Hansard website still has an older style, due to the complexities associated with updating thousands of HTML pages. Office staff are exploring solutions and pathways to upgrade that site.

5. The Assembly's main website is promoted in a number of ways, including the following. It is promoted in all of the Assembly's social media activity; it is included on all official communication including e-mail footers and official business cards; it is promoted in all public education material; it is included in the monthly Canberra Times ad that promotes the activities of Assembly committees and is included in the video display screen that faces London Circuit near the public entrance to the building.

Approved for circulation to the Standing Committee on Public Accounts

Signature:

By Joy Burch MLA, Speaker

Date:

22.3.2021