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Ref: B14/1292

Routine/Low Complexity

DEPARTMENT OF THE PRIME MINISTER AND CABINET

M&C
Secretary
/s/ Cross
/s/ Saunders
/s/ Poels
/s/ Laker

To: Parliamentary Secretary to the Prime Minister

'CUTTING RED TAPE' WEBSITE TRAFFIC REPORT

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file:

Recommendations - that you:

1. Note the amount of traffic being generated by the 'Cutting Red Tape' website and the nature of interactions that have occurred to date.

Noted

JOSH FRYDENBERG

Date:

Comments:

Key Points:

1. You requested an update on the amount and nature of traffic to the 'Cutting Red Tape' website. The site went live on Monday 17 March in preparation for the launch of the *Australian Government Guide to Regulation* on 19 March and Repeal Day on 26 March.
2. As at Monday 28 April 2014, some 21,220 people have visited the site. The busiest day was 19 March when nearly 5,000 visited the site in one day. More than 50 per cent of total traffic was in the first two weeks. New traffic to the site has settled at approximately 200 visits per week. Traffic is heaviest on weekdays.
3. Visitors to the site view an average of 3 pages of content per visit, the most popular pages being the downloadable *Guide to Regulation* PDF (11 per cent of all traffic) and the Repeal Day section (6 per cent of all traffic). The next most popular area on the site is the comments pages which accounts for 2 per cent of traffic.
4. The site has attracted more than 1,100 comments of which less than 10 per cent have been warmly positive toward red tape reduction. This is not unusual for government websites. Given the media attention it has received, the site has proven attractive to organised groups seeking to conduct 'write-in' campaigns. Roughly 75 per cent of all comments have been on the topic of proposed reforms to the Future of Financial Advice legislation. A further 4 per cent were from pilots seeking the abolition of the Aviation Security Identity Card.
5. The site has attracted 87 submissions so far. Only a small number (less than 20) are legitimate contributions, though these generally have merit and most deserve further consideration and a response. These include submissions from [REDACTED] s 22 [REDACTED]
[REDACTED] s 22 [REDACTED]
We will discuss with [REDACTED] s 22 [REDACTED] of your office the appropriate process for dealing with these items.

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6. The geographic spread of visitors is skewed towards the Australian Capital Territory (45 per cent of all visits). This may explain the large number of downloads of the *Guide to Regulation*. Not counting ACT visitors, the spread of traffic from across the rest of Australia is in proportion to state populations. Nearly one third of non-ACT visitors access the site with a smartphone or tablet device. This is relatively unusual for a government website and may be related to the fact that the site is optimised for reading on a mobile device. ACT visitors overwhelmingly access the site via a desktop computer.
7. In comparison to other government websites, 'Cutting Red Tape' is a solid performer. Websites for some of the major PM&C task forces underway at present have somewhat less than 200 visitors per day and then only for a few weeks reflecting the role of those websites as a channel for inviting and receiving submissions. However, it is significantly less popular than the Prime Minister's website, which receives roughly 4,000 visitors per day on most weekdays.



Andrew Hockley
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Domestic Policy
1 May 2014