

AHSQ – AHIA READERSHIP ANALYTICS REPORT

This report provides insights on the downloads and engagement of AHSQ during 2023 from SciQuest, and the readership of Volume 27 (Jan – Dec 2022) from SciQuest and Mailchimp. Downloads of AHIA 2022 from the AHA website are also included.

Animal Health Surveillance Quarterly

Overall downloads during 2023 on SciQuest

Readership analytics from SciQuest have changed since previous analytics reports and are now captured monthly across all volumes and issues. Whilst complete data is not available for the periods prior to 2023, this report reflects on the data captured through previous analytics reports. Going forward, analysis between years and volumes will be more accurate and comparable.

For this report, it should be noted that downloads of AHSQ Volume 27 during 2023 coincided with release of Volume 27 Issues 3 and 4 but not Issues 1 and 2, which were released in late 2022. This means that the analytics in this report do not capture all downloads for Volume 27, and in particular, miss the initial downloads that occur when an Issue is first published. This will be resolved for the next report as we will be able to analyse all downloads for Volume 28 from when the first issue is published.

During 2023, there was a total of 2533 downloads across all volumes (Vol 13 - Vol 28), for either the full issue, or a section of it. By country, the breakdown of these downloads is 85.67% Australia; 3.51% New Zealand; 1.42% United Kingdom; 1.38% Singapore; 1.22% United States; 0.99% China; and 0.99% Indonesia. The full list can be found in Table 1 (Appendix A).

Volume 27 (2022) downloads during 2023

AHSQ Volume 27, which highlights activities conducted during 2022, was downloaded a total of 1324 times from SciQuest during 2023. Data showed a strong domestic audience within Australia (83.46%), while most international downloads were recorded from New Zealand, the United Kingdom, and Indonesia (Figure 1 and Figure 2). This is consistent with overall downloads of AHSQ in 2023 as noted above.

When compared with the Volume 25 analytics report developed in 2021, there has been a large drop in readership from New Zealand, which previously made up close to 50% of all downloads for Volume 25 but has decreased to half the number of downloads compared to those of Volume 25. However, there has been an increase in downloads from Indonesia (420% increase), the United Kingdom (250% increase), and Brazil (previously 0). Readership from Germany, Singapore, India and the United States have remained relatively consistent between Volume 25 and 27.

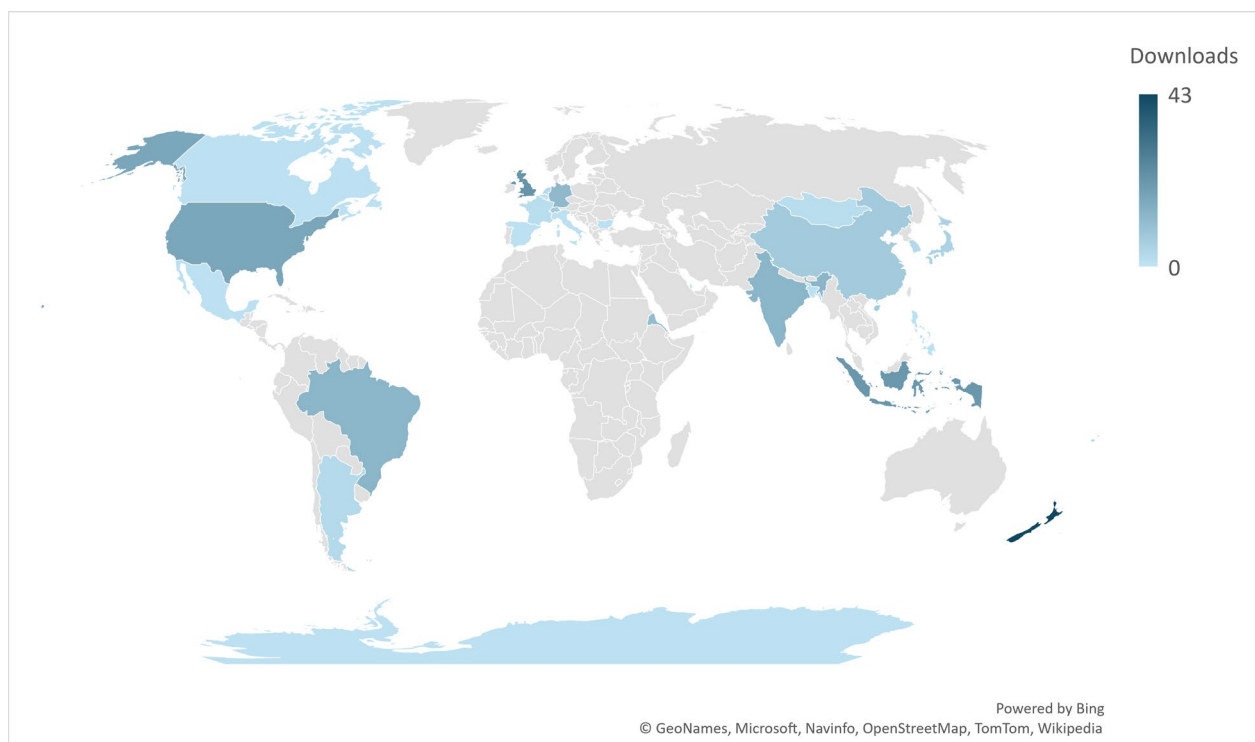


Figure 1 AHSQ Volume 27 downloads during 2023 from SciQuest by country.

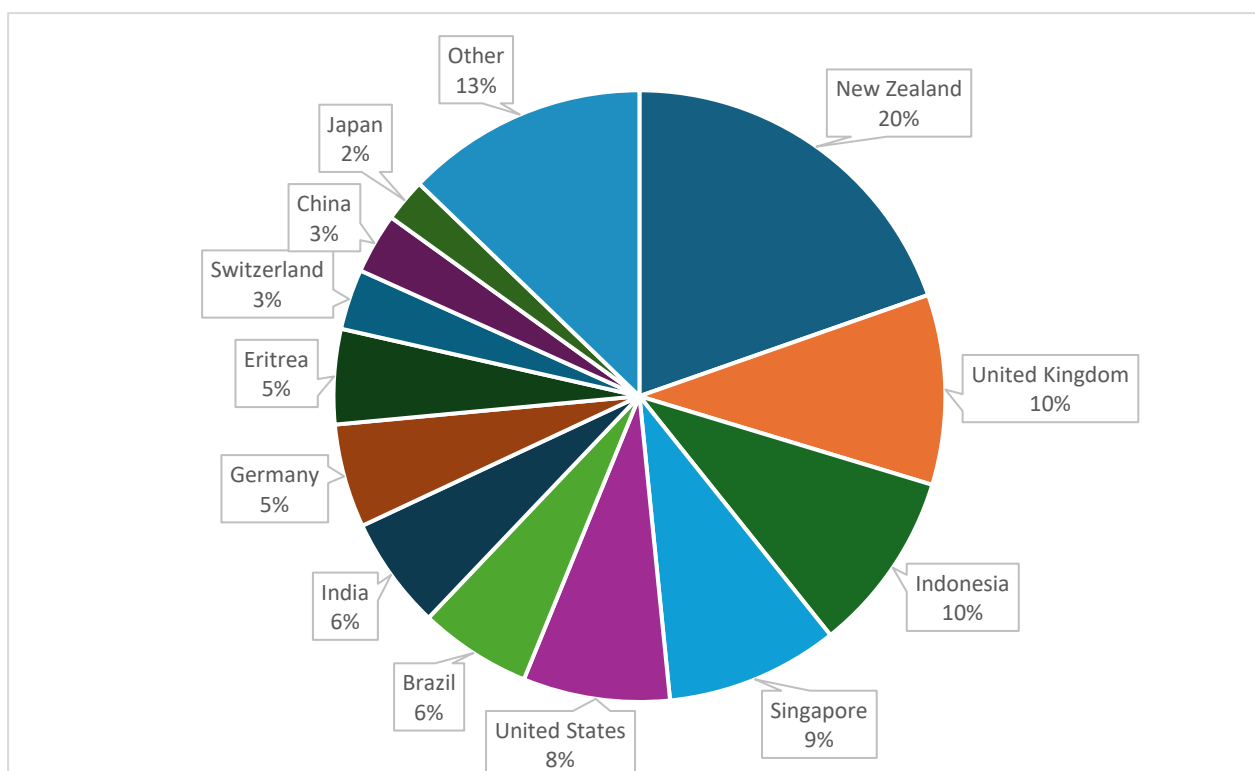


Figure 2 Proportion of international downloads of AHSQ Volume 27 from SciQuest during 2023 by country. "Other" represents countries with less than 5 downloads. The full list of countries and downloads is seen Appendix A (Table 2).

Within Australia, downloads of Volume 27 during 2023 were primarily of the full issue, with the Wildlife Health Australia articles and state and territory reports the most accessed sections, followed by quarterly statistics and feature articles (Figure 3).

The majority of international readers accessed the full issue (52.0% of international downloads); followed by the Wildlife Health Australia (WHA) update (19.6%) and the quarterly statistics section (15.1%). The WHA update was viewed most by Brazil, New Zealand and the United States; and quarterly statistic downloads were primarily from New Zealand, Singapore and China (Figure 4). The full list can be found in Table 1 (Appendix A).

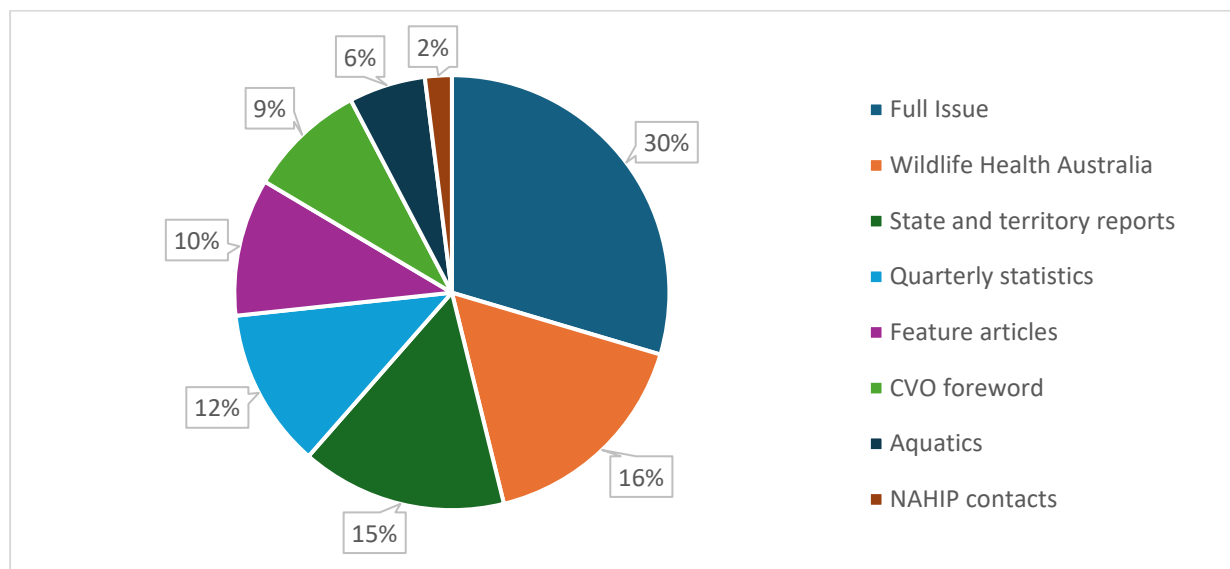


Figure 3 Proportion of domestic downloads of AHSQ Volume 27 from SciQuest during 2023 in Australia. Total values can be found in Appendix A (Table 3).

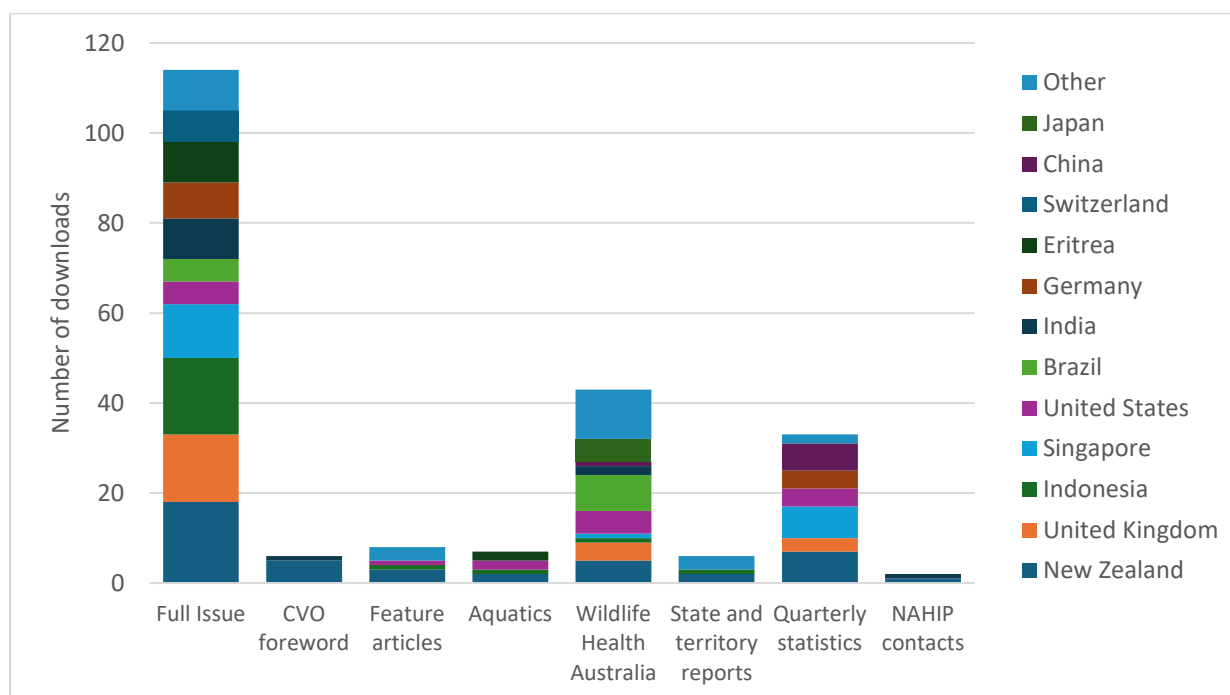


Figure 4 Total downloads of AHSQ Volume 27 from SciQuest by country and section. "Other" represents countries with less than 5 downloads. The full list of countries and downloads is seen Appendix A (Table 3).

MailChimp analytics

MailChimp is the email system that AHA utilises to alert subscribers to the release of an AHSQ Issue. The alerts contain links to SciQuest for readers to access the publication. Records from MailChimp indicate that the number of subscribers remained relatively consistent across Volume 25, 26 and the Issue 1 and 2 of Volume 27, with an increase of 290 new recipients for Volume 27 Issue 3 and a further 30 for Issue 4 (Figure 5). MailChimp data doesn't allow for tracking of new subscribers and unsubscribes, but we can track overall subscriber numbers and identify when overall numbers rise or drop.

Open rates, which indicate the number of recipients who opened the email, have also increased for Volume 27 Issue 3 and 4 by close to 100. Click rates, which indicate the number of recipients who clicked the links in the email, have remained relatively consistent across volumes. The average open rate for Volume 27 was 38.7% and average click rate was 13.1%, both of which are above the industry standard for engagement, which is 30% open rate and 1-3% click rate, and have remained relatively consistent across the last three volumes (Figure 6).

The majority of opens were from Australian subscribers, with subscribers from the United States also regularly opening the MailChimp emails (Figure 7). Volume 27 Issue 2 saw an increase in opens from New Zealand and Israel, however, comparing this to the data of downloads from SciQuest, a corresponding increase in download from these two countries is not seen.

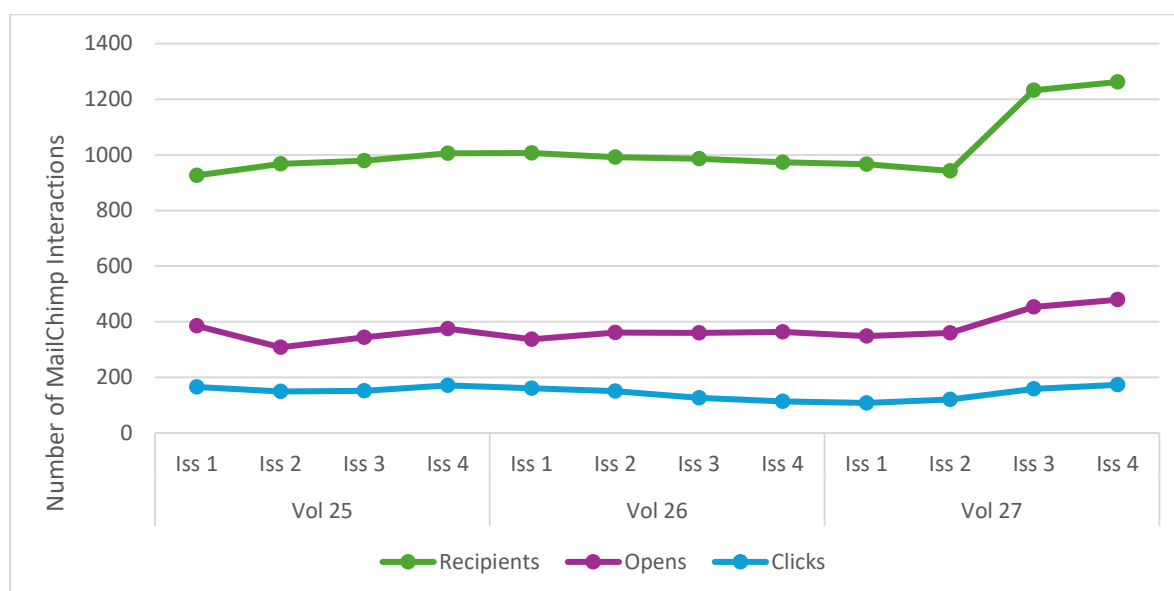


Figure 5 Number of recipients, clicks and opens across Volumes 25, 26 and 27 via MailChimp. Data shown in Appendix A (Table 4).

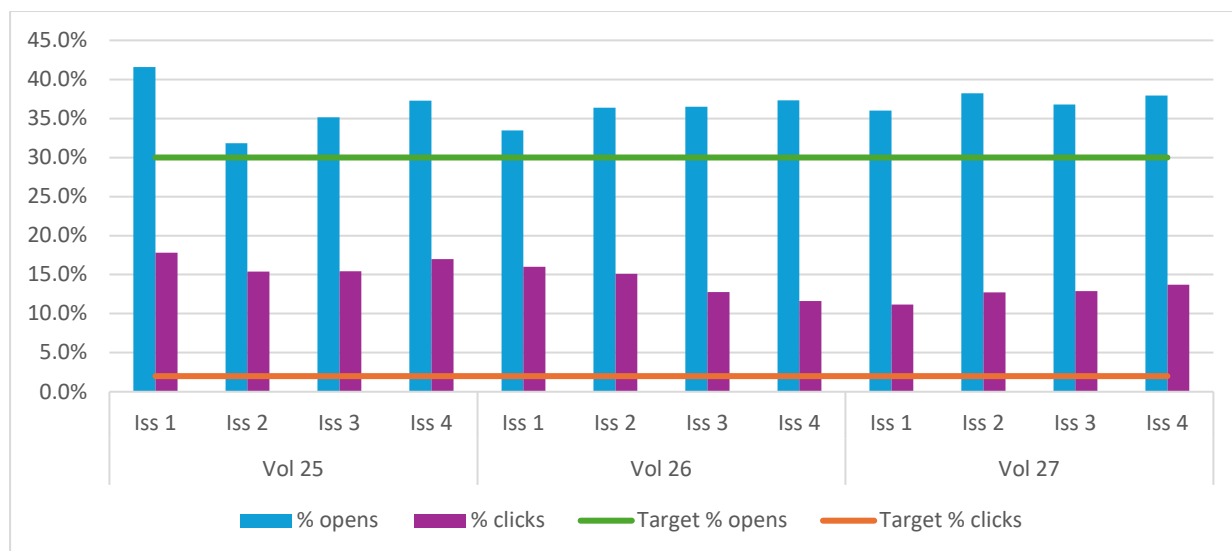


Figure 6 Percentage of clicks and opens across Volumes 25, 26 and 27 via MailChimp compared with the industry target of 30% opens and 1-3% clicks.

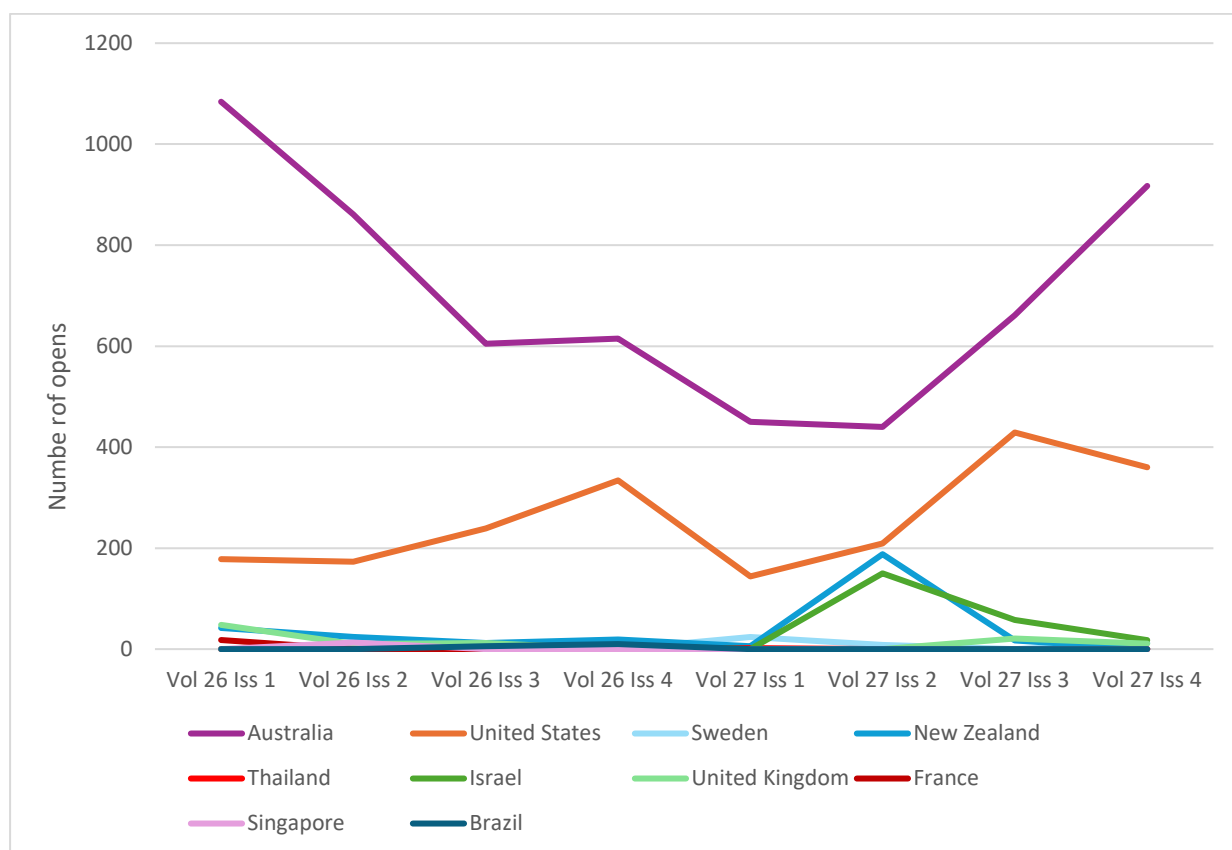


Figure 7 Number of opens across Volumes 26 and 27 by country via MailChimp. Data shown in Appendix A (Table 5).

Animal Health in Australia 2022

2022 Animal Health in Australia annual report was published during the 2022-23 FY. The annual report focused on key achievements, disease investigations, surveillance activities and updates to policies and programs for the 2022 calendar year. The report is available digitally via AHA website, with printed copies distributed to key animal health system stakeholders in Australia, as well as all WOAHA delegates.

Feedback from DAFF's exports and market access branches has indicated that AHIA is a valuable resource for supporting market access negotiations. AHA continue to work closely with DAFF to ensure the AHIA Annual and System reports are fit for purpose.

Since publishing, the 2022 AHIA report has been downloaded from AHA's website 2,209 times. This compares to the 2021 annual report which has been downloaded 2,598 times, and the 2020 annual report at 1862 downloads. Hard copies of the report were distributed directly to 186 contacts across Australia, and around 192 international contacts including WOAHA delegates and other organisations.

Interaction through the 2022 MailChimp campaign saw 935 recipients to the circulation in May 2023, with 328 opens and 105 clicks (where each open and click is a single user). These interaction rates of 37.8% opens and 12.1% clicks continue to be above the industry standard target (30% opens and 1-3% clicks) and are similar to those of the 2020 AHIA report MailChimp campaign, which only had 589 recipients, but similar open and click rates (32.1% and 9.8% respectively). A secondary campaign was run in June 2023 with 590 recipients, with a lower opening rate at 87 opens (16.1%) and 32 clicks (5.9%). This indicates that the first campaign in May was more successful in relation to engagement levels.

Interactions with the 2022 AHIA MailChimp campaigns, show that 57% of opens were from within Australia, and 30% from the United States (Figure 8). These percentages include multiple opens by a single user. Compared with 2020, there has been an increase in international interactions with AHIA, particularly for the United States and Israel, with a drop in interactions from New Zealand in particular. Detailed data is available in Appendix A (Table 6). Data is not available for the 2021 AHIA in MailChimp due to data migration issues.

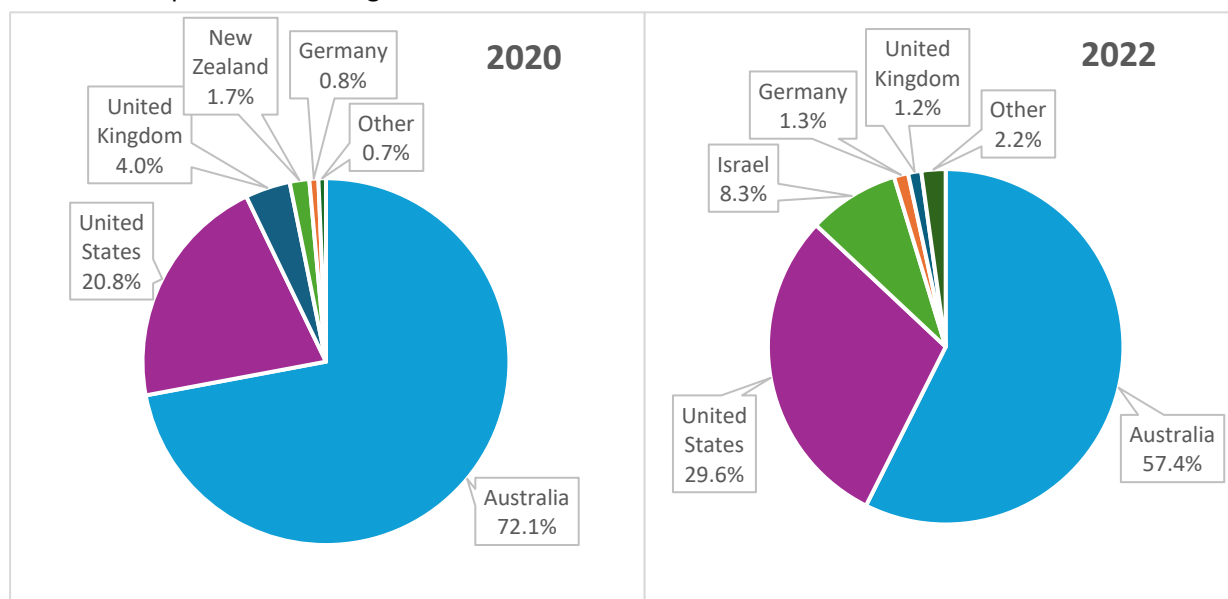


Figure 8 Number of opens of AHIA 2020 and 2022 by country via MailChimp. Data shown in Appendix A (Table 6).

Appendix A

Table 1: Percentage of total number of downloads from SciQuest across all Volumes and sections during 2023 by country.

Country	No. downloads	% of total downloads
Australia	2170	85.67%
New Zealand	89	3.51%
United Kingdom	36	1.42%
Singapore	35	1.38%
United States	31	1.22%
China	25	0.99%
Indonesia	25	0.99%
Germany	19	0.75%
India	16	0.63%
Brazil	13	0.51%
Eritrea	11	0.43%
Philippines	10	0.39%
South Korea	7	0.28%
Switzerland	7	0.28%
Netherlands	7	0.28%
Japan	5	0.20%
Fiji	4	0.16%

Argentina	3	0.12%
Thailand	3	0.12%
France	2	0.08%
Mongolia	2	0.08%
Spain	1	0.04%
Belgium	1	0.04%
Taiwan	1	0.04%
Nigeria	1	0.04%
Mexico	1	0.04%
Hong Kong	1	0.04%
Canada	1	0.04%
Qatar	1	0.04%
Bangladesh	1	0.04%
Bulgaria	1	0.04%
Somalia	1	0.04%
Antarctica	1	0.04%
Italy	1	0.04%
Total no. downloads	2533	

Table 2: Total number of downloads from SciQuest for Volume 27 during 2023 by country.

Country	No. downloads
Australia	1105
New Zealand	43
United Kingdom	22
Indonesia	21
Singapore	20
United States	17
Brazil	13
India	13
Germany	12
Eritrea	11
Switzerland	7
China	7
Japan	5
Fiji	4
Argentina	3
South Korea	3
Netherlands	3
Mongolia	2
France	2

Canada	1
Bangladesh	1
Qatar	1
Antarctica	1
Italy	1
Spain	1
Bulgaria	1
Belgium	1
Hong Kong	1
Philippines	1
Mexico	1
Grand Total	1324

Table 3: Total number of downloads from SciQuest for Volume 27 during 2023 by country and section.

Country	Full Issue	CVO foreword	Feature articles	Aquatics	Wildlife Health Australia	State and territory reports	Quarterly statistics	NAHIP contacts	Grand Total
Australia	327	97	113	63	183	169	131	22	1105
New Zealand	18	5	3	2	5	2	7	1	43
United Kingdom	15				4		3		22
Indonesia	17		1	1	1	1			21
Singapore	12				1		7		20
United States	5		1	2	5		4		17
Brazil	5				8				13
India	9	1			2			1	13
Germany	8						4		12
Eritrea	9			2					11
Switzerland	7								7
China					1		6		7
Japan					5				5
Fiji	4								4
Netherlands					2	1			3
Argentina			1			1	1		3
South Korea	1				1		1		3
France			1		1				2
Mongolia					2				2
Qatar	1								1
Philippines			1						1
Canada					1				1
Spain	1								1
Hong Kong					1				1
Mexico	1								1
Bulgaria					1				1
Bangladesh						1			1
Antarctica					1				1
Belgium	1								1
Italy					1				1
Grand Total	441	103	121	70	226	175	164	24	1324

Table 4: Interaction levels with AHSQ Volume 25, 26 and 27 MailChimp emails, where one interaction is recorded per user.

	Vol 25				Vol 26				Vol 27			
	Iss 1	Iss 2	Iss 3	Iss 4	Iss 1	Iss 2	Iss 3	Iss 4	Iss 1	Iss 2	Iss 3	Iss 4
Recipients	926	968	979	1006	1007	992	986	973	966	942	1232	1262
Opens	385	308	344	375	337	361	360	363	348	360	453	479
Clicks	165	149	151	171	161	150	126	113	108	120	159	173

Table 5: Open rates of the AHSQ Volume 26 and 27 MailChimp emails by country, where multiple interactions may be recorded per user where a user interacts more than once with the emails.

Country	Vol 26 Iss 1	Vol 26 Iss 2	Vol 26 Iss 3	Vol 26 Iss 4	Vol 27 Iss 1	Vol 27 Iss 2	Vol 27 Iss 3	Vol 27 Iss 4
Australia	1084	861	605	615	450	440	661	917
United States	178	173	239	334	144	209	429	360
Sweden	0	0	0	0	24	8	0	12
New Zealand	42	24	12	19	6	188	17	0
Thailand	0	0	0	0	2	0	0	0
Israel	0	0	0	7	0	150	58	18
United Kingdom	48	10	12	0	0	0	21	11
France	18	0	0	0	0	0	0	0
Singapore	0	13	0	0	0	0	0	0
Brazil	0	0	6	10	0	0	0	0
Total opens	1370	1081	874	985	626	995	1186	1318

Table 6: Open rates of AHIA 2020 and 2022 MailChimp emails by country, where multiple interactions may be recorded per user where a user interacts more than once with the emails. A dash indicates that the country values cannot be distinguished as they are not in the top 5 countries.

Country	Australia	United States	United Kingdom	Israel	New Zealand	Germany	Other
Opens 2020	544	157	30	-	13	6	5
Opens 2022	574	296	12	83	-	13	22