

FOR INFORMATION

NAHIP Advisory Committee Annual Meeting 2025

Agenda Item 1.2

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AHSQ – AHIA READERSHIP ANALYTICS REPORT

This report provides insights into the downloads and engagement of Volume 28 (Jan – Dec 2023) of Animal Health Surveillance Quarterly (AHSQ) and 2023 Animal Health in Australia (AHIA) during the 2024 calendar year. It includes data from SciQuest, MailChimp, and the Animal Health Australia (AHA) website.

Animal Health Surveillance Quarterly (ASHQ)

AHSQ is the National Animal Health Information Program (NAHIP) newsletter. It's published quarterly on SciQuest, the Australasian e-Library of Veterinary & Animal Science.

Readership analytics from SciQuest are captured monthly across all volumes and issues. Whilst complete data is unavailable for the periods before 2023, this report reflects on data captured through previous analytics reports.

In 2024, there were 3209 downloads across all AHSQ volumes (Vol 13 - Vol 29) for either the whole issue or a section of it.

Top downloads by country are Australia (88.03%), New Zealand (2.65%), India (2.37%), United Kingdom (1.43%), United States (1.40%), Singapore (0.65%), and China (0.65%). See Table 1 in Appendix A for more details.

Volume 28 (2023) downloads during 2024

AHSQ Volume 28, which highlights activities conducted during 2023, was downloaded a total of 2001 times from SciQuest during 2024. Data showed a strong domestic audience within Australia (89.11%). Most international downloads were from New Zealand, the United Kingdom, and India (Figure 1 and Figure 2).

Overall, there was a significant increase in the total downloads from 2023 to 2024, most within Australia. There was also a wider spread of individual countries accessing the report, with the total number of countries accessing the report increasing from 30 to 46 (up 53.33%).

Of the sixteen new countries accessing the report compared to 2023, almost half are in Asia — Iran, Malaysia, Nepal, Pakistan, Saudi Arabia, Taiwan, Thailand, and Vietnam.

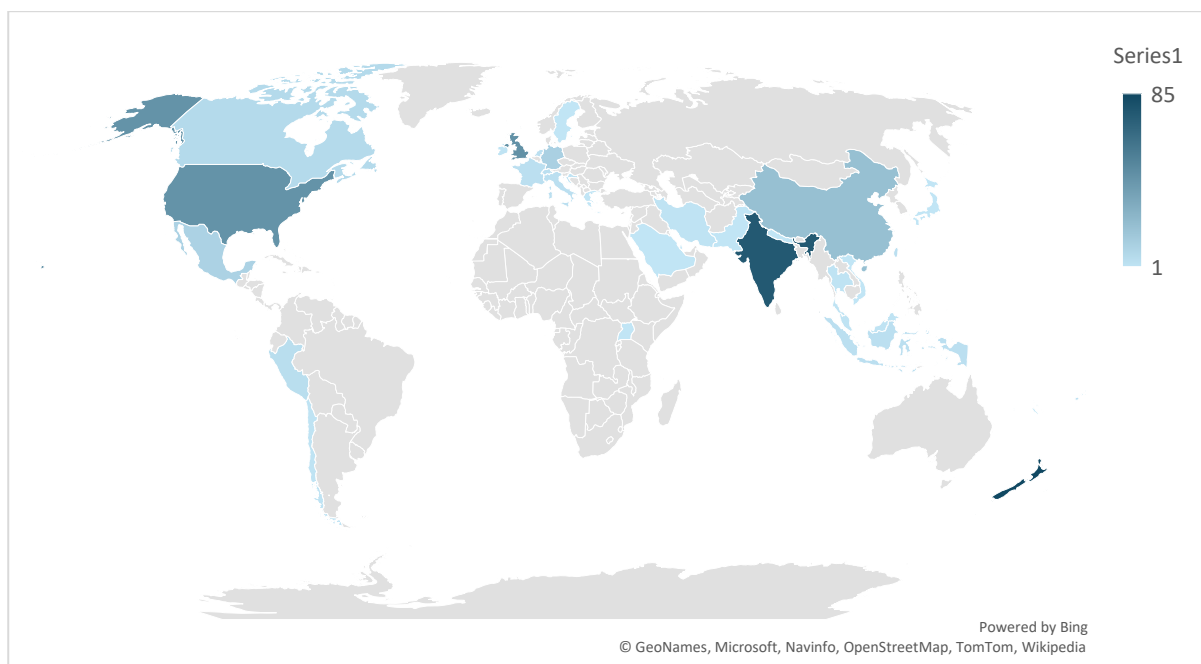


Figure 1 — AHSQ Volume 28 international downloads in 2024 from SciQuest by country.

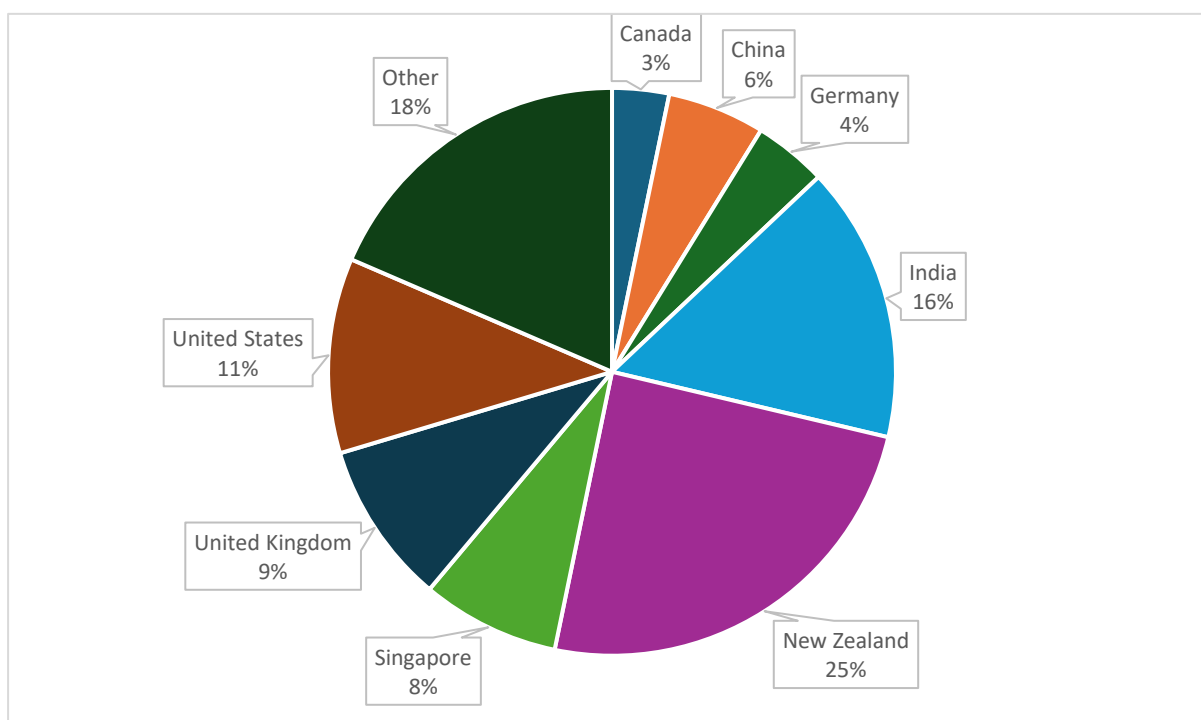


Figure 2 — International downloads of AHSQ Volume 28 from SciQuest during 2024 by country. “Other” represents countries with less than five downloads. See Appendix A (Table 2) for details.

Most downloads within Australia in 2024 were of full issues (31%), followed by the Wildlife Health Australia articles (24%) and state and territory reports (11%) (Figure 3). This trend was closely matched by international downloads, though with a higher proportion of quarterly statistics downloads (13%) (Figure 4).

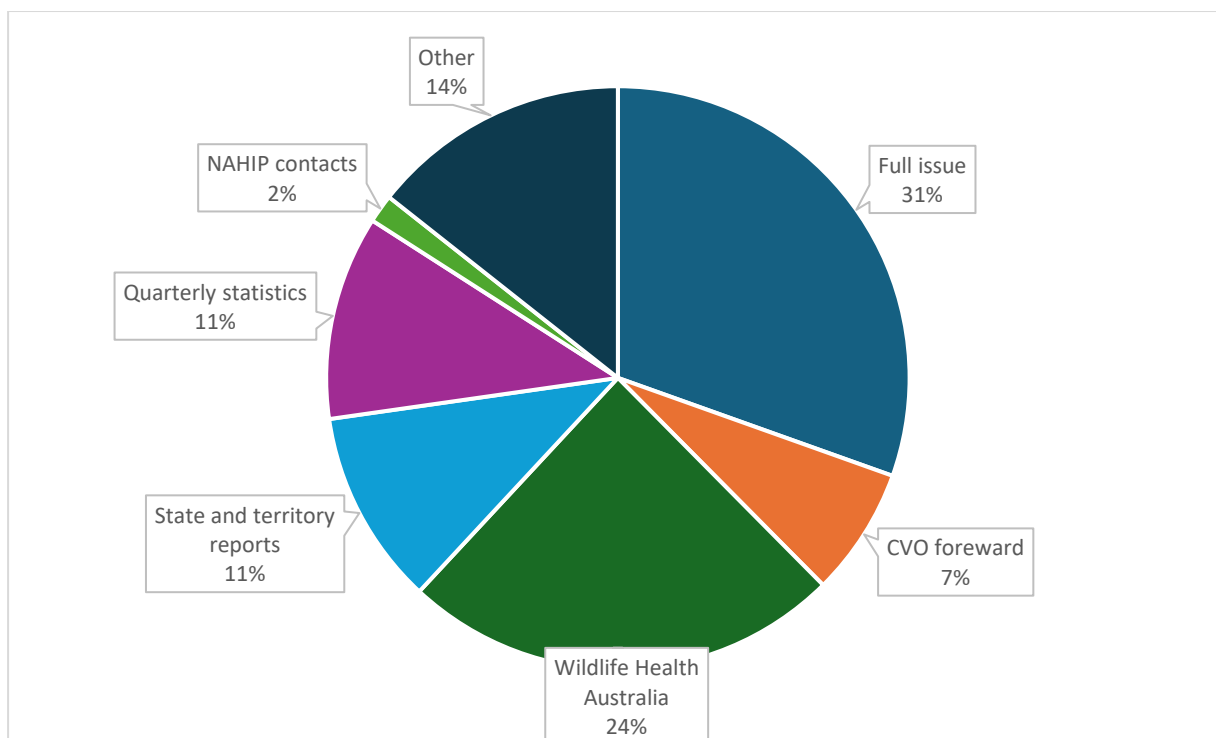


Figure 3 — Proportion of domestic downloads of AHSQ Volume 28 from SciQuest during 2024 in Australia. See Appendix A (Table 3) for details.

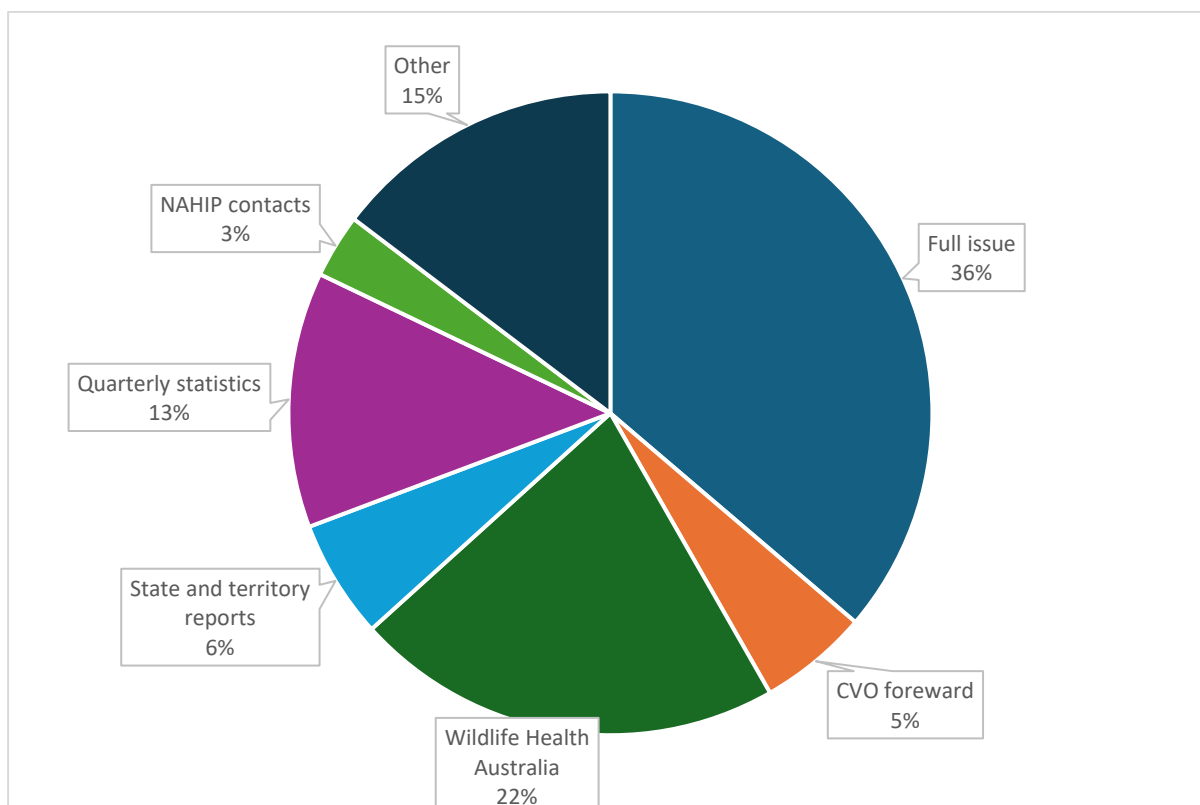


Figure 4 — Proportion of international downloads of AHSQ Volume 28 from SciQuest during 2024. See Appendix A (Table 3) for details.

ASHQ 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 so readers can access the publication. MailChimp data doesn't track new subscribers and unsubscribes, but we can track overall subscriber numbers and identify when numbers rise or drop.

Subscriber numbers remained relatively consistent across Volume 26 and 27. Volume 28 saw a notable increase in recipients, with numbers rising by an average of 26.7% across all four issues (Figure 5).

Open rates, which indicate the number of recipients who opened the email, increased by close to 100 for Volume 27, Issues 3 and 4. For Volume 28, the open rates show a mixed trend with a significant increase in Issues 1 and 2 but a decrease in Issue 4.

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 28 was approximately 37.8%, and the average click rate was 11.6%. Both metrics are above the industry standard for engagement (30% open rate and 1-3% click rate) and have remained relatively consistent across the last three volumes (Figure 6).

Most opens were from Australian subscribers, followed by the United States (Figure 7). Volume 28 saw a notable number of opens from the United States, particularly in Issue 2, with 459 opens. However, there was a decrease in opens from New Zealand and Israel compared to Volume 27.

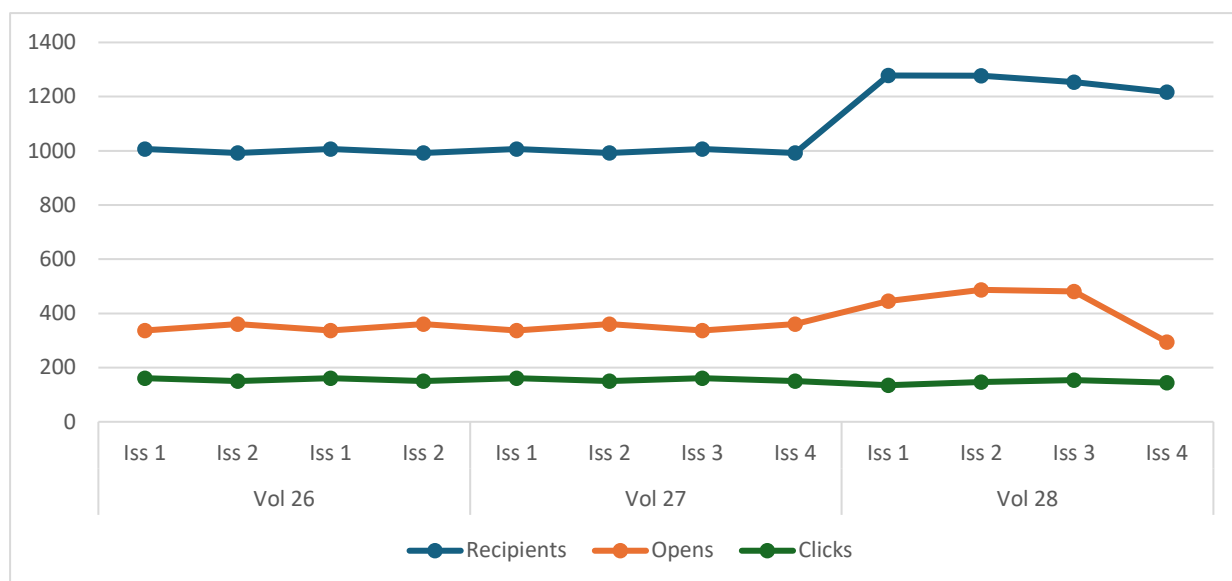


Figure 5 — Number of recipients, clicks and opens across Volumes 25, 26 and 27 via MailChimp. See Appendix A (Table 4) for details.

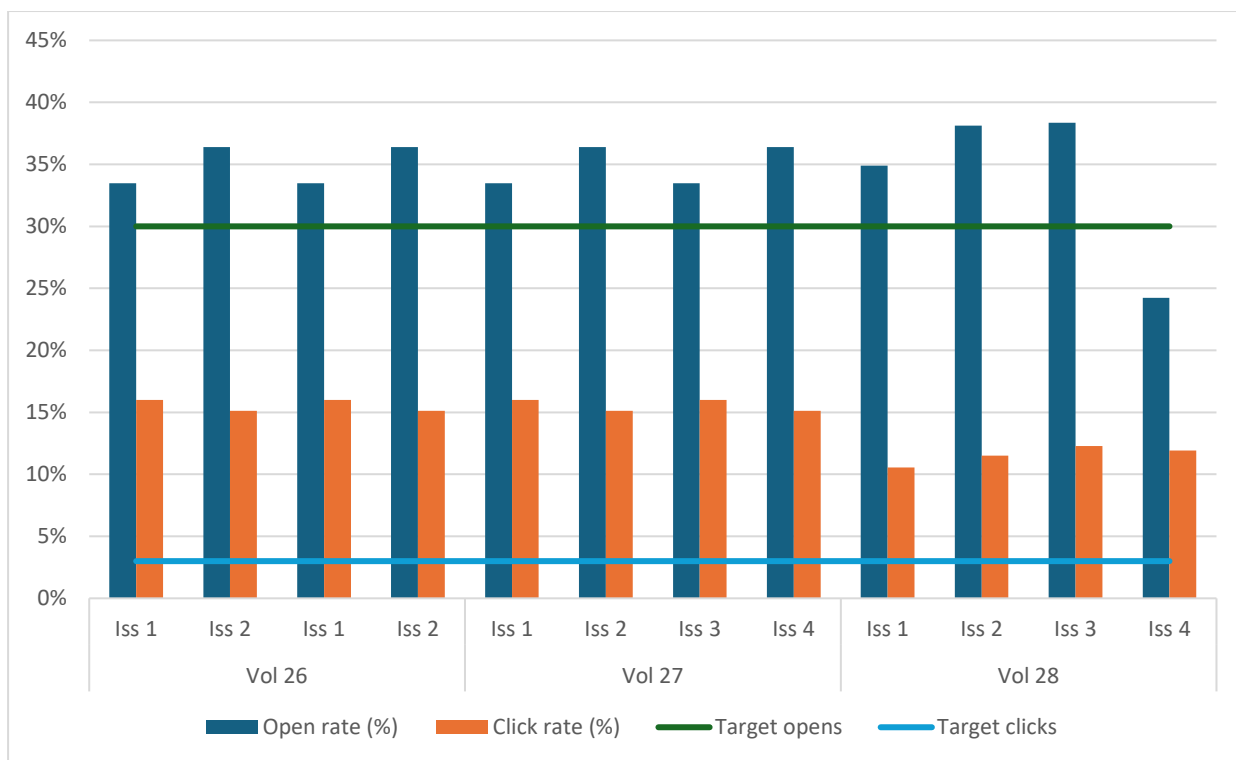


Figure 6 — Percentage of clicks and opens across Volumes 26, 27 and 28 via MailChimp compared with the industry target of 30% opens and 1-3% clicks.

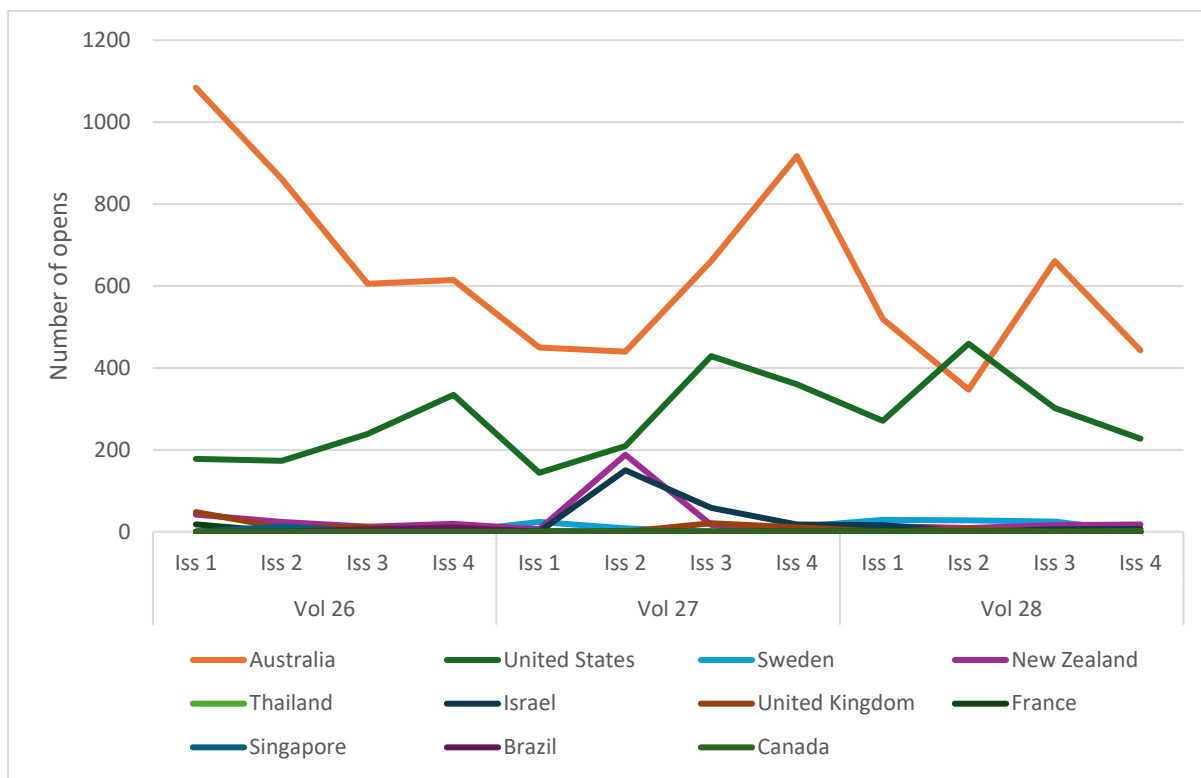


Figure 7 — Number of opens across Volumes 26, 27 and 28 by country via MailChimp. See Appendix A (Table 5) for details.

Animal Health in Australia 2023

The Animal Health in Australia Annual Report 2023 was published in the 2023-24 FY. The report focused on key achievements, disease investigations, surveillance activities and updates to policies and programs for the 2023 calendar year. It's available digitally via the Animal Health Australia website, with printed copies distributed to key animal health system stakeholders in Australia and WOAHA delegates.

Feedback from the Department of Agriculture, Fisheries and Forestry (DAFF) exports and market access branches indicates that AHIA is valuable for supporting market access negotiations. AHA continues to work closely with DAFF to ensure the AHIA Annual and System reports are fit for purpose.

Since being published on AHA's website on 24 May 2023, the 2023 AHIA report has been downloaded 1,148 times.

This compares to the 2022 AHIA report, which has 2,694 downloads since 17 May 2023, and the 2021 annual report, which has 2,706 downloads since 6 September 2022.

Domestically, hard copies of the 2023 report were distributed to 16 members of parliament, with digital copies sent to around 157 AHA members and stakeholders.

A further 160 hard copies were provided to DAFF, and 218 were sent to international contacts, including World Organisation for Animal Health (WOAH) delegates and other organisations.

AHIA MailChimp analytics

The 2023 MailChimp campaign had 947 recipients in June 2024, with 319 opens and 82 clicks (each open and click is a single user). This is comparable to the first 2022 campaign, which had 935 recipients, with 328 opens and 105 clicks (Figure 8).

The 2023 MailChimp campaign had an open rate of 35.5% and a click rate of 9.1%. These rates exceed the industry standard target (30% opens and 1-3% clicks). They're also comparable to the first campaign email sent out for the 2022 report, which had open and click rate of 36.4% and 9.1%, respectively.

There was a noticeable decrease in the number of opens for Australia and the United States from 2022 to 2023, with an increase from the United Kingdom (Figure 9). New countries such as Sweden and China appeared in the data for 2023, while Israel and Germany were only present for 2022.

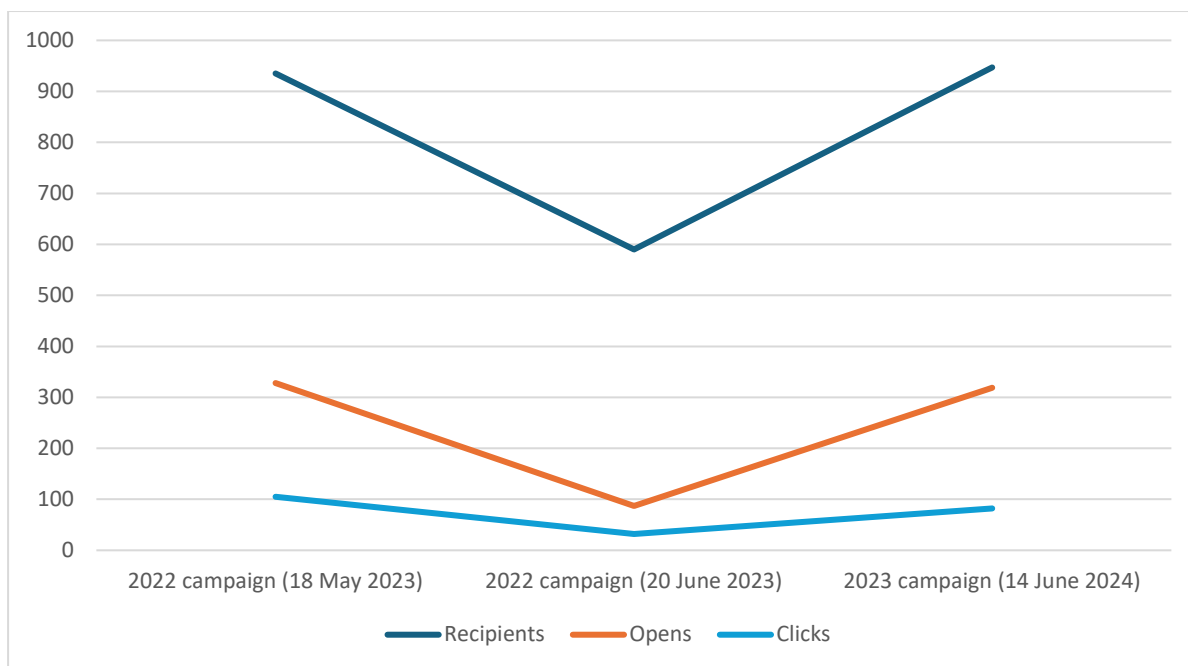


Figure 8 — Number of recipients, opens and clicks for AHIA 2023 and 2024 campaigns. Data shown in Appendix A (Table 6).

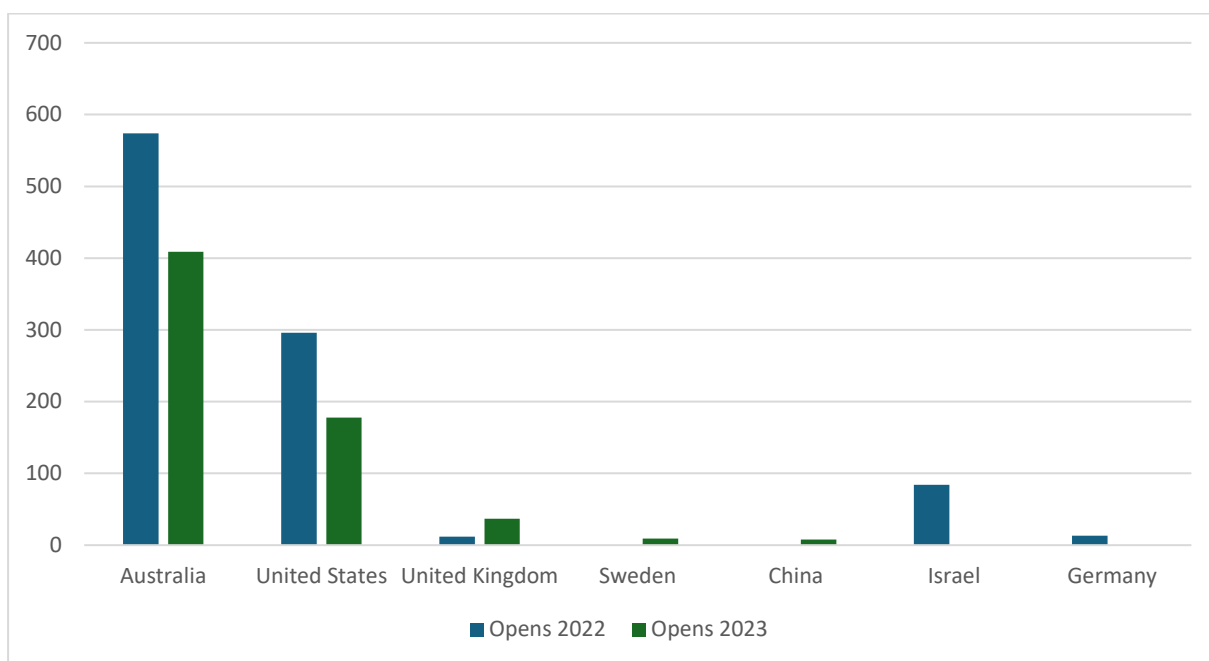


Figure 9 — Number of opens of AHIA 2023 and 2024 by country via MailChimp. Data shown in Appendix A (Table 7).

Appendix A

Table 1: Percentage of total number of downloads from SciQuest across all Volumes and sections during 2024 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 28 during 2024 by country.

Country	No. downloads
Australia	1783
New Zealand	53
India	34
United States	24
United Kingdom	20
Singapore	17
China	12
Germany	9
Italy	4
Netherlands	4
Switzerland	4
Canada	7
France	1
Greece	1
Hong Kong	1
Iran	2
Ireland	2
Japan	1
Malaysia	1

Mexico	1
Nepal	1
New Caledonia	1
Pakistan	1
Palau	2
Peru	3
Qatar	1
Saudi Arabia	1
Taiwan	3
Thailand	1
Uganda	1
Vietnam	1
Chile	1
Croatia	2
Fiji	1
Grand Total	2001

Table 3: Total number of downloads from SciQuest for Volume 28 during 2024 by country and section.

Country	Full Issue	CVO foreword	Wildlife Health Australia	State and territory reports	Quarterly statistics	NAHIP contacts	Other	Grand Total
Australia	543	127	434	193	202	28	256	1783
Canada	7	0	0	0	0	0	0	7
Chile	0	0	1	0	0	0	0	1
China	4	0	3	0	5	0	0	12
Croatia	2	0	0	0	0	0	0	2
Fiji	1	0	0	0	0	0	0	1
France	0	0	1	0	0	0	0	1
Germany	4	0	0	3	0	0	2	9
Greece	0	1	0	0	0	0	0	1
Hong Kong	0	0	0	1	0	0	0	1
India	6	2	5	4	4	4	9	34
Iran	2	0	0	0	0	0	0	2
Ireland	2	0	0	0	0	0	0	2
Italy	1	0	3	0	0	0	0	4
Japan	0	0	0	0	1	0	0	1
Malaysia	1	0	0	0	0	0	0	1
Mexico	0	0	1	0	0	0	0	1
Nepal	0	0	1	0	0	0	0	1
Netherlands	3	0	1	0	0	0	0	4
New Caledonia	0	0	1	0	0	0	0	1
New Zealand	10	5	11	4	7	3	13	53
Pakistan	1	0	0	0	0	0	0	1
Palau	2	0	0	0	0	0	0	2
Peru	2	0	1	0	0	0	0	3
Qatar	1	0	0	0	0	0	0	1
Saudi Arabia	1	0	0	0	0	0	0	1
Singapore	7	0	3	0	2	0	5	17
Switzerland	4	0	0	0	0	0	0	4

Tiawan	3	0	0	0	0	0	0	3
Thailand	0	0	1	0	0	0	0	1
Uganda	0	0	1	0	0	0	0	1
United Kingdom	9	2	1	1	7	0	0	20
United States	6	2	11	0	2	0	3	24
Vietnam	0	0	1	0	0	0	0	1
Grand total	622	139	481	206	230	35	288	2001

Table 4: Interaction levels with AHSQ Volume 26, 27 and 28 MailChimp emails, where one interaction is recorded per user.

	Vol 26				Vol 27				Vol 28			
	Iss 1	Iss 2	Iss 1	Iss 2	Iss 1	Iss 2	Iss 3	Iss 4	Iss 1	Iss 2	Iss 3	Iss 4
Recipients	1007	992	1007	992	1007	992	1007	992	1278	1277	1254	1217
Opens	337	361	337	361	337	361	337	361	446	487	481	295
Clicks	161	150	161	150	161	150	161	150	135	147	154	145

Table 5: Open rates of the AHSQ Volume 26, 27 and 28 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				Vol 27				Vol 28			
	Iss 1	Iss 2	Iss 3	Iss 4	Iss 1	Iss 2	Iss 3	Iss 4	Iss 1	Iss 2	Iss 3	Iss 4
Australia	1084	861	605	615	450	440	661	917	519	347	661	443
United States	178	173	239	334	144	209	429	360	271	459	302	227
Sweden	0	0	0	0	24	8	0	12	29	28	25	0
New Zealand	42	24	12	19	6	188	17	0	14	9	16	18
Thailand	0	0	0	0	2	0	0	0	0	0	0	0
Israel	0	0	0	7	0	150	58	18	16	0	6	7
United Kingdom	48	10	12	0	0	0	21	11	0	7	0	0
France	18	0	0	0	0	0	0	0	0	0	0	0
Singapore	0	13	0	0	0	0	0	0	0	0	0	0
Brazil	0	0	6	10	0	0	0	0	0	0	0	0
Canada	0	0	0	0	0	0	0	0	0	0	0	2
Total opens	1370	1081	874	985	626	995	1186	1318	849	850	1010	697

Table 6: Animal Health in Australia (AHiA) Annual Report recipients, opens and clicks for 2022 and 2023 MailChimp campaign emails. Data via MailChimp.

	AHiA Annual Report 2022 campaign (18 May 2023)	AHiA Annual Report 2022 campaign (20 June 2023)	AHiA Annual Report 2023 campaign (14 June 2024)
Recipients	935	590	947
Opens	328	87	319
Open rate %	37.8%	16.1%	35.5%
Clicks	105	32	82
Click rate %	7.2%	5.9%	9.1%

Table 7: Animal Health in Australia (AHiA) Annual Report opens by country for 2022 and 2023 MailChimp campaign emails. Data via MailChimp.

Country	Opens 2023	% of Total Opens 2023	Opens 2022	% of Total Opens 2022
Australia	409	53.3%	574	50.7%
United States	178	23.2%	296	26.1%
United Kingdom	37	4.8%	12	1.1%
Sweden	9	1.2%	-	-
China	8	1.0%	-	-
Israel	-	-	84	7.4%
Germany	-	-	13	1.1%