

FOR INFORMATION

NAHIP Advisory Committee Annual Meeting 2026

Agenda Item 1.2

Last updated: 6 May 2026

Prepared by AHA

AHSQ – AHIA READERSHIP ANALYTICS REPORT

Introduction

This report provides insights into audience engagement with Volume 29 (Jan – Dec 2024) of Animal Health Surveillance Quarterly (AHSQ) and the 2024 Animal Health in Australia (AHIA) report from their publication date.

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.

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.

SciQuest performance

In 2025, there were 2,622 downloads across all AHSQ volumes (Volumes 13–29), including full issues and individual sections. This represents a slight decrease from 2024, which recorded 3,209 downloads.

Top downloads by country in 2025 for all volumes are Australia (86.58%), United States (3.05%), New Zealand (2.82%), India (1.22%) and Germany (0.99%). See Table 1 in Appendix A for more details.

Volume 29, which was published in 2025, recorded 621 full-issue downloads across its four editions. In total, there were 1,946 downloads when including both full issues and individual sections, demonstrating strong overall engagement with the content.

Australia accounted for the highest readership of Volume 29, with 1,667 downloads of full issues or a section within it. This was followed by the United States with 73 downloads of full issues or various sections and New Zealand with 46. Smaller levels of engagement were recorded across a broad international audience, including Argentina, Bangladesh, Barbados, Brazil, Cambodia, Canada, China, Cyprus, Denmark, France, Germany, Hong Kong, India, Indonesia, Italy, Ireland, Japan, Malaysia, Mexico, the Netherlands, Nigeria, Pakistan, Saudi Arabia, Singapore, South Korea, Spain, Sri Lanka, Switzerland, Thailand, Türkiye, Ukraine, the United Kingdom, Vanuatu and Vietnam (see Figure 1). A total of 37 countries were represented, reflecting an increase from 30 in 2023, though slightly below the 46 countries recorded in 2024.

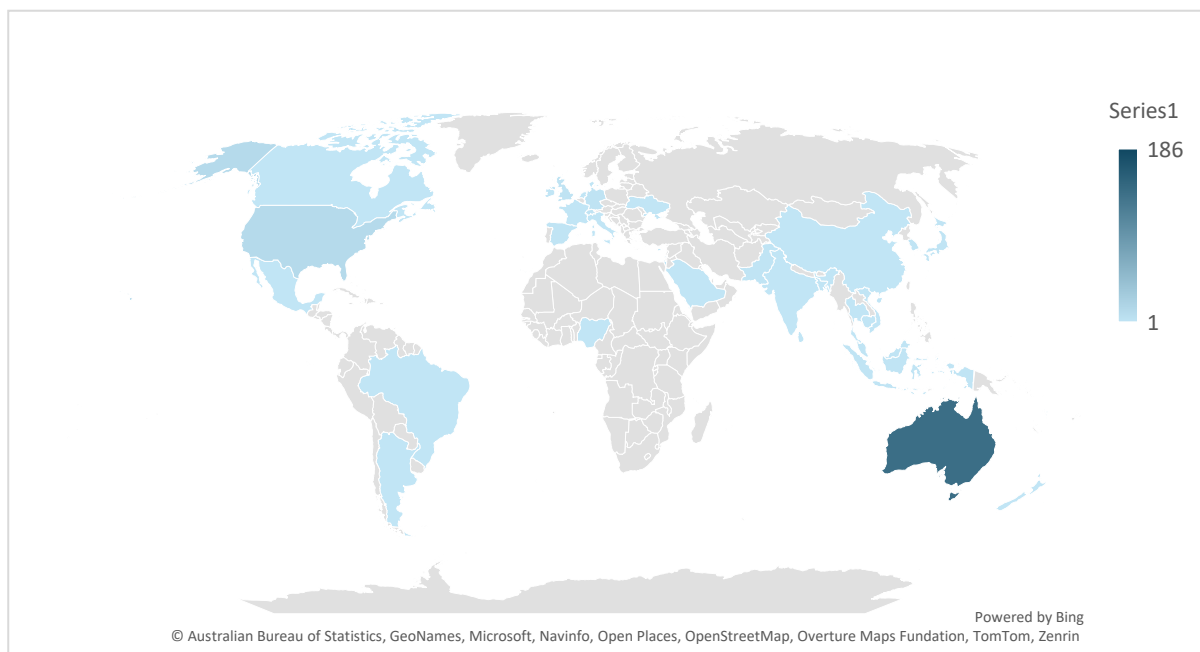


Figure 1 — AHSQ Volume 29 international downloads of full issues and individual sections in 2025 from SciQuest by country.

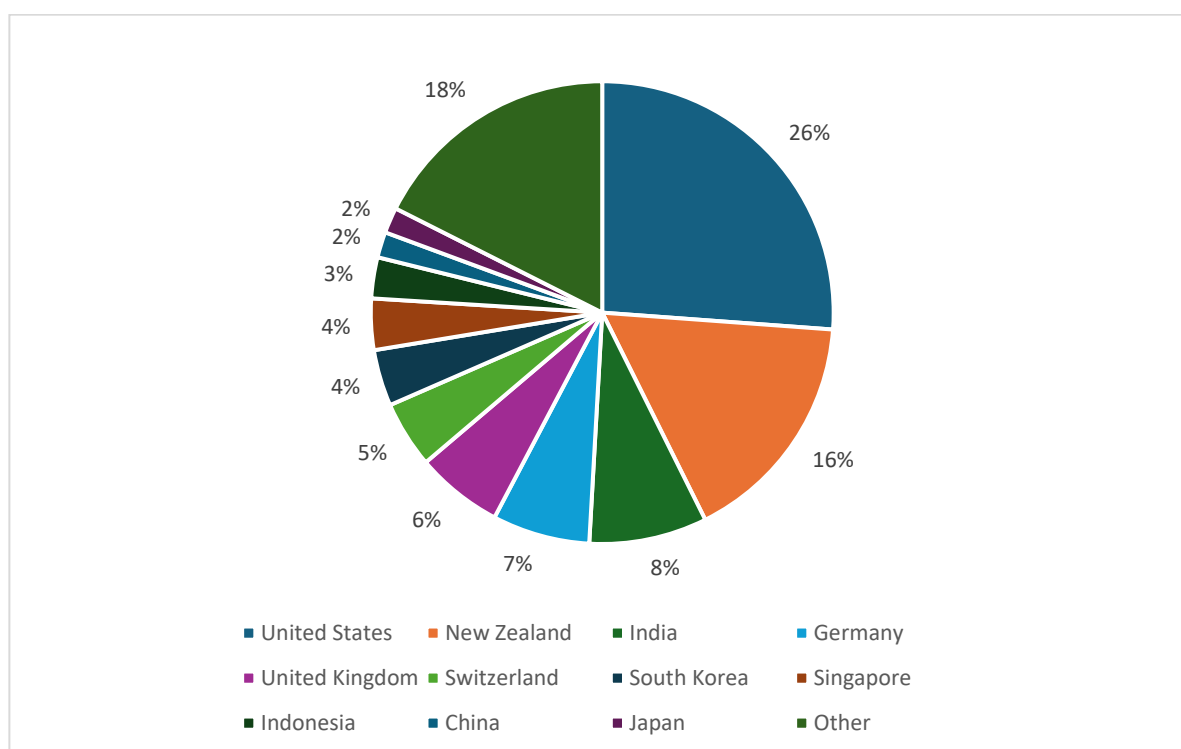


Figure 2 — International downloads of AHSQ Volume 29 from SciQuest during 2025 by country. “Other” represents countries with less than five downloads. See Appendix A (Table 2) for details.

Most downloads within Australia in 2025 were of full issues (33%), followed by the Australian feature articles (18%), Wildlife Health Australia articles (16%) and state and territory reports (14%) (Figure 3). This trend was closely matched by international downloads (Figure 4).

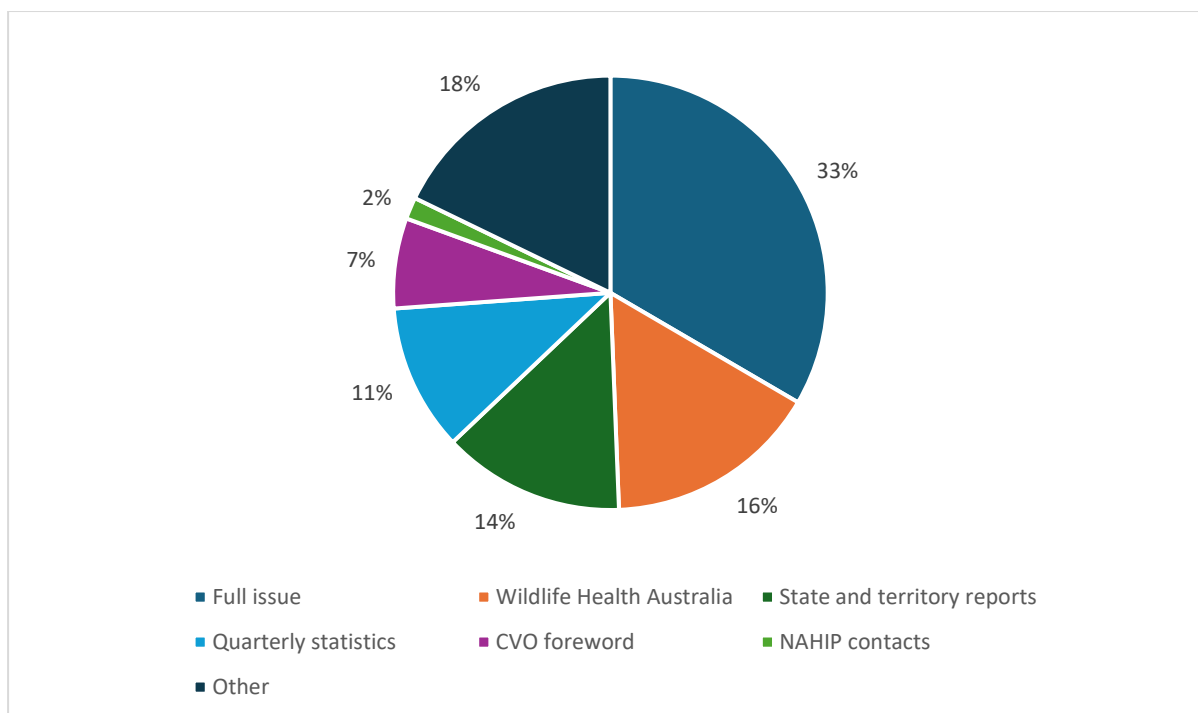


Figure 3 — Proportion of domestic downloads of AHSQ Volume 29 from SciQuest during 2025 in Australia. See Appendix A (Table 3) for details.

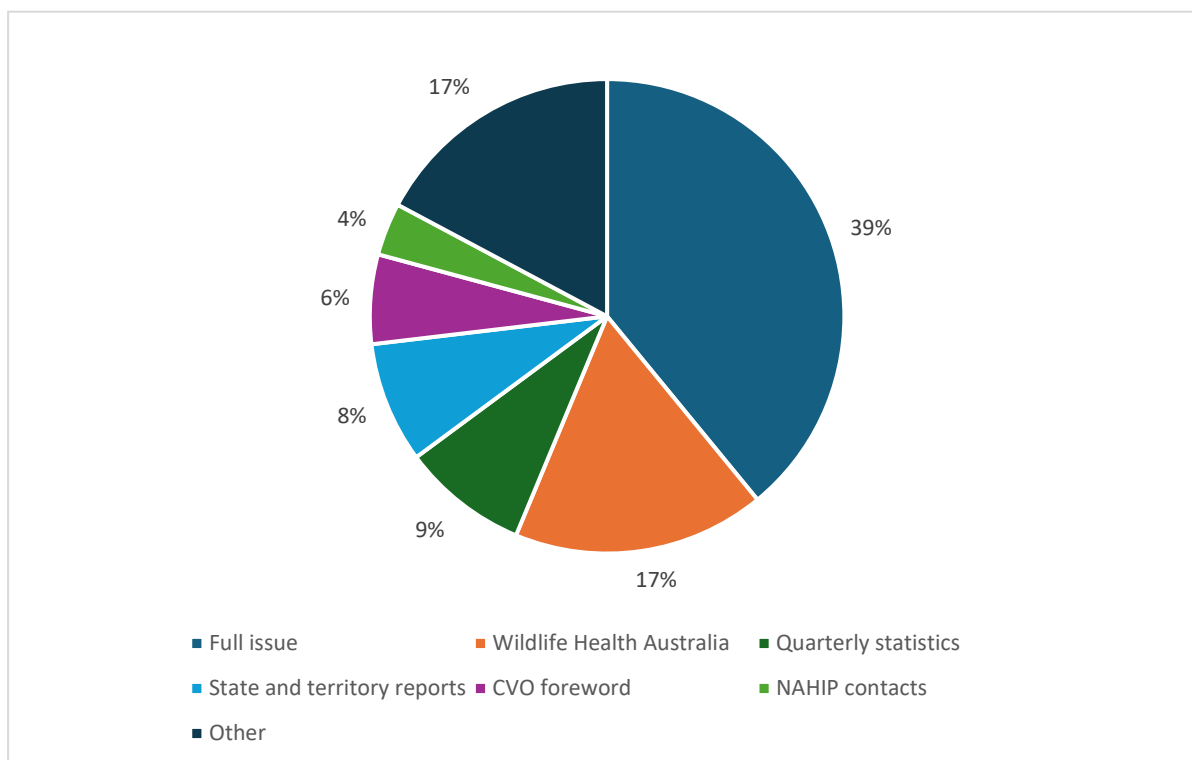


Figure 4 — Proportion of international downloads of AHSQ Volume 29 from SciQuest during 2025. See Appendix A (Table 3) for details.

MailChimp campaign performance

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 steady across Volume 29, with an average of 1,341 recipients per edition.

For Volume 29, engagement metrics continued to perform strongly. The average open rate was approximately 29.4%, while the average click-through rate reached 9.4% - both well above industry benchmarks of 20–25% for opens and 1–3% for clicks. These results are consistent with performance observed over the past three volumes, indicating sustained audience engagement.

Geographically, most opens came from Australian subscribers, with the United States and Israel representing the next largest audience segments, which is consistent with Volume 28.

Performance varied across the four issues of Volume 29. The Q1 edition achieved a particularly strong open rate of 42.1%, while Q2 recorded 21.5%. Engagement improved in the second half of the year, with Q3 reaching an open rate of 25% and Q4 increasing further to 28.8%.

The top three articles from Volume 29 were: Outbreaks of high pathogenicity avian influenza in Australia (Issue 2), Wildlife Health Australia reports and the State and Territory reports.

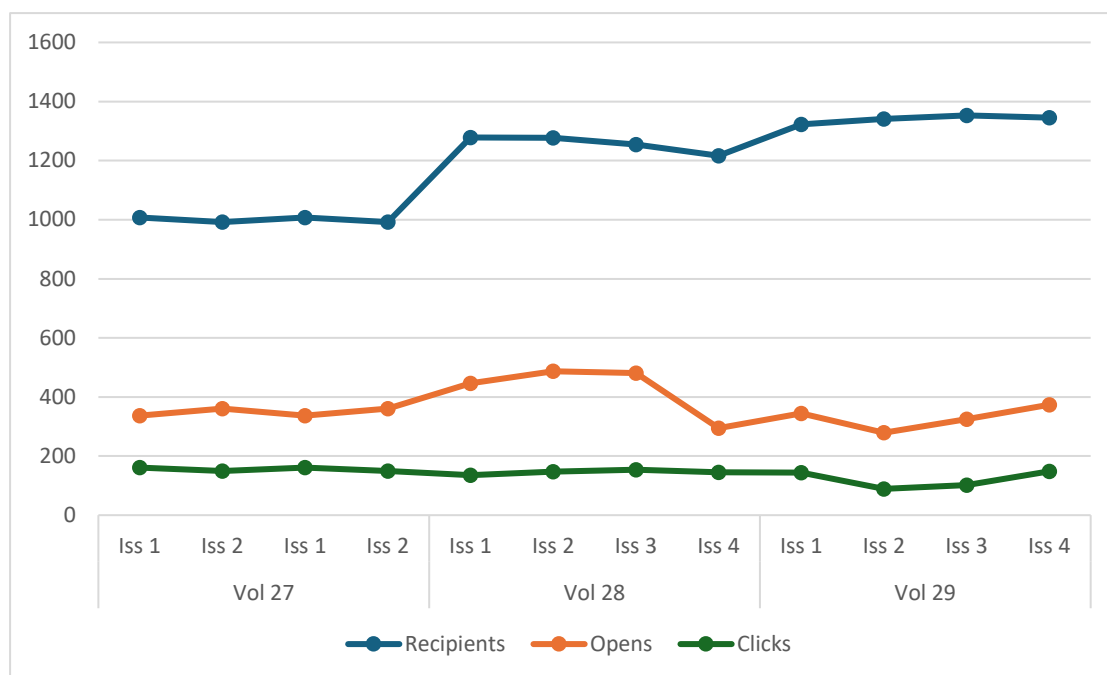


Figure 5 — Number of recipients, clicks and opens across Volumes 27, 28 and 29 via MailChimp. See Appendix A (Table 4) for details.

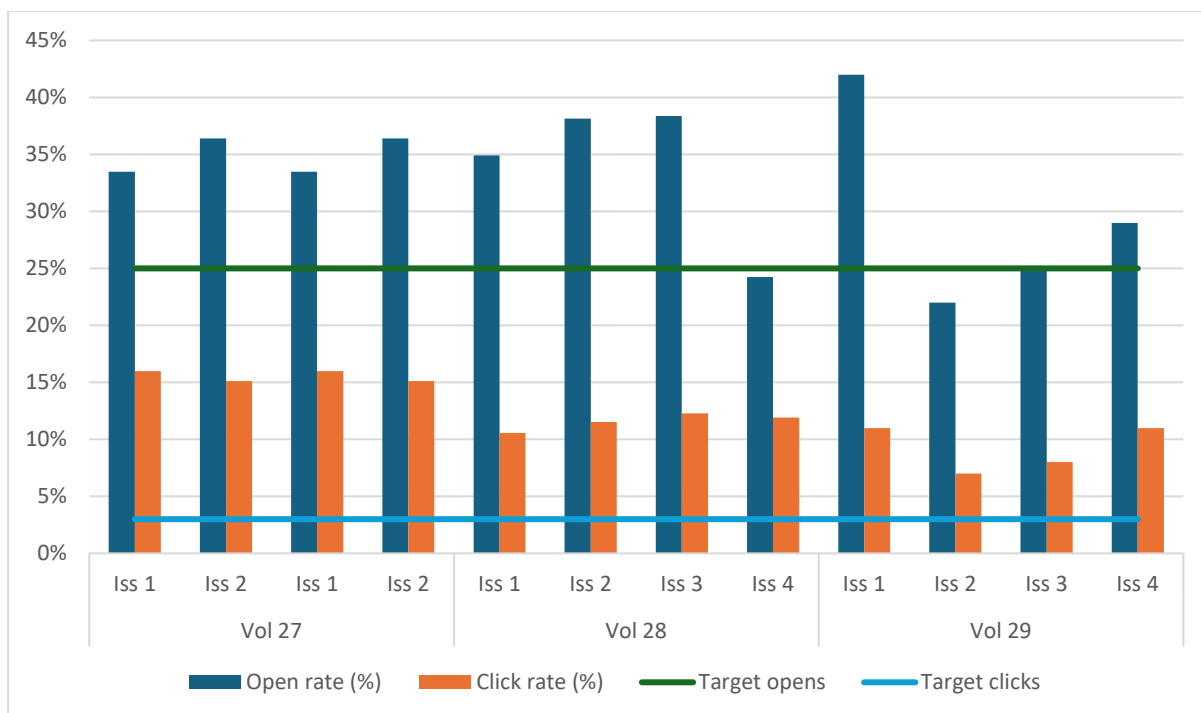


Figure 6 — Percentage of clicks and opens across Volumes 27, 28 and 29 via MailChimp compared with the industry target of 25% opens and 1-3% clicks.

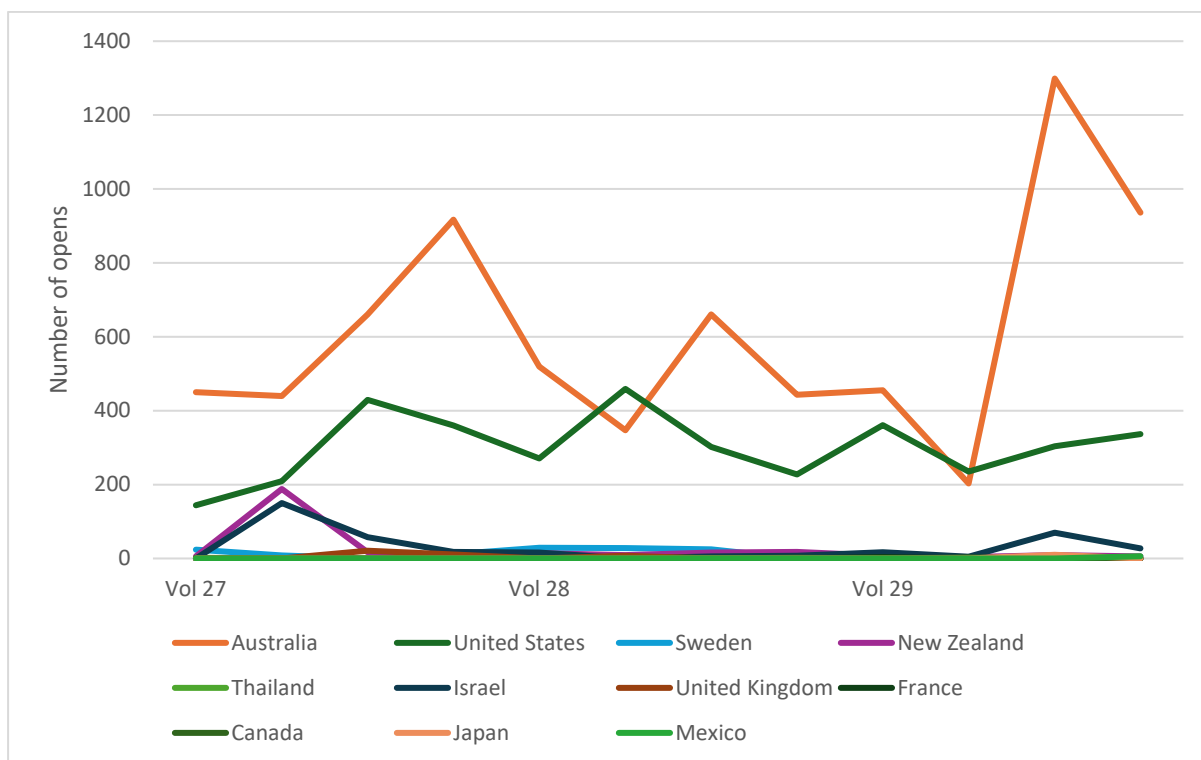


Figure 7 — Number of opens across Volumes 27, 28 and 29 by country via MailChimp. See Appendix A (Table 5) for details.

Animal Health in Australia 2024

The Animal Health in Australia Annual Report 2024 was published in May 2025. The report focused on key achievements, disease investigations, surveillance activities and updates to policies and programs for the 2024 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. Stakeholders are also notified of the report via MailChimp.

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.

Website and hard copy performance

Since being published on AHA's website on 25 May 2025, the 2024 AHIA report has been downloaded 2,416 times. This aligns with the performance of earlier reports, with the 2023 edition receiving 2,566 downloads to date, the 2022 report receiving 3,855 downloads and the 2021 report receiving 2,955 downloads.

Hard copies of the 2024 report were distributed to:

- ✓ Members of parliament – 18 copies
- ✓ World Organisation for Animal Health (WOAH) delegates – 175 copies
- ✓ AHA members and stakeholders – 101 copies
- ✓ International organisations – 18 copies
- ✓ Overseas counsellors – 38 copies
- ✓ DAFF – 150 copies

MailChimp email campaign performance

The Mailchimp campaign for the 2024 report was distributed to 1,070 recipients, an increase from 947 recipients for the 2023 edition, reflecting continued audience growth. The campaign achieved an open rate of 28% and a click-through rate of 5.9%, outperforming typical industry benchmarks of 20–25% for opens and 1–3% for clicks.

While performance remained strong overall, the open rate and click-through rate for the 2024 report was slightly lower than in previous years. The 2023 report (sent out in 2024) recorded a 35.5% open rate, whilst the 2022 report (sent out in 2023) recorded a 36.4% open rate, indicating a modest decline in opens and click-throughs despite the expanding distribution list (Figure 8).

The 2025 campaign saw most engagement coming from Australia, which accounted for 55.5% of total opens (762), making it the dominant audience by a significant margin. The United States followed with 21.3% (293 opens), while Israel contributed 16.5% (227 opens), indicating strong interest from these two regions as well. Engagement from other countries was comparatively minimal, with the Czech Republic and New Zealand representing just 1.5% (21 opens) and 1.2% (16 opens), respectively. Overall, the data shows a clear concentration of readership in Australia, with meaningful secondary audiences in the US and Israel.

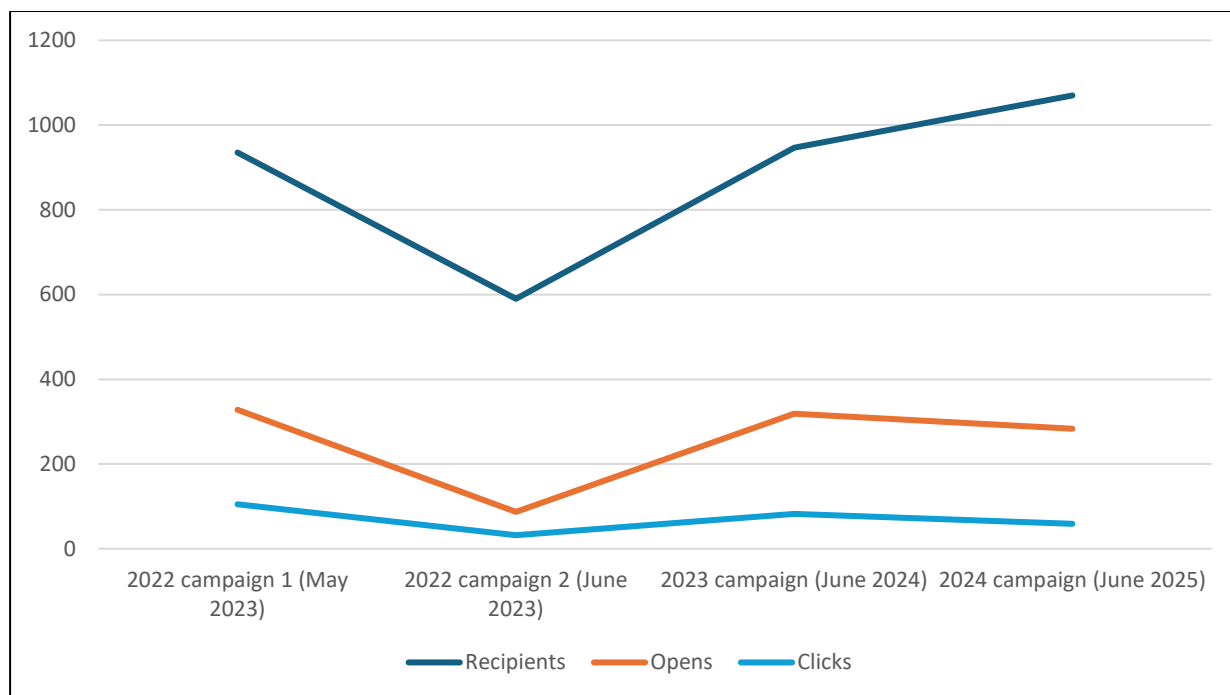


Figure 8 — Number of recipients, opens and clicks for AHIA 2023, 2024 and 2025 MailChimp campaigns. Data shown in Appendix A (Table 6).

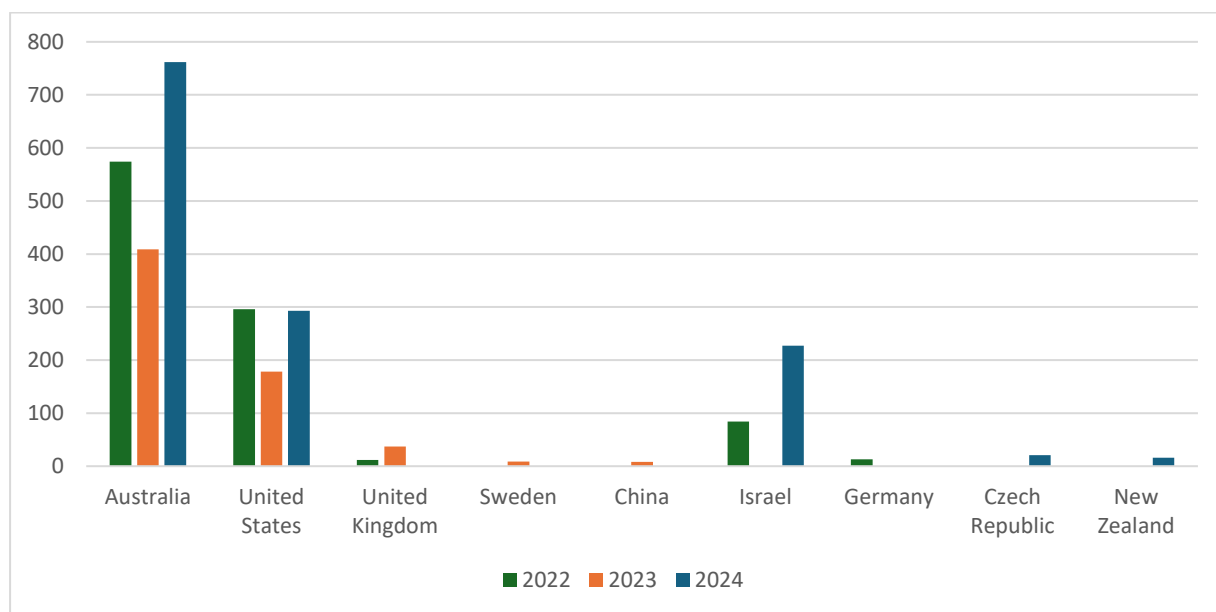


Figure 9 — Number of opens of AHIA 2023, 2023 and 2024 by country via MailChimp. Data shown in Appendix A (Table 7).

Social media performance

To support promotion efforts, AHA developed a communications package to help stakeholders share the valuable information in the 2024 AHIA report. This package was shared with the National Biosecurity Communications and Engagement Network, which comprises of the Department of Agriculture, Fisheries and Forestry, state and territory agriculture/biosecurity agencies, Animal Health Australia, Plant Health Australia, the Australian Centre for Disease Preparedness (CSIRO) and the Department of Health and Aged Care, as well as observers such as Wildlife Health Australia.

AHA also published a series of posts on its Facebook page, which has an audience of more than 7,500 followers. Between May and June, five posts were shared, achieving an average engagement rate of 4.3%. This performance is notably above typical industry benchmarks for Facebook, which generally range between 0.5% and 1% engagement rate, highlighting strong audience interaction with the content. Collectively, the five posts shared on AHA's Facebook page were viewed 3,509 times. Unfortunately, we are unable to measure the engagement and reach of posts that may have been shared by stakeholders.



Key findings

Based on the performance of the AHIA 2024 report and Volume 29 of AHSQ, both published in 2025, the following findings were identified.



Both publications consistently outperform industry email benchmarks, signaling a loyal and engaged subscriber base.



International reach is growing for AHSQ (37 countries), though AHIA readership remains heavily concentrated in Australia, the US, and Israel.



AHIA's subscriber base grew 13% in 2025, while open rates fell from 36.4% to 28%. A list hygiene or re-engagement campaign for inactive subscribers could reverse this trend.



Social media served as an effective complementary channel for promoting the AHIA report. There is an opportunity to further strengthen this approach by extending activity across a longer timeframe - rather than concentrating efforts solely in May and June - and by applying a similar strategy to support promotion of AHSQ.



Legacy content still has legs - 676 downloads of previous AHSQ volumes during 2025 shows the back catalogue remains a valuable reference resource, not just the current edition. There is an opportunity to further leverage this content through social media, where it remains relevant, as well as to introduce an annual AHSQ wrap-up email campaign for subscribers. This could highlight the year's top-performing content, reinforcing engagement and extending the lifespan of key articles.

Appendix A

Table 1: Percentage of total number of downloads from SciQuest across all Volumes and sections during 2025 by country.

Country	No. downloads	% of total downloads
Australia	2270	86.58%
United States	80	3.05%
New Zealand	74	2.82%
India	32	1.22%
Germany	26	0.99%
United Kingdom	20	0.76%
Japan	19	0.72%
Switzerland	13	0.50%
South Korea	11	0.42%
Singapore	10	0.38%
Indonesia	8	0.31%
China	6	0.23%
France	4	0.15%
Italy	4	0.15%
Vanuatu	4	0.15%
Brazil	3	0.11%
Ireland	3	0.11%
Malaysia	3	0.11%
Mexico	3	0.11%

Pakistan	3	0.11%
Spain	3	0.11%
Bangladesh	2	0.08%
Barbados	2	0.08%
Canada	2	0.08%
Hong Kong	2	0.08%
Sri Lanka	2	0.08%
Ukraine	2	0.08%
Argentina	1	0.04%
Cambodia	1	0.04%
Cyprus	1	0.04%
Denmark	1	0.04%
Israel	1	0.04%
Netherlands	1	0.04%
Nigeria	1	0.04%
Saudi Arabia	1	0.04%
Türkiye	1	0.04%
Thailand	1	0.04%
Vietnam	1	0.04%
Total no. downloads	2622	

Table 2: Total number of downloads from SciQuest for Volume 29 during 2025 by country.

Country	No. downloads
Australia	1667
Argentina	1
Bangladesh	2
Barbados	2
Brazil	3
Cambodia	1
Canada	2
China	5
Cyprus	1
Denmark	1
France	4
Germany	19
Hong Kong	1
India	23
Indonesia	8

Ireland	3
Israel	1
Italy	4
Japan	5
Malaysia	3
Mexico	3
Netherlands	1
New Zealand	46
Nigeria	1
Pakistan	3
Saudi Arabia	1
Singapore	10
South Korea	11
Spain	2
Sri Lanka	1
Switzerland	13
Türkiye	1

Thailand	1
Ukraine	1
United Kingdom	17
United States	73
Vanuatu	4
Vietnam	1
Grand total	1946

Table 3: Total number of downloads from SciQuest for Volume 29 during 2025 by country and section.

Country	Full Issue	CVO foreword	Wildlife Health Australia	State and territory reports	Quarterly statistics	NAHIP contacts	Other	Grand Total
Australia	557	112	266	226	182	27	297	1667
Argentina	1	0	0	0	0	0	0	1
Bangladesh	2	0	0	0	0	0	0	2
Barbados	0	0	2	0	0	0	0	2
Brazil	0	0	3	0	0	0	0	3
Cambodia	0	0	0	0	0	0	1	1
Canada	1	0	1	0	0	0	0	2
China	3	0	1	0	0	0	1	5
Cyprus	0	0	1	0	0	0	0	1
Denmark	0	0	0	0	0	0	1	1
France	0	1	1	0	1	0	1	4
Germany	14	0	0	0	3	0	2	19
Hong Kong	0	0	0	0	1	0	0	1
India	6	3	3	2	2	2	5	23
Indonesia	4	0	1	0	0	1	2	8
Ireland	0	0	1	1	1	0	0	3
Israel	0	0	0	0	1	0	0	1
Italy	0	0	2	0	0	0	2	4
Japan	4	0	0	1	0	0	0	5
Malaysia	2	0	0	0	1	0	0	3
Mexico	2	0	0	0	1	0	0	3
Netherlands	1	0	0	0	0	0	0	1
New Zealand	13	3	12	4	3	1	10	46
Nigeria	1	0	0	0	0	0	0	1
Pakistan	2	0	0	0	0	0	1	3
Saudi Arabia	1	0	0	0	0	0	0	1
Singapore	1	0	0	2	0	1	6	10

Country	Full Issue	CVO foreword	Wildlife Health Australia	State and territory reports	Quarterly statistics	NAHIP contacts	Other	Grand Total
South Korea	2	1	4	0	2	1	1	11
Spain	2	0	0	0	0	0	0	2
Sri Lanka	1	0	0	0	0	0	0	1
Switzerland	11	0	2	0	0	0	0	13
Türkiye	1	0	0	0	0	0	0	1
Thailand	0	0	1	0	0	0	0	1
Ukraine	0	0	1	0	0	0	0	1
United Kingdom	10	0	4	0	2	0	1	17
United States	23	8	8	13	6	3	12	73
Vanuatu	1	1	0	0	0	1	1	4
Vietnam	0	0	0	0	0	0	1	1
Grand total	666	129	314	249	206	37	345	1946

Table 4: Interaction levels with AHSQ Volume 27, 28 and 29 MailChimp emails, where one interaction is recorded per user.

	Vol 27				Vol 28				Vol 29			
	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	1007	992	1007	992	1278	1277	1254	1217	1323	1341	1353	1345
Opens	337	361	337	361	446	487	481	295	345	279	325	374
Clicks	161	150	161	150	135	147	154	145	144	89	102	148

Table 5: Open rates of the AHSQ Volume 27, 28 and 29 MailChimp emails by country, where multiple interactions may be recorded per user where a user interacts more than once with the emails.

Country	Vol 27				Vol 28				Vol 29			
	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	450	440	661	917	519	347	661	443	455	203	1299	936
United States	144	209	429	360	271	459	302	227	361	235	304	337
Sweden	24	8	0	12	29	28	25	0	0	0	0	0
New Zealand	6	188	17	0	14	9	16	18	7	4	9	6

Thailand	2	0	0	0	0	0	0	0	0	0	0	0
Israel	0	150	58	18	16	0	6	7	17	5	70	27
United Kingdom	0	0	21	11	0	7	0	0	0	0	0	0
France	0	0	0	0	0	0	0	0	4	0	0	0
Singapore	0	0	0	0	0	0	0	0	0	0	0	0
Brazil	0	0	0	0	0	0	0	0	0	0	0	0
Canada	0	0	0	0	0	0	0	2	0	3	0	0
Total opens	0	0	0	0	0	0	0	0	0	0	10	0

Table 6: Animal Health in Australia (AHiA) Annual Report recipients, opens and clicks via the MailChimp campaign for the 2022, 2023 and reports. 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)	AHiA Annual Report 2024 campaign (10 June 2025)
Recipients	935	590	947	1005
Opens	328	87	319	283
Open rate %	37.8%	16.1%	35.5%	28.2%
Clicks	105	32	82	59
Click rate %	7.2%	5.9%	9.1%	5.9%

Table 7: Animal Health in Australia (AHiA) Annual Report opens by country for 2022, 2023 and 2024 MailChimp campaign emails. Data via MailChimp.

Country	Opens 2024	% of Total Opens 2024	Opens 2023	% of Total Opens 2023	Opens 2022	% of Total Opens 2022
Australia	762	55.5%	409	53.3%	574	50.7%
United States	293	21.3%	178	23.2%	296	26.1%
United Kingdom	0	0	37	4.8%	12	1.1%
Sweden	0	0	9	1.2%	-	-
China	0	0	8	1.0%	-	-
Israel	227	16.5%	-	-	84	7.4%
Germany	0	0	-	-	13	1.1%
Czech Republic	21	1.5%	0	0%	0	0%
New Zealand	16	1.2%	0	0%	0	0%