








Quarterly Operational Report

Quarter 3, 2021/2022

Indicator	Status	Indicator Meaning
	On Track	Initiative is proceeding to plan with no indication of future impediments.
	Action Required	Progress is significantly behind schedule or is rated 'closely monitor'. Decisive action is required to get back on track.
	Monitor	Progress is not as expected but action is being/ has been taken and is expected to be on track within the next quarter or financial year.
	Trend	This data is being collected for observation and analysis.
	Completed	Initiative or project has been completed.

1: Our community and environment

1.1: Economic growth and prosperity

1.1.1: Promote and support use of new technology across the organisation and region's economy as part of the Intelligent Community Strategy.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of community members participating in our Digital Literacy programs at libraries.	Organisation - Community & Environment - Library Services - Library Services	≥ 80	114	—	Digital literacy sessions have included sessions on Smartphones, Coding, Introduction to MyGov, and Awareness of Security and Scams.

1.1.3: Promote our region as a preferred investment destination nationally and internationally.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of Holiday Park accommodation occupied.	Organisation - Community & Environment - Community Services	Trend	57.9%	—	Miara 49.54%, Moore Park Beach 55.94%, Burnett Heads 61.62% and Elliott Heads 64.51%.

1.2: Safe, active, vibrant and inclusive community

1.2.1: Provide facilities, parks, open spaces, services, and programs that promote and support our community's safety and physical wellbeing.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of school students engaged in gallery programs.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Galleries - BRAG & ChArts	≥ 120	257	—	No school visits to Gallery were recorded this due to COVID-19 impacts and shortened Term 1. Engagement Figures represent school student engagement through online Gallery resources and 'take home' gallery art packs for school aged children.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of agreed service levels have been met.	Organisation - Community & Environment - Parks, Sport & Natural Environment - Parks Operations & Maintenance	≥ 85%	99%	✓	The agreed service levels were met or exceeded in all parks.

1.2.2: Support and facilitate community programs, networks, projects and events that promote social connectedness; and active and healthy community life.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Access to Services - Commonwealth Home Support Programme & Queensland Community Care (State and Federal funded): Number of service users with improved ability to access appropriate services.	Organisation - Community & Environment - Community Services	≥ 50	555	✓	Client numbers reflect an improved ability to access appropriate services. Group transport is offered from Gin Gin and Childers to Bundaberg to assist with the access to services not available in the regional areas. Clients receive information through newsletters, flyers and face to face.
Community Support Services Commonwealth Home Support Programme & Queensland Community Care (State & Federal Funded): Number of service users who received a service.	Organisation - Community & Environment - Community Services	Trend	621	✓	Receive referrals through My Aged Care (MAC) on a regular basis.
Funded Programs (State & Federal): Percentage of programs and services demonstrating compliance with standards and meeting funding targets.	Organisation - Community & Environment - Community Services	≥ 98%	98%	✓	On track - compliant across programs.
Number of community development partnerships, projects and initiatives promoted and supported by Council.	Organisation - Community & Environment - Community Services	Trend	27	✓	This total includes all activities facilitated by Community Development Officers.
Number of community members participating in community development projects and initiatives.	Organisation - Community & Environment - Community Services	Trend	638	✓	Council is on track for the number of community members involved with community development

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of community members participating in our free community programs and events hosted and facilitated by the Library Service.	Organisation - Community & Environment - Library Services - Library Services	≥ 750	886	—	Regular programs have resumed with a pleasing attendance. School holiday sessions included Escape Rooms which proved very popular. The lower numbers in comparison to previous quarters are reflective of the temporary suspension of programming due to COVID-19 impacts, and the temporary closure of Bundaberg Library for air conditioning replacement.
Number of community members who have improved wellbeing through social connectedness.	Organisation - Community & Environment - Community Services	Trend	170	✓	A range of activities such as Neighbour Day and the BBQ Cookout have provided opportunity for interaction of participants.
Number of Community Services grants provided.	Organisation - Community & Environment - Community Services	Trend	9	✓	7 Community Services grants for the month of February, 2 Micro for February and 2 for March.
Number of financial assistance requests/applications supported (individuals/sporting organisations/events).	Organisation - Community & Environment - Parks, Sport & Natural Environment - Sport & Recreation	Trend	4	✓	This included Queensland Bowls - Junior State Championship, Queensland Rowing - School Regatta, Bundaberg Bowls Club - Regional Event and Canterbury Bankstown Bulldogs - NRL Game.
Number of occasions that information, advice and referral services were provided.	Organisation - Community & Environment - Community Services	Trend	3,416	—	Consistent numbers and high utilisation.
Number of service users who received a service.	Organisation - Community & Environment - Community Services	Trend	2,799	—	Engagement remains high
Number of service users with improved quality of life.	Organisation - Community & Environment - Community Services	Trend	3,387	—	High utilisation and engagement.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of services users with improved ability to access appropriate services.	Organisation - Community & Environment - Community Services	Trend	3,997	—	Consistent with previous quarters - large engagement.
Quality of Life - Commonwealth Home Support Programme & Queensland Community Care (State and Federal funded): Number of service users with improved quality of life.	Organisation - Community & Environment - Community Services	≥ 300	621	✓	Clients under the Commonwealth Home Support Program are supported to remain in their own home and within their community to maintain their independence and increase their quality of life.
Social Connectedness - Commonwealth Home Support Programme & Queensland Community Care (State and Federal funded): Number of service users with improved social connectedness.	Organisation - Community & Environment - Community Services	≥ 150	533	✓	Clients interact with staff throughout all services. Clients are offered and supported to access a variety of social activities to increase and maintain their social contentedness.

1.3: A creative and environmentally friendly place

1.3.1: Provide facilities, spaces, services and activities that promote and support lifelong learning and community engagement within the arts and culture sector.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of community engagement activities at libraries.	Organisation - Community & Environment - Library Services - Library Services	≥ 10	5	—	Inhouse and Outreach sessions are held to engage with and inform our communities. The Introduction to Beekeeping was on-trend, well-attended, and extremely popular. COVID-19 impacted upon the number of activities offered as libraries instituted a temporary suspension of activities.
Number of community groups using the Moncrieff Entertainment Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	Trend	6	✓	This figure includes the formation of the Bundaberg Rainbow Choir and their weekly Monday evening rehearsals.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of patrons visiting our library branches.	Organisation - Community & Environment - Library Services - Library Services	≥ 40,000	37,415		The number of visitors to Libraries remains steady, with a slight decrease due to the closure of the Bundaberg branch for air-conditioning refurbishment and the COVID-19 impacts.
Number of patrons visiting the Moncrieff Entertainment Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	≥ 8,000	3,637		Target hasn't been met due to several cancellations of live shows due to COVID-19 impacts; and audiences not re-booking once the shows have re-booked into the venue.
Number of people visiting the Galleries.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Galleries - BRAG & ChArts	≥ 6,000	5,601		Gallery visitation was impacted by COVID-19 and entry requirements to exhibitions and events.
Number of visitors to iconic facilities Hinkler Hall of Aviation and Fairymead House.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Tourism Facilities & Events	> 4,000	4,385		Hinkler Hall of Aviation had 3076 visitors and Fairymead House had 1309 visitors.
Percentage of total days booked at Moncrieff Entertainment Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	Trend	35%		There has been a reduction in external hirers booking the venue and it was closed for maintenance for 4 weeks during the month of January 2022.
Percentage of total seats booked at Moncrieff Entertainment Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	Trend	15%		The venue was closed for maintenance during the month of January 2022 and COVID-19 impacts.

1.3.2: Provide leadership in creative innovation and opportunities for learning and community social and cultural development.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of attendees to Galleries organised Programs and Events.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Galleries - BRAG & ChArts	≥ 300	458	—	Attendance at Gallery Programs and Events was affected by COVID-19 impacts and a reduction in programs and events.
Number of performing arts initiatives designed to engage with our community.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Moncrieff Entertainment Centre	≥ 3	3	✓	The number of initiatives engaging the community included rehearsals for the Bundaberg Rainbow Choir during February; rehearsals with members of the Bundaberg Municipal Brass Band for the buy-in production Stardust + The Mission; and rehearsals with local singers and musicians for My Life is Love - A Tribute to Gladys Moncrieff.

1.3.4: Manage environmental health services and rehabilitate our natural resources and regional ecosystems whilst educating and engaging with the community.





Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of community environmental protection and management activities participated in.	Organisation - Community & Environment - Parks, Sport & Natural Environment - Natural Resource Management	≥ 6	6	✓	Highlights included formation of a new Regional Invasive Species Management Group; undertaking a coordinated wild dog baiting program; presenting at the Local Government Association of Queensland National Resources Management Forum and running another Community Dune Care Activity at Elliott Heads.
Number of public awareness, education programs and activities delivered.	Organisation - Community & Environment	≥ 6	5	✓	Natural Areas School Holiday program activities for January

Performance Measure	Organisation Link	Target	Actual	Status	Comments
	<ul style="list-style-type: none">- Parks, Sport & Natural Environment- Natural Resource Management				<p>were cancelled due to COVID-19 restrictions.</p> <p>Highlights were awareness videos on Bundaberg Now for Sharon Gorge Nature Park for Parks Week 2022 and Parthenium Weed to inform landholders on risk and management options.</p>

2: Our infrastructure and development


2.1: Infrastructure that meets our current and future needs

2.1.3: Manage and maintain Council owned buildings, facilities and assets that support and facilitate social connectedness and community life.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of passengers processed through Bundaberg Regional Airport terminal.	Organisation - Community & Environment - Bundaberg Airport	≥ 30,000	20,110		Passenger numbers have continued to recover and in March were the highest since December 2019.
Number of visitors attending events at the Bundaberg Multiplex Sport and Convention Centre.	Organisation - Community & Environment - Arts, Culture, Tourism Facilities and Events - Multiplex	Trend	3,240		There were approximately 4,240 visitors to the Bundaberg Multiplex Sport & Convention Centre. COVID-19 impacts resulted in the cancellation of 21 events which would have seen an additional 3008 visitors.
Percentage usage of halls and community facilities including Coronation Hall, School of Arts and Gin Gin RSL.	Organisation - Community & Environment - Community Services	Trend	34.23%		Coronation Hall 20.66%, School of Arts 40.12% and Gin Gin RSL Hall 41.91%.
Percentage usage of the Recreational Precinct.	Organisation - Community & Environment - Community Services	Trend	59.03%		Usage has increased in comparison with the same period in previous years.

2.2: Sustainable essential services

2.2.2: Supply potable water and wastewater services that ensure the health of our community in accordance with Council's service standards.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of reportable wastewater incidents.	Organisation - Infrastructure Services - Water Services - Water Services	≤ 5	17		2 exceedances in the hinterland catchments (Gin Gin, Childers & Woodgate). 17 In the Bundaberg and Coastal Catchments. Majority of the exceedances were due to

Performance Measure	Organisation Link	Target	Actual	Status	Comments
					the wet weather events that led to stormwater inundation of our wastewater catchment.
Percentage of customers who do not experience a planned water supply interruption.	Organisation - Infrastructure Services - Water Services - Water Services	≥ 95%	96%	✓	1,328 water connections experienced a planned service interruption during the quarter 3 reporting period from a total of 33,140 water connections.
Percentage of customers who do not experience wastewater interruption.	Organisation - Infrastructure Services - Water Services - Water Services	≥ 95%	100%	✓	35 sewerage connections experienced a service interruption from a total of 26,774 sewerage connections during the quarter 3 reporting period.
Percentage of raw water usage versus allocation.	Organisation - Infrastructure Services - Water Services - Water Services	≤ 80%	45%	✓	The Raw Water usage during the quarter 3 reporting period was 2,485 ML. The year to date total raw water consumption is 7,765 ML from a total combined yearly allocation of 17,429 ML surface and ground water.
Percentage of water supply quality incidents per 1,000 connections.	Organisation - Infrastructure Services - Water Services - Water Services	≤ 5	0	✓	A total of 3 water quality incidents were reported this reporting period.
Sewer main breaks and chokes per 100km of mains.	Organisation - Infrastructure Services - Water Services - Water Services	≤ 40	6	✓	43 sewer main breaks and chokes occurred across the region during the quarter 3 reporting period. The total length of sewer main is 716.64 km.

2.2.3: Provide safe and efficient waste services to protect our community and environment.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of people utilising Councils Waste Facilities.	Organisation - Community & Environment - Waste Services	Trend	125,822 Waste Facility customers projected for	—	This is a 14% decrease on the 146,911 customers in 2020/2021. This significant

Performance Measure	Organisation Link	Target	Actual	Status	Comments
			2021/2022 based on year to date figures.		decrease is due to competition from private sector recyclers of concrete and green waste who offer a free or cheaper disposal option.

2.2.4: Provide effective and efficient fleet and trade services for operations and projects across Council.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of asset maintenance work tickets completed when scheduled.	Organisation - Infrastructure Services - Fleet & Trade Services	≥ 95%	95%	✓	On track.
Percentage of internal client survey results satisfactory or above.	Organisation - Infrastructure Services - Fleet & Trade Services	> 75%	100%	✓	Target exceeded.
Percentage of overall plant, vehicle and equipment availability.	Organisation - Infrastructure Services - Fleet & Trade Services	≥ 95%	96%	✓	Target met.

2.3: Sustainable development

2.3.2: Provide an efficient, effective and transparent development assessment service consistent with community and statutory expectations.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of development approvals audited for compliance.	Organisation - Development	= 6	6	✓	The required number of approvals were audited for compliance during the quarter.
Percentage of applications to endorse subdivision plans decided within 15 days or less.	Organisation - Development	≥ 95%	95%	✓	21 plans of subdivision were approved within 15 days or less out of a total of 22 processed for the quarter.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of low complexity development applications decided within 10 days or less.	Organisation - Development	≥ 90%	100%	✓	7 low complexity applications were decided in 10 days or less for the quarter.
Percentage of pre-lodgement meeting outcomes issued within 5 days or less.	Organisation - Development	≥ 80%	53%	●	Increased demand for this service along with higher levels of development activity are impacting on timeframes for this service.
Percentage of total code assessable development applications decided within 25 days or less.	Organisation - Development	≥ 80%	70%	●	29 code assessable applications were decided within 25 days or less out of a total of 42 decided for the quarter.
Percentage of total impact assessable development applications decided within 35 days or less.	Organisation - Development	≥ 60%	66%	✓	4 impact assessable applications were decided within 35 days or less out of a total of 6 decided for the quarter.
Percentage of total referral agency assessments decided within 10 days or less.	Organisation - Development	≥ 95%	95%	✓	84 referrals were issued within target timeframes out of a total of 88 for the quarter.





2.3.3: Review and consistently enforce the planning scheme to ensure sustainable environmental practices.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Number of development and building related complaints investigated.	Organisation - Development	Trend	101	—	101 compliance registers were opened for the quarter.


3: Our organisational services

3.1: A sustainable financial position

3.1.1: Develop and maintain a Long-term Financial Plan and fiscal principles for sustainable financial management.



Performance Measure	Organisation Link	Target	Actual	Status	Comments
Business Unit Recurrent expenditure is within the budget parameters.	Organisation - Organisational Services - Financial Services - Financial Services	< 2.5%	Overall operating expenditure is 3.1% less than budget. Water fund is at 5.1% below budget and General fund at 3.6% below budget, whilst Waste and Wastewater are within 2.5% target.		Traditionally Quarter 4 shows higher expenditure comparative to other quarters.
Investment returns compared to bank bill swap rate (BBSW).	Organisation - Organisational Services - Financial Services - Financial Services	≥ 1.3	5		Although interest rates are historically low, the BBSW is still significantly lower, which is reflected in the investment return of 5 times BBSW. Council is holding the majority of funds "at call", which, at present, offers lower risk without compromising on return. When calculating the overall return, the three month BBSW rate has been used for amounts "at call" to better reflect the current investment strategy and market conditions.
Percentage of creditors paid within agreed terms.	Organisation - Organisational Services - Financial Services - Financial Services	≥ 95%	96%		January was challenging due to leave and COVID-19, with 8.89% of invoices paid outside terms however were kept on track for February (3.03%) and March (2.23%).
Sufficient working capital is available to meet forecast operational needs and maintained over the long-term financial forecast. Level of funds available greater than Council's minimum cash requirement.	Organisation - Organisational Services - Financial Services - Financial Services	> 3 months	Yes.		Council holds sufficient cash to fund major projects scheduled for the 2021/2022 financial year, with no liquidity issues foreseeable in the short term.

3.1.3: Develop strong networks with local, state and national stakeholders.


Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of Accounts Payable supplier spend (excluding Corporate Purchase Cards) with local business category A, B and C, as defined in the Procurement and Contract Manual.	Organisation - Organisational Services - Strategic Procurement & Supply - Procurement Stores	= 50%	51%		Our average financial year to date (to 30 March 2022) achievement is 50.86%.

3.2: Responsible governance with a customer-driven focus

3.2.1: Ensure our workforce is suitable, trained and supported to competently manage themselves and their work.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Average number of business days to complete recruitment process (approval to offer of employment).	Organisation - Organisational Services - People, Safety & Culture	= 30	41		180 roles filled year to date, with time to fill increasing from Quarter 2. Time to fill was affected by the Christmas / New Year break with both hiring managers and candidates on leave and group trainee recruitment process taking longer than expected.
Percentage of staff who successfully completed mandatory training requirements, including leadership development training.	Organisation - Organisational Services - People, Safety & Culture	≥ 90%	90%		Completion of mandatory training continues to be high across all streams of training.

3.2.2: Provide friendly and responsive customer service, in keeping with Council values and community expectations.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Customer call-backs completed within 24 hours.	Organisation - Organisational Services - Financial Services - Financial Services	= 100%	100%		This quarter has seen an increase in call backs being processed by the group with a total of 4,193. 46% of calls were processed in less than 10 minutes.



Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of call centre enquiries answered in accordance with Customer Service Charter.	Organisation - Organisational Services - Financial Services - Financial Services	> 90%	89%		25,395 calls received within the period of Property Rates & unplanned Rainfall events, increasing customer demand. COVID-19 impacted resources within this quarter. Investigating strategies for re-deployment of resources for additional support.
Percentage of customer requests processed/investigated within timeframes.	Organisation - Development	≥ 90%	86%		993 CRMS were actioned within required timeframes out of a total of 1152 CRMS actioned for the quarter.
Percentage of new water and wastewater connections installed within 25 days.	Organisation - Infrastructure Services - Water Services - Water Services	≥ 95%	81%		Fees for some applicants were not received on time. Scheduling of works couldn't proceed without receiving fees on time.
Percentage of planning and building searches issued within statutory and corporate timelines.	Organisation - Development	≥ 95%	100%		312 Building Compliance searches and 6 planning certificates were completed for the quarter.
Percentage of plumbing approvals decided within 10 days.	Organisation - Infrastructure Services - Water Services - Water Services	≥ 95%	99%		202 applications from a total of 204 applications were processed for the quarter within the 10 day period. The outstanding applications required additional information from the applicants for the application to be assessed correctly.
Percentage of Road, Drainage and Footpath Customer Requests determined and responded to within allocated time periods.	Organisation - Infrastructure Services - Engineering Services	≥ 80%	53%		There were 1597 CRMs received and 1019 were closed. The average completion days increased from 8.2 to 8.6 from last quarter. There were more significant rain events including new record rainfall

Performance Measure	Organisation Link	Target	Actual	Status	Comments
					during January, February and March that generated a significant number of drainage requests.

3.2.3: Administer statutory compliant governance operations incorporating insurance; risk management; property management and Council policies and procedures.


Corporate and Operational risks are reported to Audit and Risk Committee.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	Yes	Yes	✓	An update report was provided to the Audit and Risk Committee on 20 January 2022.
Number of Administrative Action Complaints processed within applicable timeframes.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	Trend	82	—	82 administrative action complaints (AACs) were received this quarter, with 12 matters ongoing. 92 AACs were finalised including matters received in previous quarters.
Operational risks are reviewed quarterly by risk owners.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	= 100%	90%	✓	Operational Risk Reviews were undertaken and finalised with most branches during this quarter. 2 risk reviews continue to be finalised outside of the quarter.
Percentage of compliant Right to Information and Information Privacy applications processed within legislative timeframes.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	= 100%	100%	✓	4 compliant Right to Information applications were received and processed this quarter. 1 Information Privacy application was received but it was subsequently withdrawn.
Percentage of insurance claims that are processed within timeframes.	Organisation - Organisational Services - Governance & Legal Services - Governance & Legal Services	≥ 95%	97%	✓	28 out of 29 Insurance claims were processed within time frames (general insurance, motor vehicle and public liability claims).

3.2.4: Exercise whole-of- Council adherence to, and compliance with, Council’s policies and procedures, in keeping with our corporate values and community’s expectations.


Performance Measure	Organisation Link	Target	Actual	Status	Comments
Internal Audits are progressing for completion in line with the Internal Audit Plan.	Organisation - Organisational Services - Audit Services Branch	Trend	1		KPMG has completed 1 audit within this quarter.
Number of Internal Quality, Safety and Environmental Audits completed.	Organisation - Organisational Services - Audit Services Branch	≥ 2	0		The scheduled quality audits for this quarter are still in progress and will be reported at the next review.

3.3: Open communication

3.3.1: Keep our community and workforce informed and up-to-date in matters of agency and community interest.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Council stories published on Bundaberg Now and across digital platforms.	Organisation - Communications & Marketing - Communications - Communications	≥ 85	150		There were 150 Council stories and videos published between January and March.

3.3.3: Develop consistent messaging and professional communications that establish a positive profile and identity for Council and our region.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Council e-newsletter open rate, measured against industry standard.	Organisation - Communications & Marketing - Communications - Communications	≥ 22%	33%		The Bundaberg Now Daily Digest e-newsletter average open rate has seen positive improvement this quarter at 32.7%.

Performance Measure	Organisation Link	Target	Actual	Status	Comments
Percentage of Bundaberg Now website traffic above or below the industry benchmark.	Organisation - Communications & Marketing - Communications - Communications	Trend	+97.84%		Bundaberg Now sessions are sitting above the industry benchmark set by Google Analytics for news websites in Australia.