

## **Better Health Channel: #1 Victorian government website**

The Better Health Channel has been announced as the #1 website in the Government, Victoria category for 2007, in the latest Hitwise Online Performance Awards program.

The annual Hitwise Online Performance Awards recognise excellence in online performance through public popularity, awarding websites in over 100 industries.

Results of the Hitwise Awards are based on the Internet usage of approximately 3 million Australian Internet users visiting over 134,000 Australian websites, with winners receiving the greatest market share of visits throughout 2007 in their online industry.

Gerardine O'Sullivan, Manager of the Web Communications Unit at the Department of Human Services says the Better Health Channel team was thrilled with the win.

'We know from our site traffic statistics that we are one of Australia's most popular health and medical information websites – we had over 7 million visitors last year – but this award is the icing on the cake,' she says.

'We receive a steady stream of grateful emails from visitors who appreciate that our information is free and quality assured.'

'To be ranked by Hitwise as number 1 among all Victorian government websites, in a highly competitive environment, is a real measure of our engagement with the Victorian community.'

Michael Walmsley, Hitwise General Manager of Competitive Intelligence and Search Marketing Services says it is an extremely competitive environment.

'With the dynamics of online marketing continually evolving, the online success of Better Health Channel during 2007 is an incredible achievement.'

'Receiving a Hitwise Online Performance Award acknowledges that the Better Health Channel is amongst the most popular websites visited by Australian Internet users, signifying the strength of their online marketing.'

For further information, contact Tania Angelini, Communications Manager on 9606 2803, email [tania.angelini@dhs.vic.gov.au](mailto:tania.angelini@dhs.vic.gov.au)

Link to - [www.betterhealth.vic.gov.au](http://www.betterhealth.vic.gov.au) – health and medical information for consumers, quality assured by the Victorian government.

