

## enews Report for 2022-2023

Between 1 September 2023 and 20 August 2023 (the date of this report being prepared), 25 BBFHS enewsletters were sent to subscribers. This is down on the previous assessment period as enewsletters were being sent out weekly from September 2021 (during lockdown) until they reverted to fortnightly in February 2022.

The number of unique email subscribers has remained steady over the past 12 months. There are currently 403 subscribers to the enews. As 34 of these email addresses are for couples, this brings the total number of subscribers to 437. The lowest number of unique subscribers was 383 in October 2022.

Based on subscribers' IP addresses, our Top 3 locations for where the enews is accessed are:

1. Sydney
2. Miranda
3. Bexley

On average 72.99% of recipients open their enews. This is up slightly from 71.38% last year. There are then, on average 59.96 unique clicks per enews to a link provided. (Down from 62.05 in 2021-22). Please note that **Opened** and **Clicked** values count each recipient only once, even if they open or click multiple times.

Some of the most popular items (by click rate) over the past 12 months have been:

- Petition to fully fund Trove (37)
- Putting your ancestors in their place by Janet Few (History Interpreter file) (31)
- Balmain Cemetery (22)
- Tony Burke MP – Contact Information (19)
- Who Do You Think You Are – How to Write a Family History Tutorial (18)
- Gould Clearance Sale (18)

Unique clicks to the Botany Bay Family History Society page also consistently rate highly – especially when membership renewals were due – as well as the link to BBFHS Zoom meetings.

Fun fact, here are some of the most popular names for our current subscribers:

- John – 12
- Ann/Anne/Annette - 11
- Carol/Carole - 11
- Jen/Jenny/Jennifer/Jenness - 11
- Margaret - 10
- Sue/Susan/Suzanne - 9

Cheers! Steph.