



**PORT**  
**of**  
**TOWNSVILLE**

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# Media Release

21 July 2006

## ***Over 1,000,000 Visits to Port of Townsville New-look Website***

Townsville Port Authority's recently launched website – [www.townsville-port.com.au](http://www.townsville-port.com.au) - has become an excellent resource for both Port customers and the community as a whole, attracting over 1,000,000 hits in the first six months of 2006.

Launched in February, the website provides members of the general and Port communities with up-to-date and in-depth information on the Port of Townsville.

Statistics demonstrate that in the first half of 2006, website usage has increased dramatically. In the first six months of operation, the average number of daily visits has increased to more than 350 from less than 50 visitors each day prior to the website upgrade. Regular visitors are also utilizing the site in increasing numbers accessing more than 1,100 pages each day.

Mr. Barry Holden, Townsville Port Authority Chief Executive Officer, said: "The new website addresses the Port's commitment to customer service and developing customer relationships by providing existing and potential customers clear and understandable information on how Townsville Port Authority can help them with their business."

Members of the community can also read about the history of the Port and the city of Townsville, review the main products and trade destinations, lodge a complaint online, and read about what the Port is doing to protect our environment. Daily updates to the site include news releases, a variety of informational newsletters, brochures and publications, as well as information on the Port Community Forum.

Other useful information contained in the site includes an A-Z list of Port customers, current shipping lines, future plans for the Port, trade statistics, harbour depths, real-time updates of ship and cruise schedules.

Visitors are encouraged to comment on the new-look website by completing an online feedback form via the 'Tell us what you think' Quick Link at [www.townsville-port.com.au](http://www.townsville-port.com.au) .

### **Note to chief of staff:**

*For further information or to arrange port access contact Lesley McMahon, Public Affairs Officer, on (07) 4781 1551 or email [lmcmahon@townsville-port.com.au](mailto:lmcmahon@townsville-port.com.au).*

→ Media releases are also available at [www.townsville-port.com.au](http://www.townsville-port.com.au)

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