



Australian Government

Department of Health

Therapeutic Goods Administration

# TGA Transformation Program

## Website Redevelopment Project

12 July 2022



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Product Owner – Website Redevelopment Project

Department of Health and Aged Care - TGA

**TGA** Health Safety  
Regulation

# Welcome

- This webinar is being recorded
- Webinar will be made available in the upcoming weeks
- Any relevant links will be broadcasted via the slido app
- Questions will be open midway in the session using slido
- A live Q&A session will take place after the presentation
- Live poll – please let us know how we went



## **Difficulties hearing from computer?**

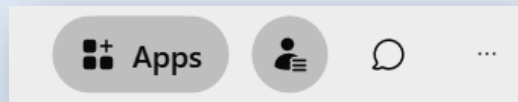
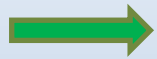
Check your settings located under “**Audio & Video**” tab located top of your screen:

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# How to ask questions...

## Slido App

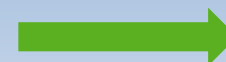


- Click on Apps+ icon
- Select “Slido”
- Open “Q&A” tab to ask questions
- Live Poll (use survey tab when prompted)

OR

## Slido QR

Scan the QR code to access separately from your mobile device



# Today's agenda

- Project vision and benefits
- Key changes and challenges
- Preview of new TGA website - demonstration
- How to provide feedback on the new website.



# Project vision

A **seamless, user-friendly experience** for all stakeholders and a site that's easy for TGA staff to manage.

A **modern digital front door** for the TGA that creates a sense of **trust and confidence** in the information and services provided.

**Folk**



The project is a key part of the TGA Transformation Program, which aims to:

- reduce the regulatory burden
- make it easier to do business
- help stakeholders find the information they need.

# Reasons for change

## Broader audience base

TGA now interacts with a broader audience base with different maturity, expectations and usage patterns.

Over 12.7 Million people visit the TGA website in the past 12 months.

## Hard to use and manage

Over 46,000 pages and 16,000 files makes the current site hard for people to use and difficult for TGA teams to manage.

Interestingly 150 pages account for 33% of all traffic.



# Reasons for change

## Volume of enquiries

Huge volume of enquiries because people can't find what they are looking for and are unable to “self-serve”. In user testing all members of the public were unable to complete simple tasks.

## Inconsistencies

A complex web of data repositories, siloed content and systems created over time means inconsistency and impacts customer experience – ease of use, trust and confidence.



# Who we engaged with

Includes:

- Industry
- Health professionals
- Consumers  
(patients and general public)
- Internal stakeholders across all TGA business areas
- System owners of TGA databases and portals

1,500+

People consulted so far

100+ 

Stakeholders &  
TGA systems owners

929 

Responses to online  
surveys

31 

User research and user  
testing interviews

175+ 

Participants at external  
collaboration forums



# Key themes

## 1. Search and findability

Make it simple and easy to access information.

## 2. Structured content

Provide layered content in clear language.

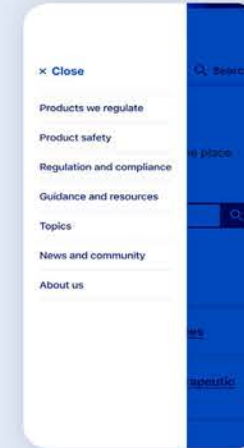
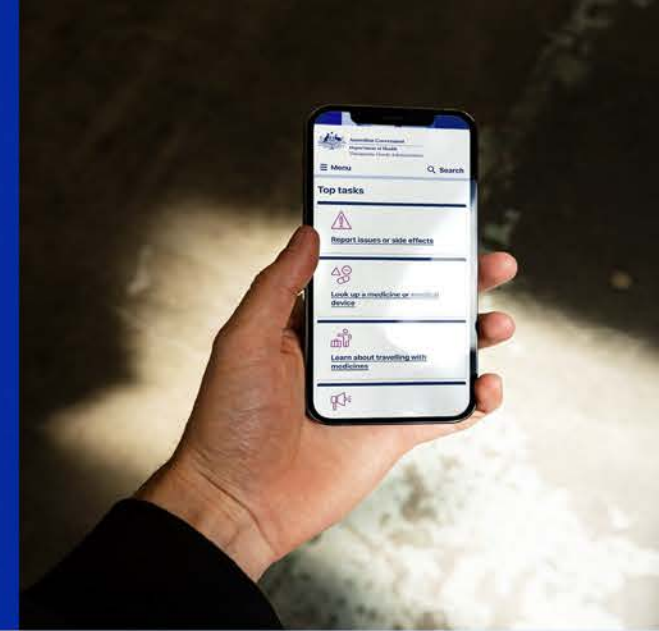
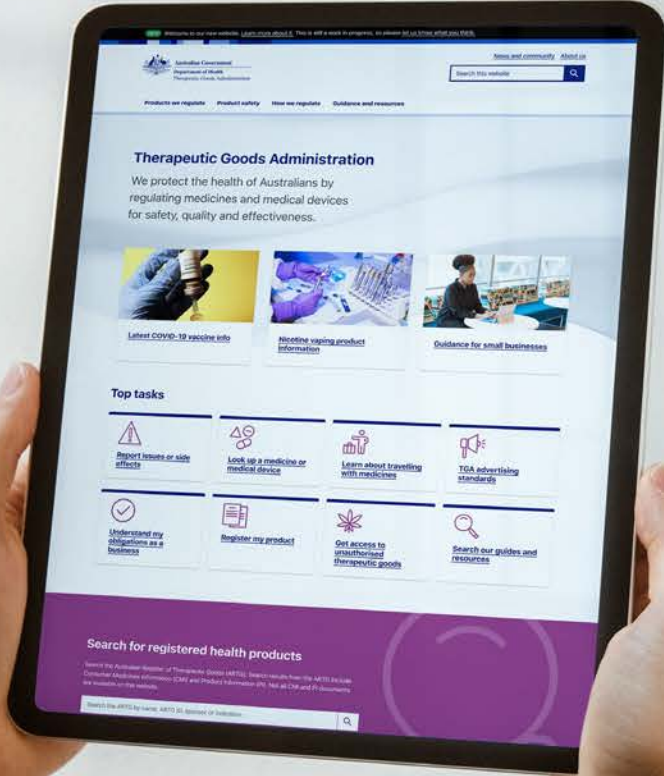
## 3. Consistent experiences, consolidated data

Use patterns that build familiarity and trust, and consolidate data sources.

## 4. A source of authority

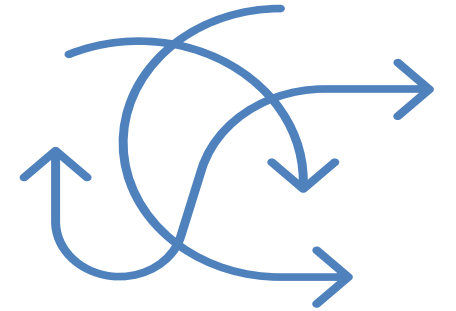
Demonstrate currency of information, and communicate a definitive proposition.





# Transition challenges

- The need to re-learn where and how to find certain information.
- May encounter some broken links and errors.
- The existing TGA archive will be removed – older content can be found in TROVE (National Library of Australia).
  - **Business areas were consulted to assess impacts prior to removal or transfer of pages to TROVE.**
  - **There will be direct links to TROVE for certain material such as Media Releases, News, and Committees.**



# What we migrated

# 112,074

Content items migrated

**20** Content transformations

- Uplifting content types
- Enabling datasets for them

**6** Rounds of internal link fixing

- Updating links from old to new
- Identifying new pages to link to

**94,451**  
ARTG records

**9,102**  
records from data feeds

**1,181**  
Alerts

**41**  
Searchable datasets

**6,317**  
Sponsors

**1,158**  
informational pages

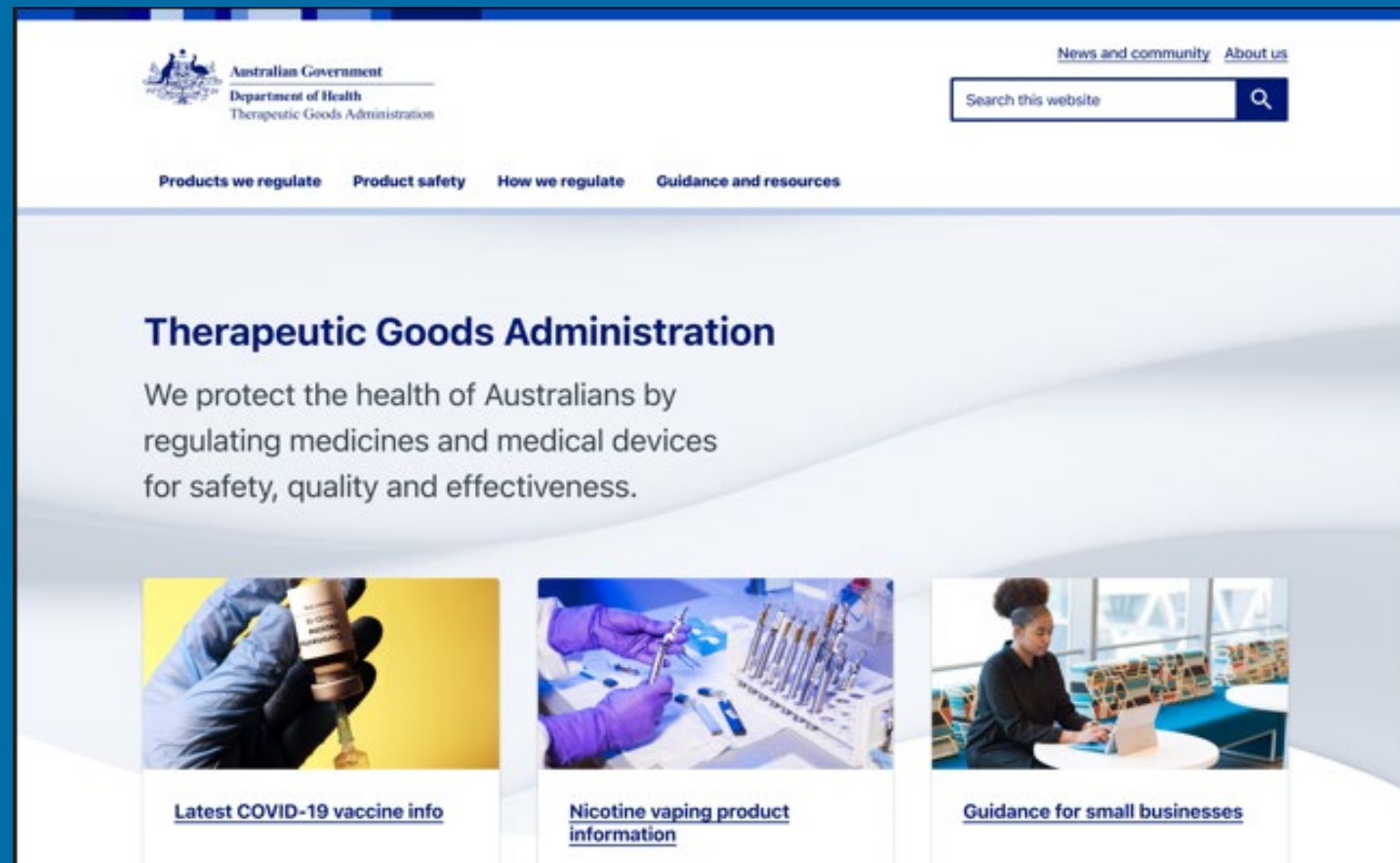
**820**  
Publications

**43**  
Topic pages + dynamic content






# Demonstration

## Preview of the new TGA website



The screenshot displays the new TGA website homepage. At the top left is the Australian Government logo and text: "Australian Government", "Department of Health", and "Therapeutic Goods Administration". At the top right are links for "News and community" and "About us", and a search bar with the placeholder text "Search this website" and a magnifying glass icon. Below the header is a navigation menu with links for "Products we regulate", "Product safety", "How we regulate", and "Guidance and resources". The main content area features a large heading "Therapeutic Goods Administration" followed by the text: "We protect the health of Australians by regulating medicines and medical devices for safety, quality and effectiveness." Below this are three featured content cards, each with an image and a link:

-   
[Latest COVID-19 vaccine info](#)
-   
[Nicotine vaping product information](#)
-   
[Guidance for small businesses](#)

# Explore and share your experience



## How to report issues

It is easy to report issues

At the end of each page you can select the 'Is there anything wrong with this page' link



## Provide general feedback

Explore the new website and tell us what you think!

In the footer you will find a 'Provide Feedback' button

### Help us improve

We are always looking for ways to improve our website.

Provide feedback



## Support resources

Resources to help you understand how to find your way around the website will be published on the new website and promoted in social media, including LinkedIn and Facebook.

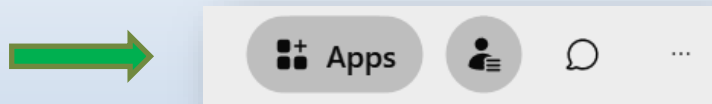


## More complex questions and support

Contact our TGA Information line on [info@tga.gov.au](mailto:info@tga.gov.au) or telephone 1800 020 653.

# How to ask questions...

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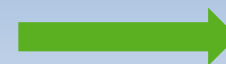


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# Questions?



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# Contact us

[tgatp@health.gov.au](mailto:tgatp@health.gov.au)



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