

The Benefits of the PSMA Australia Data Network

Sarah MacDonald
Relationships Business Manager
PSMA Australia



To Be Covered...

- Background of PSMA Australia
- The role of PSMA Australia
- Functions of the PSMA Australia Data Network
- LYNX
- PSMA Distribution
- Governments of Australia – Their Many Roles
- Industry
- Challenges of the PSMA Australia Data Network
- Benefits of the Network
- The Future of the Network



PSMA Australia Limited

What

PSMA Australia Limited is an unlisted public company, established under Australia's Corporations Act, wholly owned by the State, Territory and Australian Governments.



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How

By forming and managing a crucial supply chain between creators of fundamental spatial information and users of this information by aggregating, integrating and distributing national spatial datasets.

How PSMA Australia Adds Value with its Current Datasets

Data Custodians

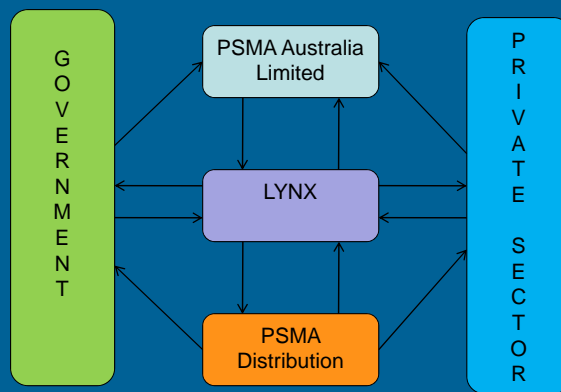
Solution Providers



How PSMA Australia Adds Value with its Current Datasets



Functions of the PSMA Data Network



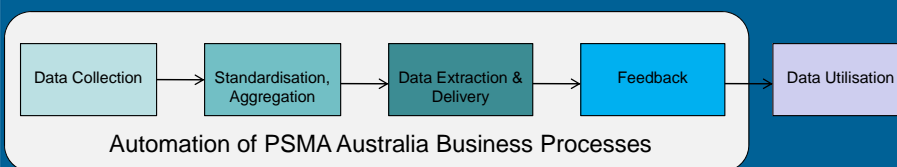
PSMA Australia Data Access Network

LYNX

- LYNX is a series of linked initiatives focused on improving the efficiency and effectiveness of PSMA Australia's end to end supply chain processes.
- Launched in 2006 to provide a spatial data warehouse for PSMA Data.
- LYNX Redevelopment Programme launched in 2009.



LYNX



The key areas of redevelopment and enhancement within LYNX

PSMA Distribution

- Product Sales Subsidiary for PSMA Australia
- PSMA Distribution was established to:
 - Identify new markets;
 - Support Value Added Resellers (VARs);
 - Manage Licencing and Access to PSMA Data;
 - Train Sales Staff;
 - Increase Market Awareness of PSMA Datasets; and
 - Extend the distribution network.
- Currently the network consists of 25 VARs



Governments of Australia

The Governments of Australia have three roles:

- Data Contributors
- Shareholders
- Supporters



Governments of Australia

Data Contributors:

- States and Territories,
- Geoscience Australia,
- Australian Electoral Commission,
- Australia Post, and
- Australian Bureau of Statistics.

They provide PSMA Australia with spatial and non-spatial data to be included in PSMA Australia's suite of national datasets.

Governments of Australia

- Each of the States, Territories and Commonwealth of Australia hold one equal share in PSMA Australia.
- In line with the requirements of Australia's corporations law, the Directors are required to act in the best interest of all shareholders, which in the case of PSMA Australia means the overall focus of the company is on the provision of benefits to Australia as a whole.

Governments of Australia

The Governments of Australia support PSMA Australia by:

- Engaging with industry and identifying new opportunities for collaboration.
- Identifying new distribution channels to assist government data products to enter new markets.

Industry

PSMA Australia's distribution network is managed by PSMA Distribution.

This distribution network consists of VARs (Value Added Resellers).

The VARs use PSMA Data to create a myriad of products that include:

- Address Validation and Geocoding Engines;
- On-line Web Services;
- Personal In-car Navigational Products;
- Business Intelligence Tools; and
- Databases tailored to Industry.

Challenges of the Network

- Accessing New Data
- Implementing the LYNX Redevelopment Programme
- Identification of New Markets
- Technological Changes
- Communicating the use and importance of Spatial Data



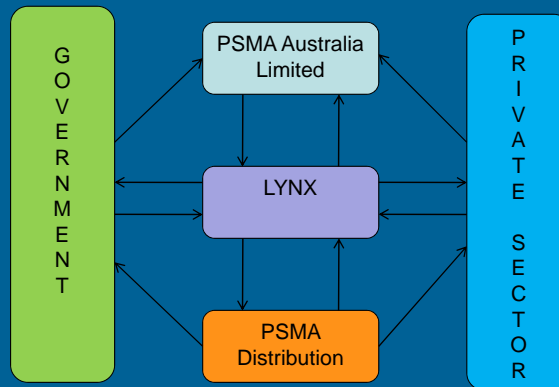
Benefits of the Network

The benefits are directed towards the creation of environments, relationships, and opportunity development.

Benefits include:

- Enhancing PSMA Group's Strong Market Position
- A flexible and extendable Data Network
- Enabling Strategic Decisions
- Opportunity Development and Growth

PSMA Australia Data Network



Questions

Sarah MacDonald
Relationships Business
Manager

Answers

Contact PSMA Australia by
phone:
+61 2 6260 9000

By email:
enquiries@psma.com.au

Or visit our web resources
at: www.pdma.com.au