The role of the private sector in spatial enablement:
The PSMA Australia Experience

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Context

*One Continent, One Country...*
Context

...but hundreds of Governments!
## Context

**Australia Compared**

### Population Densities (approximate)

<table>
<thead>
<tr>
<th>Country</th>
<th>Density per km²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>2.4</td>
</tr>
<tr>
<td>United States of America</td>
<td>29</td>
</tr>
<tr>
<td>Europe</td>
<td>59</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>244</td>
</tr>
<tr>
<td>Japan</td>
<td>336</td>
</tr>
</tbody>
</table>
Spatial Enablement

How are these obstacles overcome to achieve it?

Given the unique challenges, how can governments engage with the private sector to achieve Spatial Enablement?

(and not spend any money in the process!)

The model must simply maximise the return on investment for all parties.

a. Remove duplication (in the broadest possible way)

b. Stimulate innovation (to create new ways to deliver value)

c. Assist in extracting the maximum value from the application of spatial;

    d. And, be self-sustaining!
**National Coverage**

The challenge of national data in a federation

Data Custodians

Solution Providers

Governments of Australia

[Diagram showing connections between data custodians and solution providers]
Spatial Enablement

How PSMA Australia contributes to the outcome

The model focuses on the removal of duplication through the establishment and management of a strong relationships network.

The model is sustainable as it delivers the value required by the market and the need for revenue ensures this focus.

More resources for collection & maintenance
Data Custodians

Governments of Australia

More resources for innovation
Solution Providers
PSMA Australia is self funding.

Not a perfect model but a sustainable, robust and well understood one.

It provides stability to the organisation which in-turn builds confidence and trust.

Over time, it has allowed investment in important national projects.

In the future, it will enable the consideration of lower commercial value datasets.
More Value?

The need to increase the sophistication of the supply chain

Continuous maintenance to allow for on-demand ‘pull’ rather than supplier-orientated ‘push’

Collect → Standardise → Integrate → Extract → Deliver

Data Custodians (Government)

Greater Diversity of Custodians

Seamless Connectivity to Custodians

Innovative licensing and pricing with custodians

Flexible & Scalable Cloud Environment

Automated Workflow Through Services Orchestration

Improved Quality Assurance, Richer Metadata

Rapid Redeployment of Processes for new data

Management and validation of user generated content

Individual Customised Data Products & Extraction Profiles

Clearer Licensing & Pricing

Services to minimise duplication, maintain authority and deliver consistency “Single Source”

Focused & Proactive support of our Channel Partners

Services to minimise duplication, maintain authority and deliver consistency “Single Source”
Conclusions

PSMA Australia and Spatial Enablement

• PSMA Australia is a pragmatic, demand driven model for achieving efficient delivery of fundamental spatial data and services from multiple, disparate custodians.

• It removes duplication from many stakeholders in the supply chain;

• It reduces the burden of achieving national consistency for custodians and allows them to focus on core business

• It helps to support private sector business and stimulate innovation within the industry;

• It directly assists in extracting maximum value from spatial by providing reliable, consistent and authoritative fundamental data and services;

• It is self sustaining, celebrating a decade as a company in 2011.

• Its how PSMA Australia is contributing to Spatial Enablement!
Questions

Dan Paull
Chief Executive Officer

Answers

For more information...
A number of papers are available relating to the topics covered in this presentation. Please contact us for more information.

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