

# GIS 2007

evolutions

## Geospatial Information Technology Strategies

Exploring practical corporate and enterprise applications for geospatial technology moving from fringe to mainstream

SSI CPD Points available : 12.0 (Day 1: 6.5 SSI CPD Points. Day 2: 5.5 SSI CPD Points)

27<sup>th</sup> & 28<sup>th</sup> March 2007  
Swissôtel Sydney, Australia

Speakers Include

**Google Australia**  
Head of Engineering



**Los Angeles Police Department**  
Director of IT Systems

**Australian Bureau of Statistics**  
Director, Census Products & Services

**NSW Department of Lands**  
Chief Information Technology Officer

**Thiess John Holland, Eastlink**  
GIS Manager & Survey Data  
Manager



**European Space Agency**  
Head of Coordination, Directorate  
of Earth Observation Programmes

**Alinta Ltd**  
National Manager - Asset Data Services

**Roads and Traffic Authority, NSW**  
Manager Spatial Information Services

**Queensland Health**  
Tropical Population Health Unit  
GIS Project Officer

**Landgate**  
Chief Technology Officer SLIP &  
Manager Business Programs

**CRC-Spatial Information**  
Business Manager

**OpenGIS Consortium- Australia**  
Head of Operations

From environmental impact assessment and emergency response, to Australia's biggest road construction project and the introduction of Google Earth, 'GIS Evolutions' 2007 reflects the gradual expansion of GIS use from fringe to enterprise-wide applications, and promises to be as fascinating and invaluable as ever. The annual Orkestrate 'GIS Evolutions' will once again bring together a strong mixture of local and international presentations to share their experiences in applying key spatial strategies in a rapidly changing global scenario.

Media partner



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SSI CPD Points: 12.0  
Day 1: 6.5  
Day 2: 5.5

### WHAT WAS SAID ABOUT PREVIOUS CONFERENCES

The organizers had done a great job in bringing experts from diversified practices & in having them share their experiences using GIS technologies  
**Chief Operating Officer, Pacific Disaster Center (US)**

The conference provided valuable info & knowledge about GIS development especially in Australia  
**Ministry of Development, Brunei**

Definitely one of the better events I have attended in my career so far.  
**Global GIS Spatial Coordinator, Shell International Exploration & Production B.V (Netherlands)**

I have attended many GIS conferences in the US (large & small), this was the best run event and provided a larger percentage of interesting speakers & topics than any other conference attended  
**Team Leader, NASA Langley Research Center (USA)**

Tuesday 27<sup>th</sup> March

## GIS Evolutions 2007

08:30

### REGISTRATION & COFFEE

09:00

### OPENING REMARKS FROM THE CHAIR

09:15 – 10:00

### GOOGLE MAPS - ORGANIZING THE WORLD'S INFORMATION, GEOGRAPHICALLY

Lars Rasmussen will give a high-level overview of the challenges involved in working with spatial data: making it searchable, routable, and browsable. The field is relatively new to Google, and most of the challenges still lie ahead.

**Lars Rasmussen**

Head of Engineering

**GOOGLE MAPS AUSTRALIA**

10:00 – 10:45

### UNLOCKING THE POTENTIAL OF OPEN GEOSPATIAL STANDARDS

- Data is useless if its not used
- Constraints on data use, especially geospatial, have been imposed by system vendors & data owners
- System vendors have had a vested interest in tying data to their technology
- Data owners have employed market segmentation, pricing, access & committed use as constraints
- Where data has been allowed to flow & be used the benefits have accrued & a number of "sleeping issues" have emerged

Geospatial data, unlocked through open standards is driving new businesses & opportunities.

Demands in the revitalised geospatial market place are being driven by the new entrants.

**Dr Robert N Starling**

Head of Operations

**OGC- A**

10:45 – 11:15 **MORNING BREAK**

11:15 – 12:00

### ADDRESSING THE MERGER OF TWO BUSINESSES WITH TWO GIS SYSTEMS FROM A STRATEGIC PERSPECTIVE

Scott Reid will address the merger of AGL's infrastructure assets with Alinta and the subsequent challenges of harmonizing two GIS systems.

**Scott Reid**

National Manager - Asset Data Services

**ALINTA Ltd**

12:00 – 12:45

### GIS ALLOWS RTA TO RESPOND EFFICIENTLY TO TRAFFIC INCIDENTS ACROSS THE STATE OF NSW

- An online street directory called Street Finder was implemented with Geographic Information Systems (GIS) used to integrate RTA business data with map display.
- TMC has also trialled and is now implementing an application called CommanMap, which demonstrates that mobile GIS can assist in managing emergency incidents in real time.

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- The Software and tools is allowing the TMC to move from the fringe to mainstream GIS technology and are an integral part of the TMC's Technology Strategy programme over the next 3 years.

**Bryan Blake**

Manager Spatial Information Services

Transport Management Centre

**ROADS AND TRAFFIC AUTHORITY, NSW**

12:45 – 14:00 **LUNCH**

14:00 – 14:45

### INTERACTIVE PANEL SESSION

Potential topic areas for the panel include

- Discussing Benefits and Drawbacks of Aligning Enterprise GIS with core IT business Practice
- Exploring the Growth of Location Intelligence
- Emerging Trends in GIS and Their Implication for the Enterprise

Final session details and panellists to be announced

14:45 – 15:30

### IMPLEMENTING WESTERN AUSTRALIA'S SHARED LAND INFORMATION PLATFORM

This presentation will outline the architectural model and elements that comprise the Enabling Framework that supports the implementation of Western Australia's Shared Land Information Platform (SLIP). Including a high-level description of how a secure distributed network infrastructure, across 15 WA State Government Agency sites, was designed and implemented, based upon an extension of the Open Geospatial Consortium (OGC) Reference Model.

**Martin Brewer**

SLIP-EF Chief Technology Officer

**LANDGATE**

**Mike Bradford**

Manager Business Programs

**LANDGATE**

15:30 – 15:50 **AFTERNOON BREAK**

15:50 – 16:35

### SPATIAL INFORMATION – GLOBAL DATA SHARING AND INTEROPERABILITY

Earth observation has matured from being a scientific tool into an operational instrument. The main challenge is to bring the results and developments into operational applications. The set-up of GMES, the European System for Global Monitoring of Environment and Security will give this chance, providing autonomous and independent access to information for policy-makers, particular in relation to environment and security.

Session details tbc

**Stefano Bruzzi**

Head of Coordination, Directorate of Earth

Observation Programmes

**EUROPEAN SPACE AGENCY**



16:35

**DAY ONE CLOSING REMARKS FROM THE CHAIR & CLOSE OF DAY ONE**

Wednesday 28<sup>th</sup> March  
**GIS Evolutions 2007**

08:30  
**REGISTRATION & COFFEE**

09:00  
**OPENING REMARKS FROM THE CHAIR**

09:15 – 10:00  
**LOS ANGELES POLICE DEPARTMENT GAINING GEOGRAPHIC ADVANTAGE**

The police department is embarking on the use of several innovative GIS applications and is on a journey from entity-based GIS to an organization-wide Business System

**Troy Hart**  
Director of IT Systems  
**LOS ANGELES POLICE DEPARTMENT**



10:00 – 10:45  
**NEXT STEPS IN R&D SOLUTIONS DEVELOPMENT**

The CRC for Spatial Information has implemented its project outcomes in a variety of ways - The discussion will cover a number of deployed outcomes, and outline the next round of GIS related projects and the intended implementation mechanisms.

**Dr Graeme Kernich**  
Business Manager  
**CRC-SPATIAL INFORMATION**

10:45 – 11:15 **MORNING BREAK**

11:15 – 12:00  
**SPATIAL INFORMATION FOR NATURAL DISASTER MANAGEMENT**  
**LESSONS FROM LARRY**

**Alistair Hart**  
GIS Project Officer  
Tropical Population Health Unit  
**QUEENSLAND HEALTH**

12:00 – 12:45  
**GIS TO HELP FACILITATING CENSUS DATA DISSEMINATION**

Over the past three years the ABS has invested a large amount of its resources in developing a more user friendly internet site. Amongst the key focal points has been a concentration on improving the accessibility of data. From a Census perspective, one area marked for improvement was making better use of GIS tools to assist users to locate and understand the data they are looking for. The addition of more sophisticated GIS tools to the ABS web site has helped provide users with a more dynamic web site that provides both clarity and sophistication.

**Michael Beahan**  
Director, Census Products & Services  
**AUSTRALIAN BUREAU OF STATISTICS**

12:45 – 14:00 **LUNCH**

14:00 – 14:45  
**ENTERPRISE ARCHITECTURE FOR CONVERGENCE OF GIS & IT**

GIS and IT systems have lived in separate houses for a long time. However, with the push toward server based hosting they are being hosted from enterprise data centres. GIS has traditionally been developed by GIS people on powerful workstations and these systems always live outside the domain of the IT areas. With the arrival of Rich Clients, fast networks and powers server technology the GIO and CIO role are converging and this is bring in an interesting dilemma to EA initiatives...

In this session, you will hear about the experiences of how EA at the Department of Lands has had to adapt to include GIS.

Session details tbc

**Pedro Harris**  
Chief Information Technology Officer  
**NSW DEPARTMENT OF LANDS**

14:45 – 15:30  
**EASTLINK - BENEFITING FROM GEOSPATIAL TECHNOLOGY**

Case Study of Australia's biggest road project to date

GIS was identified as an ideal solution to host the myriad of spatial and aspatial data produced by a project of this size and the perfect platform by which to distribute this information to a large workforce.

The GIS system implementation rationale, deployment and development issues, and the benefits of the system will be discussed as well as the benefits to business processes that may occur as a result of deploying a GIS

**Jason Clark & Byron Watkins**  
GIS Manager & Survey Data Manager  
**THIESS JOHN HOLLAND, EASTLINK**

15:30  
**DAY TWO CLOSING REMARKS FROM THE CHAIR & CLOSE OF THE CONFERENCE**

**Sponsorship and Promotional Opportunities**

**For an initial discussion please contact Orkestrate on +61 (0)2 9492 4700**

Orkestrate would like to thank our speakers for their efforts in preparing their informative and very interesting case studies. We would also like to thank our sponsors and supporters who have helped us put the event together and make it a continued success.