



OMNILINK's

SPACE



SPECIALISTS IN ENTERPRISE DATA & SPATIAL BUSINESS SOLUTIONS

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DO WE VALUE DATA?

There is continuing debate whether government organisations should charge for spatial data collected using the public purse. This raises a number of issues that impact upon the value and therefore the cost of data, particularly spatial data. Spatial data (mapping, land titles, etc) is very expensive to collect and nearly as expensive to maintain to a reasonable currency. If public interest activities are not funded from the public purse, how will they be funded if we want reasonably current data? The private sector is contracted by agencies to undertake much of their work so also get a slice of this "pie". Some government activities could arguably be seen as pure revenue raising and so should these be left to the private sector to provide? Is it unreasonable in some circumstances for the user to pay? What is the data worth to the economy and to various market sectors?

The last question raises further discussion. Currently, most government spatial data is priced based on the supply side of the economic equation; i.e. the price is simply the cost to produce and distribute, shared among the products sold. In this, there is usually a high initial cost followed by an almost insignificant cost of distribution so a diminishing cost that tempts organisations to charge below real costs. Perhaps, the demand side of the equation should be considered. After all, we live in the Information Age. Information is the wherewithal that enables 80% of our economy and information is power and profits.

Putting aside the fact that many market sectors profit greatly from spatial data, consider the risk element of many activities and whether some activities could take place at all. For instance, how would sense be made of the Census without some spatial relationship and geographic delineation of boundaries of their information units? Risks in tort and administrative and criminal law are also of paramount importance. This is the case for the private as well as the public sector. What would be the effect of sending confidential papers to the wrong address? Would giving an ambulance the wrong directions result in loss of life?

Perhaps the information industry is undervalued in both dollar and intangible worth.

Ed Garvin
Managing Director

OMNILINK continues to grow stronger

OMNILINK is excited to announce the opening of two new offices in 2006 — Christchurch in New Zealand and Albury in New South Wales.

OMNILINK has formed a New Zealand subsidiary and opened an office in Christchurch, lead by Philip Caunter, who joins the executive management team at **OMNILINK** as Director. As well as contributing to the overall management focus in head office, he is also charged with establishing the company in the New Zealand marketplace. Philip has more than 15 years' industry experience, with previous roles including: general manager of Exor's operations in Australasia and Asia; and general manager of Genasys New Zealand.

Winning a contract for the supply of GIS services to the Albury Wodonga Corporation (AWC) over a three (3) year period, **OMNILINK** has taken the opportunity to open an Albury office and gain two highly experienced GIS staff to work with the AWC, as well as on other projects. The AWC contract and staff acquisition commenced on 1st November 2006. AWC has been downsizing as a result of its focus on Government land asset disposal.

OMNILINK's Managing Director Ed Garvin said "This contract provides further strength to **OMNILINK's** resources and financial position. We are excited about the prospects that our two new staff provide us given their outstanding experience and qualifications. This represents a model for future growth and we will be looking for other opportunities in a similar vein."

A First for OMNILINK — twice!



OMNISCIENT
Metadata matters

OMNILINK is proud to announce two firsts for the company! The first sale of AssetWhere in New Zealand has been made to Kristin School in Auckland, and the first sale of the new Metadata product, OMNISCIENT, has been achieved through a tender win at the Department of Primary Industries at Maitland in New South Wales.

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Events and Project Updates

Information Management Breakfast Briefings

OMNILINK recently ran a series of Information Management Breakfast Briefings in the three eastern states of Australia. The briefings adopted a small, relaxed atmosphere over breakfast, followed by a presentation and discussion focussed on three objectives:

- ◆ To help people learn about the importance of information management practice in a business
- ◆ To encourage the perception that information should be viewed as a business asset
- ◆ To understand the value of information as a business asset

Participant surveys showed that learning something new, subject relevance to their role and organisation, and clearly presented and easily understood briefings were all positive outcomes from attendance.

INTERGEO and FIG Conference

OMNILINK (as part of Team Spatial Australia) attended the FIG/Intergeo conference held in Munich from 9th to 13th October 2006. The Intergeo exhibition is the largest GIS/Surveying and Mapping conference in Europe and attracted in excess of 5000 visitors. OMNILINK took this opportunity to launch its new metadata application – OMNISCIENT – and also to support and promote the next FIG conference in Sydney in 2010. We found that interest in metadata was high, in particular the move from jurisdictional based approaches to the new ISO19115 standards. For information on OMNISCIENT please email: omniscient@omnilink.com.au – on line demonstrations are also available.



NSW Department of Primary Industries (DPI) has selected OMNILINK to provide services and applications for the delivery of a spatial data inventory.

OMNILINK will use a number of its OMNISCIENT metadata tools to extract and review existing data sets. The project aims to provide DPI with a platform of significant spatial information in line with business and user requirements, and will see the delivery of ANZLIC based metadata in XML format.

OMNILINK has also been appointed by DPI to provide support services for 2 business applications within the Department of Primary Industries. This contract involves support of web based applications as well as minor upgrades and enhancements.



Kristin School is 34 years old, with about 1600 students, and is built on beautiful 20-hectare park-like grounds with outstanding facilities, including a specially-constructed kindergarten, classrooms, junior and secondary libraries, science and computer laboratories, two full-size gymnasiums, a chapel, an arts complex with teaching space for art, drama and music, a 150-seat AV theatre, and a 1200-seat auditorium centrepiece.

A relatively new school, rapid growth of the schools infrastructure left asset data fragmented across many external parties such as architects and planners. There were also differences

between the plans and actual building layouts, following changes after design, during construction, and alterations since construction.

School property staff established allocated room numbering, with OMNILINK data conversion staff matching up room and building layouts. Centralising many data sets, Kristin School now has accurate data easily accessible in-house to management, for faster operational and emergency responsiveness and strategic long term planning to benefit students and staff.

AssetWhere on show!



OMNILINK attended the Building Services and Maintenance Expo in Sydney, showcasing AssetWhere, with fmXpert facilities management software, as an invaluable asset/facilities tool for Property and Facilities Management.

AssetWhere provides a visual representation of all relevant property and asset information, often held on hard to find and separate plans, drawings and CAD files in different scales and quality, on reports and spreadsheets, or as knowledge in the minds of individual contractors.

AssetWhere enables the user to view a location anywhere on the property, zoom in and out from locality down to a room and service location for inspection, show or hide layers, build asset queries, generate reports, and print or email ready-to-use maps.

AssetWhere provides “an electronic integrated plan drawer at your fingertips” giving access and control over your property information back to you.



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GIS for Executives....

Geographic Information Systems (GIS) are among the most powerful Strategic and Decision Making Support Tools — but their potential is almost untouched!

OMNILINK offer Introduction to Strategic GIS for Executives Seminars, where you will learn:

- What a GIS is and how it is used as a strategic and operational tool
- How to harness the power of GIS to analyse problems, improve decisions and results
- How to improve operations, minimise risk and increase profitability
- How GIS interacts between people, processes and technology

Conducted by an accredited trainer, half or full day courses can run on site if facilities permit. Call OMNILINK now to find out more on Introduction to Strategic GIS for Executives.

We hope you find the newsletter informative and useful. Feedback is always welcome.

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