



OMNILINK's

SPACE



SPECIALISTS IN ENTERPRISE DATA & SPATIAL BUSINESS SOLUTIONS

May 2007

INFORMATION & TECHNOLOGY

A recurring theme of my editorials is data and information. That is because, at OMNILINK, we understand that data and information is the whole raison d'être for ICT systems. Without data and information, there would be no need for ICT; it is quite simply the fuel that drives the engine. Technology is a wonderful thing. It has provided the means by which we have been able to process information at blinding speed, indeed it has given us the wherewithal to analyse masses of data that previously could not have been countenanced. However, it has also been a major distraction.

Many organisations have focussed on the technology to the detriment of data quality and access. The fascination with technology, however, is rapidly declining as Boards and Executive Management realise that millions have been wasted on unnecessary hardware, communications and systems while data management and integration have received little or no consideration. ICT policy that has largely focussed on the technology and not on the output is untenable. Users are now more aware and knowledgeable and demand not only systems that meet their needs (rather than tolerate "like it or lump it") but also access to more and more information across the enterprise. A new breed of CIO's understand ICT as well as, more importantly, information management. "User driven, technology enabled" is becoming the norm.

OMNILINK's vision is "To assist organisations to understand, utilise and locate key information." The differentiator between us and many other organisations is the "locate" part. This not only refers to where the information is within the organisation, using our metadata tool OMNISCIENT, but also to the ability to add a location component to the information thereby literally opening up a whole new world, and then using this location (spatial information) to integrate datasets throughout the organisation. The ubiquity of location is a wonderful tool to bring disparate information together.

Isaac Newton said "If I have seen further, it is because I stood on the shoulders of giants." Let OMNILINK help your organisation to see further by assisting it to stand on the shoulders of your information giant.

Ed Garvin
Managing Director

OMNILINK take a leading role in new Spatial conference with Government focus

OMNILINK is participating as an Associate Partner for the Spatially Enabled Government, 2 day conference in Canberra on August 14 & 15. The first event of its kind, the conference is specifically targeted at addressing key aspects with spatial information use in all levels of Australian Government. The conference is the result of an initiative by Special Minister of State, Hon. Gary Nairn, a former spatial professional, to integrate spatial technology and information into the ICT systems of all Federal Government departments and agencies. His portfolio includes the Australian Government Information Management Office that oversees government ICT policy implementation.

With 20 years experience in the spatial industry providing services to government, OMNILINK's Managing Director, Ed Garvin, will also be presenting an informative paper at the conference entitled "The Value of Spatial Information" which will cover:

- Understanding the relationship between technology and data;
- What are the qualities and dimensions of information;
- Revealing the special qualities of spatial information;
- Enlarging on the uses of spatial information;
- Unravelling the spatial information value chain; and
- Explaining requirements for dealing with spatial information

Highlighting OMNILINK's spatial expertise in the Local, State and Federal Government arena, we invite you to visit OMNILINK in the exhibition area at the conference, meet our staff, and discuss how OMNILINK's products and services can give your organisation a competitive advantage in the information age.

Ministry of Fisheries, New Zealand

OMNILINK have completed The Coastal Data Collection and Collation project for the New Zealand Ministry of Fisheries.

The Ministry maintains a geographic information system (GIS) of marine features and species, known as the National Aquatic Biodiversity Information System (NABIS) and sought to

See over

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Events and Project Updates

OMNILINK helps The Smith Family help others



Just prior to Christmas 2006, OMNILINK undertook an address mapping project that resulted in successful Christmas hamper and toy distribution for The Smith Family.

OMNILINK has supported The Smith Family in this task for the past three years, donating the Geographic Information Systems (GIS) and location data expertise of their staff.

OMNILINK matched the client addresses in Sydney and Melbourne provided by The Smith Family with the Geocoded National Address File (G-NAF) to accurately identify each client's physical location on a street map, and to determine optimal delivery routes. OMNILINK then produced and printed maps for 540 individual delivery routes, using the Sydney and Melway street directory images as the background.

"The logistical effort of delivering over 11,000 toy packs and 8,000 hampers throughout Sydney and Melbourne is huge to say the least," said Paul Henderson, Chief Operating Officer of The Smith Family. "OMNILINK and their mapping services played an integral part in bringing Christmas to thousands of Australian families. Hundreds of volunteer drivers relied on OMNILINK to find their way through the streets of Melbourne and Sydney to families in need," he said.

One of The Smith Family's volunteers commented "The maps were fantastic and really made it easy. I would definitely like to participate in the future."

OMNILINK does it again for charity



OMNILINK recently donated time and expertise to define, create and produce door-knock area maps for the Pied Pipers Good Friday Appeal for the Royal Children's Hospital in Melbourne, the third year in a row OMNILINK has supported the charity event.

OMNILINK's GIS staff defined road boundaries for individual areas using the Melways map overlaid with PSMA road centreline data, integrated with other databases supplied, to define and produce separate maps for each group's area. OMNILINK created and printed almost 100 extra maps, including 2 large maps for the overall regions containing the smaller, group door-knock areas. These were added to the maps produced in the past.

OMNILINK's maps contributed to another successful Good Friday Appeal by the Pied Pipers, who collected more than \$180,000 in a little over 5 hours.

Ministry of Fisheries *continued*
add new data on coastal features. The need for national datasets to combine all coastal information is evidenced by 58 of the 73 City and District Councils and all 12 Regional Councils in New Zealand having a coastline within their boundary, & holding individual datasets.

The project included collection, conversion, collation, and testing of new datasets, together with their metadata. Data subsets for 12 pre-defined categories, to group and identify the installations in and usage of each area, were also included.

AssetWhere™ showcased at ITAC and ASBA



OMNILINK will again be showcasing AssetWhere™, the Integrated Asset Information and Facilities Management solution using map-style visual images, at two major exhibitions in the second half of 2007.

Information Technology in Aged Care at the Melbourne Park Function Centre from 23-25 July, the first conference on IT in the Aged Care sector and supported by the Australian Government Department of Health and Ageing, will focus on applying IT to improve the efficiency and quality of aged care services. AssetWhere™ will be on show at Stand 49.

The National Conference for the Association of School Bursars and Administrators at the Adelaide Convention Centre from 8-11th October will focus on tools to enable educational management juggle the various demands and obligations they face as strategist, manager and administrator. For an AssetWhere™ demonstration please visit Stand 55.

Both events provide the opportunity to 'see the full picture' on AssetWhere™'s ability to enable compliance with regulatory requirements, reduce risk and financial liability, protect staff, students, and the elderly, provide full asset register capability with greater functionality, reduce costs by managing maintenance and contractors more effectively, and ensure all asset information is centrally stored, updated and shared with online access.

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Products: **OMNISCIENT released** *Metadata matters*

OMNILINK has recently released a suite of metadata extraction tools and web based applications known as OMNISCIENT, providing the marketplace with a GIS software independent and standard format based metadata solution. OMNISCIENT has two major components – a suite of metadata harvesting tools which create standards compliant XML metadata in ANZLIC and ISO19115 formats, and an Open GIS Consortium (OGC) compliant web service application for management and dissemination of metadata across an organisation. OMNISCIENT provides a high degree of independence for users who have multiple GIS products/data formats and currently may manage metadata within each product. OMNISCIENT also allows all users to access metadata even without a local GIS application.

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

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