



24 February 2011

Standing Committee on Infrastructure and Communications
Attention: Andrew McGowan
Inquiry Secretary
PO Box 6021,
PARLIAMENT HOUSE
CANBERRA ACT 2600

**RESPONSE TO NEW INQUIRY INTO THE NATIONAL
BROADBAND NETWORK**

PSMA Australia Limited has been invited by the House of Representatives Standing Committee on Infrastructure and Communications to provide comment in the examination of the 'capacity of the National Broadband Network'.

The outcomes under examination by the Standing Committee have been detailed as follows:

- a) The delivery of government services and programs;
- b) Achieving health outcomes;
- c) Improving the educational resources and training available for teachers and students;
- d) The management of Australia's built and natural resources and environmental sustainability;
- e) Impacting regional economic growth and employment opportunities;
- f) Impacting business efficiencies and revenues, particularly for small and medium business, and Australia's export market;
- g) Interaction with research and development and related innovation investments;
- h) Facilitating community and social benefits; and
- i) The optimal capacity and technological requirements of a network to deliver these outcomes.

Before providing comment on the above outcomes, PSMA Australia will provide background to their role within Australia in the enabling of spatial information, and their involvement with the NBN to date.

1. Background of PSMA Australia

PSMA Australia is an unlisted public company limited by shares. It was established under Australia's Corporations' Law and is wholly owned by each of the State, Territory

Government and the Australian Government. In line with the requirements of Australia's National Corporations' Law, the Directors' are required to act in the best interest of all shareholders, which in the instance of PSMA Australia Limited means the overall focus of the Company is on the benefits to Australia as a whole.

PSMA Australia has developed six national geospatial datasets that are distributed domestically and internationally. These datasets are released to Value Added Resellers for product and service development on a quarterly basis. The six datasets are as follows: Administrative Boundaries, CadLite, G-NAF (Geocoded National Address File), Features of Interest, Postcode Boundaries and Transport & Topography. Further information relating to these products can be found at www.pdma.com.au.

1.1. Importance of Location (Geo-Spatial) Information

Location (Geo-Spatial) data is valuable, and attributing a monetary value has always been difficult. Nevertheless, spatial data inherently contains great value. Consequently, PSMA Australia shareholders measure their return not by the size of the dividend returned to them but by the value received by all Australians via access to, and utilisation of, these national location datasets.

1.2. Involvement in NBN activities to date

PSMA Australia was requested to supply the G-NAF dataset to assist in the planning of the NBN as it is the authoritative reference for physical address in Australia. It has been used to determine the number of premises and the location of them. (See reference to G-NAF in the [NBN Co. Business Case Summary](#).)

2. Response to identified NBN outcomes

PSMA Australia Limited has provided the following responses in respect to the outcomes identified for the implementation of the NBN.

2.1. The delivery of government services and programs;

Location information has become a critical component to the delivery of government services and programs. These services rely on spatial information in the completion of online forms and enquiries. Such services being used by government services and programs are Address Validation, Map Snaps, and Geocoding services. PSMA Australia expects that the NBN will enable these programs through providing users with reliable and fast internet access to these government services.

2.2. Achieving health outcomes;

Health organisations and departments are increasingly using spatial information to map health related trends through databases and web services. PSMA Australia expects that the NBN will enable better access for the services utilising this information that include Web Feature Services and Web Mapping Services.

Accurate spatial information is being increasingly critical for Emergency Services, who rely on verified addresses to meet the needs of the community. New initiatives expected by PSMA Australia to rely on the NBN include the National Address Management Framework (NAMF) Compliance Services that enable the Jurisdictions of Australia to advise new addresses via a Web Service and make them more readily available to the community.

2.3. Improving the educational resources and training available for teachers and students;

PSMA Australia has been encouraging the use of spatial information to support educational development and training by making data and services available through tailored Evaluation Licences, with the data provided free of charge (subject to the outcome acknowledging the use of PSMA Australia Data).

PSMA Australia expects that the organisations utilising PSMA Australia Data for educational and research purposes will rely on the NBN to access this data quickly, as it has to be downloaded from the PSMA Australia LYNX Site, the data warehouse where PSMA Australia Data products are retained.

2.4. The management of Australia's built and natural resources and environmental sustainability;

The management of Australia's natural resources and assets largely relies on location information to assist in their tracking and use. Industries readily using location information include mining, logistics, and agriculture. PSMA Australia expects that the NBN will enable organisations in this industry by providing high-speed internet access for their use of web services and online databases.

2.5. Impacting regional economic growth and employment opportunities;

Regional businesses and communities have been an increasing focus for PSMA Australia and governments of Australia, as they have not previously been extensively mapped or included in spatial datasets. Initiatives being undertaken by PSMA Australia, including the development of the Features of Interest dataset are expected by PSMA Australia to enable regional communities and services to be better mapped in the near future.

2.6. Impacting business efficiencies and revenues, particularly for small and medium business, and Australia's export market;

The increasing use of spatial information by business has been leading to reduced costs in relation to logistics and asset management. This is through the improved addressing and mapping information being utilised by these businesses, and their access to this information via the internet.

2.7. Interaction with research and development and related innovation investments;

PSMA Australia expects that the establishment of the NBN will assist such spatial initiatives undertaken by researchers, industry and Government throughout Australia which would ordinarily rely on the evaluation and use of spatial data in an online environment, and it is expected by PSMA Australia that the NBN would further facilitate and broaden capacity to achieve results from such research and initiatives.

2.8. Facilitating community and social benefits; and

The provision of location information and the ability for the community to access this data is paramount. As spatial information is now predominantly accessed via the internet, either through download or web service, PSMA Australia expects that the establishment of the NBN will only further enable access to this data.

2.9. *The optimal capacity and technological requirements of a network to deliver these outcomes.*

To see the continued growth and use of location information domestically, a fast and reliable internet infrastructure will be required. Such an infrastructure must ensure that data can be downloaded, uploaded and accessed timely, to ensure business requirements are met.

3. Conclusion

PSMA Australia has and continues to identify significant benefits associated with the establishment of the NBN. The further growth of Australia's spatial industry will be dependent on reliable and fast internet access, as the business and wider community continue to request access to location information. The use of Address Verification Services, Web Mapping Services and Web Feature Services are becoming common place, and as such the internet will be critical for both users and providers of these services.

For further information regarding this response, please contact the undersigned on

Yours sincerely,

Daniel Paull
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PSMA Australia Limited