



# NSW LOCATION INTELLIGENCE STRATEGY

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Land and Property Information

Office of Finance and Services

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# MINISTER'S FOREWORD

NSW is taking another big step forward in planning and delivering better services to the people of NSW.

Every decision we make, every event or activity we do in our daily lives involves location. Whether we are determining the best site for a new school, setting up a new business venture, staging a community event, responding to emergency events, or finding our way to work, location intelligence is of vital importance.

This Strategy supports and complements the transformation of Government through the NSW ICT Strategy by unlocking the potential of Government location-based data, platforms and services that can be easily accessed by Government, industries and communities.

Our vision 'to maximise the value of location intelligence in decision-making, planning and service delivery for the benefit of NSW Government, industry and communities' is realised through five strategic initiatives and an action plan that was developed through extensive stakeholder consultation.

This Strategy demonstrates and delivers a new paradigm where NSW's location information assets are more readily accessed, shared, applied and analysed for better decision-making underpinning health and community services; transport and urban planning; emergency and environmental resource management and infrastructure investments.

The NSW Location Intelligence Strategy gives a clear roadmap to a better future by providing a consistent information framework enriched by online web services, mobile apps and social media to maximise the value of location-based information in all decision-making, planning and service delivery across NSW. I would personally like to thank all those who have contributed to the development of this Strategy for an excellent piece of work.

I commend this Strategy to you that will reinforce NSW as number one in predicting and planning the present and future needs of Government, business and citizens of NSW.



**The Hon. Dominic Perrottet, MP**  
Minister for Finance and Services

# SURVEYOR GENERAL'S INTRODUCTION

Location intelligence has a central role in helping Government, industry and the community chart a course for a sustainable, innovative and prosperous NSW.

Location intelligence can help solve complex problems and enhance decision-making and service delivery across a range of public, private and community sector activities, including urban planning, infrastructure, business environment, emergency services, crime prevention, health, education and more.

The NSW Location Intelligence Strategy is an initiative of the NSW Location Leadership Group, established to provide a whole-of-government strategic approach to maximise the value and benefits of location intelligence. Through an extensive consultation process with NSW businesses, non government organisations, peak professional and research bodies the Strategy sets a whole-of-state strategic framework for the innovative use of location intelligence.

Government will be able to make smart choices about where to invest in infrastructure and services, business will be able to leverage location-based information for new products and services and the community will have mobile and online access to information.

Better information will result in better decisions and better outcomes.



**Des Mooney**  
Surveyor General  
Office of Finance and Services



# EXECUTIVE SUMMARY

## Vision

Our vision is to maximise the value of location intelligence in decision making, planning and service delivery for the benefit of the NSW Government, industry and communities.

## Objective and Goals

The objective of the NSW Location Intelligence Strategy is to provide a clear, comprehensive and coordinated roadmap that will realise this vision.

Our specific goals are to:

- Communicate how location intelligence adds value across government, industry and communities.
- Collaborate with location-based information providers throughout NSW to harness their support and participation.
- Coordinate and maintain current, accurate and authoritative location-based data for NSW.
- Increase the amount of location intelligence available by spatially enabling key NSW Government economic, environmental and social data.
- Share spatial data and location intelligence across NSW Government, industry and communities.
- Facilitate the use of location intelligence to enhance public and private sector decision making, planning and service delivery across the State.

## Strategic Initiatives

The NSW Location Intelligence Strategy identifies five strategic initiatives designed to deliver our vision, objective and goals. The strategic initiatives have been developed through extensive consultation with NSW Government, industry and the community.

## 1. Build awareness, capacity and capability

The Strategy will actively promote the importance, value and benefits of location intelligence to the State's public, private and community sectors. It will seek to build location intelligence capacity and capabilities across NSW through support for training and skills development, as well as research and innovation.

## 2. Integrate governance and coordination

The Strategy will review current location intelligence sharing practices and develop a new framework that provides integrated governance and coordination across all location intelligence providers in NSW.

## 3. Identify and manage government location-based data

The Strategy will establish whole-of-government processes for identifying, collecting and managing authoritative location-based data.

## 4. Link NSW Government data to location

The Strategy will ensure a location dimension is available for all key NSW Government economic, social and environmental data.

## 5. Leverage whole-of-government location platforms and services

The Strategy will ensure all NSW Government location intelligence can be easily accessed and utilised by government, industries and communities.



# INTRODUCTION

## Liveable cities with better transport

By 2036, the population of NSW is expected to grow to 9 million, with two-thirds living in the Sydney metropolitan area. Almost 50 per cent of Sydney's population is expected to live in Western Sydney.\*

Location intelligence will play a vital role in determining the housing, education, health and transport infrastructure that will be needed to cater for this community. For example, location intelligence can deliver 'point-of-need' public and private transport information that can be applied to reducing congestion, optimising travel times and reducing fuel consumption. It also can increase the productivity of transport network assets by providing real-time information that helps freight operators coordinate and streamline their freight movements.

Limited public funding means that governments need to make smart choices about where to invest in public infrastructure and services. By providing a place-based view of urban growth, location intelligence can assist governments to better predict and plan for future needs.

*\*Moving Together – NSW Transport Corporate Plan 2010-2014*

Location intelligence has a central role in helping government, industry and the community chart a course for a sustainable, resilient and prosperous NSW.

Location intelligence can help solve complex problems and enhance decision making and service delivery across a range of public, private and community sector activities, including urban planning, infrastructure, business, environment, emergency services, crime prevention, health, education and more.

Whether determining the best site for a new school, setting up a new business venture, staging a community event or containing a bush fire, location intelligence is of vital importance.

The NSW Location Intelligence Strategy has been developed to provide a clear roadmap to maximising the value of location-based information in public, private and community decision making, planning and service delivery across the State.

The Strategy is the product of extensive consultation with key stakeholders including government, industry and the community.

# LOCATION INTELLIGENCE

## About location intelligence

In our rapidly changing world, the adage that “It’s all about location, location, location” has never been truer. Knowing exactly where something takes place is a vital piece of the jigsaw that greatly enhances our understanding.

## What is location-based information?

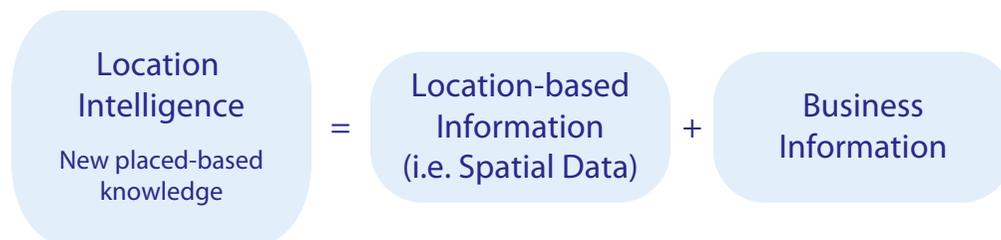
Information that pinpoints a location – such as an address, a postcode, a building or a census area – is called location-based information.

Other terms to describe location-based information include spatial data, geospatial, place-based or geographic information.

## What is location intelligence?

When you combine location-based information with other types of business information – such as financial data, service delivery data, client information, trends, and census information – you create location intelligence.

Location intelligence effectively involves adding a spatial dimension to business information to provide new, enhanced place-based knowledge.



The ability to analyse business information in the context of its location enables an integrated and holistic approach to problem-solving, decision-making and ultimately creating practical outcomes.

## Location based analytics

One of the most fascinating aspects of location intelligence is the stability and predictability of patterns that can be mined from seemingly unrelated data. A cluster of random dots on a map can represent a daily transportation route, the most popular dating spots or the neighbourhoods with the highest concentration of gang violence. These patterns, analysed over time and in large numbers, begin to allow for informed predictions of behaviours and events. For government, this analytical capability enables better resource allocation and more effective outcomes.

Deloitte Development LLC, 2012. *The Power of Zoom: Transforming Government Through Location Intelligence*, p.8

# LOCATION INTELLIGENCE

## Supporting a mobile society

The use of mobile location-based devices that use GPS capability by the community is growing rapidly, and location intelligence is central to this. It is estimated that global revenue from consumer location-based services will reach US\$8.3 billion in 2014 as more applications and services are developed.

Gartner Inc., 2010. *Forecast: Consumer location based services worldwide, 2008-2014*  
<http://www.gartner.com>

## Who can use location intelligence?

Location intelligence can add value to everyone's role – whether in the public, private or community sectors. While specialists may be required for detailed analysis, location intelligence can be used by people from any discipline or background. Indeed, new trends and technologies – particularly mobile – are rapidly expanding its application and user base.

It is now possible for all members of the community to become both consumers and producers of location intelligence using their personal computers and smart phones.

## Why is location intelligence such a powerful tool?

Location intelligence is a powerful tool because it:

- Provides a place-based, real world context for business information.
- Provides the big picture, enabling the analysis of complex and often disparate business data to identify relationships, gaps, trends and patterns.
- Enables various scenarios to be explored to determine the best course of action.
- Ensures an holistic and integrated approach to problem solving, decision making, planning and service delivery.

Location intelligence vastly improves the capability of the public, private and community sectors to effectively plan, implement, manage, monitor, evaluate and report on their assets, services and activities.

## Why does NSW need a Location Intelligence Strategy?

Although NSW has extensive experience in spatial data collection and management, the increasing importance of location intelligence and its rapid uptake globally means we need to act now to keep pace with current demand as well as position ourselves for the future.

### The challenge

At present, the benefits of location intelligence are not being fully realised across NSW. Government datasets that incorporate location-based information cannot be easily accessed and analysed with reliability across NSW Government agencies. There remains too much duplication of effort collecting similar data, too little reuse and too few linkages across key datasets which is costly and inefficient.

The NSW Location Intelligence Strategy seeks to directly address these challenges by establishing a coordinated and strategic approach to realising the benefits of location intelligence for NSW Government, industry and the community.

The Strategy provides the impetus for action and a roadmap that clearly sets out what needs to be done, when, how and by whom. It provides a consistent and integrated governance framework to ensure the coordination of location intelligence in NSW.

The Strategy ensures that NSW keeps pace with world best practice location intelligence management.

## Supporting evidence based decisions

Place-based management promotes decision making that isn't bound by programs, funding streams, or departmental structures, but brings all of those together in the same room to embrace context and leverage the resources available across the board.

Raphael Bostic 2011. *Forum on Place Based Public Management*. National Academy of Public Administration, 20 May 2011.



# LOCATION INTELLIGENCE



## The key stakeholders

The NSW Location Intelligence Strategy responds directly to the needs of key government, industry and community stakeholders.

In August 2012 and March 2013, a 'Government + Industry ThinkTank' brought together a diverse group of senior managers and leaders from across NSW Government, business, community and spatial information sectors to share their perspectives and experiences as users, suppliers and producers of location-based data and business information.

The ThinkTank events featured panel sessions with key government representatives to provide insight into existing spatial data policies and programs and to highlight the benefits of location intelligence to government, industry and community.

The ThinkTank participants identified five strategic initiatives needed to drive the building of location intelligence awareness, capacity, capabilities and application across all sectors. In addition, they identified priority actions for each strategic initiative to guide implementation.

The extensive collaboration of the ThinkTank participants in the development of the Strategy was critical to creating a shared vision that responds effectively to diverse needs.

The effective implementation of the Strategy will require an ongoing partnership between government, business, community and spatial data sectors.

# NSW GOVERNMENT PRIORITIES

The NSW Location Intelligence Strategy has been specifically designed to complement key NSW Government policies and priorities.

## NSW 2021

The NSW Government has committed to deliver NSW 2021, a plan to make NSW number one. The 10-year plan details goals and actions under five strategies:

1. Rebuild the economy.
2. Returning quality services.
3. Renovate infrastructure.
4. Strengthen our local environment and communities.
5. Restore accountability to government.

The NSW Location Intelligence Strategy supports the NSW 2021 commitments for improved service delivery and transparency by increasing access to government information and ensuring its innovative use. Specifically, the Strategy will provide government decision-makers with a more comprehensive evidence base enabling better targeted policies, quality service delivery, effective resource allocation and prudent investment.

In line with NSW 2021, the Strategy supports a whole-of-government approach that reaches beyond program and agency boundaries to achieve true sharing of public resources, capabilities and knowledge for the benefit of the people of NSW.

## A strong and productive economy

The ability to add a location dimension to business information significantly enhances its analysis and application within government and industry decision making.

A recent McKinsey & Co study found that: “Nine out of every 10 businesses using Web 2.0 technology are seeing measurable business benefits from its use”.\*

Online mapping applications, for example, provide information about government, private sector and community activity — how and where government funding is being allocated and what private investment is being made.

By providing a place-based context for these activities, location intelligence helps to increase knowledge about the marketplace, inform business decision making and prudent business investment, as well as identify new or related business opportunities.

\* McKinsey Global Institute 2011. *Big Data: The next frontier for innovation, competition and productivity.*

# NSW ICT STRATEGY 2012



## NSW ICT Strategy 2012

The NSW ICT Strategy 2012 identifies the need to make better use of location information.

The NSW Location Intelligence Strategy directly supports the NSW ICT Strategy 2012 by significantly increasing location intelligence awareness, capacity, capabilities and application across all NSW government agencies.

Specifically, the Strategy aligns with the key service capability of Better Information Sharing parallels and complements the priority action initiatives of Service NSW, Open Government, Open Data, Information Sharing, Shared Infrastructure and Managed Services and ICT Skills and Innovation.

In conjunction with the NSW ICT Strategy 2012, our Strategy will ensure location-based data, systems and services are embedded into NSW Government ICT investment and management.



# STRATEGIC INITIATIVES

## Strategic Initiatives

The NSW Location Intelligence Strategy sets out five strategic initiatives designed to maximise the value of location intelligence for the people of NSW.

### 1. Build awareness, capacity and capability

The Strategy will actively promote location intelligence to the State's public, private and community sectors. It will seek to build location intelligence capacity and capabilities across NSW through support for training and skills development, as well as research and innovation.

#### Priority Actions

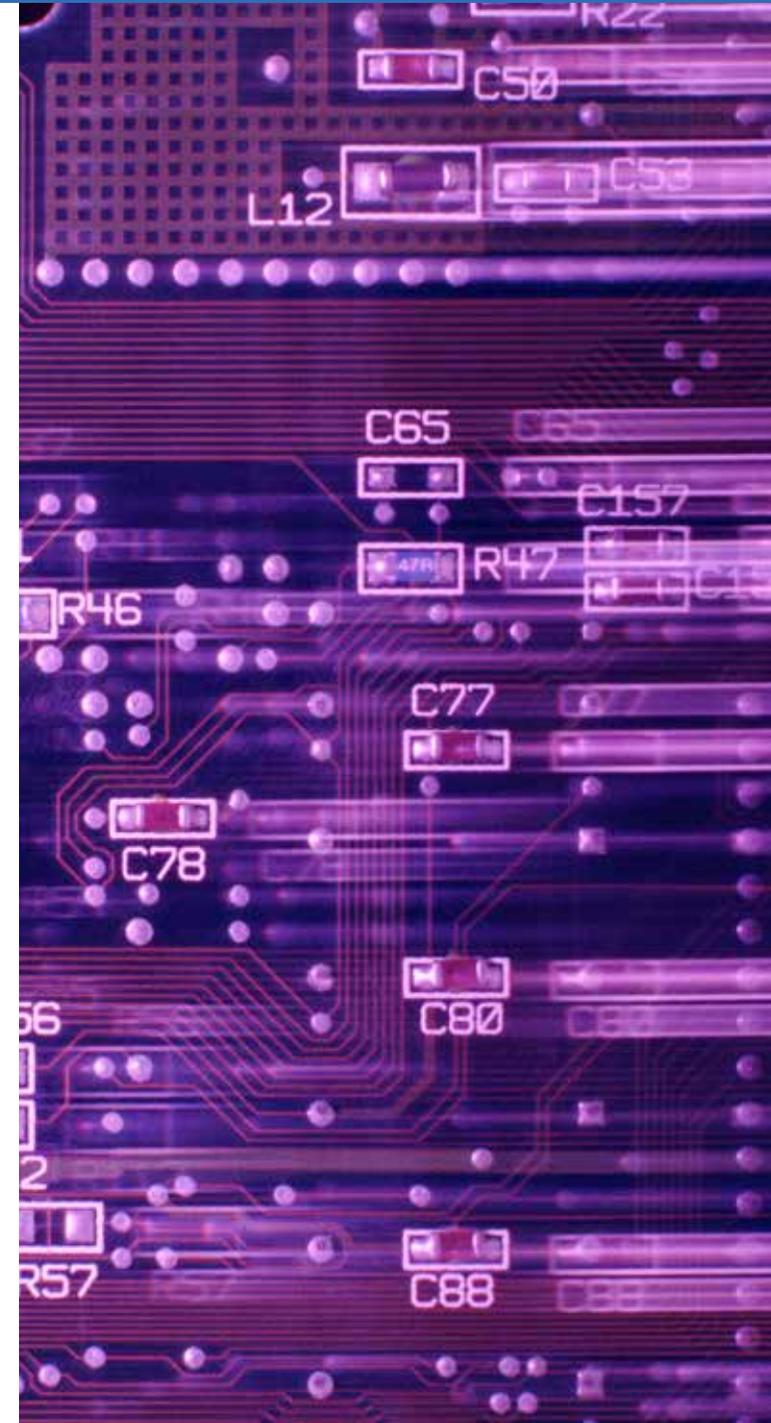
- Communicate and promote the importance, value and benefits of location intelligence.
- Work with providers of location intelligence related training to ensure connections with NSW Government requirements.
- Support research, innovation and skills development.

### 2. Integrate governance and coordination

The Strategy will review current location intelligence sharing practices and develop a new framework that provides integrated governance and coordination across all location intelligence providers in NSW.

#### Priority Actions

- Review existing governance and coordination to ensure support for implementing the NSW Location Intelligence Strategy.
- Assign responsibility and accountability to implement agreed actions.



# STRATEGIC INITIATIVES

## 3. Identify and manage government location-based data

The Strategy will identify location intelligence providers across NSW Government and establish whole-of-government processes for collecting and managing authoritative location-based data.

### Priority Actions

- Develop policies to enable consistent whole-of-government usage of location intelligence infrastructure.
- Develop policies, processes and standards for collecting and accessing location-based data.

## 4. Link NSW Government data to location

The Strategy will increase the amount of location intelligence for the State by ensuring a location dimension is available for all key NSW Government economic, social and environmental data.

### Priority Actions

- Facilitate agencies to spatially enable their functional data and make it publicly available.
- Make location enabled data open and accessible.
- Share data across agencies and with the private and community sectors.

## 5. Leverage whole-of-government location platforms and services

The Strategy will deliver internet-based spatial data platforms and services to ensure all NSW Government location intelligence is readily available to government, industries and communities.

### Priority Actions

- Identify common spatial web services and other spatial products to support common business needs.
- Coordinate and collaborate with all public and private sector key bodies to increase uptake of location intelligence.

The action plan details specific tasks to achieve the implementation of the NSW Location Intelligence Strategy.



# BENEFITS TO GOVERNMENT, INDUSTRY AND COMMUNITIES

The NSW Location Intelligence Strategy will deliver significant benefits to the NSW Government, industry and the community.

- A whole-of-government approach to building, sharing, managing, accessing and utilising location intelligence.
- Better strategic, evidence-based decisions, planning and modelling in the analysis and integration of information from a range of sources.
- Targeted, efficient and effective delivery of services by the removal of duplication of effort across government agencies and ensuring better capture, management, use and re-use of location intelligence.
- Increased return on investment with greater use of government spatial data platforms and services ensuring better use of resources.
- A more informed, involved and empowered public with greater and easier access to the information they need to manage their lives more effectively, such as where to locate services and how to avoid traffic congestion.
- Increased capacity to innovate and experiment in the development and delivery of new and better policies, plans, assets, facilities and services.

## Healthier, safer communities

Location intelligence will underpin services designed to improve the health, safety and wellbeing of communities across NSW.

It will:

- Improve demand management to provide more equitable access to local health services for all citizens.
- Enable patterns of disease risk factors to be better analysed to identify early warning signs.
- Improve disease prevention by identifying the implications of lifestyle behaviours.
- Deliver a better understanding of the distribution of disease clusters.
- Help determine public safety and crime patterns and risks.
- Enable more accurate and real-time emergency response and associated communication.

Smart phone technology is already revolutionising the way in which we respond to emergency situations.

In the US, for example, a location intelligence app has been developed for use by emergency services. The app enlists the aid of citizens in the vicinity with CPR qualifications enabling them to render valuable assistance at the scene before an ambulance can arrive.

# GOVERNANCE, LEADERSHIP AND COORDINATION



An integrated governance framework has been developed to guide the implementation of the NSW Location Intelligence Strategy. While NSW Government is ultimately responsible for delivering the Strategy, this framework actively involves industry and community representatives.

## Action Plan

The NSW Location Intelligence Strategy includes a detailed Action Plan which will direct the implementation of the Strategy. The Action Plan specifies the priority actions and tasks required to meet the Strategy's five strategic objectives.

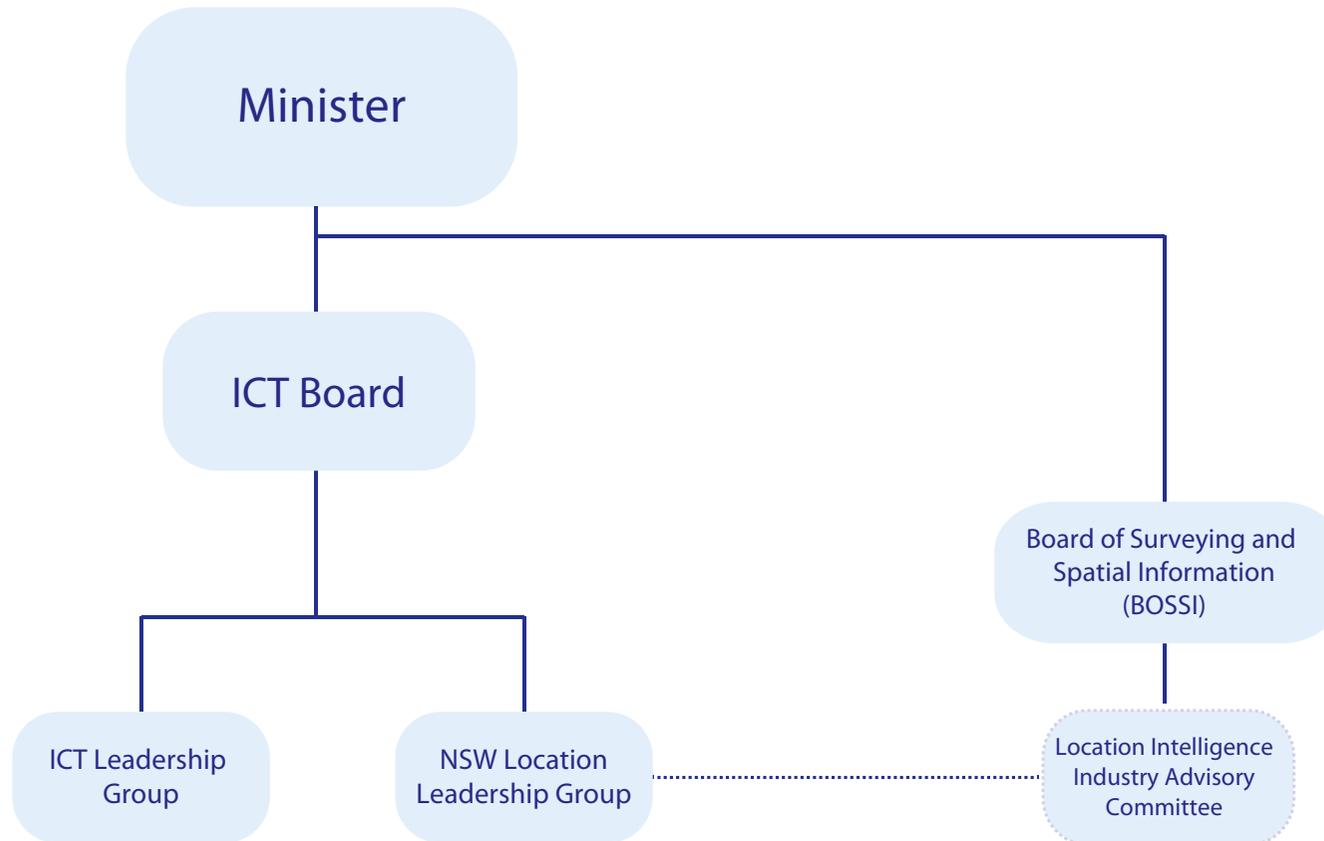
## Location Leadership Group

A Location Leadership Group of senior NSW Government representatives will oversee the implementation of the Action Plan and work to remove barriers. The Group will assign responsibility for priority actions and tasks to a series of working groups. The working groups will report their progress on a quarterly basis to the Location Leadership Group.

## Location Intelligence Industry Advisory Committee

A Location Intelligence Industry Advisory Committee (LIAC) comprising industry and community representatives will be established under the auspices of the Board of Surveying and Spatial Information (BOSSI). The Group will interface with the Location Leadership Group to ensure wider stakeholder interests are maintained throughout the implementation of the Strategy.

## NSW ICT and Location Intelligence Strategy Governance Framework





## Location Policy and Coordination Unit

In support of the Location Leadership Group and the Location Intelligence Industry Advisory Committee, the NSW Location Policy and Coordination Unit (LPCU) will play an important role in the implementation of the NSW Location Intelligence Strategy.

The LPCU will facilitate communication, collaboration and coordination both across government agencies, industry and community to ensure the Strategy's priority actions and tasks reach fruition.

The key functions of the LPCU are to:

- Facilitate coordination and monitor the development and delivery of location intelligence capabilities.
- Serve as a cooperative goodwill facilitator with industry and community stakeholders.
- Provide secretariat support for the Location Leadership Group and working groups.

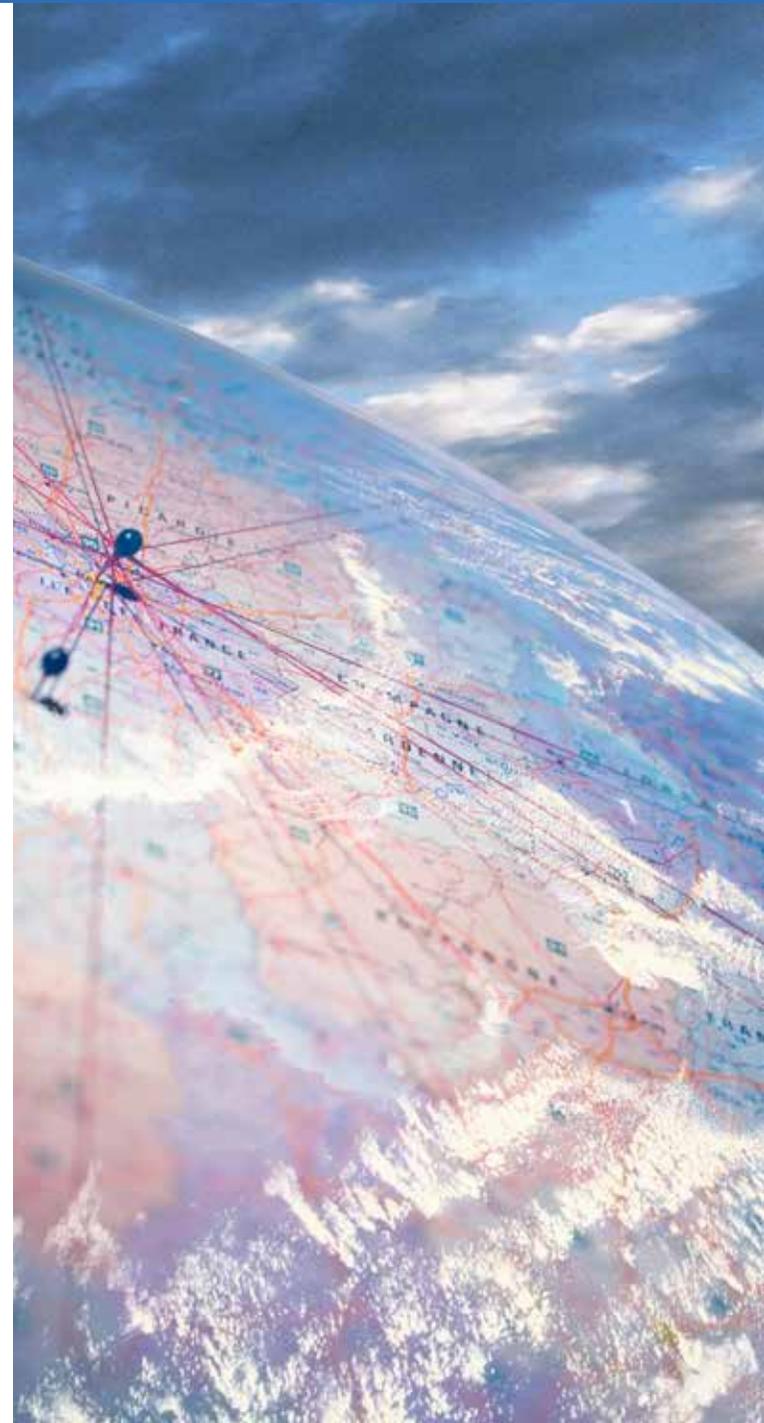
# IMPLEMENTATION

The implementation of the NSW Location Intelligence Strategy will be guided by the following Action Plan.

The Action Plan identifies and assigns priority actions and associated specific tasks for each of the five strategic initiatives outlined in the Strategy. In addition, it commits to the delivery of these priority actions and tasks within defined timeframes.

A progress report on the Action Plan will be submitted quarterly to the Location Leadership Group.

The Action Plan also will be reviewed and updated annually to ensure appropriate measures are in place to successfully deliver the NSW Location Intelligence Strategy.



# NSW LOCATION INTELLIGENCE STRATEGY – ACTION PLAN

## 1. BUILD AWARENESS AND CAPABILITY

| Action  | Task   | Lead Agency/Key partners  | 2013 |    |    |    | 2014 |    |    |    | 2015 |    |    |    |
|---|--|---|------|----|----|----|------|----|----|----|------|----|----|----|
|   |  |   | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 |
| Communicate and promote the importance, value and benefits of location intelligence.                                  | Develop and implement a location intelligence engagement mechanism for government, industry and community.   | Land and Property Information   |      |    |    |    |      |    |    |    |      |    |    |    |
|   | Establish a web presence to communicate and share best practice in the application of spatial data and location intelligence.  | Office of Finance and Services, Information Communication Technology Policy       |      |    |    |    |      |    |    |    |      |    |    |    |
|   | Develop, maintain and update a register of common spatial events.  | Location Intelligence Industry Advisory Committee                                 |      |    |    |    |      |    |    |    |      |    |    |    |
| Work with providers of location intelligence related training to ensure connections with NSW Government requirements. | Engage providers of mainstream business, management and creative arts education and training services to include location intelligence subjects into their curriculum.   | Land and Property Information   |      |    |    |    |      |    |    |    |      |    |    |    |
|   | Hold regular forums to encourage collaboration within the NSW spatial community.   | Land and Property Information   |      |    |    |    |      |    |    |    |      |    |    |    |
| Support innovation and skills development.  | Demonstrate the economic, social and environmental value to the public, private and community sector of location intelligence services through the development and publication of 'best practice' guidelines and case studies. | Land and Property Information / Location Intelligence Industry Advisory Committee |      |    |    |    |      |    |    |    |      |    |    |    |
|   | Identify and support industry and research projects that will benefit from the use of location intelligence and access to NSW Government data.   | Land and Property Information / Location Intelligence Industry Advisory Committee |      |    |    |    |      |    |    |    |      |    |    |    |
|   | Identify and enable access to spatial research and datasets captured through research.   | INTERSECT / NICTA   |      |    |    |    |      |    |    |    |      |    |    |    |
|   | Contribute to the development of skills and capabilities in 'big' data analysis and visualisation.   | Spatial Industries Business Association   |      |    |    |    |      |    |    |    |      |    |    |    |



## 2. INTEGRATE GOVERNANCE AND COORDINATION

| Action   | Task  | Lead Agency/Key partners  | 2013 |    |    |    | 2014 |    |    |    | 2015 |    |    |    |  |
|--|---|---|------|----|----|----|------|----|----|----|------|----|----|----|--|
|  |   |   | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 |  |
| Review existing governance and coordination to ensure support for implementing the NSW Location Intelligence Strategy. | Invite agencies to be represented on location focussed leadership and working groups.   | Land and Property Information   |      |    |    |    |      |    |    |    |      |    |    |    |  |
|  | Establish a Location Intelligence Industry Advisory Committee for industry and community representatives.   | Land and Property Information   |      |    |    |    |      |    |    |    |      |    |    |    |  |
|  | Develop an annual work plan for the LIIAC.  | Location Policy and Coordination Unit / Location Intelligence Industry Advisory Committee |      |    |    |    |      |    |    |    |      |    |    |    |  |
| Assign responsibility and accountability to implement agreed actions.  | Establish stronger links between ICT, Location Leadership Group and working groups to coordinate responsibilities and accountabilities of agreed actions. | Land and Property Information   |      |    |    |    |      |    |    |    |      |    |    |    |  |

# NSW LOCATION INTELLIGENCE STRATEGY – ACTION PLAN

## 3. IDENTIFY AND MANAGE GOVERNMENT LOCATION BASED DATA

| Action   | Task   | Lead Agency/Key partners                                       | 2013 |    |    |    | 2014 |    |    |    | 2015 |    |    |    |  |
|--|--|--|------|----|----|----|------|----|----|----|------|----|----|----|--|
|  |  |  | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 |  |
| Develop policies to enable consistent whole-of-government usage of location intelligence infrastructure. | Review the NSW Foundation Spatial Data Framework (FSDF).   | Land and Property Information / Location Leadership Group      |      |    |    |    |      |    |    |    |      |    |    |    |  |
|  | Define and scope NSW Health and Education Spatial Data Themes that are aligned to the NSW Foundation Spatial Data Framework and scope a process for regular updates, data quality assessment and provision for whole-of-government and public use. | Land and Property Information / Location Leadership Group      |      |    |    |    |      |    |    |    |      |    |    |    |  |
|  | Identify and scope opportunities for expansion of spatial data frameworks across NSW Government agencies.  | Land and Property Information / Location Leadership Group      |      |    |    |    |      |    |    |    |      |    |    |    |  |
| Develop policies, processes and standards for collecting and accessing data.                             | Establish standards for spatially enabling information.  | Office of Finance and Services / Land and Property Information |      |    |    |    |      |    |    |    |      |    |    |    |  |
|  | Support and monitor the implementation of the NSW Custodianship Guidelines for Spatial Data.   | Land and Property Information                                  |      |    |    |    |      |    |    |    |      |    |    |    |  |
|  | Establish a register of custodians.  | Land and Property Information                                  |      |    |    |    |      |    |    |    |      |    |    |    |  |
|  | Identify centres of excellence for spatial data and points of contact for agencies.  | Location Leadership Group                                      |      |    |    |    |      |    |    |    |      |    |    |    |  |
|  | Determine and implement accessing and pricing arrangements for NSW spatial data and services.  | Land and Property Information                                  |      |    |    |    |      |    |    |    |      |    |    |    |  |



#### 4. LINK NSW GOVERNMENT DATA TO LOCATION

| Action  | Task   | Lead Agency/Key partners  | 2013 |    |    |    | 2014 |    |    |    | 2015 |    |    |    |  |
|---|--|---|------|----|----|----|------|----|----|----|------|----|----|----|--|
|   |  |   | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 |  |
| Facilitate agencies to spatially enable their functional data and make it publicly available. | Develop a whole-of-government business case for an Addressing Verification Web Service to validate and spatially enable addresses captured by agencies in the delivery of government services. | Land and Property Information   |      |    |    |    |      |    |    |    |      |    |    |    |  |
|   | Work closely with agencies to identify, guide and spatially enable priority functional data.   | Land and Property Information / Location Leadership Group                         |      |    |    |    |      |    |    |    |      |    |    |    |  |
| Make location-enabled data open and accessible.   | Identify the high demand government datasets for industry and citizens and coordinate their spatial enablement and release.  | Land and Property Information / Location Intelligence Industry Advisory Committee |      |    |    |    |      |    |    |    |      |    |    |    |  |
| Share data across agencies and with the private and community sectors.                        | Enhance the location capabilities of data available via Data.NSW.  | Office of Finance and Services / Land and Property Information                    |      |    |    |    |      |    |    |    |      |    |    |    |  |
|   | Develop a single portal of access and visualisation for NSW Government spatial data.   | Land and Property Information   |      |    |    |    |      |    |    |    |      |    |    |    |  |
|   | Implement mechanisms whereby a private or community sector user can publish feedback on public sector location-based data.   | Land and Property Information / Location Leadership Group                         |      |    |    |    |      |    |    |    |      |    |    |    |  |

# NSW LOCATION INTELLIGENCE STRATEGY – ACTION PLAN

## 5. LEVERAGE WHOLE-OF-GOVERNMENT SPATIAL PLATFORMS AND SERVICES

| Action  | Task   | Lead Agency/Key partners                                  | 2013 |    |    |    | 2014 |    |    |    | 2015 |    |    |    |  |  |
|---|--|---|------|----|----|----|------|----|----|----|------|----|----|----|--|--|
|   |  |   | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 |  |  |
| Identify common spatial web services and other spatial products to support common business needs.                     | Develop and implement the following spatial web services for common business needs:  | Land and Property Information                             |      |    |    |    |      |    |    |    |      |    |    |    |  |  |
|   | • Geocoded Address Verification Web Service  | Land and Property Information                             |      |    |    |    |      |    |    |    |      |    |    |    |  |  |
|   | • Land and Property Information Imagery Web Services   | Land and Property Information                             |      |    |    |    |      |    |    |    |      |    |    |    |  |  |
|   | • Mapping Web Services   | Land and Property Information / Location Leadership Group |      |    |    |    |      |    |    |    |      |    |    |    |  |  |
|   | • NSW Globe  | Land and Property Information                             |      |    |    |    |      |    |    |    |      |    |    |    |  |  |
|   | • Mobile applications  | Land and Property Information                             |      |    |    |    |      |    |    |    |      |    |    |    |  |  |
|   | • GIS Online   | Land and Property Information                             |      |    |    |    |      |    |    |    |      |    |    |    |  |  |
|   | • SIX (eCommerce) refresh  | Land and Property Information                             |      |    |    |    |      |    |    |    |      |    |    |    |  |  |
| • Clip and Ship   | Land and Property Information  |   |      |    |    |    |      |    |    |    |      |    |    |    |  |  |
| Coordinate and collaborate with all public and private sector key bodies to increase uptake of location intelligence. | Ensure NSW participation on ANZLIC National spatial information projects to facilitate national and jurisdictional alignment of strategic spatial initiatives. | Office of Finance and Services                            |      |    |    |    |      |    |    |    |      |    |    |    |  |  |



