

Geospatial DataPacks for Business Mapping.

By Navigate Pty Ltd

The Business Mapping process is supported by a set of discrete DataPacks that support better commercial decision making via locational and spatial analysis.

DataPacks are sourced from third party commercial and government organisations and may be acquired separately or as a group depending on client needs.

Navigate has processed the supplier data sets by adding the location component (the geocodes) and restructuring the data to run within the GIS software immediately after installation.

When integrated with mapped client data, the DataPacks will enhance business decision making by incorporating geography and location into the analysis and reporting processes.

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NAVIGATE currently has thirteen Business Mapping DataPacks. These DataPacks are sourced from a number of organisations and have been processed into the required structure by Navigate. All DataPacks are available at either the national or state coverage levels.

1. **Administrative Boundaries** - A set of administrative boundary records including Local Government Areas, Suburbs, urban centres, electoral districts etc from PSMA Australia.
2. **National Property Cadastre** - A National Cadastre from the State and Territory Mapping Authorities from PSMA Australia
3. **Basic Streets and Base Maps** – Mapped transport, topographic and cultural map features including roads, rivers, railways, lakes, airports, parks and points of interest from PSMA Australia or NAVTEQ.
4. **Routable Streets and Base Maps** – Streets, transport, topographic and cultural map features including roads, rivers, railways, lakes, airports, parks and points of interest from NAVTEQ. This data set contains a routable network and manoeuvrability data to support navigation and routing for ArcGIS and ArcPad.
5. **Census and Demographic Data** – Profiles of the data and geographic boundaries released from the Australian Bureau of Statistics from the 2006, 2001 and 1996 Census surveys.
6. **Mapped Businesses** - Business locations, size, contact info, address and activity (ANZSIC code) information from Acxiom.
7. **Lifestyle Segments** - Lifestyle segment data mapped to Census boundaries from Pacific Micromarketing.
8. **Household Spending** – Household expenditure data mapped to Census boundaries from Market Data Systems.
9. **National Addresses (GNAF)** – The definitive set of mapped Australian addresses (the Geocoded National Address File – GNAF) from PSAM Australia.
10. **Geocoding Kit** –The Navigate GNAF Geocoding kit for ESRI includes the GNAF data, flattened into ArcGIS layers, and a set of files and definitions specifically developed by Navigate to make the ESRI geocoding technology better work with Australian addresses.
11. **Postcodes** – From Australia Post and PSMA Australia.
12. **Client Datasets** – Client data and/or address related records are able to be integrated into the business maps and analysis process.