

ANNUAL PROGRAM 2003–2004

*spatially enabling  
the information  
economy™*



**PSMA Australia LIMITED**

## Vision

The creation of a national asset of comprehensive, quality and accessible spatial knowledge.

## Mission

The return of economic, environmental and social benefits to the nation through the coordination, assembly and delivery of standards compliant, national datasets.



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## FOREWORD BY THE CHAIRMAN

I am pleased to present the Annual Program for PSMA Australia Limited for 2003–04. This document describes an ambitious work program to follow on from a very successful 2002–03 financial year.

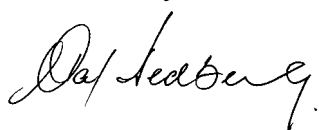
2002–03 was the first full year of operation for PSMA Australia Limited, the governments' owned company. It proved to be both a busy and rewarding period for our organisation, and it saw:

- the release of a new National Roads Dataset, incorporating a 6 monthly incremental update program
- considerable redevelopment of PSMA Australia's Hydrological Theme
- the release of the Administrative Boundaries Dataset
- an update to Cadlite
- the release of the Geocoded National Address File (G-NAF) Tender. (By the time the Annual Program is tabled at the AGM in September 2003, the build of this nationally significant dataset will be well underway.)
- the signing up of eight new Value Added Resellers (VAR's), doubling the number of VAR's of PSMA Australia's data, and
- the redevelopment of PSMA Australia's website to showcase the organisation and its datasets.

2003-04 will see momentum not only continue, but accelerate for PSMA Australia Limited. Aside from the build and release of the G-NAF, PSMA Australia will undertake several new projects including:

- the build of a national Land Classification Dataset
- considerable expansion of the Points of Interest Dataset to realise its potential as a powerful information source for emergency management and homeland security
- the application of cutting edge web enabled technologies to better facilitate access to our datasets
- the implementation of a new and expanded organisation structure for the PSMA Australia national office, to ensure that increased demand can be met with an appropriate level of service.

PSMA Australia is committed to making a contribution towards the improvement of Australia's 'triple bottom line' and I am very confident that the 12 month work program outlined in this document reinforces this commitment. I commend the PSMA Australia Limited Annual Program 2003–04 to you.



**Ollie Hedberg**

Chairman, PSMA Australia LIMITED

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## OBJECTS OF THE COMPANY

As detailed in the PSMA Australia Limited constitution, the objects listed below collectively define the scope of Company operations:

- to co-ordinate, assemble and deliver national products from Jurisdictional Data Sets and to achieve the widest possible use of the PSMA dataset
- to contribute to the establishment of the Australian Spatial Data Infrastructure that is being facilitated through ANZLIC
- to promote Australian land information knowledge, expertise and technology which may be marketed both in Australia and overseas
- to carry out the objects of the joint venture as set out in the Establishment Agreement
- to consider the viability of further joint operations
- to investigate the feasibility of entering into collaborative arrangements with other persons, and
- to undertake any future developments and operations that are either economically viable or which result in a 'public good', and which are agreed by the board are within the purposes of the Company.

Whilst these objects define the boundaries of Company operations generally, the Annual Program defines the scope of Company operations specifically over one financial year.

## OUTCOMES, OBJECTIVES AND ACTIVITIES

To ensure that the Company is always working towards achieving its long term Outcomes, PSMA Australia has developed and implemented a cyclical planning and reporting mechanism (Figure 1) that encompasses short, medium and long term activities. The key documents that enable this mechanism to operate effectively are the:

- Strategic Plan
- Annual Program, and
- 90 Day Work Program.

### Strategic Plan 2002–06

In February 2002, the PSMA Australia Board of Management endorsed the PSMA Australia Strategic Plan 2002–06. Subsequent to significant progress made against this plan, the Board endorsed amendments to it in February 2003 (Figure 2). This plan identifies the five long term Outcomes for PSMA Australia to achieve by June 2006.

Figure 1: Cyclical Planning and Reporting Mechanism

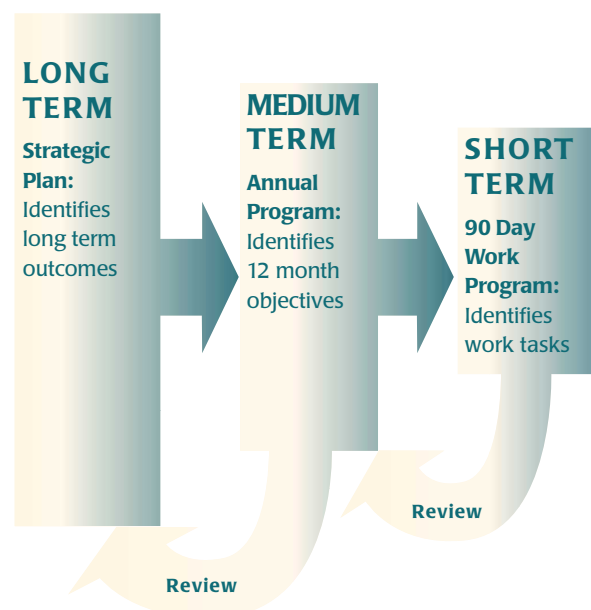
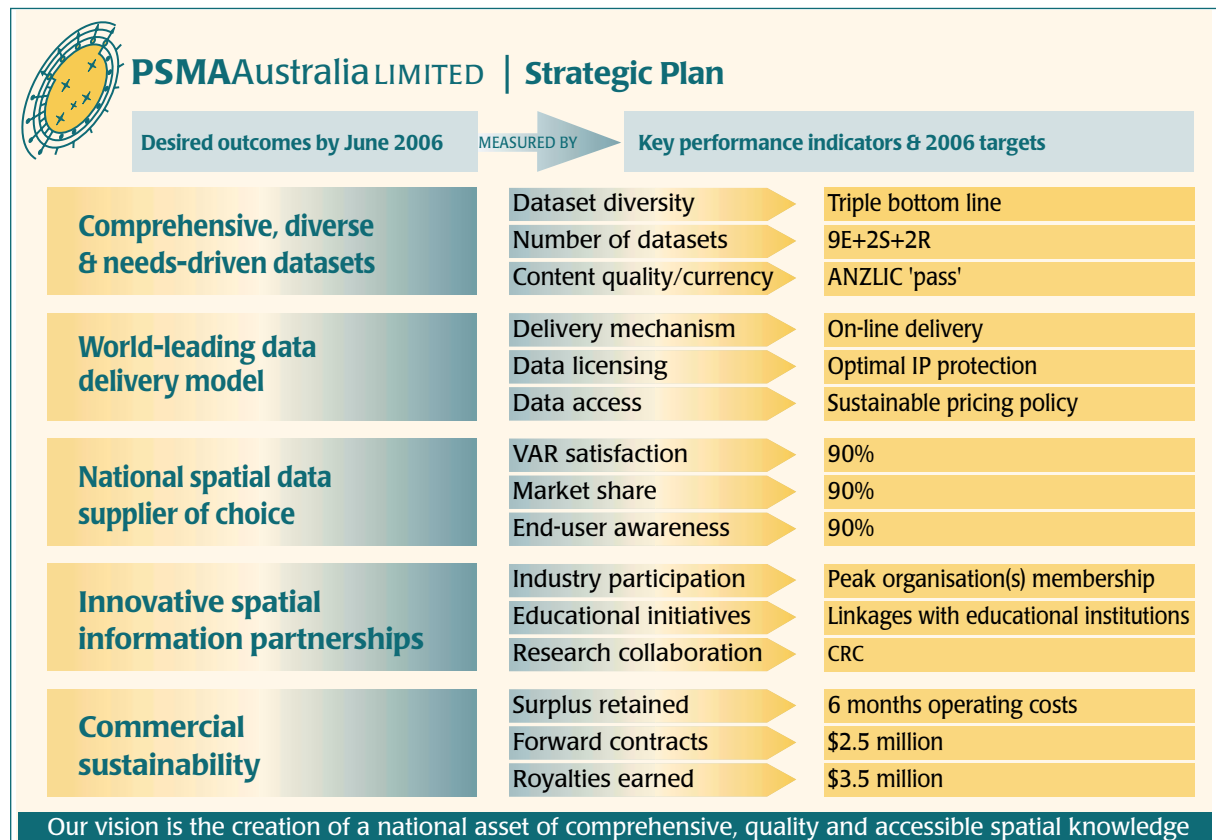


Figure 2: Strategic Plan 2002–06



All of the Company’s activities contribute to one or more of the Outcomes identified in PSMA Australia’s Strategic Plan 2002–06.

To achieve these long term Outcomes, the Annual Program 2003–04 identifies the Objectives that provide a focus for the next 12 months. These Objectives encompass, at the broadest level, all of the activities that PSMA Australia will undertake during the 2003–04 financial year.

The National Office will be accountable for ensuring that Activities attributed to each of the Annual Objectives are fulfilled through the achievement of Deliverables during the year. A 90 Day Work Program will provide operational level detail of the Deliverables.

The CEO will report against the 90 Day Work Program at Board Meetings. At the same time, the Board will endorse the 90 Day Work Program for the coming quarter.

## OUTCOME 1: Comprehensive, diverse and needs-driven datasets

### 2003–04 Objectives

### 2003–04 Activities

### 2003–04 Deliverables

To deliver a G-NAF to market.

In accordance with the G-NAF Project Plan:

- undertake G-NAF build
- deliver G-NAF to market
- commence G-NAF maintenance phase.

A fully maintained G-NAF available through licensed VARs.

To ensure that all existing datasets are incorporated in a robust, optimised maintenance program.

Consolidation of incremental update process and application to all existing PSMA datasets.

Revision and enhancement of existing datasets where possible.

Implementation of a structured QA process.

Revision of metadata for all datasets, posting of metadata on the PSMA website and linking to the ASDD network.

- 2 Roads updates with enhancements.
- At least 1 Cadlite update with enhancements.
- At least 1 Administrative Boundaries update.
- Points of Interest updated and expanded.
- Z-File delivered to market.
- Land Classification dataset delivered to market.

To establish systems for exploring feasibility of new datasets, with an emphasis on determining priorities based on user needs.

Canvas VAR satisfaction with PSMA data and encourage timely feedback from VARs on new data demands.

Through partnerships and collaboration investigate ways in which PSMA Australia can contribute to the improvement/expansion of spatial information for border protection purposes, community security and emergency management.

VAR Satisfaction Survey

Increased communication with VARs and partner organisations including:

- EMSINA
- ANZLIC
- OSDM.

## OUTCOME 2: World-leading data delivery model

### 2003–04 Objectives

### 2003–04 Activities

### 2003–04 Deliverables

To refine and lessen the complexities associated with licensing datasets to VARs.

Review the existing standard VAR licence agreement with a view to simplification.

Review of the existing internal VAR management practices with a view to the establishment of a more efficient management regime.

A simplified data licence agreement that adequately protects PSMA IP.

Copyright traps incorporated into the PSMA datasets.

Improved efficiency in VAR and partner management.

To ensure the Data Access and Pricing Policy is flexible and inclusive.

Review the PSMA Data Access and Pricing Policy.

Implement a pricing strategy for the G-NAF to optimise both its distribution and return on investment.

A revised PSMA Data Access and Pricing Policy.

A G-NAF Access and Pricing Policy.

To strengthen relationships with data custodians.

Review PSMA's position in the data supply chain focusing on the criticality of relationship management to the success of the organisation.

Target and create opportunities to communicate the objectives of PSMA Australia beyond the 'mapping agencies' to the broader government sector at local, state and Commonwealth levels.

Marketing and Communications Plan 2003–04:

- Data Custodian Strategy
- Government Agency Strategy.

Stronger relationships with the OSDM and other relevant intra-government land information committees in each jurisdiction.

Capitalising on the influence of Directors to heighten awareness of PSMA Australia across all levels of government.

To establish an efficient and effective way to:

- deliver data to schools and community organisations
- VARs and distributors.

Investigate the development of an Internet delivery model for the delivery of data.

An OGC compliant website for:

- schools/community groups access
- VARs and distributors.



## OUTCOME 3: National spatial data supplier of choice

### 2003–04 Objectives

### 2003–04 Activities

### 2003–04 Deliverables

Ensure that PSMA Australia has quality VARs delivering quality products.

VAR Communication Strategy Activities including:

- VAR audits
- performance reviews
- 6 monthly meetings
- pre-licensing qualification process.

Canvas VAR satisfaction with PSMA data and encourage timely feedback from VARs on new data demands.

VAR Performance Management Program:

- VAR Qualification Program.
- VAR Satisfaction Survey.

Strengthen and broaden the penetration and use of PSMA Australia Datasets within vertical markets.

Explore the possibility of establishing specialised distributors within other vertical markets.

Greater use of the PSMA Australia datasets.

To lift the profile of PSMA in vertical industries.

Target key opportunities for publicity and communication in priority vertical markets.

Marketing and Communications Plan 2003–04:

- Vertical Industry Strategy.

Sponsorship through partnership with VARs and vertical distributors.

Lift the profile of PSMA Australia in the Spatial Information Industry.

To continue to effectively communicate the objectives of PSMA Australia to the spatial information industry.

Target key opportunities for publicity and communication in the spatial information industry.

Marketing and Communications Plan 2003–04:

- Spatial Information Industry Strategy.

Sponsorship through partnership with VARs.

Utilise the CRC as a tool for promoting PSMA.

## OUTCOME 4: Innovative spatial information partnerships

### 2003–04 Objectives

### 2003–04 Activities

### 2003–04 Deliverables

To anticipate opportunities for growth and innovation through a high level awareness of spatial knowledge usage, emerging technologies and standards.

Forge partnerships with educational institutions.

Membership of Spatial Sciences Education and Skills Formation Advisory Committee.

Membership of the CRC via the SME consortium and participation in CRC activities.

Membership of University of New South Wales School of Surveying and Spatial Information Systems Advisory Board.

Active membership of ASIBA (Australian Spatial Information Business Association).

A scholarship program to encourage tertiary students to undertake research projects in the spatial information field with an emphasis on innovation and potential.

Participation in the CRC research and demonstrator projects.

Membership of ASIBA.

To enhance the understanding, broaden the use of spatial information and promote the development of the ASDI within the industry.

Presentations at key conferences/seminars.

Sponsorship of competitions.

Initiatives to support the application of spatial information at secondary school level.

ABS Census in Schools.

OGC compliant website.

## OUTCOME 5: Good corporate governance and commercial sustainability

### 2003–04 Objectives

### 2003–04 Activities

### 2003–04 Deliverables

To ensure the application of good corporate governance practices remains a priority for PSMA Australia.

Undertake an internal audit.  
Directors continuing Professional Development activities.  
Risk monitoring and reporting.

An internal audit report.  
2 presentations/training sessions to the PSMA Board of Directors on aspects of good corporate governance/corporate law changes.  
Risk Management Strategy.

To continue improvement in the sound financial management of the organisation.

Income forecasting.  
VAR Payment Scheduling.

Improved financial reporting.  
Implementation of Job Costing Module.  
Improved linkages between income forecasts and planned Activities and Deliverables.

To ensure alignment between the resourcing of PSMA and the Activities and Deliverables contemplated in the Annual Program.

Review organisation structure and implement resourcing plan.  
Continue staff training and personal development program.

PSMA Australia Resourcing Plan.  
Informed, motivated, competent staff.

Finalise implementation of a robust, efficient and complete Project Management Methodology.

Project Management training.  
Project orientated financial management.

All projects on time and within budget.

## FINANCIAL INFORMATION

2003–04 Budget	Expected	% of Income	Comments
<b>Income</b>			
Investments	\$82,170	3.6%	Bank interest and investment interest
VAR Annual Access Fees	\$166,250	7.44%	Access Fees from VARs with annual access licence arrangements
VAR Royalties	\$1,260,000	55.7%	Royalties from all VAR product sales
Data Supply Fees	\$500,000	22.1%	Licence fees from the ABS data supply agreement
G-NAF Income	\$250,000	11.1%	Revenue (both access fees and royalties) generated from the licensing of G-NAF
Other	\$1,500	0.06%	T & D licences
<b>Total Income</b>	<b>\$2,259,920</b>	<b>100%</b>	
<b>Expenses</b>			
Research and Development	\$205,000	6.8%	Spatial CRC, scholarships, web feature server development and implementation
Human Resources	\$470,700	15.75%	Salaries, chairman's fee, superannuation, workers compensation, staff development
Company Vehicle	\$13,700	0.46%	Lease and maintenance costs
Operations	\$618,339	20.69%	Data licence fees, office rental, equipment, insurance, communications, travel and accommodation
External Services	\$139,500	4.68%	Fees for service, legal, accounting, finance, audit
Spatial Data Projects (excluding G-NAF)	\$395,654	13.24%	POI enhancements, Roads and Infrastructure, Land Classification, Cad Lite, Z-File
G-NAF Project	\$1,050,000	35.13%	Buid and release
Computers	\$22,640	0.77%	Provision for three year replacement program and new hardware/software
Marketing & Communications	\$67,000	2.25%	Printng and design, advertising and promotion, sponsorships, subscriptions
Other	\$7,000	0.23%	Bank charges, stamp duty, fringe benefits tax
<b>Total Expenses</b>	<b>\$2,989,533</b>	<b>100%</b>	
<b>Budgeted Deficit</b>	<b>\$729,613</b>	<b>32.28%</b> (of income)	<b>The PSMA Board has determined that the FY 03/04 will be a year of significant investment resulting from the decision to independently fund the G-NAF project. Retained earnings from previous years will be called upon to fund this investment.</b>

## Constitution reporting requirements

The PSMA Australia Constitution requires the Annual Program to report on the status of the following:

- **Subsidiaries:** acquisition or incorporation of Subsidiaries. At this time, PSMA Australia has no plans to acquire or incorporate any subsidiaries during the 2003–04 financial year.
- **Restructuring:** financial and capital restructuring. At this time, PSMA Australia has no plans to undertake any financial or capital restructuring during the 2003–04 financial year.
- **Asset Sales and Purchasing and Capital Expenditure:** sale and purchase of assets, including capital expenditure. At this time, PSMA Australia has no plans to sell, or expend capital on, any major fixed assets.
- **Investments:** acquisition or investment in another company or business. PSMA may need to contemplate investment in another company or business due to its participation in the CRC. Unanimous Board approval is required before any investments are made.
- **Borrowings:** borrowing money and establishing an overdraft or other credit facilities. At this stage, PSMA Australia has no plans to borrow money or establish an overdraft or other credit facilities.

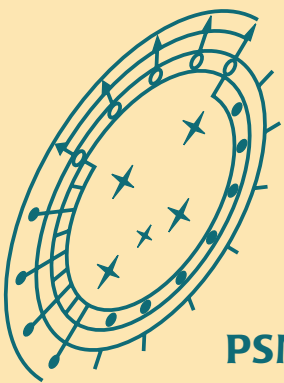
## ANNEXURE A: PSMA Australia Limited Annual Reporting Requirements

Requirements	Relevant sections in Corporations Act or Company Constitution	Comments	Key Dates
1 Prepare Financial Report	s.295, Corporations Act	The Financial Report includes: <ul style="list-style-type: none"> <li>■ financial statements</li> <li>■ disclosures and notes</li> <li>■ directors' declaration.</li> </ul>	Prepared 1–13 July 2003
2 Prepare Directors' Report	s.298, Corporations Act	The Report has both a general component (s.299) and a specific component (s.300).	Prepared June 2003
3 Have the Financial Report audited and obtain Auditor's Report	ss.301,307,308, Corporations Act	A small proprietary company preparing a Financial Reporting response to a shareholder direction under s.293 only has to have an audit if shareholders direct this action.  Under s.312, officers must assist the auditor in the conduct of the audit.  ASIC may use its exemption powers under ss.340 and 341 to relieve large proprietary companies from the audit requirements in appropriate cases (s.342(2) and (3)).	External Audit Conducted: 14–31 July 2003

**ANNEXURE A: PSMA Australia Limited Annual Reporting Requirements** continued

<b>Requirements</b>	<b>Relevant sections in Corporations Act or Company Constitution</b>	<b>Comments</b>	<b>Key Dates</b>
4 Have the Financial Report and Auditor's Report reviewed by Audit Committee and the Board	ss.295,298, Corporations Act	Directors' Declaration is required for Financial Report and must: (a) be made in accordance with a resolution of the audit committee; (b) specify the date on which the declaration is made; and (c) be signed by a director.	Audit Committee Review Directors' Declaration: 1–14 August 2003
5 Send the Financial Report, Directors' Report, Auditor's Report and Annual Report to members	ss.314,315, Corporations Act	A concise Financial Report may be sent to members instead of the full financial statements (s.314(1)–(2)). Financial Report must be sent to members at least 21 days prior to AGM but no later than four months after the end of the financial year.	Financial Report to members: 1 September 2003
6 Send notice to shareholders of AGM	s.249H, Corporations Act cl56, Company Constitution	At least 21 days' notice of a general meeting must be given in writing to those entitled to receive notices from the Company.	Notice of AGM: 1 September 2003
7 Lay Financial Report, Directors' Report, Auditor's Report before AGM Lay Annual Program before AGM	s.317, Corporations Act cl88, Company Constitution	The AGM must be held no later than five months after the end of the financial year (Corp. Act). The Annual Program must be approved by way of a unanimous resolution carried at a general meeting of Shareholders to be held within three months from the commencement of each financial year (Constitution).	Date of the AGM: 22 September 2003
8 Lodge the Financial Report, Directors' Report, Auditor's Report with ASIC	s.319, Corporations Act	Within four months of the end of the financial year.	Financial Report to ASIC no later than: 31 October 2003
9 Review Strategic Plan		CEO and Board review the Strategic Plan.	Strategic Plan: Reviewed Dec 2003 Approved Feb 2004
10 Prepare Annual Program and Budget	cl88, Company Constitution	The Chief Executive is responsible for preparing and circulating the Annual Program to Shareholders at least one month before the end of each financial year. The Annual Program must be approved by way of a unanimous resolution carried at a general meeting of Shareholders to be held within three months of the commencement of each financial year.	Annual Program: Drafted March/April 2004 Approved and circulated May 2004
11 Confirm Extract of Particulars (EOP)	CLERP7	ASIC will issue a Company Statement including an EOP on or within 2 weeks of incorporation anniversary. Any corrections to company details must be lodged with ASIC within 28 days of the EOP issue date.	Extract of Particulars by 19 July 2004





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