



Council portal provides equal work and play

Launceston City Council has developed an online mapping portal to share its vast trove of spatial data with residents and businesses and open up the city's past, present and future.

Whether through waste collection services or rates calculation, the collation and use of location-based data is fundamental to the operations of every local government.

Compiling, organising, updating and protecting the quality of such a large cache of information was once laboriously performed by clerks with filing cabinets and rubber stamps.

Individuals who required access to information had to contact the council in person – a process involving long delays, restrictions in viewing times and a strain on resources.



City of Launceston has set the benchmark for new-age citizen communication – boasting the country's most comprehensive collection of online smart maps.

Australia's progressive local governments are now moving beyond these archaic processes to gather high-quality spatial data in a single, secure location and make it available to internal and external stakeholders.

Launceston City Council has created an online mapping portal that has put it at the cutting-edge of government-citizen interaction.

Using the ArcGIS Online platform, the council is providing its community with access to information and applications stored in the Cloud at any time.

The portal hosts interactive smart maps and apps layered with a range of data, including the planning scheme, vital flood maps and information on local facilities and services, such as halls for hire and parking.

"We initially provided digital maps of our planning scheme, but the benefits of smart mapping are so significant we have moved far beyond that," Council Spatial Sciences Manager Alex Crothers said.

"Our online maps now enable our businesses, community organisations and citizens to instantly access information and applications such as cadastral data, stormwater and underground utilities, satellite imagery and parking areas.

"For example, we have created an interactive map that displays the pick-up schedule for kerbside recycling and waste bins by suburb and street."

Council has also recently launched an Open Data portal, complete with key datasets that can be downloaded directly into Geographic Information Systems (GIS) technology or AutoCAD applications.

"While we are ensuring consistent and accurate data to make informed decisions and drive our local projects and services, there has also been a significant positive impact on our budget," Mr Crothers said.



"The ability to streamline our information sharing processes has saved more than \$100,000 during the past year alone."

But the portal is not all work and no play.

In a win for nature lovers and the health conscious, an interactive map of the city's walking trails has been created which details each track's elevation profile and current condition.

However, by far the most popular of the new smart maps is the digitised version of an 1826 chart of the town's buildings and allotments.

“While ensuring consistent and accurate data, and informed decision-making, drives our local projects and services, there has also been a significant positive impact on our budget.”

Local historians and history buffs can explore the locally-renowned Sharland Map overlaid on a contemporary map of Launceston and augmented with titillating tales and images from the city's past.

"The smart map taps into the fascination we all have about how our cities have developed and just who has lived on this piece of land we now occupy," Mr Crothers said.

"It's just one of the ways we are having fun sharing this information with our citizens – after all, it's their city."



Discover the value Esri Australia's GIS technology solutions will bring to your organisation. Call us on 1800 447 111 today.