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SUMMARY OF PRESENTATIONS – MELBOURNE 18-19 JUNE 2010

Keynote Speaker Day 1 : E/Professor Robert Clancy AM

Foundation Professor of Pathology at the innovative medical school in Newcastle and clinical immunologist. Research interest in mucosal immunity and oral vaccine development for chronic lung disease.

Collector and student of early maps of Australia and Antarctica.

Two books (The Mapping of Terra Australis and So Came They South) and numerous articles and talks on historic cartography. Sees maps as documents of history.

The Cartography of Iconic Events (1850-1950) that Shaped Modern Australia.

This presentation reviews a connection between colonial and modern Australia by discussing formative events and issues that occurred between 1850 and 1950 - an extraordinary period of change which included many of the foundation stones of Australian society. These events will be illustrated by contemporary maps, selected as the documents of history. A framework provided by political history and an evolving policy of land usage illustrated by relevant maps provides a context and connection for these events. Cartographic examples related to exploration, settlement, land exploitation, transport, city development, tourism and expansion into an international sphere via wars and occupation will be used to illustrate the theme.

Rod Flynn Manager Customer Engagement and Services

Spatial Information Infrastructure Dept of Sustainability and Environment Victoria

Rod has a mapping, project management and information management background and several years experience in the government sector working within the spatial information industry.

An update on the Victorian Government's State-wide hard copy and digital topographic mapping program.

The Department of Sustainability and Environment (DSE) through the Spatial Information Infrastructure (SII) Division has embarked on a hard copy topographic replacement program that has provided State-wide coverage of digital and hard copy topographic maps for Victoria. The products are created from the State's framework spatial information datasets (Vicmap) which are managed and maintained by SII. The presentation will cover in general the production and maintenance processes for the Vicmap Topographic products that are available, future production plans and also provide a brief introduction to some of the other Vicmap products and spatial information programs provided by DSE.

Natalie Vines product engineer on the Mapping System Team at ESRI in Redlands CA.

Natalie received her Bachelor of Science and Master of Science degrees in geography from Louisiana State University. Prior to joining the Mapping System Team she worked as an instructor at ESRI teaching ArcGIS Desktop, ArcGIS Server, geodatabase, and cartography courses.

Creating Great Maps with ArcGIS 10.0

ArcGIS 10.0 is a major release for mapping. In this session we will discuss automating mapping workflows using Python scripting, new map book functionality, and new tools that enable you to quickly and easily author multi-scale maps. We will also discuss recent advances in creating fast, high-quality map services.

Keynote Speaker Day 2 : Gita Pupedis

Lecturer in Cartography at RMIT University in Melbourne. For the past 18 years, she has introduced Geospatial Science students to the joys and mysteries of cartographic design and the usability of cartographic products. She is also involved with the promotion of the Geospatial Science programs and laments the fact that our industry is as little known and understood today as it ever was, even though more people are using a wider range of cartographic products than at any time in history. As first year coordinator of Geospatial Science programs, she organises student orientation and transition to their program, in an effort to keep the students once they have commenced their studies. We need as many as we can get!

Mapping the Future

In this era of rapid and constant technological change, cartography is undergoing a revolution. It is not only possible to create and distribute cartographic products in ways that were unimaginable just a decade ago, but these products can and are being created by people with no cartographic education and used by a wider audience than ever before. There is no going back, but what does it mean for the cartographic industry as a whole?

This presentation reviews the state of cartographic education in Australia and addresses current and future trends in our industry. Results of a survey of a younger generation (geospatial science students at RMIT University) will also be presented.

John Payne Managing Director, Earthinsite.com Pty Ltd

John has over thirty five years experience in the production, sales and distribution of maps and spatial information in both the private and public sectors. He was one of the foundation members of the Asia Pacific Region of IMTA and was a Board member, from the establishment in 1989 in Australia of an industry organisation, until 2008. From 2005-2008 he held the position of International President of the Association.

John is a graduate of the Australian National University and is currently Managing Director of, Earthinsite.com Pty Ltd, which specialises in the use of the Internet for the delivery of spatial information products. He is also a member of the IMTA web committee.

The IMTA Website – How to use the Tools and Resources Offered to All

John will demonstrate the current IMTA web site and how members can navigate around it to use the various tools and resources offered to the benefit of members and non-members alike. He will also seek your input on how to improve its functionality.

Ron Lofton United States Geological Survey

Ron Lofton joined the U.S. Geological Survey (USGS) in 1978, at the National Mapping Center in Rolla, Missouri. Now located in Denver, Colorado, he is currently serving as Chief of Staff of the Geospatial Technical Operations Center (NGTOC). The NGTOC provides essential support for the acquisition and management of trusted geospatial data, products, and services through world-class geospatial technical expertise and customer service for the U.S. Geological Survey and the Nation.

The National Map and US Topo Product

In the early 1990s, the Primary Series USGS Topographic Quadrangle mapping was completed for the United States. Since then, the agency's base-mapping program has focused on development of The National Map and digital-mapping products. Conceptually, *The National Map* brings together a seamless, consistent, and current set of base geographic data for the nation. The USGS is now focused on the best way to produce its signature product—the topographic map—from The National Map data. These next-generation products will contain most of the desirable characteristics of the classic topographic map, although initially they are image-based and currently do not contain the actual topography.

The Primary Series USGS Topographic Quadrangle map of a robust nationally consistent base map product used for a seemingly unlimited variety of applications by both professional organizations and the general public. The USGS is continuing to build on the base mapping tradition through rapid development and distribution of a new digital base map product called US Topo. These next-generation products contain most of the desirable characteristics of the classic topographic map, and are built from The National Map data, which have been integrated from local, State, and Federal agencies, along with other sources.

This presentation will provide an update on the National Geospatial Program and current status of the US Topo product and an understanding of its' key elements and functionality. The initial version of the

product created in 2009 called "Digital Map – Beta" included orthoimagery in addition to roads and geographic names in the traditional 7.5 minute quadrangle format. More than 13,200 "Digital Maps - Beta" were produced within 20 states and are available free on the Web in the GeoPDF® format. Beginning in October 2009, additional features including elevation contours and hydrographic features have begun being added to new maps being produced for new states, and the name of the product was officially changed to US Topo. Tools are available free for download. Users can navigate the map, zoom in and out, select various layers, and print the maps.

Peter Jolly ESRI U.K.

Peter works for ESRI Inc and his speciality is cartography. He is a Past President of the International Map Trade Association and a Life Member. He served for 31 years in the Royal Air Force as a navigator and retired in 1994 as a Wing Commander. He has a BA degree in Economics and Politics from the Open University, is a Fellow of the British Cartographic Society and a Council Member and also a Fellow of the Royal Institute of Navigation.

GPS, GIS and Cartography

The presentation will describe some tracking applications and then discuss how well or not the information available is displayed on the screen from a cartographic perspective.