

# Media Release

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## Queensland Reconstruction Boss Addresses Leading Spatial Conference

**13 October 2011, Melbourne:** The head of Australia's largest post-disaster reconstruction effort has today highlighted the impact that Geographic Information System (GIS) technology has had in leveraging reconstruction efforts since Queensland's summer of disasters.

In a keynote address to Ozri 2011, Australasia's leading spatial conference, Chair of the Queensland Reconstruction Authority, Major General Dick Wilson said spatial technology had an increasingly important role in coordinating recovery from natural disasters.

Queensland was hit with seven separate disaster events in just a few short weeks," said General Wilson.

"Much of the State was affected by wind or water – sometimes several times over.

"The sheer size and scope of the disasters meant that we needed ongoing ways to rapidly acquire and share accurate information about areas hardest hit, and to monitor the reconstruction effort."

The QRA's Interactive Flood Map was developed in consultation with location intelligence specialists Esri Australia.

The map uses GIS technology to identify the interim flood line so Queenslanders can see the impact of waters in their area and provide feedback if the information needs to be refined.

Mapping was undertaken for more than 200 towns and cities across the State.

The Interactive Map contains updated reconstruction imagery, information on the pipeline of reconstruction works, and floodplain mapping information to help local councils with any future development applications in flood-prone areas.

Esri Australia Managing Director Brett Bundock said while his company had been involved with some of the most cutting-edge projects on Australian shores, the Queensland Reconstruction Authority's work had been one of the most rewarding.

"General Wilson's presentation was powerful – for those who had lived through the summer's

disasters, including many of our staff, it is obvious the impacts are still being felt.

“For us, the presentation reaffirmed why our involvement in the development of the Authority’s Interactive Map is such an important part of Esri Australia’s 35 year history.

“Esri technology gives us an opportunity to make a difference – and this was one of those times where we were able to apply our specific expertise with a premium product, to deliver a solution that has changed how communities rebuild following a large-scale natural disaster.”

Hosted by Esri Australia, the market leader in Australia’s \$2.1 billion spatial industry, Ozri has carved out a reputation as the Asia Pacific’s premier showcase for the latest advances in GIS technology.

Opening today, the conference runs at the Melbourne Convention and Exhibition Centre until Friday.

For further information, visit [www.esriaustralia.com.au/ozri](http://www.esriaustralia.com.au/ozri)

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**About Esri Australia**

Esri Australia has a 33 year history of providing location intelligence and data mapping solutions that help organisations make smart business decisions. The combination of local expertise and world-leading Esri GIS technology has helped thousands of government departments and commercial organisations to turn their data, information and knowledge into collective insight to reveal opportunity.

**About GIS**

Geographic Information Systems are a key piece of technology used in thousands of organisations Australia-wide from the military and government, to the insurance and mining sector. Australia’s GIS industry currently stands at over \$2.1 billion and more than 300,000 organisations across the world use Esri GIS.