



## POINTS OF INTEREST

THOUSANDS OF PUBLIC FEATURES SUCH AS POLICE STATIONS, MUSEUMS, HOSPITALS, CHURCHES AND POST OFFICES ARE LOCATED RIGHT ACROSS THE AUSTRALIAN MAINLAND AND TASMANIA. EACH ONE SERVICES AND SUPPORTS ITS LOCAL COMMUNITY. THESE FEATURES GROUPED TOGETHER FORM PSMA AUSTRALIA'S POINTS OF INTEREST DATASET.

THE DATASET CONTAINS MORE THAN 130,000 DIGITALLY REPRESENTED POINTS OF INTEREST.

### USES

From emergency response planning to retail marketing and tourism itineraries, the Points of Interest dataset offers many potential benefits for both government and private sector, including:

#### EMERGENCY MANAGEMENT

Spatial information can be used to prevent, prepare for, respond to and recover from emergency events. Specific uses for Points of Interest include identifying well-known locations to be used as public meeting points in the case of an emergency or identifying nearby hospitals and other emergency institutions.

#### LOCATION FINDER

Points of Interest combined with the latest mobile phone technology can show travellers an array of established services in the nearest suburb. For example, 'show me my nearest hospital' with the details returned almost immediately via their mobile service.

### ONLINE STORE LOCATOR

Businesses can combine the details of their store locations with the Points of Interest dataset to display their store locations in relation to other well-known local features via the Internet.

### IMPROVED TOURISM

Points of Interest allows tourism operators to improve their business. Digital mapping with cultural features enables tourists to plan the best itinerary that incorporates local facilities and attractions, such as museums.

### INFORMATION SOURCES

Points of Interest was built and is maintained by PSMA Australia, utilising authoritative government data, sourced from the Commonwealth, state and territory government mapping agencies and land registries of Australia.

### ACCESS

PSMA Distribution manages the distribution of PSMA Data, Australia's authoritative data.

Widespread access is supported through a network of Value Added Resellers (VARs). PSMA Distribution works with the VARs who combine their expertise and market knowledge with PSMA Data to develop and sell a wide range of mapping products and business and location intelligence tools.

### FOR FURTHER INFORMATION

Points of Interest was built and is maintained by PSMA Australia.

For more details about Points of Interest, accessing the dataset, or information on our network of Value Added Resellers, contact PSMA Distribution.

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