

# DRAFT 5 Nearmap licence policy for Orienteering Victoria

(prepared in conjunction with Ruth Goddard and Margi Freemantle )

## Background:

In 2016 Nearmap Australia P/L, a company providing top quality up to date aerial photos, used by many orienteering mappers to establish their basemaps, withdrew the option to pay for 'personal' licences (\$99pa) which many orienteers had previously taken out.

Throughout the past 3 – 4 years the Schools Program has relied heavily on a number of orienteers (Ruth Goddard, Jim Russell and Alan Davis) with the 'personal' licence to obtain the photos required. Demand for the Nearmap photos has dramatically increased with the introduction of the ASC Sporting Schools Program which requires 5+ maps a term. None of these 'licence users' had charged for the download or time. In other words no additional cost was incurred by ASC SS mapping.

## Current situation:

From October 2016 the only option available to OV has been to take out a Commercial Nearmap licence at \$1712.50 per annum. Alan Davis (YVOC) agreed to be named as the 'licence user' and to supply the Nearmap photos as requested by the OV Schools program. Alan has done this at no charge over the past 5 months.

## Request from Clubs to be able to 'use' the OV Nearmap licence

Debbie Dodd and Margi Freemantle have enquired whether it might also be possible for Clubs to utilise the Nearmap Licence.

OV Schools is receptive to this proposal –

- OV Schools is using approx. 50mb/ month out of 250mb available for download, so there is download available for OV Clubs etc to use. The Club use would mostly be for Sprint and Urban maps, as Nearmap does not cover all of Victoria's bush area.
- Alan Davis and Don Fell are willing to provide the service.
- Increased usage which has a 'fee for service' will help in covering the annual licence fee (see options below).

## Recouping cost of Nearmap licence

In 2015 and 2016 Orienteering Victoria received from the ASC, via OA, seeding grant money to help offset establishing the ASC Sporting Schools program in each State. OA has advised as from 2017 there will be no further ASC funding available to the States.

## Setting the 'cost for service fee'

It is necessary to establish reasonable 'fees for service' to help off-set the licence fee.

[Note some of the requests e.g. as discussed by Peter Beggs will be smaller than a school map, e.g. just to update a small part of a street O map where there has been recent construction –

### 1. OV Schools

Since February 2017 for schools maps, a \$50 flat rate 'fee for service' on each map has been set to help cover the cost of the commercial licence. This is a big hit for schools mapping, representing 20% to 25% the cost of each map. At the rate of 5 maps per term x 4 terms = 20 maps per year. This would recoup \$1000.

### 2. Other O groups - 3 options

Ted Van G has been in discussion with TK, NE, BK, DR, MF, YV (Ken Moore, Peter Beggs, Don Fell, Vic Sedunary, Debbie Dodd, Peter Dalwood, Fredrik Johansson) re- options.

- **Option 1**  
Set a flat rate per download of \$200 including operators \$20 fee.
- **Option 2**  
OV builds Nearmap licence cost into the Club membership fee, so it is spread more widely.
- **Option 3**  
Each O Club that wants to use Nearmap service, registers annually and is charged a flat rate of up to \$200 for the full year. [could be slightly less if every OV club including regional clubs wanted to participate]  
This registration must be paid up front each year before any orders will be processed.

Most clubs are interested in participating and the members who have been consulted generally have indicated that Option 3 is preferable to Option 1. Option 3 (or 2) would be the best option for maximising the use of the available 250Mb per month.

## How Clubs would present their requests and invoicing.

- a. Don Fell has suggested that he could set up an online booking system on OV website – O Clubs would log all their requests and Don and Alan will process them after giving priority to School mapping requirements. If requests exceed the monthly allowance, the least urgent requests will be deferred until following month/s.
- b. Each request must supply a Google Earth map showing clearly defined boundaries (lines drawn) and text description locating address-eg between Smith st (to the north), Drury St (to the east), High St (to the south) and Willams Rd (to the west) Suburb = Caulfield. (This prevents any extra download being used to 'search'.

Consideration be given to paying Alan and Don for operating this service if it the required effort proves to be greater than anticipated [note to Peta – Don's initial comment was that it should only take a minute or two to process each request]

## FINAL RECOMMENDATION

OV agrees that:

- Victorian clubs be allowed to use spare download capacity from the Nearmap license that was arranged by OV for schools mapping
- Clubs that wish to participate in this arrangement pay an up-front fee of up to \$200 per full year covering up to \$1,200 of the license cost (i.e. if more than six clubs participate the fee per club is \$1,200 divided by number of clubs but if six clubs or less it is \$200 per club)
- Fees are half the proposed annual fee for the remaining six months of the current license
- School map requirements have first priority. Less urgent club requests are held until just before end of each month and then processed in order of urgency until monthly allowance is exhausted
- System to be administered by Alan Davis and Don Fell
- Don Fell has offered to investigate setting up an on-line request booking page
- Arrangements to be reviewed in October 2017 when license comes up for renewal

Peta Whitford 24th March 2017

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