



# MSI *Connected!*

MSIA President reporting  
online to members

## December 2011

Greetings, from the President

### *Them wuz the days*

History was being made, and I was there – at the inaugural staff Christmas Party at the Queensland Survey office. I had taken up my Cadetship immediately post-War (we are talking about 1947; the Boer War was a bit before my time).

An enlightened Chief Cartographer ordered the event, which proved more durable than many of the technical changes about to revolutionize the office. Elegant it was not. Somewhere buried among my memorabilia is a photo which shows most of the staff crowded around the huge layout table in the Map Mounting Section, spread with white newsprint paper, and heaped with food and drink. For which, as I recall, we subscribed five shillings, good value even in those days.

Our CC was prescient. It was not long before such things became part of corporate culture, promoted for the benefits to good working relations. Within a few years, the growing awareness among cartographers of a common professional interest led to the formation in 1952 of the Australian Institute of Cartographers, which re-set its frame of reference in the name change to Mapping Sciences Institute, Australia.

### *Changing times*

For MSIA, next year is an important anniversary. At the Brisbane International Geospatial Forum in July (advertisement and report below) we will celebrate 60 years as the professional body which has represented Australia's cartographers and geo-information technologists locally, nationally and internationally. The common bond of professional interest has held up pretty well.

A great past doesn't ensure a brilliant future – it has to be earned. The Forum is one pointer to that future, being planned in association with two kindred organizations, the International Map Trade Association (Asia Pacific), and the Australia New Zealand Map Society. There is much common ground, and the Forum promises some interesting interaction.

Establishing and developing productive relationships is an essential part of our Institute's forward plan. Lines of demarcation between professionals in this field are blurring, with shared technology and the globalization of ideas. I have found friendly and supportive responses in my contacts with NZCS (New Zealand Cartographic Society) and SSSI (Surveying and Spatial Sciences Institute). They are aware of the upcoming Forum. We are assured of their interest and possible support.

### *The challenge is personal*

I am keenly aware of the changes over the years in the roles of our members, differing hugely from a focus on the production of printed maps to the generation and presentation of geo-information, in an endless variety of forms. Our aim remains as always, to develop the skills necessary to operate in the new cartographic environment.

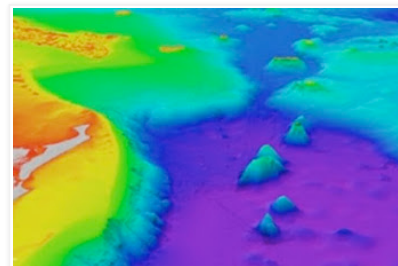
This will mean different things to different members. I am delighted to find that open-source software for mapping and geographic information is now becoming freely available. Mastery of these systems equips us to provide the community with the services that sophisticated information technology makes possible. There is a cost, in time and effort, in acquiring such expertise, but as a distinguished visitor (Rupe Southard, Chief Topographic Engineer USGS once told us in Brisbane – 'You get it



#### IMAGES FROM



#### COMPUTER MAP OF THE OCEAN FLOOR OFF QUEENSLAND CREATED BY JAMES COOK UNIVERSITY RESEARCHERS



<http://www.abc.net.au/news/2010-09-29/computer-map-of-the-ocean-floor-off-queensland/2278184>

cheap, it's cheap'.

I take that challenge seriously, and encourage all our members to use every opportunity to add value to the range of skills we acquired in another cartographic age.

Christmas is a good time for reassessing what we do, and what we hope for the future. It's also a time of special meaning for many of our members and colleagues. Let me wish you all peace and joy, and refreshment for the year ahead.

Warmest regards,

Les Isdale  
President, MSIA

*Where (politely) are you?*

Way back in the early 1980s, or perhaps it was in the 1970s, some genius thought of a way to harness the power of a computer to assist in map-making. (Remember the flat-bed plotter?) The technology developed rapidly, but for a while, quite separately from traditional cartography. Thus in 1986, we all trudged off to the UK to attend "Auto Carto London", presented as a Technical Conference of The International Cartographic Association, and dealing exclusively with how to make maps using computers. Australia started down the same track, with "Auto Carto Melbourne", but soon realised that computer-aided cartography was not a specialisation, it was how maps from then on would be made.

At that time, maps were still thought of as sheets of paper, but some technologists were moving to the situation where geoinformation was stored in a computer, manipulated in a computer and presented on a computer monitor, without resorting to paper products. This process permitted many more layers of information to be stored and presented, and while what was presented was still essentially a map, the whole procedure became known as Geographic Information Systems and the operators did not necessarily think of themselves as cartographers.

The implications for the then Australian Institute of Cartographers became obvious in 1988, and in a courageous move, a couple of members sought to change its name to Institute of Geographic Information Technologists in the hope that this would embrace both cartographers and GIS practitioners. Such a move was fiercely resisted by the hierarchy, but a compromise was eventually found in "Mapping Sciences", a name with which no-one was particularly happy, but nevertheless has served us well for about fifteen years.

What is missing is the GIS component. We would argue, as we originally did, that MSIA is the "natural" home for all those involved in cartography and geoinformation science, and would welcome as members GIS consultants and those employed as GIS professionals. Please visit [www.mappingsciences.org.au](http://www.mappingsciences.org.au) for details on membership grades and easy instructions on how to join online.

Keith Smith

Open letter to members about  
the BRISBANE INTERNATIONAL GEOSPATIAL FORUM,  
8TH - 10TH JULY 2012, STATE LIBRARY OF QUEENSLAND,  
BRISBANE, AUSTRALIA.

Greetings from Brisbane (Queensland, Australia)!

Allow me to introduce myself. My name is Adam Ladhams and I am the Queensland Division President of the Mapping Sciences Institute, Australia (MSIA), as well as the MSIA representative on the Brisbane International Geospatial Forum organising committee. I am elated to

GOOGLE MAPS IMAGE – CHILE



The Open Street Map site offers a tutorial in one mapping package – Go to link:=>  
<http://mapserver.org/tutorial/background.html#background> Other sites Go to link:=> <http://weait.com/sotm11-keynote/keynote-sotm2011.html>, and Go to link:=> <http://maptogether.org/>

JOHN MCCARTHY'S HISTORY OF THE INSTITUTE MAKES GOOD READING



MEMBERSHIP ENQUIRY

HOW DO I JOIN?

There is an application form online, at <http://www.mappingsciences.org.au/member.htm> or simply enter your details in the following, and mail or fax it to: GPO Box 1817, Mapping Sciences Institute, Australia, Brisbane Qls 4001  
Fax: (07) 3219 2281  
email: [msiaui@gil.com.au](mailto:msiaui@gil.com.au)

MSIA evolved from the Australian Institute of Cartographers which was founded in 1952

Prof/ Dr/ Mr/ Miss/ Ms  
Family Name .....  
Given Name .....  
Organization .....  
Postal address .....  
Post code .....  
Phone: Bus ..... Home .....  
Mob ..... Fax .....  
email .....

IMAGES FROM THE US NGS WEB SITE

announce that for the first time, a partnership has been formed between the Mapping Science Institute, Australia (MSIA), ANZMaps and the International Map Trade Association (IMTA) to host the 2012 Brisbane International Geospatial Forum (BIGF). The theme of the conference is “Global connections through mapping” and the conference also recognises 400 years since the discovery to calculate Longitude.

Planning for the conference is well under way and the call for presentations has been released seeking submissions from prospective speakers (see attached).

In relation to speakers, the BIGF has secured Charlie Regan (Vice President and General Manager, National Geographic) as a keynote speaker. Additionally, the IMTA are coordinating a map expo during the conference. At the map expo, literally hundreds of maps and mapping products will be on display from a range of map publishers and sellers. The presentations for the conference will be held on the 8th and 9th of July, whilst a foot tour is being arranged on the 10th July. The cooler temperate climate in Brisbane in July (rather the warmer months of January and February) makes it an ideal time for international travelers to visit Brisbane. And if haven't visited Brisbane recently, you may be surprised with what it has to offer as a cosmopolitan city.

Every detail of the conference has been selectively chosen – from the state of the art venue (State Library of Queensland) which is settled on the Brisbane River and located in close proximity to the city centre (and accommodation); the conference dinner at the Southbank Restaurant, showcasing the best of Brisbane hospitality and five star food; and lastly, the foot tour will highlight the impressive collection of antique maps and ephemera at the White Gloves in the State Library of Queensland, in addition to visits to other 'hidden gems'.

To ensure that the 2012 Brisbane International Geospatial Forum can attract as many delegates as possible, the conference committee has consciously set the conference fees at an affordable rate.

I look forward to your attendance at the Brisbane International Geospatial Forum, which is set to be a truly international event and will showcase the best in cartography and other aligned practices. For more information about the conference, constantly check updates on [www.intamaps.org](http://www.intamaps.org).

Warm Regards,  
Adam Ladhams  
MSIA Queensland Division President and National Councillor  
Member of the 2012 Brisbane International Geospatial Forum  
Organising Committee

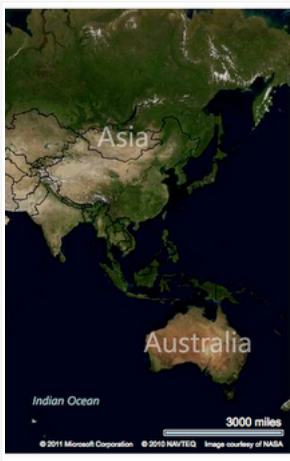
ICA Commissions

You may remember the letter posted in the October *MSN C!*, from Georg Gartner, President of the ICA and László Zentai, Secretary-General and Treasurer, thanking MSIA members for their long-term support of ICA activities. They said –

*‘... We would like to therefore express again our strong believe, that ICA is the summary of all our activities and initiatives. Thus we strongly invite all national delegates, members and friends of ICA to actively come forward with inputs, ideas and initiatives about cartography. ICA will flourish if all of us are simply actively participating in the ICA family!’*

We now have an email from Amy Griffin, which will bring this invitation into sharper focus. ...  
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From: Amy Louise Griffin [mailto:A.Griffin@adfa.edu.au]



QUEENSLAND STATE LIBRARY ... VICTORIA BRIDGE



Queensland State Library Auditorium

Sent: Sunday, 4 December 2011 12:48 AM  
 Subject: New ICA Commission on Cognitive Issues in Visualization --  
 Sign-up and spread the word!

Dear Colleagues,

The 2011 General Assembly of the International Cartographic Association (ICA) approved a new research commission called Cognitive Visualization (CogVIS), chaired by Sara Fabrikant and myself.

We would like to invite you to become a member. Please also advertise the opportunity to join the Commission's work to any colleagues, and particularly students whom you think might be interested in the topic.

If you are a national delegate to the ICA, we would very much appreciate your help in disseminating information about our Commission to potentially interested individuals in your country. We aim to facilitate the participation of people from as many countries as possible in the work of our Commission.

To find out more about the Commission, our planned activities, and lots more information, please look at the Commission's website:  
<http://www.geo.uzh.ch/microsite/icacogvis/>

Please also take the opportunity to sign-up at the Commission website to become a member and receive news and updates through the Commission's mailing list.

Sincerely,

Amy Griffin and Sara Fabrikant  
 ICA CogVIS co-chairs

Dr. Amy Griffin  
 Senior Lecturer  
 School of Physical, Environmental and Mathematical Sciences  
 University of New South Wales @ ADFA Canberra ACT 2600  
 Australiaphone: +61 2 6268 8949  
 email: [a.griffin@adfa.edu.au](mailto:a.griffin@adfa.edu.au)

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The email was referred by Secretary Keith Smith to Prof. Bill Cartwright in his role of International Program Manager. Bill said ...

*... I usually invite colleagues who might be interested in providing Australian input into ICA Commissions.*

*As well, I think that we should send out a general call to all members regarding all ICA Commissions, with information about the Commissions and the process that has to be followed to join. ...*

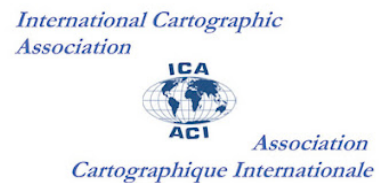
*Regards,*

*Bill*

Professor William Cartwright  
 PhD EdD FRGS FBCartS HonFMSIA HonFSSI  
 School of Mathematical and Geospatial Sciences, RMIT University  
<http://www.rmit.edu.au/browse;ID=qxktowbautw7>

Chair  
 Joint Board of Geospatial Information Societies <http://www.fig.net/jbgis/>

Immediate Past-President  
 International Cartographic Association  
<http://www.icaci.org>



COLOR PICKER FOR MAPS

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**“YOU HAVE REACHED YOUR DESTINATION”**  
*Just a little chit-chat about mapping for motorists*

Keith Smith

Recently, just when I thought the age of conventional cartography was well and truly over, I was presented with a delightful publication called “Australia Road and 4WD Atlas”. Produced by HEMA maps, this most useful motoring guide has it all: road classifications and distances, points of interest, National Parks, camping areas and city maps. The detail of the maps is astonishing and the cartography itself, attributed to Ray Martin et al., is first class.

Admiring this publication brought back memories of haring around the English countryside many years ago aided and abetted by the Ordnance Survey Motoring Atlas. So I dug it out of my map repository and marvelled again at the art and science that went into this classic work. The clarity achieved despite the density of detail is extraordinary.

Mapping for Australian motorists goes back about as far as motor cars themselves, but in this regard we got off to a slow start. In the late 1920’s we had just become used to the idea of travelling around without a horse upfront, when the American stock market collapsed and, without a “stimulus package” to help us out, the subsequent Great Depression was anything but conducive to the purchase of motor cars. Then World War II broke out, and for the next several years, even if we could afford the luxury of a vehicle, there was scant petrol with which to propel it. So it was 1950 or so before Australians in general could contemplate owning a car and travelling far and wide.

Along with car-ownership usually came membership of an automobile club, primarily for the essential emergency roadside service they provided, but a fringe benefit was the provision of complimentary road maps. Thus, for example, a trip from Brisbane to Sydney in the 1950’s was made with the help of a stack of “strip maps” provided by the local auto club. A strip map consisted of a vertical column representing the roadway with details of what would be encountered thereon, without disclosing much of the district context. So on the drive to Sydney, we could see in advance that we were about to cross yet another Sandy Creek, but would never know what we had missed nearby.

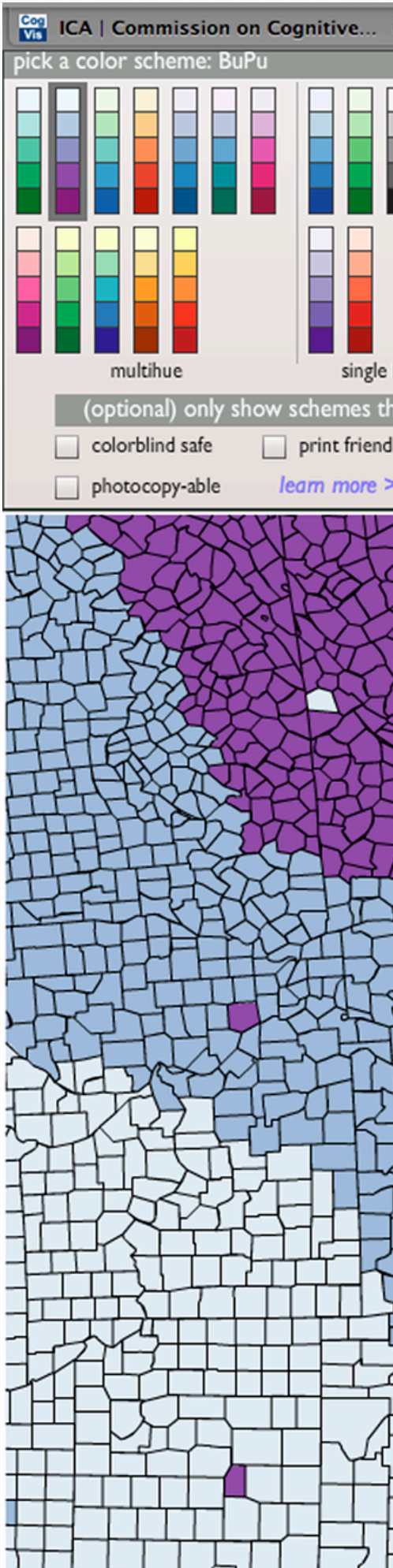
Later, with great improvements to roads and to cars and much better and more frequent road signage, travellers no longer felt the need for strip maps and turned instead to the regional maps provided gratis by oil companies as a marketing strategy.

Fast forward to 1982 when I found myself shanghaied into the position of Queensland’s Director of Mapping. At that time, the State was awakening to the potential economic benefit of tourism and at the behest of the tourist authority, we embarked on a program of providing maps tailored to meet the needs of motorists.

The design philosophy was straightforward: we not only wanted to guide tourists from one place to the next, we wanted them to tarry along the way and boost the income of local businesses, so details of attractions with pictorial content were added. Records indicate that within about five years, some 600,000 copies\* of these maps were distributed – good enough to earn a special award from the tourism industry in acknowledgement of our contribution to its development.

However, the big seller in the business of mapping for motorists was always the street directory. Known as *Refidex* in Brisbane and *Melway* in Melbourne and simply as street directories elsewhere, these products sold in prodigious numbers. In 1995, for example, 1.136 million were sold Australia-wide, up from 83 590 two years earlier\*\*.

While all this trivia was going on here, momentous events were being played out



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*Conference news, from across the Tasman***GeoCart'2012**

The sixth National Cartographic Conference, GeoCart'2012, will convene in Auckland, 29-31 August 2012. It will be held at the outstanding facilities of The University of Auckland in the City of Sails - Auckland, New Zealand. The first call for papers has been announced.

The Conference is endorsed by the International Cartographic Association (ICA).

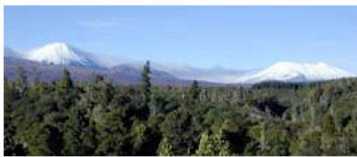
Keynote Speakers include: Aileen Buckley, ESRI, USA, David Fairbairn, Newcastle University, United Kingdom, Tom Patterson, US National Park Service, USA, Roger Smith, Geographx (NZ) Ltd, New Zealand.

There will be a Special Presentation by Georg Gartner, President of the ICA, Austria

The Conference will be preceded by the Map Design with ArcGIS: Thematic Mapping Workshop organised by the New Zealand Cartographic Society within its EduCart initiative. It is the second part of the highly successful Workshop run in 2010.

Full details are on the website: <http://web.env.auckland.ac.nz/public/geocart2012/index.htm>

And



Immediately after GeoCart'2012, the ICA Commission on Mountain Cartography and NZ Cartographic Society will run the **8th Mountain Cartography Workshop** at the Outdoor Pursuits centre in Taurewa next to Tongariro National Park, from 1-5 September 2012. A full programme including field excursions is planned. Full details are on the website: <http://web.env.auckland.ac.nz/public/mcw2012/>

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