NatureMapr

Partner with us

NatureMapr

What does government want?

- Charged with responsibility to manage the environment
- Do more within resource constraints
- Evidence based policy development
- High quality, expert verified data on a platter
  (consolidate data feeds and reduce infrastructure overhead)
- Value for money – reduced risk of failed tech projects

NatureMapr

What do users want?

- A single, consistent experience regardless of **where and what** they are reporting
- Contribute to **multiple environmental outcomes**
- Streamlined, robust user experience **(no time for glitches)**
- Recognition for their efforts **(build reputation)**

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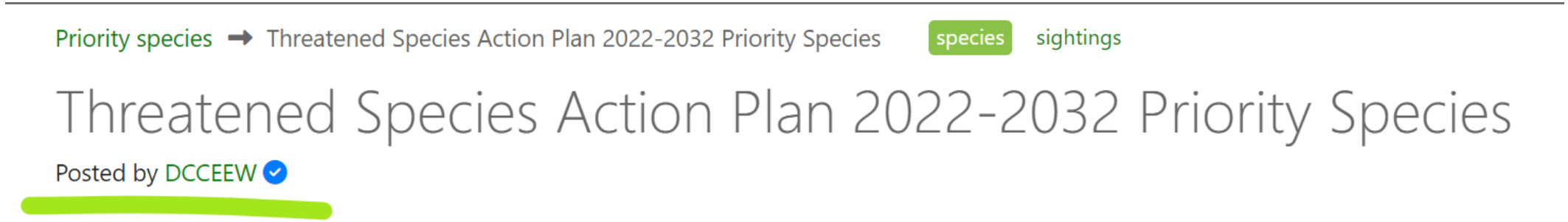
Motivated to contribute

- Users want their efforts to contribute to multiple outcomes
- Users are reassured by feedback from verified organisations and verified government representatives



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What don’t users want?

- Yet another app and set of credentials!
- Having to re upload to multiple platforms (results in loss of records)
- Uncertainty about what happens to their information and which platform sends it where
- Cross jurisdiction hassles and complexity (“that’s the government’s problem”)

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NatureMapr has solved these problems

- Fully managed **biodiversity reporting platform as a service**
- $5 million invested in development and refinement
- High quality, expert verified data for priority species as an output
- User support issues like lost passwords are taken care of by us
- Hosted on government certified infrastructure in Sydney

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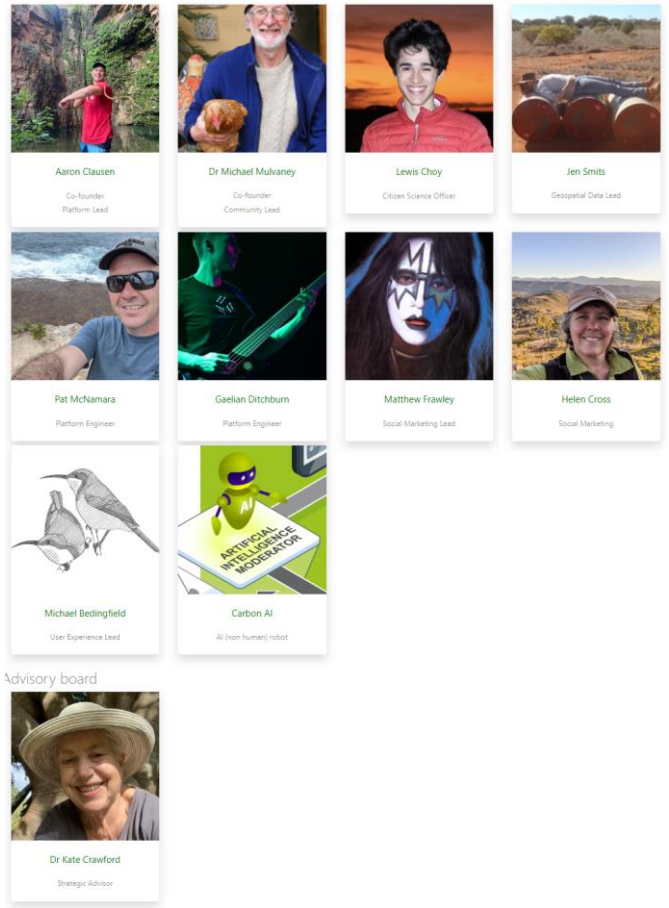
Our professional team / your partner

Our team of professionals include:

- Experienced environmental professionals and ecologists
- Computer scientists and software engineers
- Geospatial data experts
- Senior industry advisors and research academics



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Partnership approach

- We can’t do it alone – partnership is vital
- Badge of government and credibility are crucial
- NSW Rangers, Ecologists and Land Managers are increasingly using NatureMapr right across NSW. It’s coming…
- ACT model is the “holy grail” successful partnership due to ACT Government leadership and support – we can help replicate.

ACT Government | QPRC | Albury Conservation Company | NSW Government | Atlas of Living Australia ala.org.au | Queensland Government

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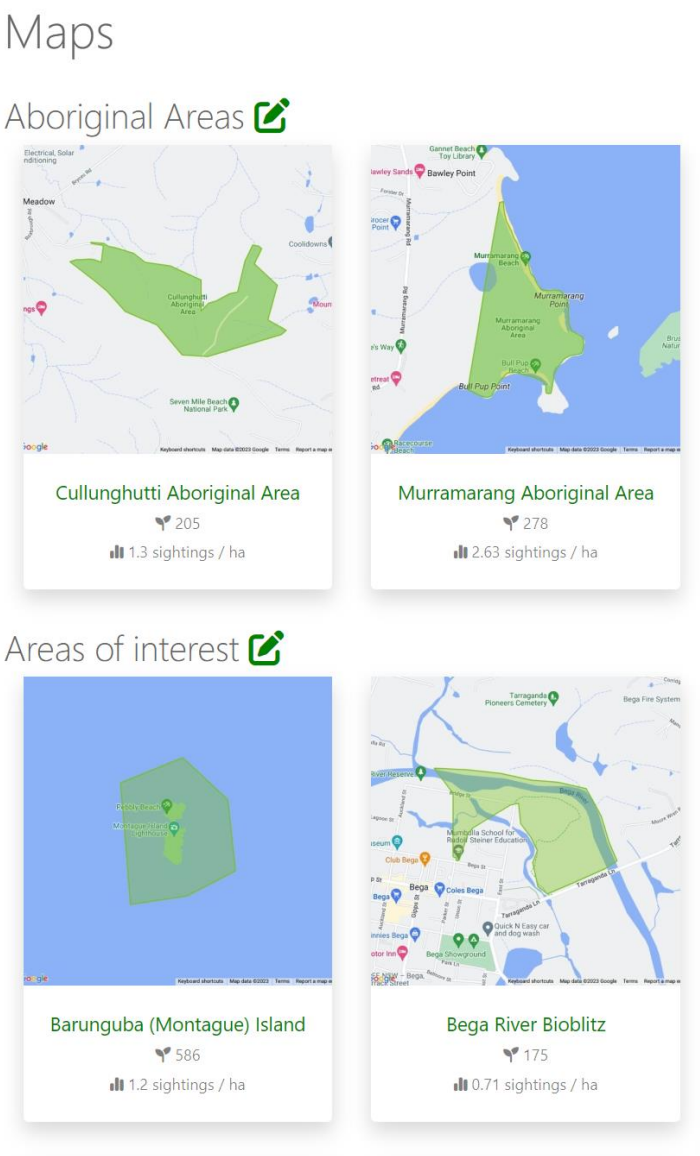
Scale of impact

- Over 10,000 contributors
- Over 200 expert moderators
- Over 2000 ecologically significant records
- Over 2,000,000 expert verified records
- Around 500 new records per day
- Contribute to priority species lists
- Measure biodiversity of parks and reserves

.. millions of page views, growing quickly



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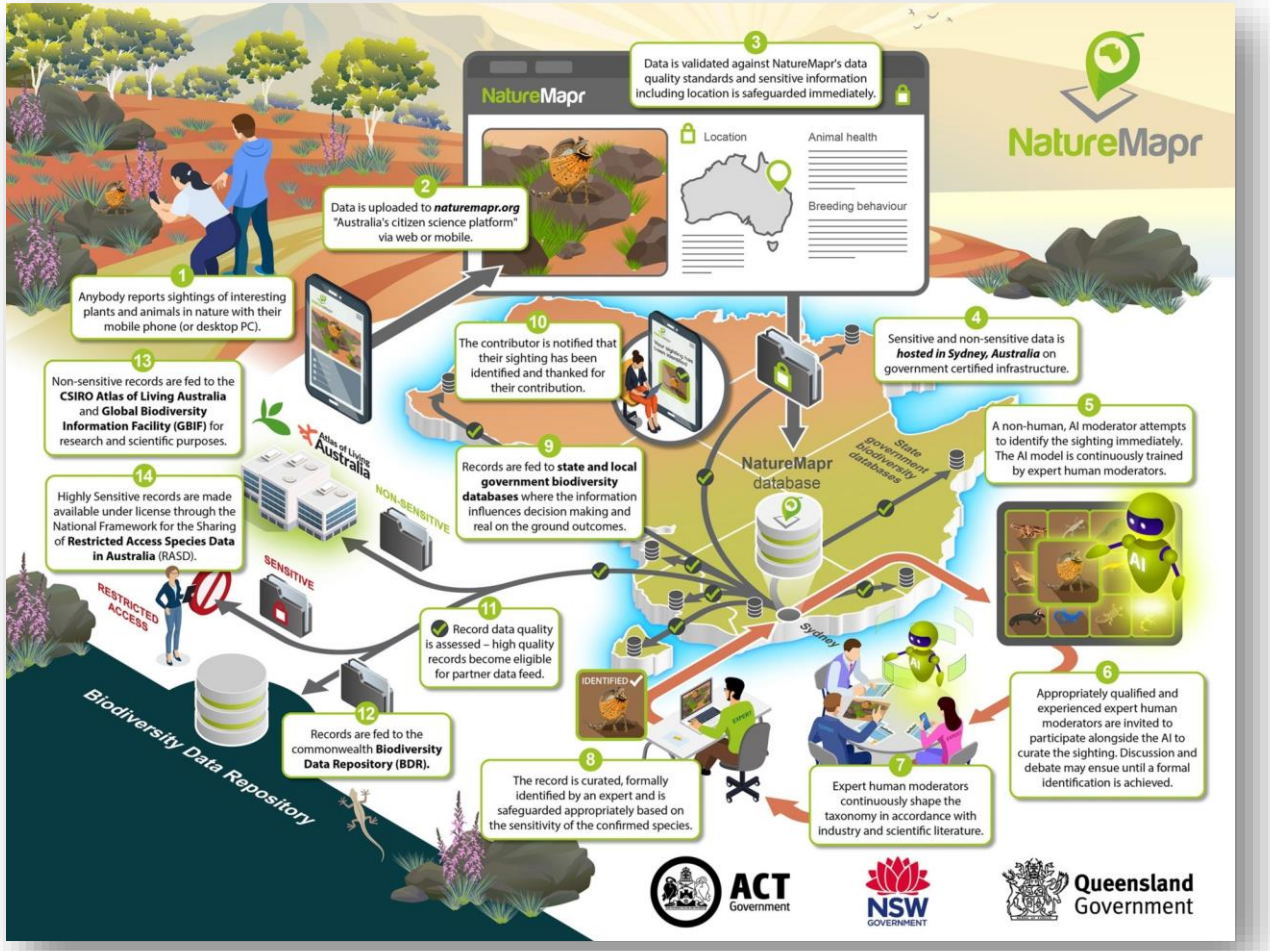
Information handling and data quality

- Expert ID workflow
- AI as an input
- Safeguard sensitive records
- Trusted by users
- Australian hosted



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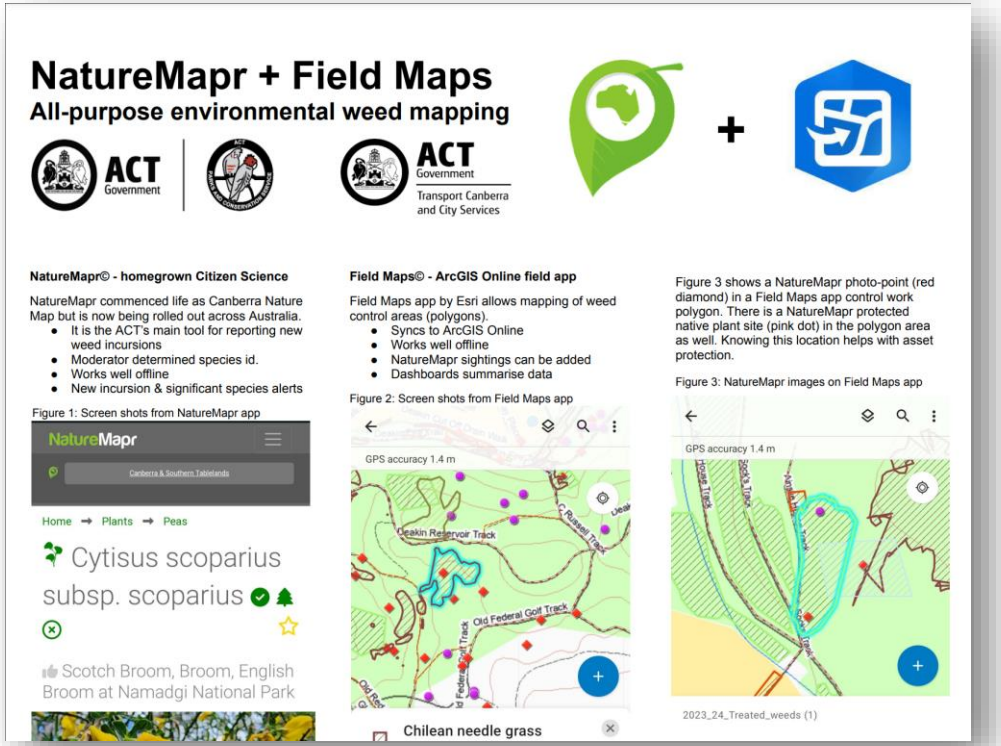
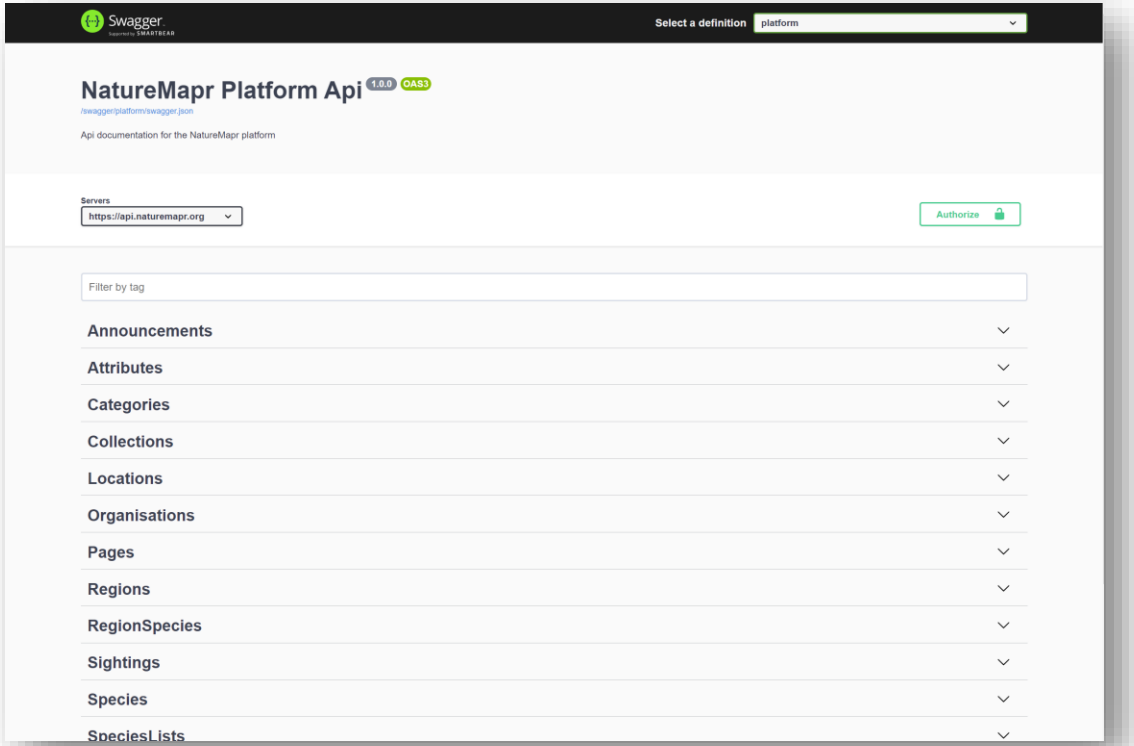
Enterprise grade integration

Whether it’s ArcGIS Online or your existing systems, we can assist





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Experience with government

NatureMapr's founding technology team brings extensive experience **successfully** delivering technology projects for government:

- Trade Measurement and Reporting System - National Measurement Institute
- Reporting Program Management solution
  Department of Infrastructure, Transport and Regional Development, Communications and the Arts
- Payment Times Reporting Scheme - The Treasury
- Australian Small Business and Family Enterprise Ombudsman – The Treasury
- R&D Tax Incentive Program – Department of Industry, Science and Resources
- **NatureMapr is listed on the Buy.NSW portal and the DTA Buy ICT portal under at3am IT Pty Ltd**

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Partnering with NatureMapr means…

- Working collaboratively with NatureMapr as an extension of your team
- Fast tracking your success by leveraging the momentum and investment of a trusted industry leading Australian solution
- Tapping into a broader group of “hero” agencies who are leaders in the citizen science and biodiversity reporting space
- Supporting Australian innovation and home grown

NatureMapr

Trusted by government

"NatureMapr is a wonderful citizen science data provider, born and bred right here in Canberra. Citizen science records uploaded to NatureMapr are responsible for the identification and rapid control of invasive species across the ACT, as well as the documentation of new species and endangered populations that we are working to protect. Thanks to a hard-working team of volunteer expert moderators, NatureMapr ensures conservation land management decisions in the ACT are based on the best available data"

ACT Government

Bren Burkevics, Executive Group Manager and Conservator Of Flora And Fauna
Environment, Planning and Sustainable Development Directorate, ACT Government

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Relied upon for invasive weed control

"One of the key features of NatureMapr, compared to other Citizen Science platforms, is NatureMapr's reliance on experienced and expert moderators to confirm the identification of a record. This is important for three main reasons:

1. Ensuring native plant and invasive plant look-a-likes are not confused
2. Achieving higher data quality for planning control of invasive plant species
3. Maintaining data quality for rare or threatened native plant species locations"

ACT Government

Steve Taylor, Manager of Invasive Plants Control Program
ACT Parks & Conservation Service and ACT Biosecurity

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Video: NatureMapr for government

Contact: info@naturemapr.org