

GfK Releases Digital Maps for Australia



GfK has released a new, completely overhauled map edition for Australia. Along with more detailed coastlines, the digital maps reflect the latest status of the country's 57,000+ statistical areas and 357,000 mesh blocks.

GfK's Australia Edition includes 20 updated digital maps that have been supplemented with numerous new details. The maps offer comprehensive coverage at postal and administrative levels, from the country's nine states/territories. GfK's cartographers have completely overhauled Australia's 36,000 kilometre coastline and also digitised inner-city postcode boundaries with house-level accuracy.

"An up-to-date cartographic basis is a crucial component of regional market analyses for companies from all industries," explains Klaus Dittmann, head of cartography at GfK's Geomarketing solution area. "Our highly detailed maps for Australia allow users to more precisely assess risks and opportunities in their markets."

Digital maps with precise regional boundaries are especially important in the reinsurance industry, which relies on granular boundary data to more accurately estimate accumulation risks from natural disasters such as storms, earthquakes and floods. The map also provides a reliable basis for carrying out numerous types of business applications in the retail, consumer goods and logistics sectors.

Availability

GfK's maps for Australia are available in all standard map formats, including *.shp (ESRI), *.tab (MapInfo), *.lay (RegioGraph) and Oracle Spatial. In addition to maps at postal and administrative levels, the country edition also includes topographic details such as streets, bodies of water and city points categorised by number of inhabitants. All maps are vector-based and consequently offer infinite zoom and flexible viewing options.

Additional information on GfK's worldwide digital maps can be found [here](#). Print-quality illustrations can be found [here](#).