

## Maurits van der Vlugt

### Director, Location Solutions

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Maurits is recognised as one of Australia's leading authorities in Location Information Management, Spatial Data Infrastructures and Business Strategies. He has a long career in consulting government and the private sector on delivering strategic location-intelligence solutions, along with the enabling technology frameworks, business cases and implementation planning.

Having worked for over 25 years in the geospatial information industry in Europe, the USA and Australia, he has developed an extensive international network. His areas of interest and expertise extend into Geographic Information Management, Open Data, Spatial Interoperability Standards and Social Media. Signature clients include Land Information New Zealand, Geoscience Australia, the European Union, the NSW Department of Planning and Environment, BHP Billiton-Iron Ore, the Australian Department of Communications, and the Australian Bureau of Meteorology.

He has delivered numerous conference and business [presentations](#), and published many journal and magazine articles. He taught "Customising GIS for the Web" at the University of Redlands (USA) and held "Ignite" talks in Australia and the USA. He has won multiple awards for his presentations and project delivery.

Maurits assumes an active leadership role in the Spatial Information Industry as a director on the board of the Spatial Industries Business Association ([SIBA](#)), and chair of the Open Geospatial Consortium's Australia-New Zealand Forum. He also volunteers his time to not-for-profit initiatives such as [GeoNext](#) and [GeoRabble](#), and is a contributor to the United Nations Committee of Experts on Global Geospatial Information Management (UN-GGIM) "Future Trends" report. ([http://ggim.un.org/docs/UN-GGIM-Future-trends\\_Second%20edition.pdf](http://ggim.un.org/docs/UN-GGIM-Future-trends_Second%20edition.pdf)). In his remaining spare time he plays beach volleyball, competitive Bridge and enjoys the theatre and cooking for friends.

### Qualifications:

#### University of Utrecht (Netherlands)

Graduated in 1988 with a Master's Degree in Human Geography and majors in Computer Science, Applied Geography & Spatial Planning, and Geographic Information Systems

#### Corporate Training

- Sales and Marketing (NGIS)
- Prince2 Project Management (NGIS)
- Advanced PMBOK Project Management (SKM)
- Communication and Presentation (SKM, NGIS)
- Management Development Program I & II (SKM)

### Fields of Special Competence:

- Deep working knowledge of Geographic Information technology, Spatial Data Infrastructures, neo-geography, social media, and emergency management.
- Strong verbal and written communication skills, translating jargon into English and vv.
- Writing winning tenders, negotiating successful contracts.
- Working with and leading multi-disciplinary, multi-cultural, and multi-language teams
- Proven track record in commercial management and business-case development
- Thorough understanding of distributed, standards-based, spatial information systems
- End-to-end project management and delivery

## EXPERIENCE

### Director, Spatial Industries Business Association (SIBA)

November 2012 - Present

### Independent Consultant | Mercury Project Solutions (Pty Ltd)

August 2010 – Present

- Consulting to Government and Business on SDI, Spatial Information Management and Open Data.  
Clients include the CRC-SI, NSW Department of Planning and Environment, WA LandCorp, the WA Water Corporation, GeoScience Australia, Office of Spatial Policy, Australian Bureau of Meteorology, BHP Billiton-Iron Ore, Landgate WA, Insurance Australia Group, and Land Information New Zealand.
- Key projects include:
  - South East QLD Water Corporation (SEQWater): Spatial Strategy and Delivery Plan (with GIS People).
  - WA Water Corporation: Review & Improvement of Support Arrangements for Third Party Mapping Applications.
  - NSW Office of Environment and Heritage: Development of a three-year Spatial Information Strategy.
  - National Committee for GIS: “National Strategy for Geospatial Information for the Kingdom of Saudi Arabia”.
  - Collaborative Research Centre for Spatial Information (CRC-SI): “Pilot Study into Innovative Locations and Addressing in Australia”.
  - Auckland City Council: Development of a Business Case for Digital Auckland
  - Collaborative Research Centre for Spatial Information (CRC-SI): “Geocoded Addressing Optimisation” – Developing a vision for the future of Geocoded Address data in Australia. (<http://www.crcsi.com.au/assets/Resources/Future-Of-Geocoded-Addressing-4.0-Final.pdf>)
  - WA LandCorp: Detailed Business Case for a corporate Mapping Solution
  - NSW Department of Planning and Environment: Map-based Community Consultation. **“Highly Commended” NSW Spatial Excellence Awards 2014 “People and Community” category.**
  - WA Department of State Development: State Agreements and Major Projects Locator (SAMPL) – Strategy Development, Implementation Planning and Project Management.
  - Office of Spatial Policy: Project Management of the ANZ Foundation Spatial Data Framework ([FSDF](#)) specifications.
  - Insurance Australia Group: Strategy and Business Case for a Central Geographic Information System facility.
  - Land Information New Zealand (LINZ): Management and Facilitation of the Canterbury “WFS-T Interoperability Plugfest”
  - BHP Billiton: Data Mapping for Environmental Reporting Processes
  - LINZ: Scoping the Canterbury SDI acceleration
  - Bureau of Meteorology: Project Coordination for the National Environmental Information Infrastructure (NEII) – Pathfinder project.
- Chair: ANZ Forum, Open Geospatial Consortium.
- Founder and senior adviser, GeoNext conference (<http://geonext.com.au>).

### Co-founder and Director | Bushfire Connect

June 2010 – October 2012

Bushfire Connect was an online, volunteer bushfire crisis service presenting real time information submitted by local community members and emergency agencies.

<http://spatial21.blogspot.com.au/2012/10/the-rise-and-fall-of-bushfire-connect.html>.

### Principal Consultant | NGIS Australia

March 2006 – August 2010

- Manager of the 'Eastern Australia' Business Unit. Built this up from a (part-time) one person start-up 2006, to a profitable Business Unit, with over \$1.5 Million in turn-over and employing 13 staff and contractors in 2010.
- Company-wide leadership as member of the NGIS leadership team and "Business Consulting Capability Lead".
- Responsible for account and project management, marketing and contributing to NGIS' involvement in national bodies such as SIBA (Spatial Information Business Association) and the CRC-SI.
- Managed several major and high-profile projects, including:
  - Rio Tinto Exploration: Data Discovery and Access Project. Requirements analysis and schema design.
  - Development of an online tool visualising sea-level rise scenarios for coastal cities in Australia, on behalf of the Australian Department of Climate Change and Energy Efficiency (DCCEE).
  - "Emergency 2.0": Exploring how Web2.0 and Social Media can help Emergency Management. <http://www.katelundy.com.au/2009/12/02/emergency-2-0-australia-geospatial-social-media-project/>
  - Architecture design, technology recommendations and implementation plan for the Aceh Geospatial Data Centre (AGDC) Banda Aceh, Indonesia.
  - Development of a NSW whole-of-government spatial information strategy and action plan: CS2i, precursor to the NSW Location Intelligence Strategy (<http://www.finance.nsw.gov.au/ict/priorities/managing-information-better-services/nsw-location-intelligence-strategy>)

### Senior Geo-IT Consultant | SKM

May 2002 - March 2006

Responsibilities:

- Project and Account Management
- Strategic Consulting
- Open GIS Liaison
- Selected Projects and Activities:
  - Project Management of the ASIBA/OGC-A Spatial Interoperability Demonstration Project (SIDP) <http://www.opengeospatial.org/pressroom/pressreleases/439>. **Winner of the APSEA 2005 "Research and Innovation" award.**
  - Design and Project Management of the NSW Local-e e-Mapping project, providing online mapping facilities for 80 rural councils in NSW. **Winner of the APSEA 2004 "Environment and Community" award.**
  - 2003 – Project Management for OGC's Conformance and Interoperability Testing and Evaluation Initiative (CITE).

### Visiting Professor | University of Redlands, California

April 2003

- Teaching "Customising GIS for the web" as part of the International Masters of Science in GIS program: <http://www.spatial.redlands.edu/msgis/>

### WebMapping Team Manager | Social Change Online

December 2000 – April 2002

Responsibilities:

- Leading the Web Mapping development team
- Marketing and product development
- Business analysis and project management

At Social Change Online, he was actively involved in, and led, several Open Geospatial Consortium projects, including the Geospatial Fusion Services Pilot Project (GFSP) and the Open Web Services Testbed 1.

### GIS Consultant | Meixner Engineers, Vienna, Austria

October 2000 - November 2000

- Performing a feasibility study for a World Bank funded Urban Management Information System in the Liaoning River Basin, China. On-site fact finding, interviews with city and provincial officials, cost-benefit analysis, procurement recommendations.

### Project Manager | Department of Geo-Information, Technical University of Vienna, Austria

1998 – 2000

Responsibilities:

- General project management for external research projects.
- Organisation of the 1998 OGC Technical Committee meeting in Vienna.
- Co-ordination and implementation of European (5<sup>th</sup> and 6<sup>th</sup> Framework) GIS stimulation and dissemination projects such as GIPSIE, Panel-GI and pre-ANVIL.

### Selected Publications and Presentations

- Van der Vlugt, Maurits (2015), "The Future of Geocoded Addressing in Australia", Paper presented at the 'Locate 15' conference, Brisbane, March 2015.  
<http://www.slideshare.net/MauritsV/the-future-of-geocoded-addressing-in-australia>
- Van der Vlugt, Maurits (2014), "Mythbusters, Special Episode: "Authoritative Data", Soapbox presentation at the CRC-SI 2014 Annual Conference, Perth, November 2014.  
<http://www.slideshare.net/MauritsV/authoritative-data-must-come-from-an-official-source>
- Van der Vlugt, Maurits, and Kristian Dawson (2014), "SAMPL, Breaking Down the Silos". Paper presented at the 'Locate 14' conference, Canberra, April 2014.  
<https://prezi.com/kg7fmfwgmgdc/sampl-breaking-down-the-silos/>
- Van der Vlugt, Maurits & Richard Murcott (2012), "Canterbury Plugfest: Geospatial Interoperability Works!" Presentation at Spatial@Gov 2012, November 2012.  
<http://www.slideshare.net/CeBITAustralia/cebit-spatialgov-2012-maurits-van-der-vlugt-spatial-information-strategist-mercury-project-solutions>
- Van der Vlugt, Maurits, Kylie Armstrong, David McMeekin and Geoff West (2012), "Alignment Study of Spatial Data Supply Chains". Collaborative Research Centre for Spatial Information (CRC-SI), Melbourne. <http://www.crcsi.com.au/research/3-spatial-infrastructures/3-06-sdi-alignment-study/>
- Coote, Andrew, Maurits van der Vlugt and Andrew Woolf (2012): "Regional SDIs, Business as Usual or True Infrastructure?" Paper presented at the INSPIRE conference, Istanbul, June 2012.  
[http://inspire.jrc.ec.europa.eu/events/conferences/inspire\\_2012/presentations/156.pdf](http://inspire.jrc.ec.europa.eu/events/conferences/inspire_2012/presentations/156.pdf)
- Van der Vlugt, Maurits (2012), "Who's afraid of Neo-Geography?" Keynote presented at the SSSI NT conference, Darwin, March 2012. <http://www.slideshare.net/MauritsV/whos-afraid-of-neogeography>
- Van der Vlugt, Maurits (2011), "Spatial Data Supply Chains in Australia and New Zealand, Overlaps, Gaps and Opportunities". Presentation at Spatial@Gov 2011, November 2011.  
<http://www.slideshare.net/MauritsV/spatial-data-supply-chains-in-australia-and-new-zealand>

- Van der Vlugt, Maurits (2011), “Bushfire Connect, using social media to empower communities in the face of disaster”. Presentation at Ignite Sydney 6, February 2011. <http://www.youtube.com/watch?v=mxDcFJukQbw>
- Van der Vlugt, Maurits (2011), “GeoSpatial Standards in Emergency Management”, Paper presented at the “Information Sharing for Emergency Response and Recovery” conference, Brisbane, July 2011. <http://www.slideshare.net/MauritsV/geospatial-standards-in-emergency-management>
- Van der Vlugt, Maurits (2010), “SDI 2.0, into the 21<sup>st</sup> Century”. Soapbox presentation at the CRC-SI 2010 Annual Conference, Melbourne, November 2010. <http://www.slideshare.net/MauritsV/crcsi-soapbox-presentation-on-sdi-20>
- Van der Vlugt, Maurits and Allison Hornery (2010), “Emergency 2.0 – Geospatial and social media making a difference”. Paper presented at the “Emergency Media and Public Affairs (EMPA) conference, Sydney. <http://www.slideshare.net/MauritsV/em2-0-empa>
- Van der Vlugt, Maurits (2010), “Location Intelligence Down-Under”, Presentation at “Ignite Where”, San Jose, California. [http://www.youtube.com/watch?v=k5RuTxNcgKY&feature=player\\_embedded](http://www.youtube.com/watch?v=k5RuTxNcgKY&feature=player_embedded)
- Van der Vlugt, Maurits, Patrick Fitzgerald and Paul Harris (2009), “Using Open Source Technologies to Spatially Enable Aceh”. Paper presented at FOSS4G 2009, Sydney. <http://www.slideshare.net/MauritsV/using-open-source-technologies-to-spatially-enable-aceh>
- Van der Vlugt, Maurits (2009), “Where 2.0”, Presentation at Ignite Spatial, Perth. <http://www.youtube.com/watch?v=Flh7fBFiVGM>
- Van der Vlugt, Maurits (2006), “Auslink, not another Webmapping Tool”. Paper presented at the WALIS Forum, September 2006.
- Samuel, Paul and Vlugt, Maurits van der (2006), “Customising Google Earth”. In: “Position Magazine”, February 2006.
- Vlugt, Maurits van der (2005), “Trends in webmapping: Dispelling the myths around Web Services”. In: “Position Magazine”, and “Directions Magazine”, August 2005. Available online: <http://www.directionsmag.com/articles/trends-in-web-mapping-dispelling-the-myths-around-web-services/123296>
- Vlugt, Maurits van der and Ian Stanley (2005), “Trends in webmapping: It’s all about usability”. In: “Position Magazine”, June 2005, and “Directions Magazine”, October 2005. Available online: [http://www.directionsmag.com/article.php?article\\_id=1988](http://www.directionsmag.com/article.php?article_id=1988).
- Atkinson, Rob and Maurits van der Vlugt (2001). “Integrating geospatial services with distributed multimedia resources”. Paper presented at AURISA 2001 - The 29th Annual Conference of AURISA. Melbourne, VIC, 19-23 November 2001. **Winner: “Best Presented Paper” award at the AURISA 2001 conference.**
- Vlugt, Maurits van der (2000). GIPSIE, promoting Interoperability and OpenGIS in Europe. In: Geoinformatics International Magazine (GIM). 14: 29-31.
- Frank, A., Raubal, M., & van der Vlugt, M., Eds. (2000). PANEL-GI Compendium - A guide to GI and GIS. Genova, Italy, Geographical Information Systems International Group (GISIG) & European Commission.
- Pontikakis, E., Frank, A., & van der Vlugt, M. (2000). 'Information support for public transport', Vienna, Institute for Geoinformation, TU Vienna, November 2000.
- Frank, A. U., M. Raubal and M. van der Vlugt, Eds. (1999). Multi-Agency Databases to Manage Geographic Information - Research Report for Commuter Project. Geoinfo Series. Vienna, Department of Geoinformation, Technical University Vienna.
- Vlugt, M van der. (1999). GIPSIE: Lessons learned from promoting interoperability in Europe. Paper presented at SIRC '99, Dunedin, New Zealand.
- Winter, S., M. Van der Vlugt, et al. (1999). OpenGIS and Interoperability in Europe. GIS Ostrava '99, Ostrava, Czech Republic, Areal VSB-TU Ostrava.

- Vlugt, Maurits van der, Gerda Roeleveld & Paul van Koningsbruggen (1997), "The Ruimpad design module: A GIS tool to support integration of urban and transportation planning". In: S. Hodgson, M. Rumor and J.J. Harts (Ed.), Geographical Information '97, proceedings of the Joint European Conference and Exhibition on Geographical Information", IOS Press, Amsterdam, 1997.
- Kuijpers-Linde, M & M van der Vlugt (1991), "Spatial disaggregation of housing market models, some alternative methods". Paper presented at the seventh colloquium on theoretical and quantitative geography, Stockholm, 5-8 September 1991.
- Scholten, H.J. & M. van der Vlugt (1990), "A review of Geographic Information Systems in Europe". In: Worrall, L. (ed.) "Information systems for urban and regional policy analysis", London, Bellhaven press, pp. 13-40.
- Vlugt, Maurits van der (1989), "The use of a GIS-based decision support system in physical planning". In: Proceedings of the GIS/LIS '89 conference, Orlando, Florida, pp. 459-467