

## Press release

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# Detailed postal boundaries for Australia and New Zealand

**GfK GeoMarketing has released comprehensively updated and expanded digital maps of postal and administrative boundaries in Australia and New Zealand. The maps provide a reliable cartographic basis for detailed market analysis and planning.**

GfK GeoMarketing's cartography division has updated the company's maps of Australia and New Zealand to reflect more than one hundred changes to postal and administrative boundaries, including municipal borders.

Since the last map update, more than one hundred regional administrative and postal boundaries in Australia underwent change as part of a reform. There were also several dozen changes to New Zealand's four-digit postcode boundaries and eight changes to administrative districts.

The new GfK Australia and New Zealand map editions reflect all of these boundary changes. The maps feature comprehensive, gapless coverage of all regional levels and boundaries. "Both Australia and New Zealand have carried out many changes to their administrative and postal boundaries since our last update in 2008," explains Klaus Dittmann, head of the cartography division at GfK GeoMarketing. "Users of our maps depend upon an up-to-date cartographic basis, an example being insurance and reinsurance companies who need to visualize damages and assign premiums accordingly. Maps that reflect the latest status are thus a prerequisite for correctly geocoding data. To meet this need, GfK GeoMarketing regularly updates its worldwide coverage of postal and administrative boundaries."

### Changes since 2008:

#### **New Zealand:**

- *4-digit postcodes:* 8 eliminated, 21 created, numerous boundary changes
- *Territorial authorities:* 7 eliminated, 1 created

The New Zealand Map Edition includes a total of 17 layers: 2- and 4-digit postcodes, regions, territorial authorities, city points grouped into 5 categories according to number

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of inhabitants, streets grouped into 2 categories, railways and airports, elevation levels, urban areas and rivers and bodies of water.

#### **Australia:**

- *4-digit postcodes:* 8 eliminated, 17 created and many boundary changes
- *Admin.:* 4 created, 24 eliminated and numerous ID changes

The Australia Map Edition includes a total of 21 layers: 1- to 4-digit postcodes, local areas, subdivisions, divisions, states and territories, city points grouped into 5 categories according to number of inhabitants, streets grouped into 2 categories, railways and airports, elevation levels, urban areas and rivers and bodies of water.

#### **Applications**

Digital maps play an essential role in international expansion and sales territory planning, serving as an indispensable component of geomarketing software or geographic information systems (GIS). These software applications are used to analyze and display the geographic component of company and market data on digital maps.

#### **Quality**

The new map editions feature comprehensive coverage, seamlessly fitting and overlap-free boundaries, national and local place-name attributions and infinite zoom capability.

#### **Availability**

Like all of the digital maps offered by GfK GeoMarketing, the new GfK map editions for Australia and New Zealand are available in all standard digital map formats, including \*.shp (ESRI), \*.mid/\*.mif (MapInfo), \*.gdb (GeoDatabase) and \*.lay (GfK GeoMarketing). The maps are also available in the Oracle (Spatial) database format for use in Oracle Business Intelligence applications.





These maps are part of GfK GeoMarketing's cartographic coverage of 240 countries, the world's largest collection of digital administrative and postcode maps.

**Additional information** on the GfK map edition for Australia and New Zealand can be found at [www.gfk-geomarketing.com/au-nz](http://www.gfk-geomarketing.com/au-nz), or by contacting Doris Steffen, Tel. +49 (0)7251 9295180 or [d.steffen@gfk-geomarketing.com](mailto:d.steffen@gfk-geomarketing.com).

**Print-quality illustrations** can be found at [www.gfk-geomarketing.com/map\\_australia](http://www.gfk-geomarketing.com/map_australia).

### **About GfK GeoMarketing**

GfK GeoMarketing is one of the largest providers of geomarketing services in Europe for customers and users from all branches of trade. Key business areas include:

-  Consultancy and reports
-  Market data
-  Digital maps
-  Geomarketing software RegioGraph

GfK GeoMarketing is a subsidiary of the globally active GfK Group. One of the world's leading market research institutes, the GfK is represented in more than 100 countries by over 11,000 employees.