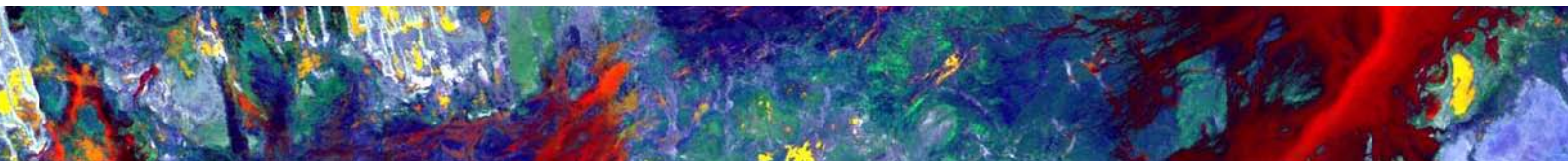
Australian Government
Defence Imagery and Geospatial Organisation
Geoscience Australia



Optical, Geospatial, Radar and Elevation Supplies and Services Panel (OGRE)

Annual Report 2010–2011

DEPARTMENT OF RESOURCES, ENERGY AND TOURISM

Minister for Resources and Energy: The Hon. Martin Ferguson, AM MP
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GEOSCIENCE AUSTRALIA

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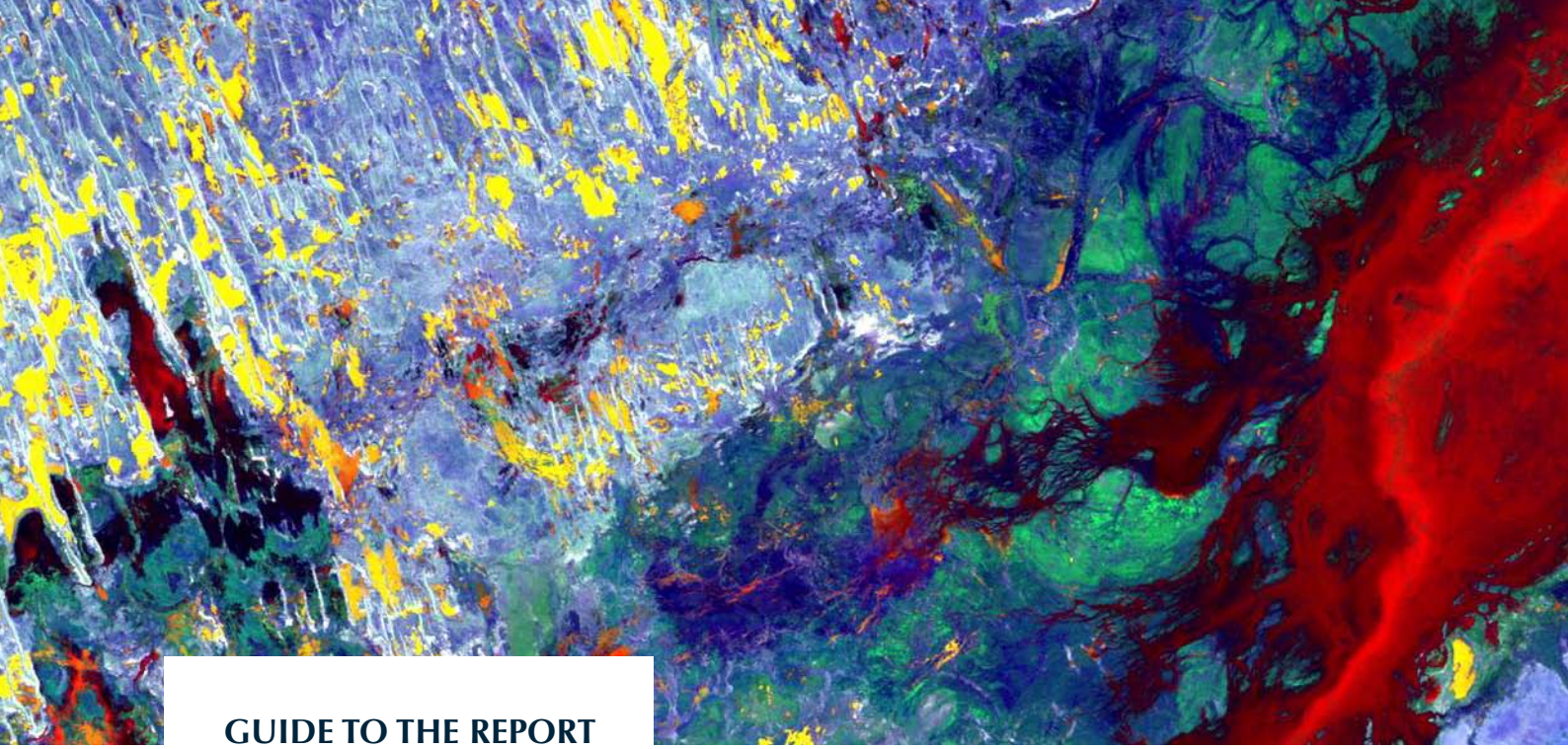

GUIDE TO THE REPORT

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The establishment of the Optical, Geospatial, Radar, and Elevation Supplies and Services Panel (OGRE), its Mission, Vision, Objectives, Principles and benefits for government agencies wishing to procure imagery/geospatial data and services.

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ESTABLISHMENT OF THE OGRE

The decision to form an imagery supply and services panel was taken at the joint meeting of the Defence Imagery and Geospatial Organisation (DIGO) and Geoscience Australia (GA) in late 2009. The decision reflects the growing reliance on Commercial Earth Observation products and services by government agencies for purposes such as national security, environmental management and compliance monitoring.

The Optical, Geospatial, Radar, and Elevation Supplies and Services Panel (OGRE) was established to allow more efficient and effective acquisition and use of commercial imagery supplies and associated services, and to encourage greater coordination and cooperation within all levels of Australian Government.

MISSION

Operate a procurement panel for optical, geospatial, elevation, and radar data and services using standardised licensing arrangements and, where appropriate, facilitate coordinated approaches to the procurement, management and dissemination of data and services.

VISION

The Australian government has efficient and effective access to private sector capabilities in Earth Observation and Spatial Information leading to more informed policy, decisions, and outcomes.

OBJECTIVES OF THE OGRE

The objectives of the OGRE are to:

- Provide a coordinated, efficient and effective approach to purchasing commercial optical, geospatial, radar and elevation data and services accessible to all levels of Australian Government
- Provide access to data under more effective and consistent licence and copyright conditions, reducing barriers to sharing and re-use of data within government
- Increase the coordination of archiving, discovery and dissemination data and spatial information

PRINCIPLES OF THE OGRE

The principles of the OGRE are:

- The OGRE must be transparent in all expenditure
- Earth observation data and services must have standard labelling and be as broadly accessible as possible to provide the best value for money development and planning
- Cooperative approaches may incur short-term costs but return significantly more long-term value

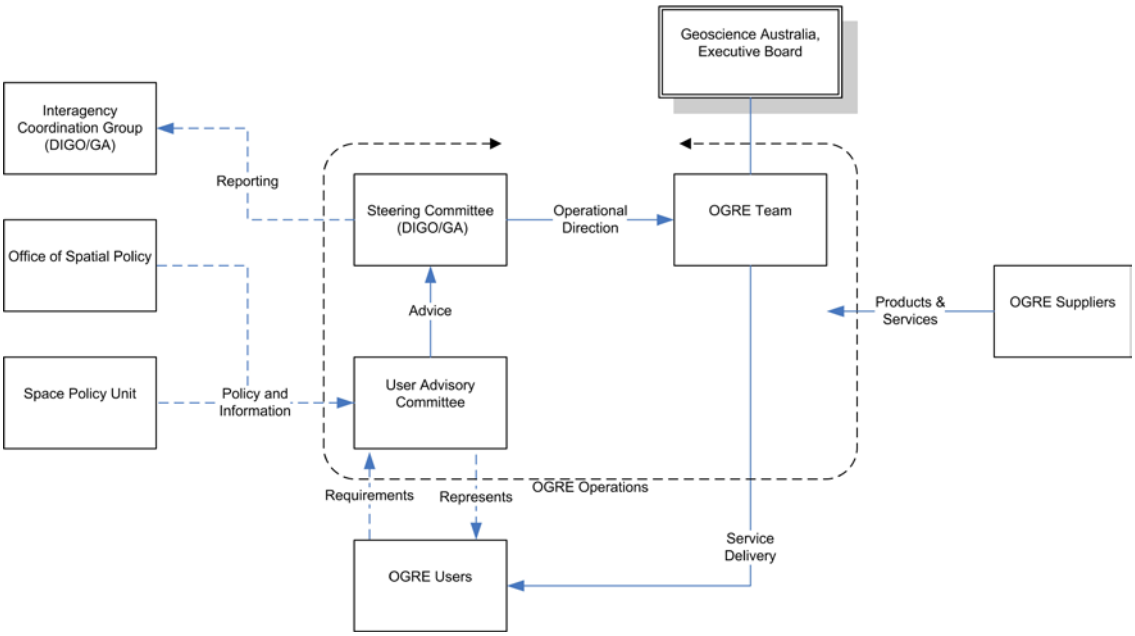
BENEFITS OF THE OGRE

The OGRE offers a number of benefits to Australian Government:

- Reduced costs and delivery times
- Reduced duplication of purchases and procurement processes
- Improved Government buying power through coordinated acquisition
- Improved accessibility and adaptability of imagery through minimum national data standards
- Increased ability to share data through use of more open licensing
- Increased support for research through re-use of openly accessible data
- Federated approach to the management of imagery, and increased re-use of data through a managed Commonwealth archive of Earth Observation data

GOVERNANCE

The OGRE is a joint Defence Imagery and Geospatial Organisation (DIGO) and Geoscience Australia (GA) initiative. The following diagram illustrates the governance structure of the OGRE panel.



STEERING COMMITTEE

The joint DIGO / GA Steering Committee was established to provide strategic direction for the Optical, Geospatial, Radar, and Elevation Supplies and Services Panel (OGRE). The role of the Steering Committee is to:

- Set the strategic direction for the operation of the OGRE
- Ensure that the OGRE is operated in a manner that meets the relevant strategic objectives of the Australian Government, the Defence Imagery Geospatial Organisation and Geoscience Australia

USER ADVISORY COMMITTEE

The User Advisory Committee (UAC) was established to advise GA on the operation of the procurement panel. All OGRE users are eligible for a seat on the committee. The role of the UAC is to:

- Advise GA on the operation of the OGRE
- Ensure that the OGRE is operated in a manner that meets user expectations and requirements

THE YEAR IN REVIEW

In its first year of operation (2010–11) the OGRE faced significant challenges and opportunities. These included sourcing and providing information and data during natural disasters and accidents, procurement contracts valued at over AUD$3 million and the need to refine operational and governance frameworks.

DISASTER RESPONSE

Through the OGRE, Geoscience Australia was able to respond rapidly to supply imagery to support emergency response initiatives in the wake of the Queensland floods and Cyclone Yasi.

The OGRE also provided imagery to the French Government in support of rescue and recovery efforts following the loss of a research team in a helicopter crash in the Antarctic.

CONTRACTS AWARDED

During 2010–11, the OGRE made 16 approaches to market and awarded 20 contracts to 11 suppliers for a total value of AUD$3,356,363. The procurements made totalled over 4 terabytes of data.

SUPPLIER AND PROCUREMENT AGREEMENTS

By the end of the financial year, 27 suppliers were listed on the OGRE and four Australian Government agencies had signed formal agreements to procure imagery through the OGRE:

- Geoscience Australia
- Defence Imagery and Geospatial Organisation (DIGO)
- ACT Planning and Land Authority
- Department of Human Services

OPERATIONAL AND GOVERNANCE FRAMEWORK

The OGRE continues to develop its operational and governance framework and is working to automate processes for the acquisition, procurement and delivery of imagery and geospatial data.

The OGRE is developing support for multi-agency cooperative procurement through the UAC and the establishment of a Govdex account.

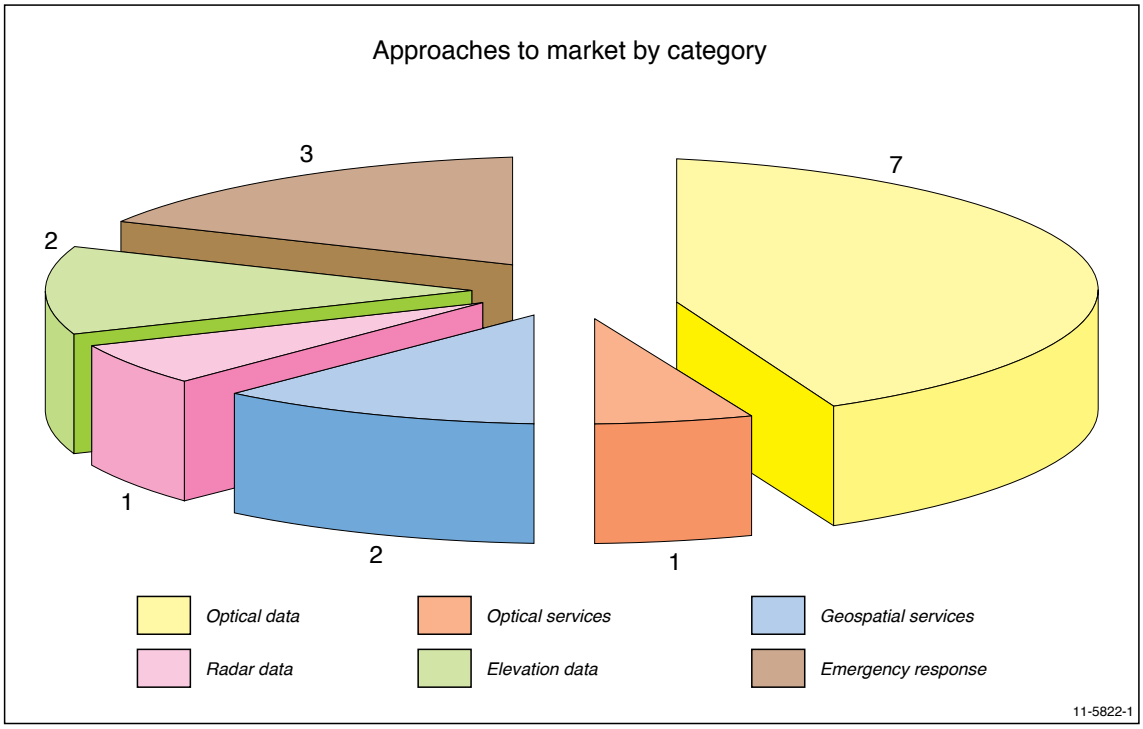
PERFORMANCE OVERVIEW

During 2010–11, the OGRE made 16 approaches to market and awarded 20 contracts to 11 suppliers for a total value of AUD$3,356,363.

APPROACHES TO MARKET

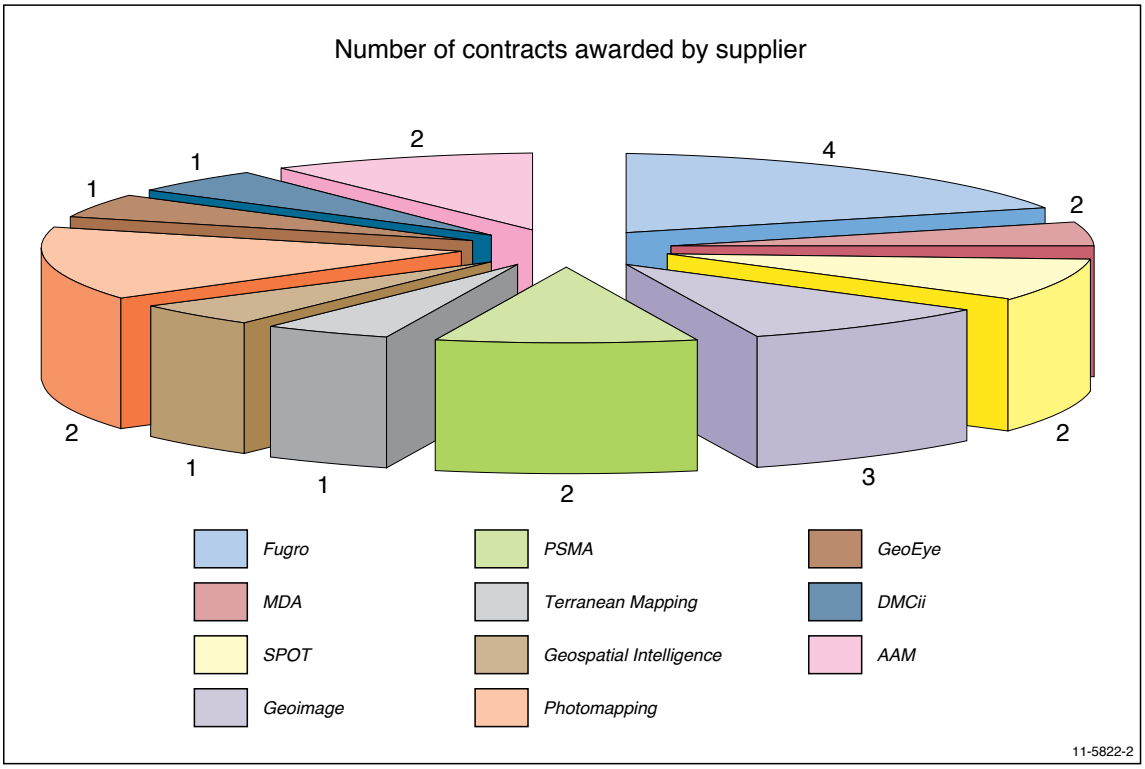
In 2010–11, the OGRE made 16 approaches to market:

- 7 Optical data
- 1 Optical services
- 2 Geospatial services
- 1 Radar data
- 2 Elevation data
- 3 Emergency Response acquisitions



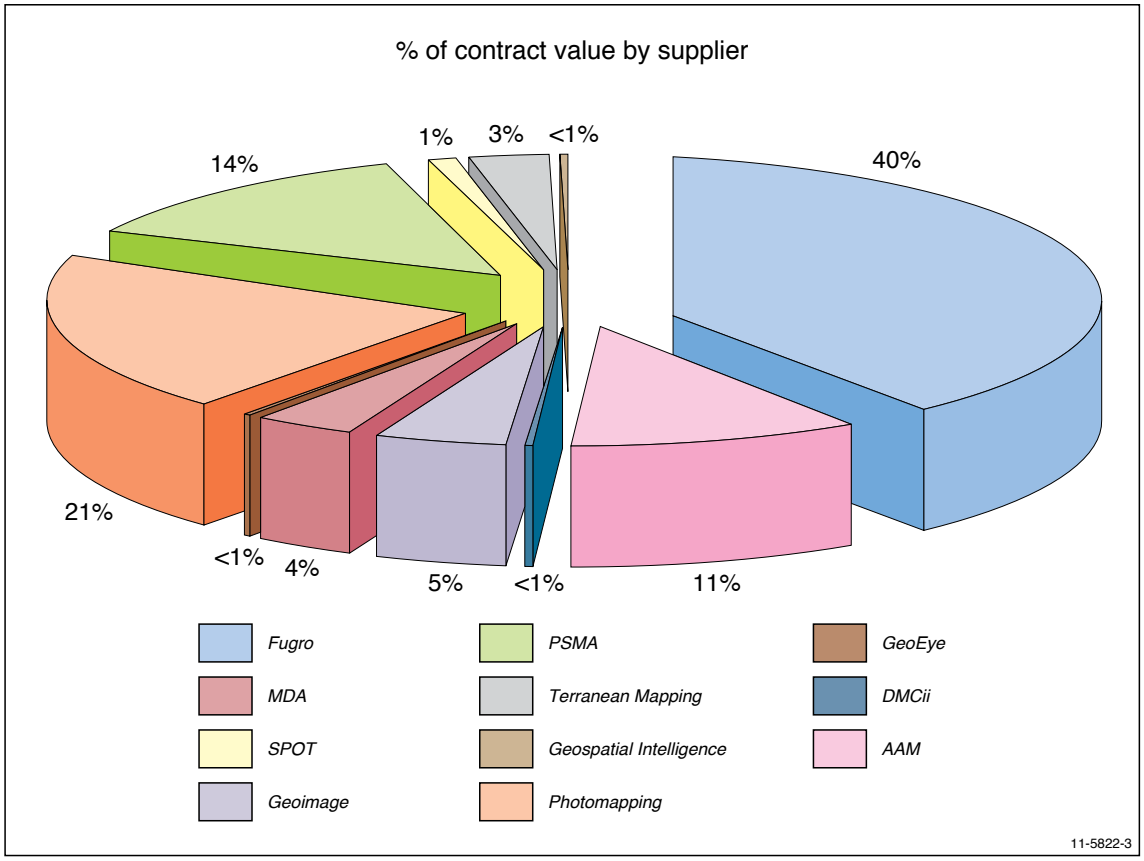
CONTRACT DISTRIBUTION BY SUPPLIER

The 20 contracts awarded in 2010–2011 were distributed across 11 OGRE suppliers.



CONTRACT DISTRIBUTION BY VALUE

The value of the contracts awarded during 2010–11 totalled AUD$3,356,363.



USING THE OGRE

The OGRE allows for more efficient and effective acquisition and use of commercial imagery supplies and associated services across all levels of Australian Government.

ELIGIBILITY

All levels of Australian Government are eligible to become Users of the OGRE, including:

- Federal government departments, agencies, authorities and companies (including the Australian Defence Force)
- State and territory government departments, agencies, authorities and companies
- Local and municipal government departments, agencies, authorities and companies
- Other entities with responsibility for managing natural resource management regions

Non-government organisations are not eligible to use the OGRE even when contracted by government for a project and should procure imagery/geospatial data through commercial channels.

ACCESSING THE OGRE

To become a User of the OGRE eligible government agencies are required to have an agreement under the National Collaboration Framework[1] in place with Geoscience Australia.

Agencies must ensure that use of the OGRE complies with their own internal policies and legislative requirements.

Agencies wishing to make use of the OGRE can register by contacting ogre@ga.gov.au.

PRODUCTS AND SERVICES

A range of commercial imagery supplies and associated services are available through the OGRE, including:

- Optical Data and Services
- Geospatial Data and Services
- Radar Data and Services
- Elevation Data and Services

ACCESSING THE OGRE AS A SUPPLIER

Companies can apply to become OGRE suppliers at any time. The OGRE refresh is advertised on the AusTender website[2] as part of Geoscience Australia's Annual Procurement Plan.

The current list of OGRE suppliers is available on AusTender under the Standing Offer Notice SON355807.

CONTACTING THE OGRE

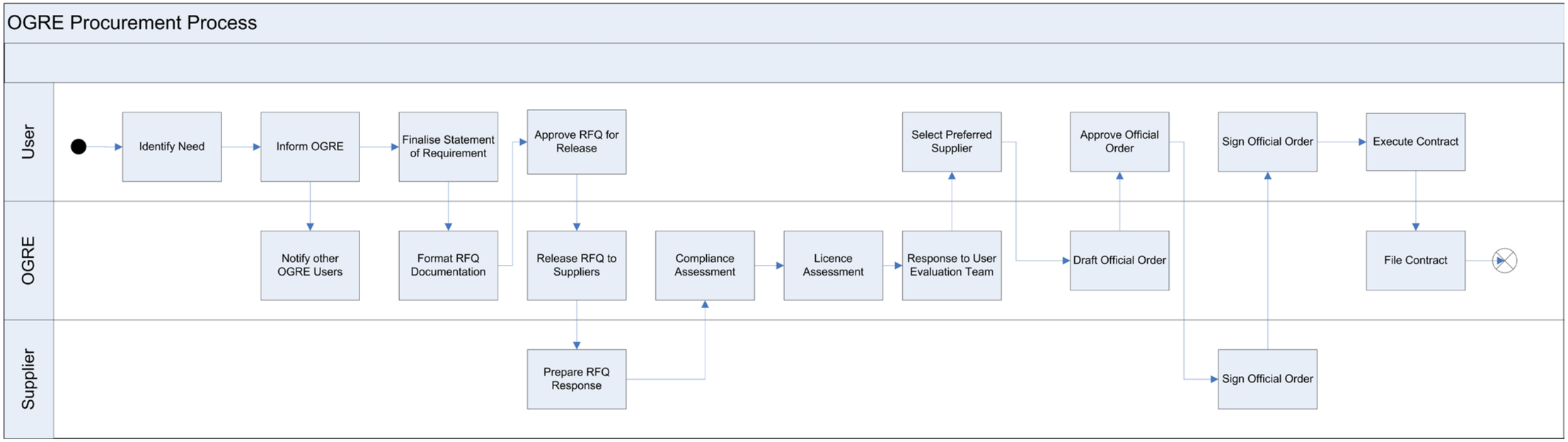
Government agencies wishing to use the OGRE to procure imagery/geospatial data or commercial companies wishing to become OGRE suppliers can contact OGRE at ogre@ga.gov.au.

1 The National Collaboration Framework is maintained by the Department of Finance and Deregulation (DFD). Information on the framework is available from the DFD website, www.finance.gov.au.

2 AusTender website—www.tenders.gov.au.

PROCUREMENT PROCESS

The following flow diagram represents the OGRE procurement process from the identification of a need for geospatial imagery and/or data and services, through to the completion of the Request for Quotation and negotiation and signing of the Contract. The data and project management process continues after the completion of the procurement process. This includes delivery of the data package to the User and the archiving of the data by Geoscience Australia. Project management duties are the responsibility of the User but Geoscience Australia is able to provide advice on OGRE-related issues.



PROCUREMENT ASSESSMENT PROCESS

The OGRE assessment process follows the Commonwealth Procurement Guidelines (CPG) keeping value for money as the core principle. This requires a comparative analysis of all relevant costs and benefits of each proposal. Value for money is defined in the CPG in section 4 as follows:

4.2 Value for money is enhanced in government procurement by:

a. Encouraging competition by ensuring non-discrimination in procurement and using competitive procurement processes

b. Promoting the use of resources in an efficient, effective and ethical manner

c. Making decisions in an accountable and transparent manner

4.3 In order to be in the best position to determine value for money when conducting a procurement process, request documentation needs to specify logical, clearly articulated, comprehensive and relevant conditions for participation and evaluation criteria which will enable the proper identification, assessment and comparison of the costs and benefits of all submissions on a fair and common basis over the whole procurement cycle.

SPECIFIC ASSESSMENT CONSIDERATIONS

The specific factors taken into consideration in OGRE procurement assessments are:

- Ability to meet specification (delivery timeframe, coverage etc.)
- Competitiveness of price
- Ability to share the data (licence)
- Past performance of the contractor

Each of these factors will be considered when assessing every package. The package provided may be successful even if it does not fulfil all requirements. For example, if no service providers can provide the full geographical area required, the package providing the best coverage would have a competitive advantage.

LICENSING

The following licensing/purchasing arrangements apply to commercial imagery supplies and associated services procured through the OGRE.

Table 1. OGRE Licence Levels

Licence	Description
CC-BY **Creative Commons Attribution 3.0 Australia** 	This license lets others distribute, remix and build upon a work, even commercially, as long as they credit the original creator/s (and any other nominated parties). This is the most accommodating of the licenses in terms of what others can do with the work. http://creativecommons.org/licenses/by/3.0/au/ http://creativecommons.org/licenses/by/3.0/au/legalcode
Level A	Ownership of Foreground IP vests in Geoscience Australia or the Agency submitting the Official Order (Agency). No limits as to use, exploitation, reproduction, adaptation or sublicensing of Foreground IP.
Level B	Ownership of Foreground IP vests in the Contractor. The Contractor grants a perpetual, irrevocable, royalty-free, worldwide, non-exclusive licence (including a right of sub-license) for the Foreground IP to be used, reproduced (including by displaying on a secure network at full resolution and on a public website, for viewing only), adapted and exploited, except for commercial purposes, by the licensees and persons and companies undertaking services for, on behalf of, or in collaboration with the licensees. The licence is granted to all of the following: • Australian government departments, agencies, authorities and companies (including the Australian defence force); • state and territory government departments, agencies, authorities and companies; • local/municipal government departments, agencies, authorities and companies; and • other entities with responsibility for managing natural resource management regions.
Level C	Ownership of Foreground IP vests in the Contractor. The Contractor grants a perpetual, irrevocable, royalty-free, worldwide, non-exclusive licence (including a right of sublicense) for the Foreground IP to be used, reproduced (including by displaying on a secure network at full resolution and on a public website, for viewing only), adapted and exploited, except for commercial purposes, by the licensees and persons and companies undertaking services for, on behalf of, or in collaboration with the licensees. The licence is granted to Australian government departments, agencies, authorities and companies (including the Australian defence force).
Level D	Ownership of Foreground IP vests in the Contractor. The Contractor grants a perpetual, irrevocable, royalty-free, worldwide, non-exclusive licence (including a right of sublicense) for the Foreground IP to be used, reproduced (including by displaying on secure network at full resolution and on a public website, for viewing only), adapted and exploited, except for commercial purposes, by the licensees and persons and companies undertaking services for, on behalf of, or in collaboration with the licensees.

APPENDIX 1—OGRE SUPPLIERS

The current list of OGRE suppliers is available on AusTender under the Standing Offer Notice SON355807. As of the financial year ending 30 June, 2011 the following companies were registered as Service Providers to the OGRE.

AAM PTY LTD (trading name AAMHatch Pty Ltd)

Aerodata Australia Pty Ltd

Aerometrex Pty Ltd

Airtech Australia Pty Ltd

ATDI South Pacific Pty Ltd

CO2 Geological Storage Solutions (CGSS)

COLLECTE LOCALISATION SATELLITES (CLS)

DigitalGlobe Inc

DMC International Imaging Ltd

Fugro Spatial Solutions Pty Ltd

GeoEye Imagery Collection Systems Inc.

Geoimage Pty Ltd

Geospatial Intelligence Pty Ltd

HyVista Corporation Pty Ltd

John Douglas Consulting Pty Ltd

Lagen Spatial Pty Ltd

McMullen Nolan and Partners Surveyors

NAVIGATE Pty Ltd

Photomapping Services

Pitney Bowes Software Pty Limited

PSMA Australia

Spatial Scientific Technologies Pty. Ltd

SPOT Imaging Services

SYPAQ Systems

Terranean Mapping Technologies

Thales Australia

Vekta Pty Limited