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[KoalaMap Launches into the GeoSphere!](#)



Esri Australia MD Brett Bundock, Developer Peter Lambert and AKF CEO Deborah Tabart

Well it's been a big day for the team at [Esri Australia!](#)

Today we launched KoalaMap with our community partner The [Australia Koala Foundation](#) (AKF). We held a media launch at the Esri Australia head office in Brisbane and welcomed lots of media, including AAP, Channel 9 and Ten (to name but a few of our favs).

We've already seen the story run on Channel Ten – very exciting! (Although it was reported that the development of KoalaMaps was the result of an \$8million software investment – it was actually a partnership that took advantage of our not-for-profit program). But regardless, it's great to see GIS and modern sophisticated maps get media coverage. It's also getting picked up lots by newspapers/websites including [The Australian](#), [Courier Mail](#), [Herald Sun](#), ABC – there are many media outlets picking this up so keep your eyes peeled! Maps are going mainstream! ([more...](#))

[March 31, 2011 at 7:50 am Alicia S 1 comment](#)

[Bringing GIS to Gen Y](#)

Maps are going mainstream! The benefits of GIS are no longer restricted to the IT department. An increasing number of organisations are using GIS to create engaging, easy-to-navigate online maps for public consumption.