

MANAGING DISASTER AFTERMATH WITH NEARMAP

 FEB 2020 | BUCHAN, VIC AU

Disaster Relief Australia (DRA) is a volunteer-based organisation helping Australians to recover from the aftermath of disasters, both man-made and natural. With 2500 members and six teams, DRA is perfectly placed to take advantage of Nearmap imagery.

When the fire is out and the floodwaters recede, the flurry of activity associated with emergency response subsides.

It's also when communities affected by disaster need the next wave of help. Volunteers from Disaster Relief Australia, many ex-military, help to fill in the gap—from cleaning up and removing debris, to clearing burnt trees and mending fences.

nearmap 

THE CHALLENGE

Disaster Relief Australia operates in the recovery phase, as opposed to the response phase, says Richard Adams, National Director, Disaster Relief Australia. He says the organisation identified a gap between the emergency response stage and the assistance communities required post-disaster.

“We bring a suite of capabilities, from manual labour through to more specialised tasks such as deploying our own incident management teams, medical teams and training teams,” he says. “We do everything from debris removal,

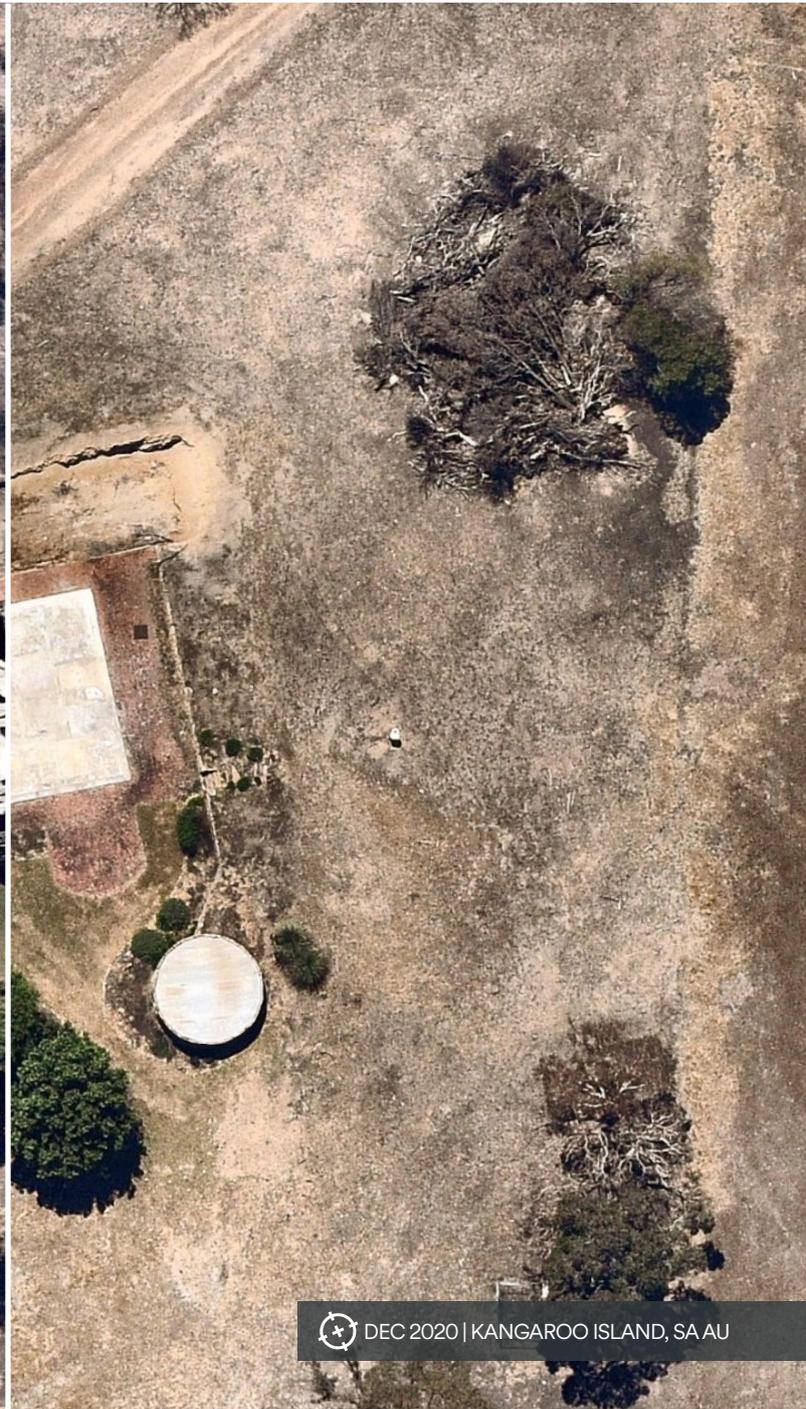
including people swinging chainsaws and cutting down burnt trees, through to mucking out houses after floods.”

DRA needed to have aerial imagery as part of its work with state governments, local authorities and private property owners. In the past, the organisation had relied on drones to get the imagery it needed.

It realised the deficiencies of drone imagery when providing relief after the Kangaroo Island bushfires in the summer of 2019-20, which were a result of lightning strikes on December 20 of that year.



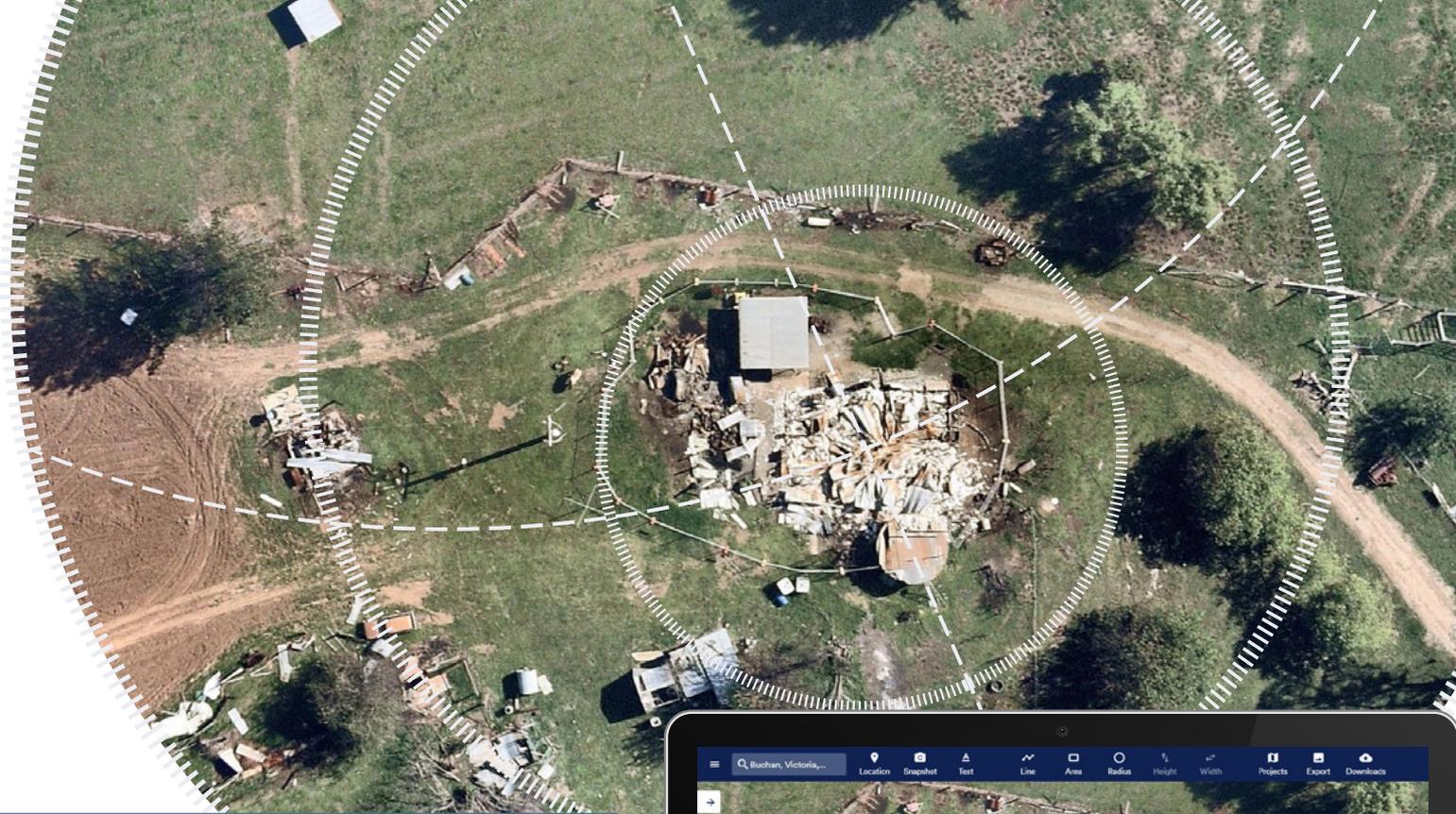
JAN 2020 | KANGAROO ISLAND, SA AU



DEC 2020 | KANGAROO ISLAND, SA AU

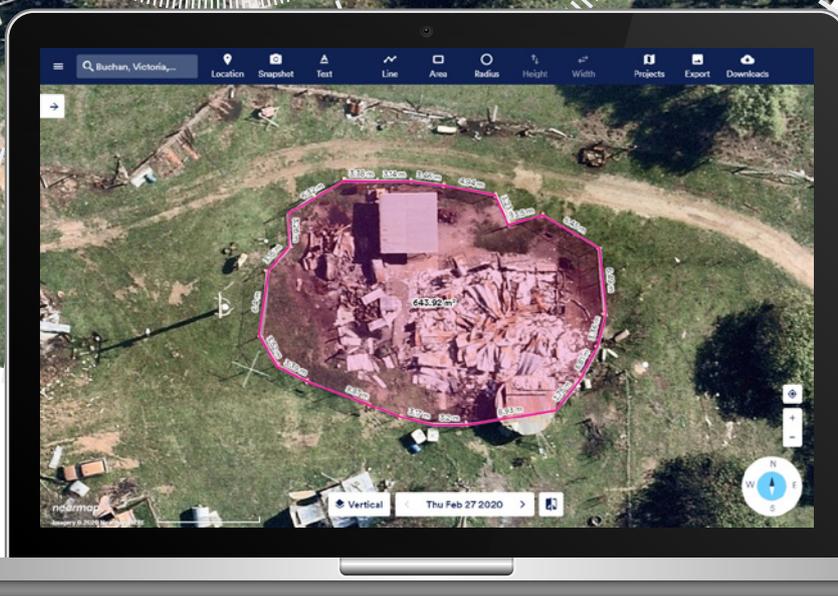
THE DEFICIENCY OF DRONES

Kangaroo Island has a landmass of **4,405 square kilometres**, which means it's not a small place. Adams created a drone flight plan for the island, and quickly realised that getting the required imagery would have required **over 11,000 batteries**. Nearmap provided a **better, higher-resolution, and more cost-effective** solution.



“For Bushfire Recovery Victoria, we used Nearmap imagery—including some close in shots of each property, with simple information such as the buildings destroyed.”

Richard Adams, National Director,
Disaster Relief Australia



FEB 2020 | BUCHAN, VIC AU

SOLUTION AT A GLANCE

DRA was introduced to Nearmap towards the end of 2019, and the organisation immediately realised the capability to survey large areas, and in particular areas where drones couldn't be used, was extremely valuable.

Over the course of a month on Kangaroo Island, the DRA team helped with clearing burnt houses, repairing fences and restoring property access—essential tasks that otherwise would not get done.

“Nearmap surveyed the entire island and for me that was a good example of comparing aviation platforms to drones,” says Adams.

The DRA team used Nearmap imagery to give its teams a better idea of what they were getting themselves into, rather than just showing up and hoping for the best.

“It increased our ability to plan and to deploy the teams with the right equipment,” he says.

Adams notes that when an organisation relies on volunteers, they're a critical resource who's time is incredibly valuable. Using Nearmap imagery gave DRA the ability to use them as effectively as possible when deployed.

DRA also used Nearmap imagery when it helped to clear areas after fires in the Buchan Valley, located in East Gippsland, Victoria. It's an area with dispersed properties, and one that doesn't easily lend itself to the use of drones.

Adams says that the geographical area also meant that simply driving around and looking at properties wasn't going to work for clean-up efforts.

“It would mean hours of driving,” he says. “So, for Bushfire Recovery Victoria, we used Nearmap imagery—including some close in shots of each property, with simple information such as the buildings destroyed.”

In other instances, DRA would create a summary, looking at areas such as the main risks identified on a property; including whether experts such as structural engineers needed to look at a structure and assess its soundness.

BUSINESS IMPACT

For DRA, using Nearmap imagery is all about knowing when and where to allocate resources.

According to Adams, Nearmap imagery has given DRA a much better idea of what's required for its disaster relief efforts, especially in large areas. **This means being able to focus their drone teams on smaller, more appropriate tasks, while also reducing the inefficiency of putting people in cars to drive to each property to undertake initial impact assessments.**

“The more people who can have access to a tool that provides them with that situational awareness, the better,” Adams says.

“When there's a lack of situational awareness, people get distracted. When the red and blue lights go away, resources disappear and that includes being able to analyse the situation and address it effectively. Nearmap provides us the solution we need to maximize our resources and provide the greatest benefit to our communities.”

ABOUT NEARMAP

Global technology pioneer, Nearmap provides easy, instant access to up-to-date and historic geospatial data that organisations depend on as their source of truth for the livable world.

Nearmap proactively captures wide-scale urban areas in Australia, the USA, Canada and New Zealand multiple times each year, with patented plane-mounted camera systems that provide superior detail, and a proprietary, automated processing pipeline that ensures rapid availability.

Customers rely on Nearmap for consistent, high-quality content that enables remote capabilities and unlocks productivity for profound change: crystal-clear high-resolution vertical, oblique and panoramic aerial imagery; a vast library of historic captures; frequently updated city-scale 3D datasets on demand; and verified pre-processed property insights at unmatched scale with Nearmap AI.

Founded in 2007, Nearmap was named as one of the world's 10 Most Innovative Companies of 2020 by Fast Company magazine. Nearmap has a global customer base including government agencies and enterprises for whom current, reliable and truthful data is essential to critical decision making and operational workflows.

Nearmap's parent company, Nearmap Limited, is a publicly traded company listed on the Australian Stock Exchange and one of the 200 largest ASX-listed stocks in Australia.



JAN 2020 | KANGAROO ISLAND, SA AU



TRANSFORM THE
WAY YOU WORK
www.nearmap.com

nearmap The Nearmap logo, consisting of the word 'nearmap' in a lowercase, sans-serif font, followed by a graphic of a grid of dots that tapers to the right, suggesting a map or data visualization.