NatureMapr

November 2023 update

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A chance encounter..

- Trampled on a colony of stunning orchids
- Unaware of their ecological significance
- Established an informal working relationship with ACT Government Dr Michael Mulvaney
- Built a clunky prototype over the xmas break to efficiently get all the data to government

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Early growth

- Dr Mulvaney's trusted professional network were invited as expert moderators and **Canberra Nature Map** was born
- Every record was curated and identified by an appropriate expert
- Records started coming in from QLD in 2014!
- As we couldn't guarantee quality IDs in QLD, we intentionally restricted the site boundary to ACT borders and had to turn the QLD users away, declining "instant/overnight growth" until we could **do it properly**.

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Australia wide expansion

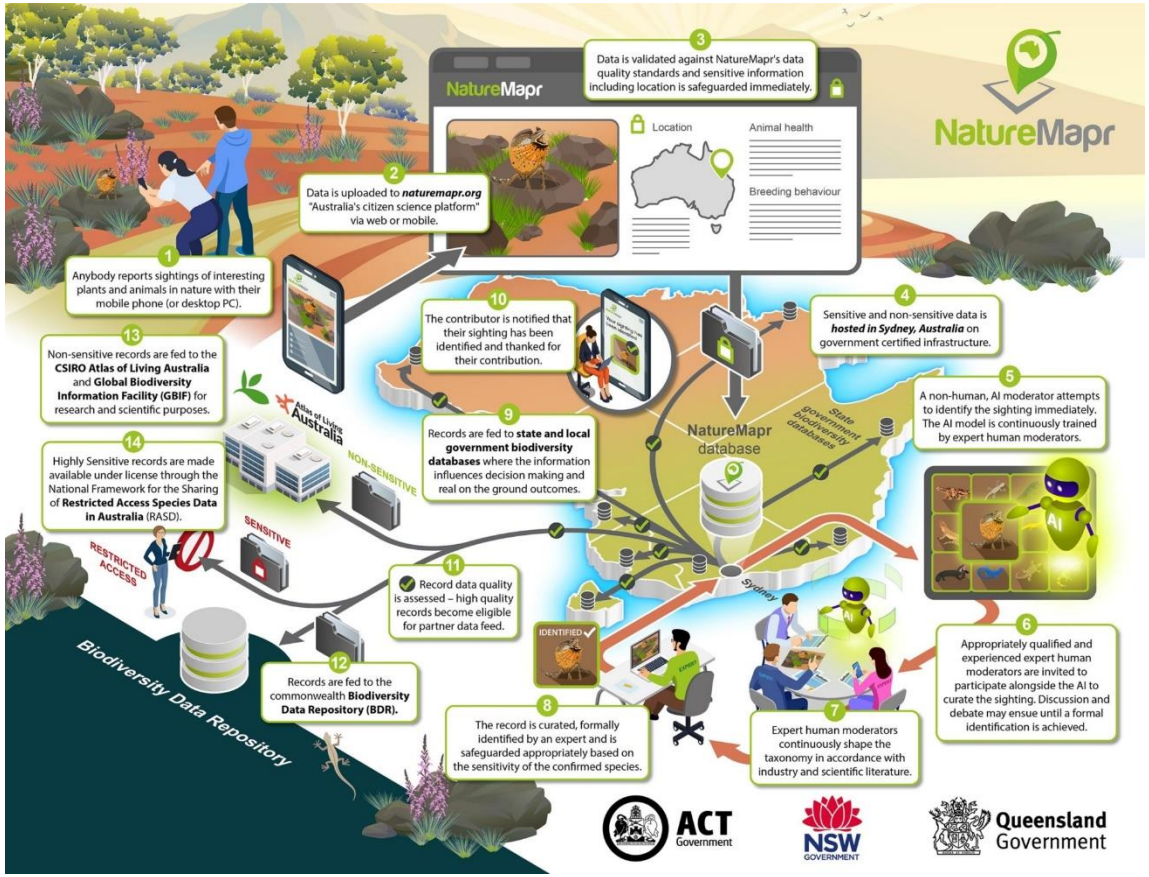
- In 2015 we began refactoring the successful Canberra based model to be Australia wide – mammoth undertaking, lots of growing pains

- Establishing partnerships with government, community groups, schools and researchers

ACT Government
QPRC
Albury Conservation Company
NSW Government
Atlas of Living Australia
ala.org.au
Queensland Government

Information handling + data quality

- Expert ID workflow
- Sensitive species safeguarded
  (suppress by default, nesting/breeding sites, private property etc)
- Feeds to multiple government databases for decision making
- Sensitive Australian data is hosted in Australia and released in accordance with Restricted Access Species Data (RASD) framework



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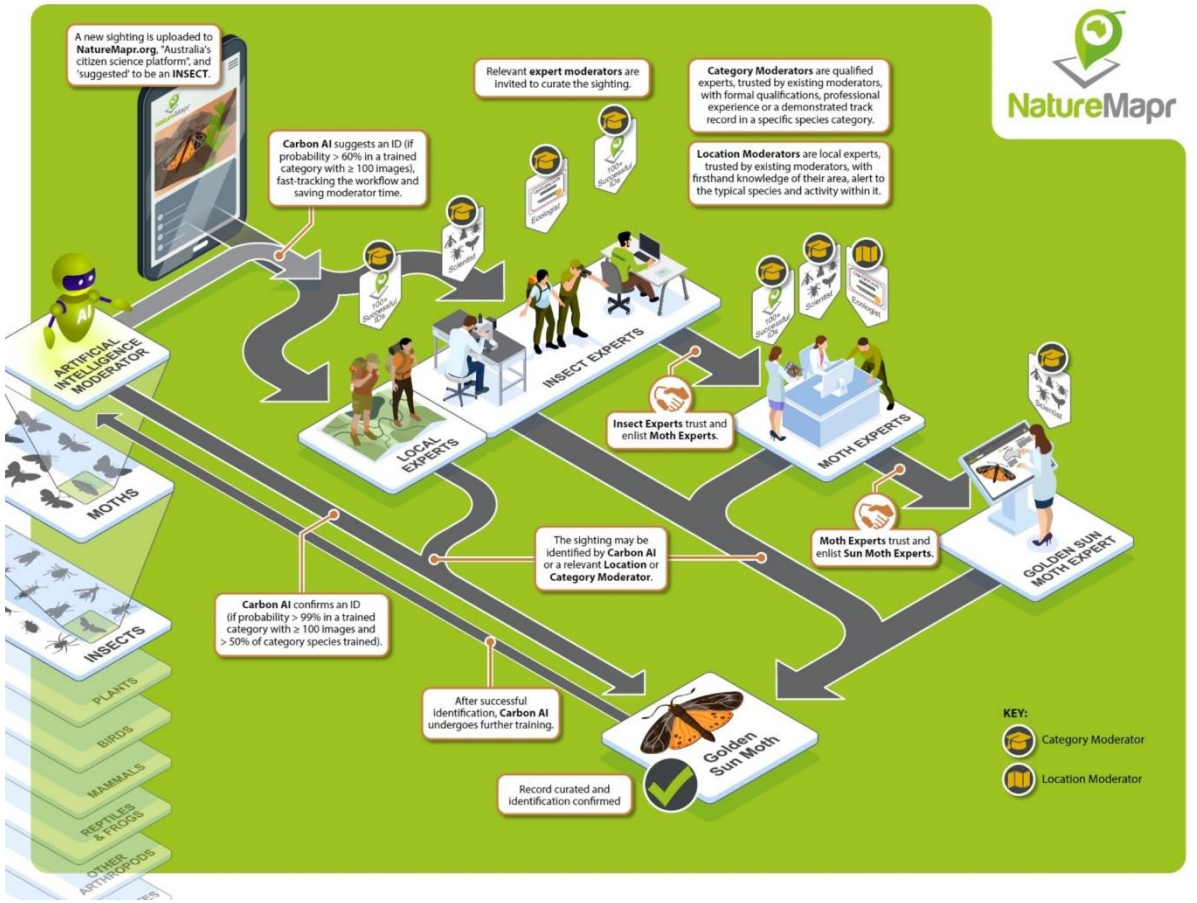
Expert moderator workflow

- Appropriately qualified or experienced experts
- A huge trust network
- Input from AI fast-tracks sighting identification
- AI is input only. Moderators retain the ultimate say.



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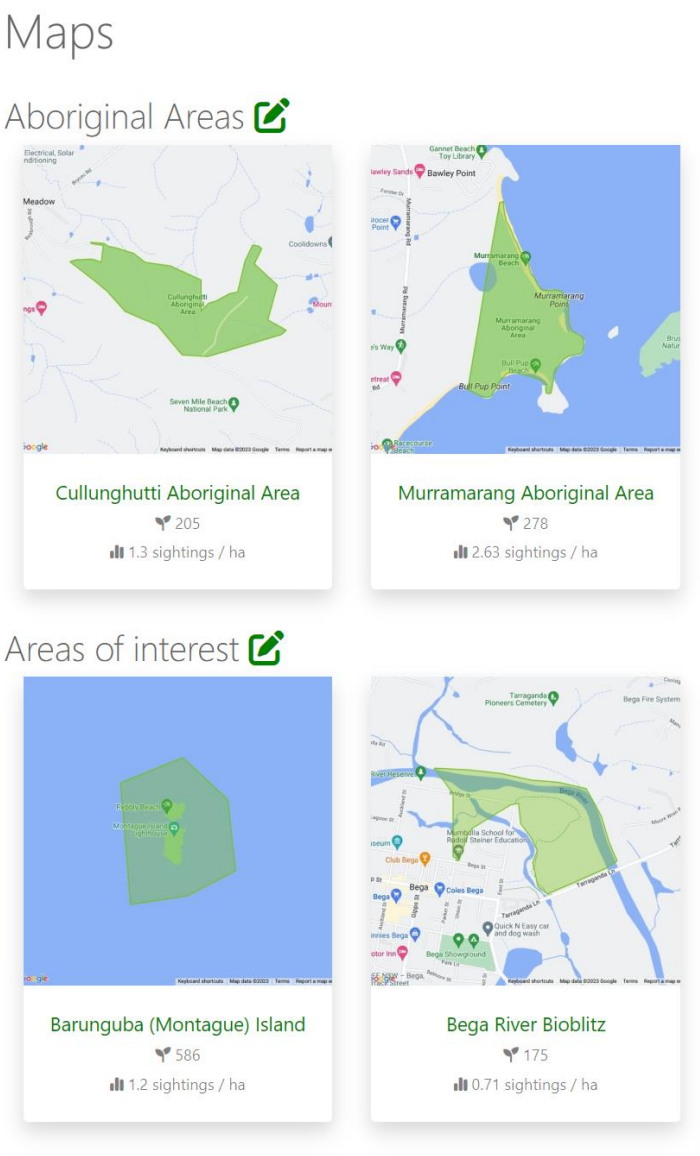
Scale of impact

- Over 10,000 contributors
- Over 200 expert moderators
- Over 2000 ecologically significant records
- Over 2,000,000 expert verified records
- Around 500 new records every day
- Contribute to priority species lists
- Support surveys and research projects
- Measure biodiversity for reserves and national parks Australia wide



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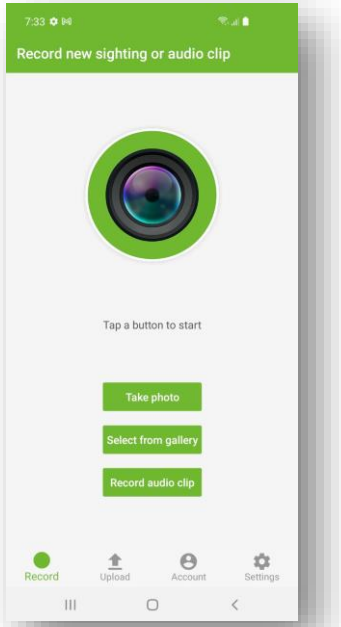
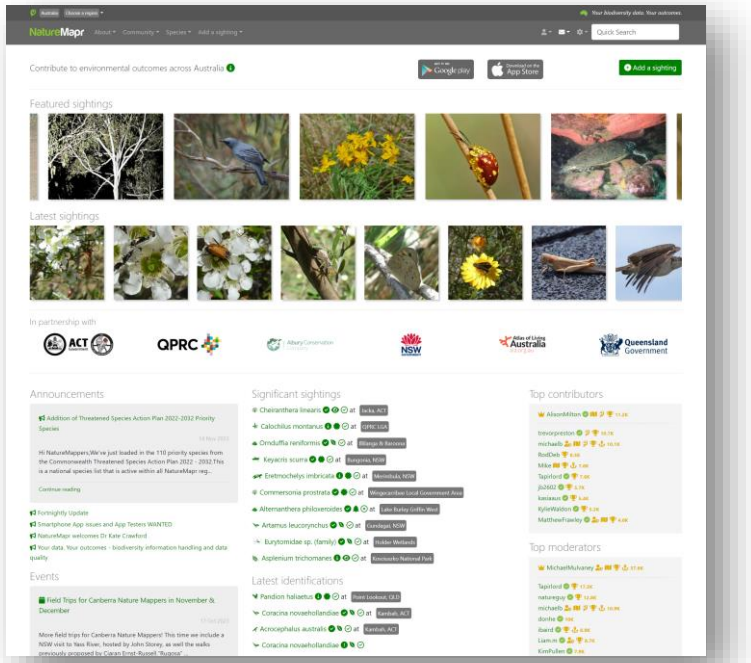
A robust and flexible platform



Data collection app



Website for all other functions
(also optimised for mobiles and tablets)

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Priority species

- Community encouraged to report priority species
- Verified organisations (government) are notified of new records
- Contributors are acknowledged and recognised

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Sighting 4531870 is making an impact!

Dear AaronClausen,

Your **Callocephalon fimbriatum (Gang-gang Cockatoo)** sighting is making an impact!

Your impact

Your sighting has contributed to the following priority species lists:

- **ACT Most Wanted!**
  (ACT Government - Environment, Planning and Sustainable Development Directorate)
- **Birds To Look Out For**
- **Queanbeyan-Palerang Animals To Watch!**
  (Queanbean Palerang Council)

Thank you for this important contribution, you are helping achieve real on the ground outcomes.

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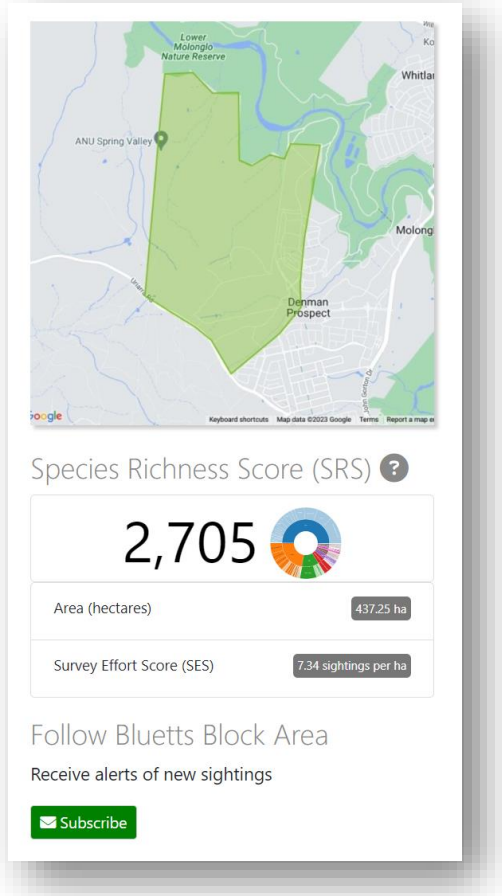
Monitoring the biodiversity of locations

- Species Richness Score (SRS) is a general, weighted indicator of the biodiversity of an area
- Survey Effort Score (SES) indicates if an area needs more survey effort
- More points for endangered and native species
- New species affect both scores in real time



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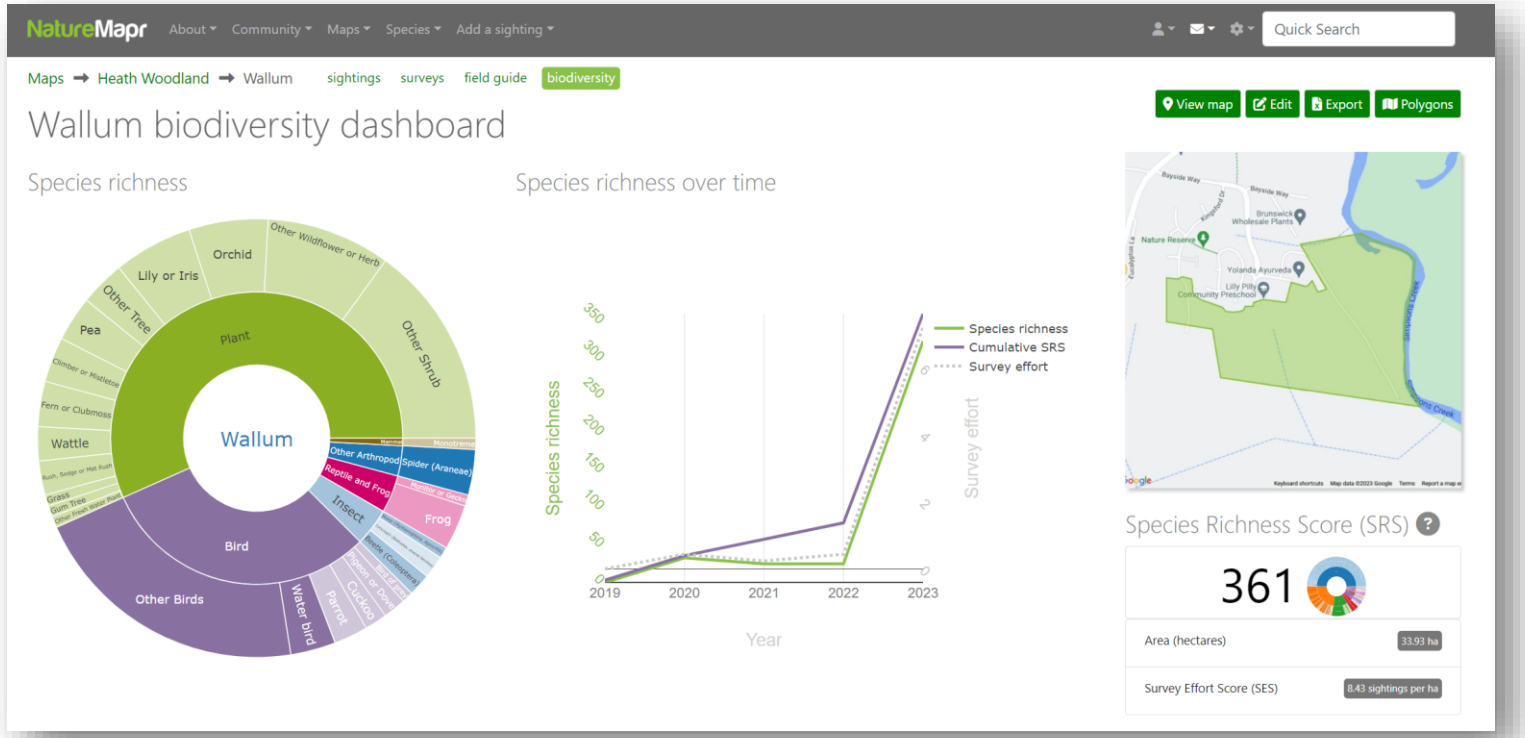
Wallum, NSW – a site under threat

- NatureMapr is helping the community amass expert verified records which are fed to decision making databases such as NSW BioNet.



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2023 schools program

- NatureMapr Citizen Science Officer, Lewis Choy, is running a series of presentations to schools across the ACT and NSW
- Students are inspired to contribute and monitor the species in their local areas

RADFORD COLLEGE

Evelyn Scott School

UC SENIOR SECONDARY COLLEGE LAKE GINNINDERRA

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How is NatureMapr any different?

Citizen Science has a reputation for low, inconsistent data quality

- NatureMapr records are formally verified by relevant experts
- NatureMapr records are fed through to multiple authoritative government databases to influence real world decision making
- Data is hosted in Sydney on government rated infrastructure
- Locally based team supporting a home-grown Aussie innovation that is seeking to improve environmental outcomes for Australia

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Trusted by government

"NatureMapr is a wonderful citizen science data provider, born and bred right here in Canberra. Citizen science records uploaded to NatureMapr are responsible for the identification and rapid control of invasive species across the ACT, as well as the documentation of new species and endangered populations that we are working to protect. Thanks to a hard-working team of volunteer expert moderators, NatureMapr ensures conservation land management decisions in the ACT are based on the best available data"

ACT Government

Bren Burkevics, Executive Group Manager and Conservator Of Flora And Fauna
Environment, Planning and Sustainable Development Directorate, ACT Government

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Relied upon for invasive weed control

"One of the key features of NatureMapr, compared to other Citizen Science platforms, is NatureMapr's reliance on experienced and expert moderators to confirm the identification of a record. This is important for three main reasons:

1. Ensuring native plant and invasive plant look-a-likes are not confused
2. Achieving higher data quality for planning control of invasive plant species
3. Maintaining data quality for rare or threatened native plant species locations"

ACT Government

Steve Taylor, Manager of Invasive Plants Control Program
ACT Parks & Conservation Service and ACT Biosecurity

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Partner with us in 2024!

- After 10 years of intensive development and refinement, NatureMapr is ready to scale our successful model Australia wide
- To achieve this, we are seeking to establish productive partnerships with organisations who want to work with us to improve environmental outcomes for Australia through high quality biodiversity information
- We are keen to partner with government, land managers, researchers, strategic bodies, schools and community groups. Please get in touch!

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Please reach out to our local team: info@naturemapr.org