

# Digital maps Australia



Growth  
from  
Knowledge

Geomarketing is the analysis and visualization of the place-based component of market and company data. Geomarketing is therefore the basis for making more informed business decisions.

If you have any questions, please contact us at  
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# Error-free analyses with up-to-date geodata from GfK

Digital maps from GfK help you visualize your company data as well as data on potential. This gives you deep insights into your markets and your operational business. Our administrative and postal boundaries are available for all countries worldwide, vector-based and offer full coverage, i.e. without gaps and overlaps. They are compatible with all GIS, BI or mapping applications and ready for immediate use. Choose from over 240 map sets for accurate and error-free analyses.

## Benefit from our highest quality standards:

- Up to date and accurate**  
 Regular updates ensure the high accuracy of our maps – such as the annual update of our Europe Edition in October and other continents once in 3 years.
- Highly detailed**  
 We offer the world's largest collection of digital postal and administrative maps, available down to the finest postal and administrative levels, such as 5-digit postcodes and municipalities.
- Infinitely zoomable**  
 The maps are vector-based and thus offer infinite zoom capability.
- Comprehensive**  
 Use our maps which are available down to the level of street segments and perfectly match our market data. This allows you to plan seamlessly and reliably across multiple market regions and regional levels.

## Our digital maps are available in all standard map formats:

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li> <b>Available standard formats:</b><br/>           GfK RegioGraph Lay (*.lay)<br/>           ESRI Shapefile (*.shp)<br/>           ESRI File Geodatabase (*.gdb)<br/>           MapInfo TAB Extended (*.tab)<br/>           MapInfo Interchange Format (*.mif)         </li> </ul> | <ul style="list-style-type: none"> <li> <b>Further formats:</b><br/>           GeoJSON (*.geojson)<br/>           TopoJSON (*.topojson)<br/>           GeoPackage (*.gpkg)<br/>           PostGIS Dump<br/>           FlatGeobuf (*.fgb)         </li> </ul> |
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# DIGITAL MAP AVAILABILITY

## Australia

	Administrative level							Postcode level						City	Price
	0	1	2	3	4	5	6	1	2	3	4	5	6	points	in Euro
Australia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	2000
New Zealand	✓	✓	✓	✓	✓				✓		✓			✓	1000

City points are categorized by number of inhabitants.

## Rest of World

	Administrative level							Postcode level						City	Price
	0	1	2	3	4	5	6	1	2	3	4	5	6	points	in Euro
Rest of World:															1000
American Samoa	✓														
Antarctica	✓														
Bouvet Island	✓														
British Indian Ocean Territory	✓														
Cook Islands	✓														
Federated States of Micronesia	✓	✓	✓												
Fiji	✓	✓	✓	✓	✓	✓								✓	
French Polynesia	✓														
French Southern Territories	✓														
Guam	✓														
Heard and McDonald Islands	✓														
Kiribati	✓	✓	✓												
Marshall Islands	✓	✓	✓												
Nauru	✓	✓	✓												
New Caledonia	✓														
Niue	✓														
Northern Mariana Islands	✓														
Palau	✓	✓	✓	✓											
Pitcairn	✓														
Saint Pierre and Miquelon	✓														
Samoa	✓	✓	✓	✓											
Solomon Islands	✓	✓	✓	✓											
St Helena Ascension Tristan de Cunha	✓	✓	✓												
Tokelau	✓														
Tonga	✓	✓	✓	✓											
Tuvalu	✓	✓	✓	✓											
US Minor Outlying Islands	✓														
Vanuatu	✓														
Wallis and Futuna	✓														

City points are categorized by number of inhabitants.

# DIGITAL MAPS

## AUSTRALIA

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
<b>Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 14 layers</b>					
states and territories Australia 2022	admin (level 1)	polygon	9	✓	
statistical areas level 4 Australia 2022	admin (level 2)	polygon	89	✓	
statistical areas level 3 Australia 2022	admin (level 3)	polygon	340	✓	
statistical areas level 2 Australia 2022	admin (level 4)	polygon	2454	✓	
statistical areas level 1 Australia 2022	admin (level 5)	polygon	61804	✓	
mesh blocks Australia 2022	admin (level 6)	polygon	367323	✓	
2-digit postcode areas Australia 2022	postal (2-digit)	polygon	52	✓	
4-digit postcode areas Australia 2022	postal (4-digit)	polygon	2644	✓	
cities 1000,-5000,000 Australia	topogr	point	5		
cities 100,-500,000 Australia	topogr	point	12		
cities 50,-100,000 Australia	topogr	point	15		
cities 20,-50,000 Australia	topogr	point	113		
cities 10,-20,000 Australia	topogr	point	371		
cities under 10,000 Australia	topogr	point	14541		
<b>Available for RegioGraph only: 11 layers</b>					
highways Australia 2022	TT	line	3438		
major roads Australia 2022	TT	line	67713		
minor roads Australia 2022	TT	line	62801		
local roads Australia 2022	TT	line	146925		
ferries Australia 2022	TT	line	41		
railways Australia 2022	TT	line	4666		
airport ground Australia	TT	polygon	199		
runway Australia	TT	polygon	189		
urban areas Australia	TT	polygon	7575		
industrial areas Australia	TT	polygon	1240		
forest areas Australia	TT	polygon	1528		

# DIGITAL MAPS

## NEW ZEALAND

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
<b>Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 12 layers</b>					
regional councils New Zealand 2022	admin (level 1)	polygon	17	✓	✓
territorial authorities New Zealand 2022	admin (level 2)	polygon	68	✓	✓
wards New Zealand 2022	admin (level 3)	polygon	239	✓	✓
meshblocks New Zealand 2022	admin (level 4)	polygon	56307	✓	
2-digit postcode areas New Zealand 2022	postal (2-digit)	polygon	63	✓	
4-digit postcode areas New Zealand 2022	postal (4-digit)	polygon	1082	✓	
cities 1000,-5000,000 New Zealand	topogr	point	1		
cities 100,-500,000 New Zealand	topogr	point	5		
cities 50,-100,000 New Zealand	topogr	point	9		
cities 20,-50,000 New Zealand	topogr	point	10		
cities 10,-20,000 New Zealand	topogr	point	13		
cities under 10,000 New Zealand	topogr	point	3671		
<b>Available for RegioGraph only: 11 layers</b>					
highways New Zealand 2022	TT	line	417		
major roads New Zealand 2022	TT	line	9570		
minor roads New Zealand 2022	TT	line	10179		
local roads New Zealand 2022	TT	line	22299		
ferries New Zealand 2022	TT	line	6		
railways New Zealand 2022	TT	line	1078		
airport ground New Zealand	TT	polygon	147		
runway New Zealand	TT	polygon	84		
urban areas New Zealand	TT	polygon	1136		
industrial areas New Zealand	TT	polygon	79		
forest areas New Zealand	TT	polygon	402		