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**Trusting data in a fit for purpose world.**

**Abstract:**

Dorine started her presentation by telling the audience that she isn't fond of gazing into a crystal ball because the future starts today. For a few years there has been a worldwide decline in sales of newspapers, however more recently there has been an uplift in the number of subscriptions to digital news sources. This has been partially attributed to the term 'fake news', and people wanting to get their information from authoritative sources.

How we earn trustworthiness was discussed, cadastral and mapping agencies have been delivering authoritative information for a long time. Trust in NMGAs has been earned through our daily actions and we must continue to build on them. Trust is dynamic in nature, and we need to stay focused to continue to deliver it. Dorine finished by saying that we can and will deliver on trust.

**Notes to support the presentation:**

- Dorine is not a crystal ball gazer. The future does start today. Who would have known that there would be such a thing as 'fake news'? Sometimes, there is so much information and more news is free. There had been a world-wide decline in physical news sales. There has recently been so many political and commercial views, and in a time of information overload, there has been a resurgence in reliable trusted information and the need for it.
- Independent and Trustworthy. This is what national mapping agencies are, and should be. How do we earn trustworthiness?
- We earn it through our daily work. Our authority and trust is earned by our daily actions. It is hard to gain, but easy to lose. It is not meant to be done alone, partnerships are a key way to deliver this.
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