



## **MY GOOGLE BUSINESS #EATLOCALTAS PILOT – INCREASING THE PROMOTION OF HEALTHY TASMANIAN FOOD TO VISITORS – FACT SHEET.**

### **Background - Why have we developed this new business promotion project?**

The recent State Growth Agritourism Draft Position Paper<sup>1</sup> highlighted the potential growth in agritourism for Tasmania and how important eating healthy local food is for visitors. Visitors would like to eat healthy local food for breakfast, lunch and dinner and buy local produce in its various forms.<sup>2</sup> Nearly half of all visitors to Tasmania would like to connect with local food producers<sup>3</sup>. Ensuring visitors can readily identify businesses that cater to their aspiration to eat healthy local food creates an exciting opportunity for local businesses to attract more visitors.

Since making a submission to the draft paper in February, Eat Well Tasmania Inc. and Fruit Growers Tasmania have been exploring no cost/low cost ways to promote Tasmanian locally grown, produced and value added food online to reach visitors and Tasmanians alike.

We have uncovered some interesting information about how visitors use their mobile devices while travelling<sup>4</sup>.

1. Visitors use their devices to discover what to do next or make bookings
2. Visitors use their devices to navigate their travels

How visitors use their devices, coupled with an aspiration to eat fresh, healthy local food for breakfast lunch and dinner, creates an opportunity for local food and agritourism businesses to attract more visitors into their businesses using online promotional methods.

### **Why Google My Business?**

Businesses need to be readily identified on Google Maps, the primary source of navigation and to be prominent when visitors are searching with a location in mind. The easiest way to achieve this is through Google My Business. A quick scan shows that the adoption of this no cost option is often underutilised.

---

<sup>1</sup> [http://www.stategrowth.tas.gov.au/\\_data/assets/pdf\\_file/0005/139847/Draft\\_Agritourism\\_Position\\_Paper.pdf](http://www.stategrowth.tas.gov.au/_data/assets/pdf_file/0005/139847/Draft_Agritourism_Position_Paper.pdf)

<sup>2</sup> Tourism Research Australia – Food and Wine Tourism in New South Wales, January 2015

<sup>3</sup> Tourism Info Monitor Q3 Report 2016 (November)

<sup>4</sup> Tourism Tasmania Survey – Roy Morgan (2015-2016) general <http://www.tvsanalyser.com.au>

Businesses can be 'pinned' on Google Maps by visitors or by the business owner. Google also automatically populates some details. Setting up the online profile is relatively straightforward process.

Recently Eat Well Tasmania and Fruit Growers Tasmania engaged with The Digital Ready Tasmania (DRT) to explore how they could support this project. The DRT team has now created a BLOG to explain why creating a Google My Business profile is worthwhile and some tips for how to make the most of the online profile.

You can access their helpful BLOG [here](#).

To enhance the Google My Business Profiles, we have designed a **#eatlocalTas** pin which can be uploaded and appear in the profile to help visitors to easily identify businesses are selling healthy local food.

### **What are the next steps?**

Eat Well Tasmania (EWT) and Fruit Growers Tasmania (FGT) have identified this ready opportunity for local businesses and would like to pilot the approach and uptake within a couple of local government areas and with the Fruit Growers Tasmania's membership.

- Identifying key promotion partners to help spread the word about this no cost opportunity to build an effective online profile.
- Promote the opportunity in pilot locations with local partners asap.
- Evaluate the reach of the pilot. (measure the uptake)
- Adapt the approach as required and consider rolling out the approach more widely if the pilot shows promise.

### **Pilot facilitators and contributors**

- Eat Well Tasmania Inc – Strategic Partnerships
- Fruit Growers Tasmania and their members (particularly the farmgate guide)
- Local Governments
- Local Business Groups and networks
- Destination Action Plan leadership groups
- Destination Southern Tasmania
- Digital Ready Tasmania

