



# The Barwon Produce Map

Connecting Consumers to Producers  
in the Barwon Region



Finding locally grown and sold  
produce just got a lot easier



# The Barwon Produce Map

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An Initiative of Committee for Geelong - Leaders for Geelong Program 2013-15

Final Project Report March 2015

## Table of Contents

<b>1.</b>	<b>ACKNOWLEDGEMENTS</b>	<b>3</b>
<b>2.</b>	<b>TEAM MEMBERS</b>	<b>4</b>
<b>3.</b>	<b>EXECUTIVE SUMMARY</b>	<b>5</b>
<b>4.</b>	<b>PROJECT SCOPE</b>	<b>6</b>
<b>5.</b>	<b>THE JOURNEY</b>	<b>8</b>
<b>6.</b>	<b>EVALUATION</b>	<b>21</b>
<b>7.</b>	<b>LEADERSHIP LESSONS</b>	<b>23</b>
<b>8.</b>	<b>CONCLUSIONS &amp; RECOMMENDATIONS</b>	<b>26</b>
<b>9.</b>	<b>APPENDICES</b>	<b>27</b>

## 1. Acknowledgements

The Appetisers project group would like to thank the following organisations and individuals for their assistance with our Leaders for Geelong project:

- Tourism Geelong and the Bellarine, City of Greater Geelong
- Suzette Jackson, Geelong Sustainability Group
- Mark Kelly, Department of Industry, Innovation
- Will Cloverdale, Dibble founder
- Georgie Thomson, Barwon Lamb
- Lyndsay Sharp (Jack Rabbit Vineyard and Leura Park estate), President of Geelong Wine Growers Association, involved with Toast to the Coast and the Geelong extravaganza.
- Penny Whitehead, Provincial Wisdom
- Geoff and Joan Anson, Barwon Ridge Wine
- Tom and Cherry Mullins, A Hidden Secret
- John Tantau, Moorabool Valley Wildflowers
- Tim Harrop, Moorabool Ridge Vineyard and Olive Grove
- City of Greater Geelong – Economic Development
- Healthy Together Geelong
- Colac Otway Shire
- Golden Plains Shire
- Surf Coast Shire
- Wellington shire
- South Gippsland Shire
- Patrick O'Callaghan, Deliberate Impact
- Robin Miles, Inspireme Consulting.

## 2. Team Members



**Frances Quirk**

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**Belinda Lyle**

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### 3. Executive Summary

The City of Greater Geelong, Colac Otway, Golden Plains, Borough of Queenscliffe and Surf Coast regions have an exciting and broad range of regional producers of high quality, low volume products, many of which are not readily accessible through standard retail outlets.

For both visitors to the region and local residents, opportunities to purchase local products and support local producers are currently limited by a lack of knowledge about product availability, diversity, sources and location.

The goal of *The Barwon Produce Map* Project is to showcase high quality local produce from the Barwon region by connecting consumers to producers. The project team set out to achieve this by developing a map based website and smart phone app that brings together all the different local produce information and showcase the amazing array of local produce in our region.

The map, which is powered by website provider Dibble and uses a google mapping platform, highlights key local produce (and corresponding producer details) in a well-designed readily accessible and easy to use format. The ground work has been completed in scoping and costing out the development of a Barwon wide regional online food map as a smart phone/ tablet application with GPS search / proximity capability.

## 4. Project Scope

The aim of *The Barwon Produce Map* is to showcase high quality local produce from the Barwon region by connecting consumers to producers.

Our project objectives are:

- To develop and populate a database of local producers and products from existing data supplemented by data arising from additional research
- Gain agreement and sign up by major local producers in the Barwon region
- Keep the project at no financial cost to local producers
- Have local producers populate and maintain the database with initial marketing support from the project group to establish their profiles and presence on the Produce Map.
- Successfully enlist a sponsor/stakeholder for long-term viability of the project.

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*The Barwon Produce Map is an interactive website / smart phone application for producers to showcase their products.*

*For consumers, it's a chance to discover where the best local food, wine and other produce is grown and sold.*

*The produce map gives everyone access to our regional produce heroes.*

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The Barwon Produce Map is about local produce being available to local people (residents or visitors) through local distribution networks.

- Growers of food in the Barwon region (for example: meat, fruit, vegetables, eggs, dairy, honey etc.)
- Local businesses that use local produce to make other food products (for example: cheese, wine, smallgoods, preserves etc.)
- Local artisan food businesses that use produce not grown in the Barwon region to make other food products (for example: chocolate, fudge, bread, biscuits, preserves etc.)
- Local businesses or groups that sell or provide locally sourced produce (for example: butchers, grocers, delis, farmers markets, food cooperatives, community gardens, food swaps)
- Local restaurants and cafes which specialise in serving local produce 'paddock to plate'.

The Barwon Produce Map - what it is not:

- It is not a major marketing campaign
- It is not a branding platform for eligible products
- It has no direct e-commerce capability
- It will not be distributed as a hard copy, in print version
- It does not directly address distribution issues
- It is not a stand alone website that needs to be maintained and administered by the project group
- It is not a scoping and development exercise to seek and build appropriate tools.

## 5. The Journey

Our team identified a number of core values early on, that the project provided equal access for all in a low cost and sustainable way; and that we worked from a community development model to engage producers, consumers and broader stakeholders in its development. These values would ensure that the project had ownership by the local food community, confirming long term success beyond our involvement.

In designing the project scope we had identified two main elements to The Barwon Produce Map. The first element was the design and development of the electronic mapping system itself, and the second involved working with producers and consumers to populate and promote the use of the map.

As a very first step we developed a quick pilot consumer survey to test the market with consumers. We wanted to establish if there was a real consumer need for such a tool. The survey was sent out to a random sample of 30 people. Survey results indicated positive feedback about our project idea. *Appendix 1 Quick survey*

### Dibble

A critical point in our project journey was the connection and discovery of Dibble. A key question for our project was whether we could achieve in the project objectives in a low cost and sustainable way

We undertook research into possible low cost web development solutions and identified that this core part of the project could be very costly and time consuming, presenting a real potential risk to our project's viability.

Serendipitously our quick pilot survey ended up being passed on to further contacts involved in the local food and produce sector, one of them being the co founder of an interactive food mapping tool called Dibble.

The team organised to meet with the Dibble founders, Will and Doran, to find out more about what they had developed and what they potentially had to offer our project. We established the following about Dibble:

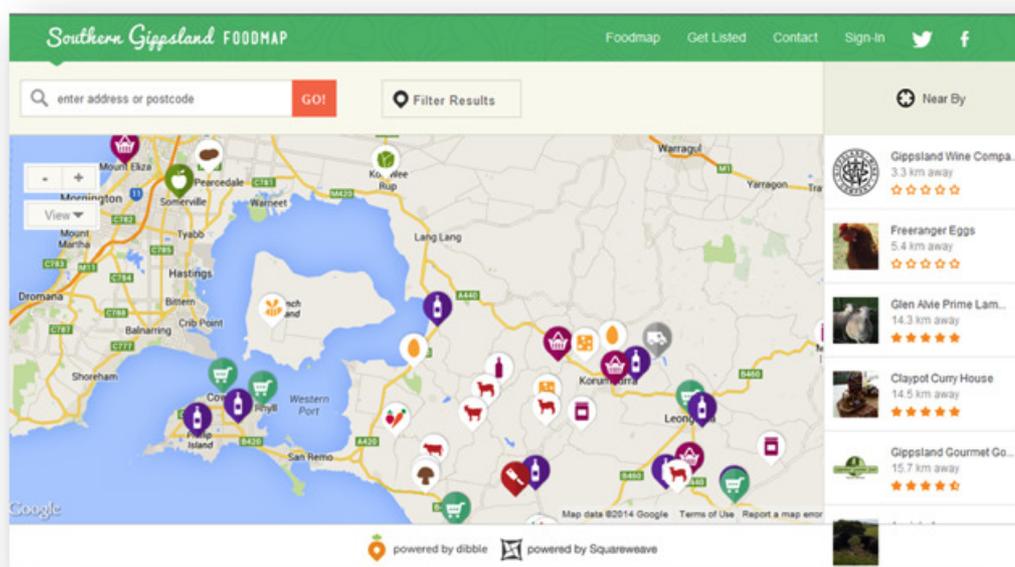
- Owner is connected to the region, grew up in Western Victoria and has family in Geelong
- Has experience working with other Victorian Local Government (South Gippsland and Wellington Shires)
- Is professional and like-minded in terms of ethos and business model

- Utilises an existing national platform with no need for major development therefore able to meet project timelines
- Provides for lower project cost due to existing platform
- Ensures zero cost to producers and consumers
- Platform is user friendly for consumers and producers
- Website look has adopted an appealing design aesthetic
- Is self-sustaining
- Platform is adaptable to local needs
- Provides opportunities for local branding.

Dibble provided us with contacts from two other local government areas that they were working with. We arranged contact with each local government to understand how they worked with Dibble and their experiences with implementing a similar project to our proposal. The conversations were extremely valuable. We also conducted a desk top scan to check if anyone else had developed anything like this for the region and found that Dibble was unique.

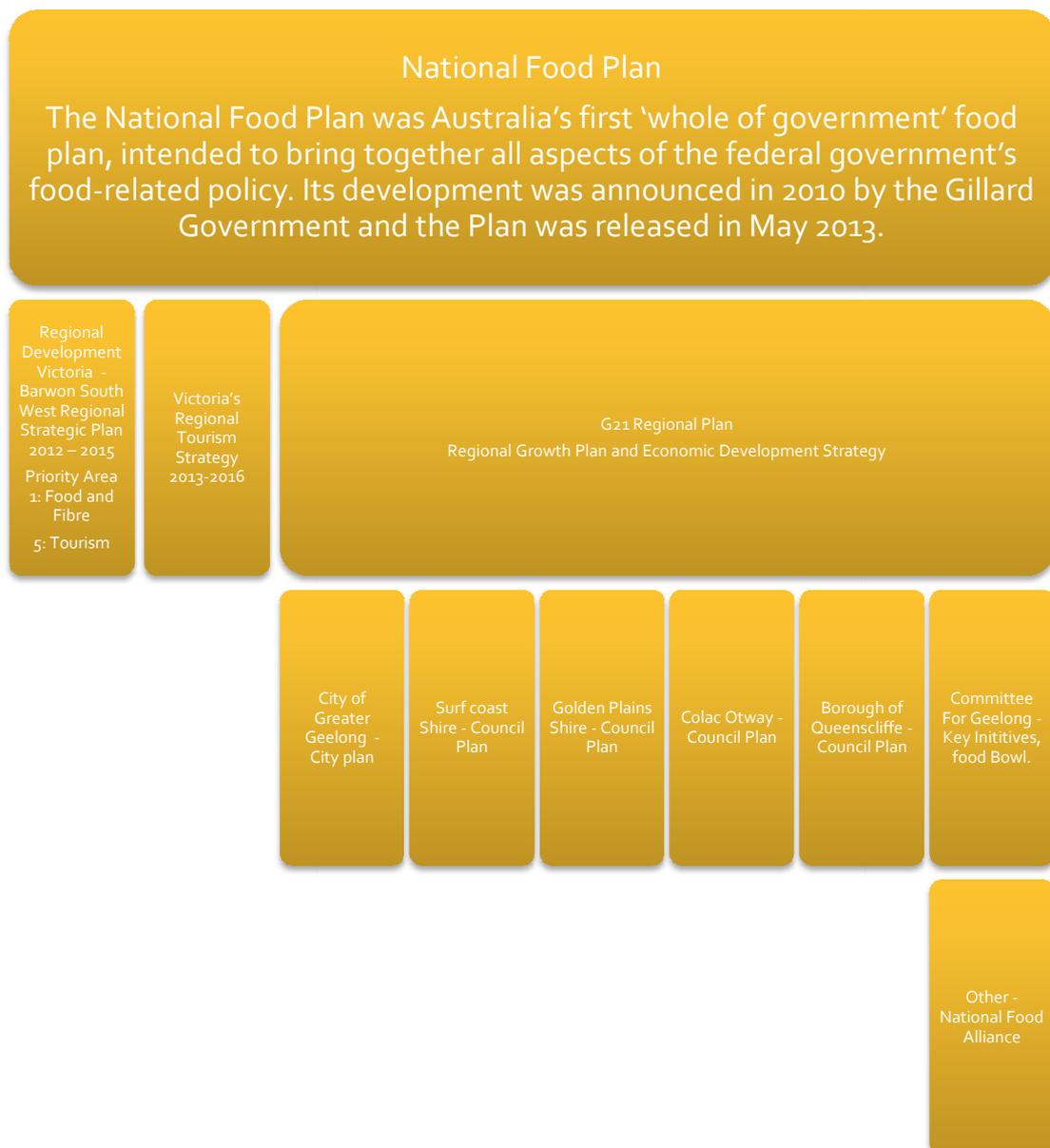
Given all the alignments with our team’s values, goals and objectives we agreed that Dibble offered everything that our project needed to get up and going. They also addressed one of our biggest project risks around designing a web based platform and keeping it low cost. The fact that Dibble had worked with other local governments to start up similar projects was a huge bonus and provided a blue print for implementation.

### Exemplar Foodmap based on Regional Guide for South Gippsland



## Policy mapping and the broader food context

A key task undertaken by the team was the mapping of all current food policy directions from a national, state and local perspective. This was an important activity that helped to identify current initiatives, gaps and funding priorities. The food system is large and complex, each mechanism sits across multiple government and non government areas and responsibilities. We found that our project concept was in line with a number of food policies and strategies and we could group these under key themes such as, wellbeing, economy and sustainability. A number of plans referenced technology as a key area for innovation in food and the promotion of local produce.



The potential regional benefits of *The Barwon Produce Map* listed by strategic theme include:

### **Economic**

- Platform for local producers, processors and outlets to upload their information and become visible to customers and each other
- Allows businesses to network with customers and with each other, identifying potential synergies, opportunities and partnerships
- Showcases the food experience opportunities in the region for locals, tourists and potential new residents and businesses
- Gives our region an identity, attracting tourism
- Encourages locals and visitors to buy locally produced food in local outlets
- Raises profile of farming and food production as a valued livelihood

### **Sustainability**

- Enables locals to locate and source local produce, reducing food miles
- Encourages increased diversity within the local food system
- Enables producers to showcase their commitments (sustainability, environmental, social)

### **Health and Wellbeing**

- Enables community to see where they can access fresh meat, fruit and vegetables
- Enables small stores to access local produce
- Encourages locals and visitors to buy fresh local produce
- Based on community development practices and principles
- A platform for telling food stories from independent farmers perspectives
- Raises profile of farming and food production as a valued livelihood

## Stakeholder Consultation

Once we had confirmed our project scope and decided on the Dibble platform we set about meeting with stakeholders who were involved with the local food sector to understand;

- Who are the possible partners interested in the project and
- Who is keen to participate in or fund this project.

Our team met with, contacted and/or presented to the following people and groups:

- Tourism Geelong and the Bellarine (City of Greater Geelong)
- Geelong Sustainability Group
- Mark Kelly (Dept. Industry, Innovation)
- G21 Agri Business Forum
- Lyndsay Sharp (Jack Rabbit Vinyard and Leura Park estate), President of Geelong Wine Growers Association, involved with Toast to the Coast and the Geelong extravaganza
- Penny Whitehead – provincial wisdom and key person involved with Geelong Extravaganza
- G21 Food Security Network
- Dibble
- City of Greater Geelong – Economic Development
- Healthy Together Geelong
- Colac Otway Shire
- Golden Plains Shire
- Surf Coast Shire
- Wellington shire
- South Gippsland Shire
- Patrick O'Callaghan, Deliberate Impact
- Robin Miles, Inspireme Consulting
- Georgie Thomson (Barwon Lamb)

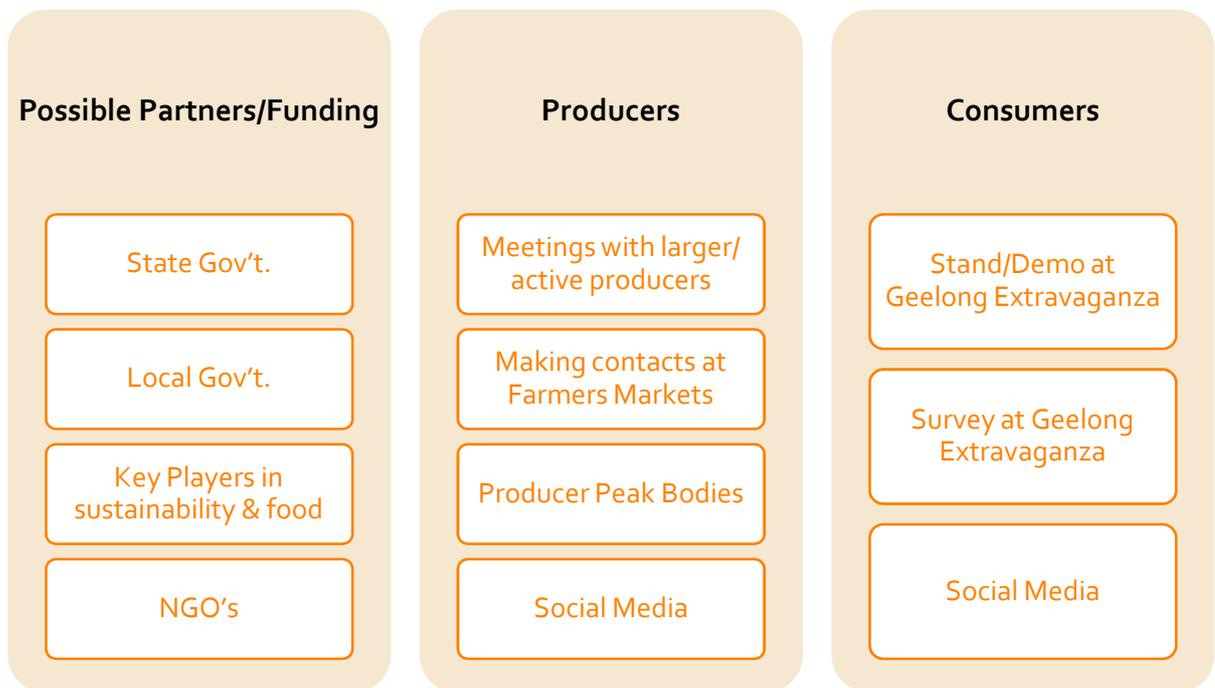
A positive outcome from the extensive consultations undertaken was the invitation to participate in a number of local forums and activities in relation to food. During our project delivery time, the City of Greater Geelong began work on a Council food policy. Team members participated and contributed to stakeholder workshop consultations, gave presentations about our project to groups such as the G21 Agri Business Forum and joined the Geelong Sustainability Group. We also participated

in local produce based activities and events such as the annual Sustainability Festival and Toast to the Coast and regularly attended local farmers markets. Our team discovered there is an enormous amount of activity going on in the region around the promotion and advocacy of local produce, which was exciting and encouraging.

Each engagement generated keen interest in our project and provided further opportunities to refine our pitch. The quest for project development funding, however, was proving to be a challenge given the competitive funding environment and short project timeframe.

*Appendix – 2 Project Scope Document*

**Stakeholder mapping and engagement opportunities:**



## Extravaganza 2014



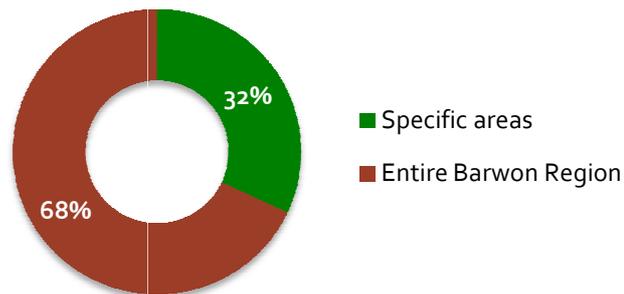
A fantastic outcome from a meeting with Tourism Geelong and Bellarine was the invitation to participate in the Geelong Food Extravaganza 2014. Our team hosted a stall that introduced people to The Barwon Produce Map concept, allowed people to test the Dibble mapping platform and complete a consumer survey to further build evidence of consumer need.

Over 280 surveys were collected by the project team. Results from the surveys further supported the fact that there is a want and need from consumers to be able to easily source and buy local foods.

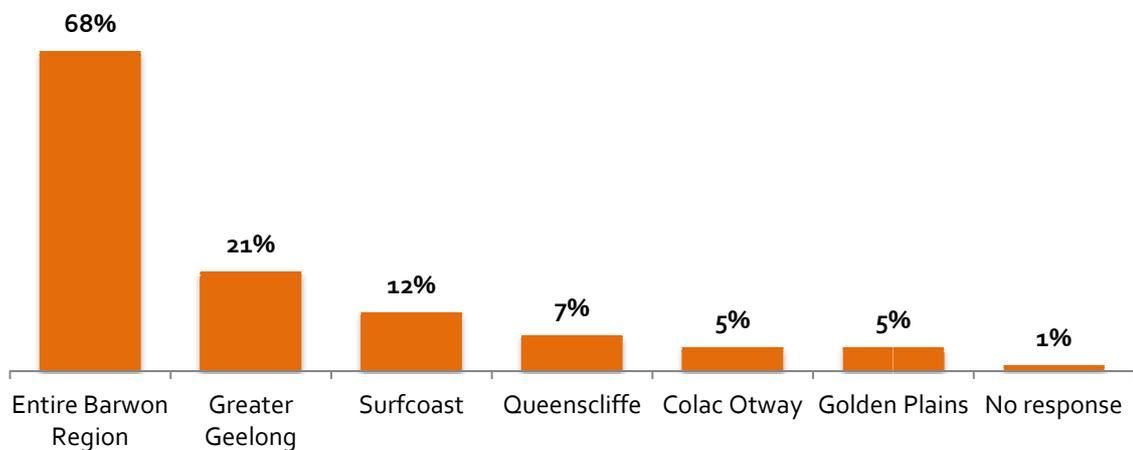
## Survey Results

*n= 284* - Note that all survey respondents were attendees or stall holders at the Geelong Extravaganza

**Which regions would you like to see included on The Produce Map?**  
(Responders could select multiple areas)

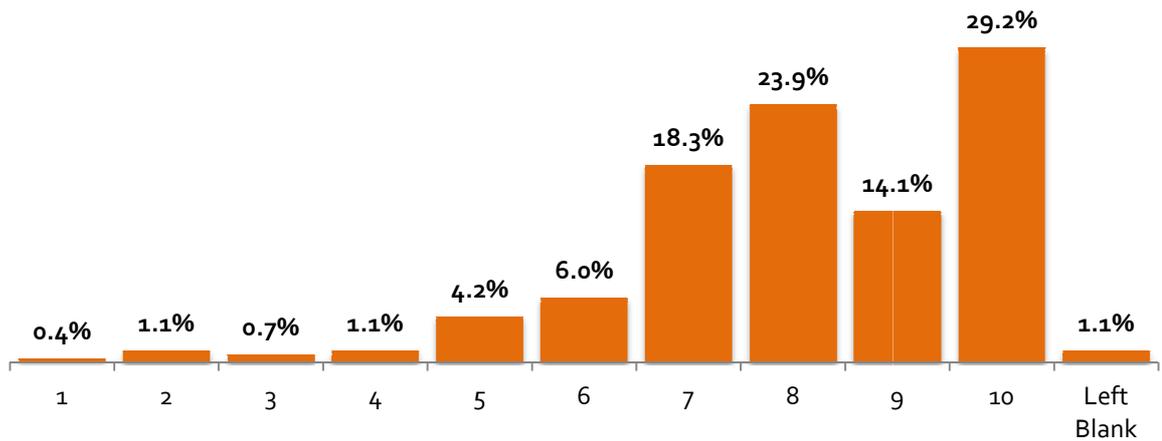


Detailed Results by region:



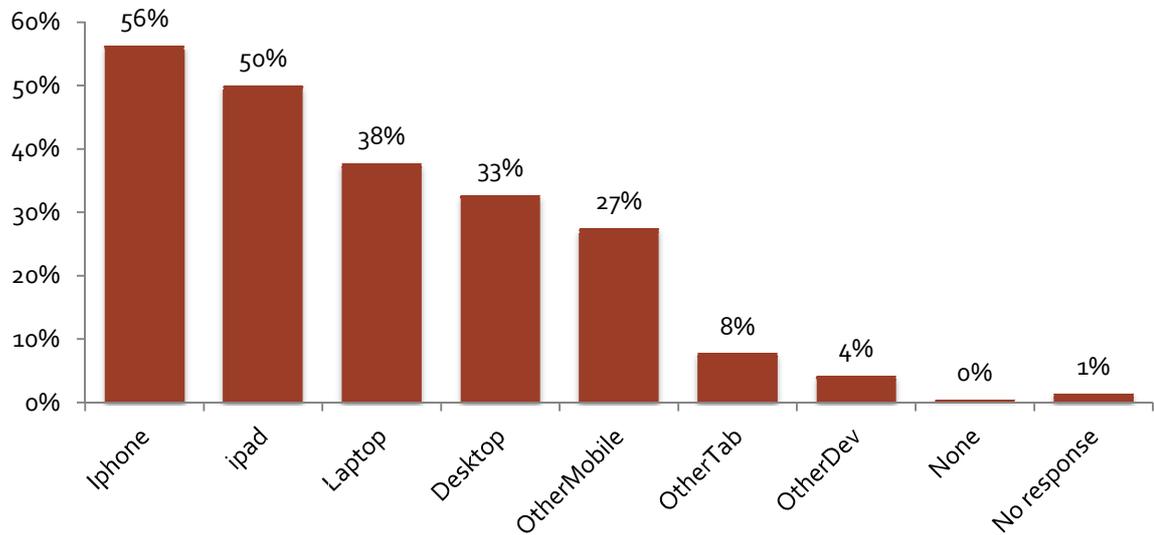
**On a scale of 1 to 10, how likely are you to use The Produce Map to source local products?**

(1 = Not Likely and 10 = Very Likely)

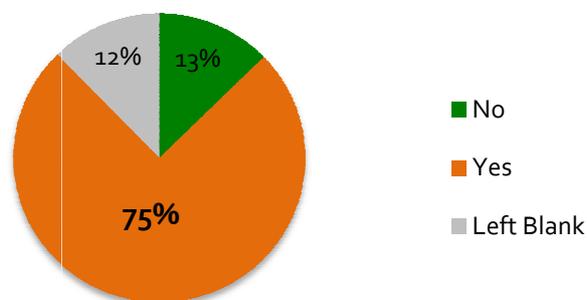


**Which device/s would you like to be able to use to access The Produce Map?**

*(Respondents could select multiple areas)*



**Would you like to receive an email update when The Produce Map is launched?**



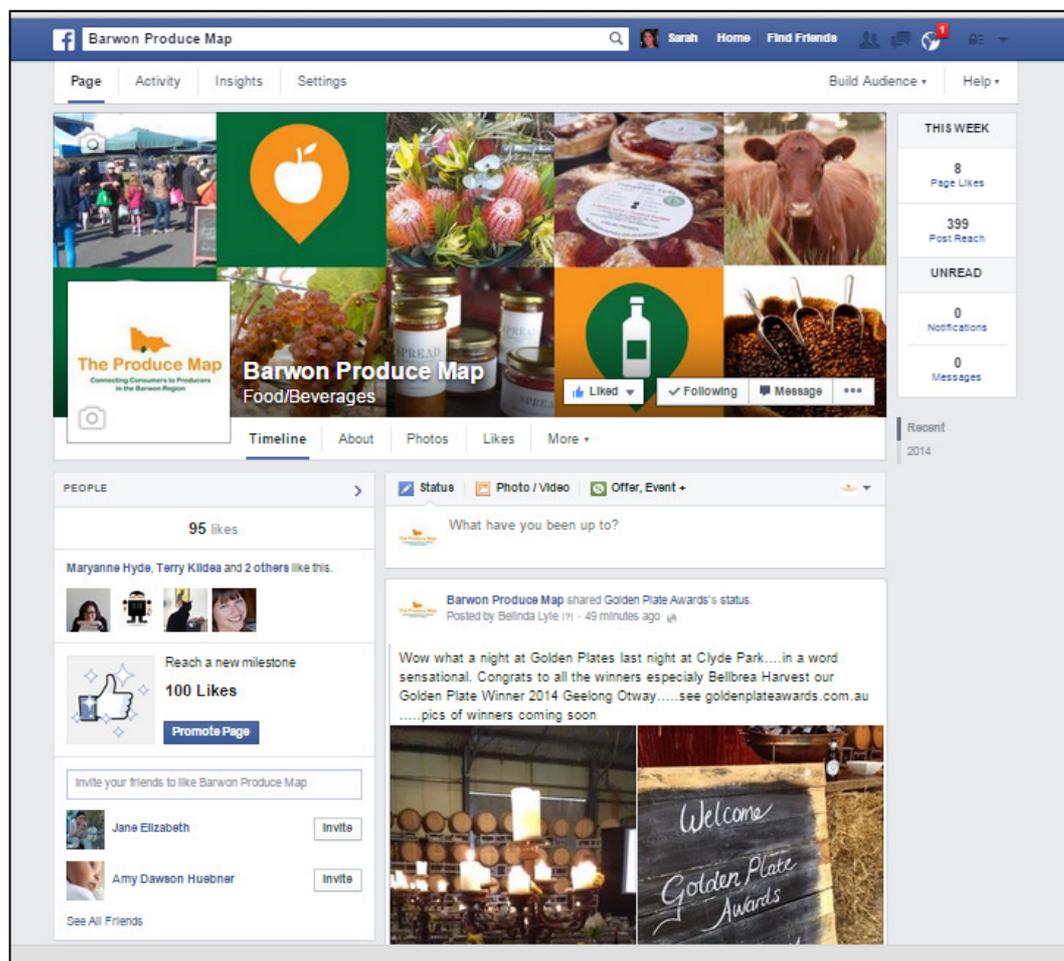
## Marketing and Social Media

Kathryn Junor, Graphic Design was commissioned to design *The Barwon Produce Map* branding. The team worked in collaboration with Dibble and Kathryn to ensure the design complemented the Dibble format whilst meeting our marketing needs.

The logo and artwork was used to produce a simple postcard that we could hand out at events and meetings.

The Extravaganza event coincided with the launch of our social media platforms - Facebook and Twitter. Social Media has played an important role in keeping momentum among our stakeholders and building a community of supporters for the project. As of 23 Feb 2015 Barwon Produce Map has 182 total page likes.

*Appendix 5 DL postcard*

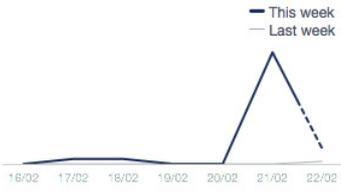


Showing data from 16/02/2015–22/02/2015

### Page Likes >

**182** Total Page Likes  
▲42.2% from last week

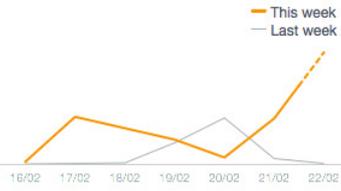
**54** New Page Likes  
▲5,300%



### Post Reach >

**477** Total Reach  
▲377% from last week

**368** Post Reach  
▲275.5%



### Engagement >

**126** People Engaged ⓘ  
▲281.8% from last week

**54** Likes

**2** Comments

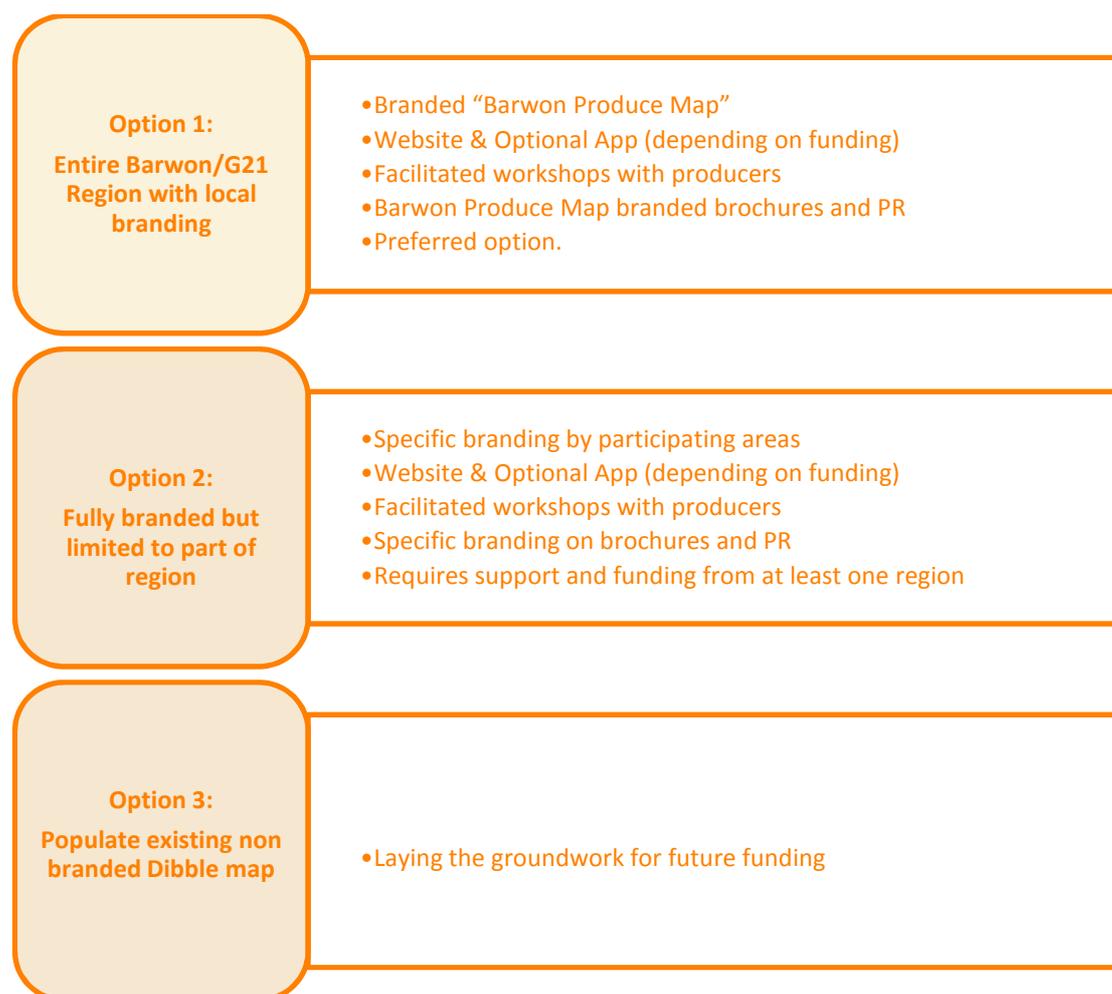
**1** Shares

**441** Post Clicks ⓘ



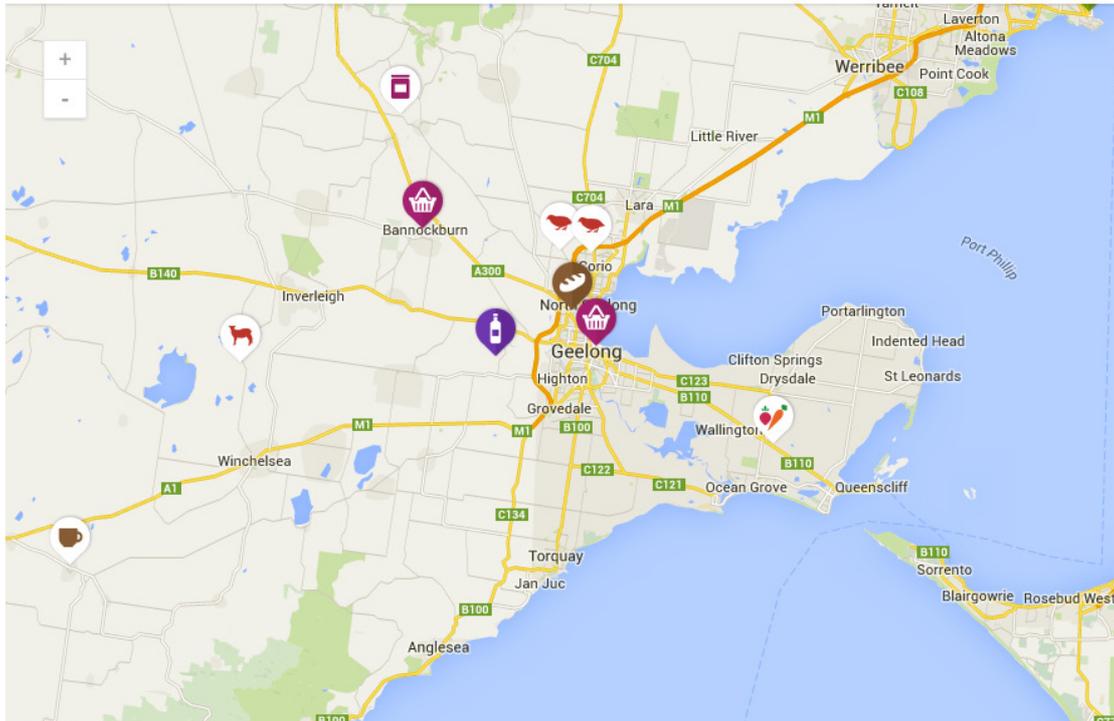
## Risk Assessment and Management Strategy

Midway through our project implementation, the team organised a session with Robin Miles from Inspireme Consulting. The purpose of this session was to take a step back, assess our progress to date and to refine our objectives and actions for the next half of project delivery. As a result of the session we developed three options for project implementation. These options were designed to incorporate different funding scales and timelines.



As we were unable to secure funding in our timeframe we proceeded with option three, and collected email addresses and postal addresses of over 150 local producers so that we could write to them, telling them about the project. We sent producers a letter outlining the scope of the project. We attached a quick guide to assist them to upload their information onto Dibble. In order to encourage producers to upload their profile onto the map quickly we offered a prize of a \$100 gift voucher.

Dibble Map as at January 2015:



Dibble Map as at March 2015 (Post Population Drive)



## 6. Evaluation

At the project inception in January 2014, an overall project goal and suite of objectives were set by the project team, to clarify project intent, guide its effective development and provide a basis for evaluating its overall success.

These have been reviewed, and the project has been considered a success, largely delivering against the set goal and objectives as detailed below. Where the objectives have not been fully realised, it has largely been as a result of the constraints of the project timeframes. Notwithstanding these time constraints, it is evident that all the required foundational work has been laid to progress the full delivery of the project objectives.

**Goal: Showcase high quality local produce from the Barwon region by connecting consumers to producers.**

The project has clearly gone a long way to achieving this goal through the population by local producers of an online interactive produce map. The map, which is powered by web-site provider Dibble and uses a google mapping platform, highlights key local produce (and corresponding producer details) in a well-designed readily accessible and easy to use format. The ground work has also been completed in scoping and costing out the development of the online food map as a smart phone/ tablet application with GPS search/ proximity capability.

### Objectives

**1. Develop and populate a database of local producers and products from existing data supplemented by data arising from additional research.**

An extensive database for the G21 region has been compiled and used as the basis for a mail out to producers to populate the Dibble powered online interactive produce map.

**2. Gain agreement and sign up by major local producers in the G21 region to the database and have local producers populate and maintain the database.**

This is in train, and through February/ March 2015 producers will be e-mailed information on how to upload their profile details to the Produce Map. In order to encourage producers to upload their profile onto the Produce Map, a small prize (as a \$100 gift voucher) has been offered. Feedback from producers gained throughout the project development phase has indicated a strong interest in The Barwon Produce Map, and sign-up by the region's major producers is expected.

### **3. Design an integrated and easy to maintain responsive website and / or integrated smart phone App (I phone and / or android) which uses GPS location.**

By partnering with website provider Dibble early in the project development phase, it was possible to utilise a tested online interactive produce map used successfully within South Gippsland for a similar project initiative. The Dibble mapping platform provided a cost effective means to spatially capture and present regional producer details in an easily accessible and easy to use format. Whilst not completed within the constraints of the project timeframes, the ground work has been completed in scoping and costing out the development of the online food map as a smart phone/ tablet application with GPS search/ proximity capability, which could be pursued as the next phase of the project concept.

### **4. Keep the project at no financial cost to local producers**

In the early stages of the project, research into possible low cost web development solutions was undertaken, which eventually led to partnering with web-provider Dibble. With their experience in South Gippsland on similar projects, it was possible to ensure that the project could be rolled out at low or no cost to producers. The platform is also now ready for adoption by a funding partner to develop and maintain as a branded produce website relevant to the Barwon/ G21 region. Depending on the funding partner's needs, there is also an option for the site to be self-funding by offering paid premium listings and banner advertising on the home page.

### **5. Market the website / and or smart phone App to consumers**

From project inception throughout the development phase, significant work has been undertaken to market the Produce Map website and concept to producers, consumers and potential funding partners. This was initiated by a short on-line survey sent to project team contacts to gauge levels of interest in the project concept, with strong support and interest generated. This was followed by a series of marketing opportunities at Farmers Markets and scheduled events (such as the Geelong Food Extravaganza held in July 2014), as well as the use of branded materials including brochures and use of social media including a Barwon Produce Map Facebook site and Twitter account. A hand written survey was also conducted as part of the Geelong Food Extravaganza – again with strong interest and support for the project demonstrated. Throughout the project development phase, team members also conducted regular meetings with potential funding partners and key stakeholders in the regional food and produce industry network, including Committee for Geelong, G21 Agri-forum, Geelong Bellarine Tourism, and Councils of the G21 region.

## **6. Successfully enlist a sponsor/stakeholder for long-term viability of the project**

Significant work has been undertaken by the project team to position the project for uptake by a key regional stakeholder, such as local government/s within the G21 region, Regional Development Victoria or regional tourism bodies. Whilst this was not achieved with the constraints of the project timeframes, significant levels of interest and support for the project has been generated from project team member discussions with these groups, and the foundations have been laid to develop the project further with potential funding partners as a regionally branded online produce map for the Barwon region.

## **7. Leadership Lessons**

The delivery of this project presented a range of lessons in leadership for members of the project team, which are detailed as follows:

### **Identifying, scoping and communicating the project concept**

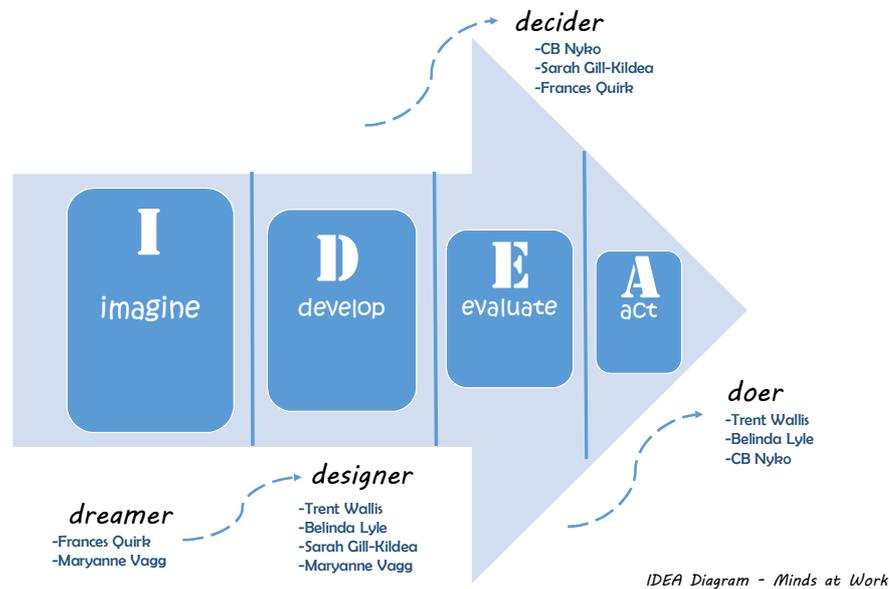
The project was fortunate to have a clear goal based solution around a specific problem – i.e. how to easily access the wonderful produce the Barwon region has on offer. This was important from a leadership perspective, because it provided an easily understood and communicated rationale (the why) for the project. This lesson was recognised by the project team early in the project development phase, which assisted in framing the project scope, ensuring clear messaging and staying on task.

### **Effective teamwork**

The project benefited from having a large project group (six team members) with a range of skill sets and experience. This ensured the project tasks could be more easily managed across the group without falling on any one individual. The team also maintained a positive focus throughout assisting and supporting one another in managing around work commitments or other personal priorities as they arose, including the happy arrival of two newborns to team members in early 2014. The central leadership lesson gained from this project was how effective, supportive and fun team work can be to motivating members to achieve the project outcomes.

The project team also adopted a leadership style based on consensus, with each team member leading a specific task based on their interest and skills, centered around regular team meetings, clear project goals and objectives. Whilst this was easy given the accommodating personalities of the team members involved, it is

expected that this approach would also have helped to manage team conflict if it had arisen.



## Identifying a partner

A critical component of the project, given its focus on delivering a specific technical product (website), was the need to identify a potential project partner with the appropriate skill set and capacity to assist in developing the website, given this expertise didn't reside within the project team. The project team undertook research into possible low cost web development solutions, which eventually led to partnering with web-designer Dibble. With Dibble's experience on similar projects in other regions, a partner was found early in the project who had already largely completed most of the web design work required for a regional produce map for the Barwon region. Likewise the project team also worked to identify potential funding partners to assist in branding the project to the G21/ Barwon region and ensure its long-term take up as a sustainable regional initiative.

The important lesson here, given the resource, time and technology constraints the project presented, was how important partnering with the right partner/s has been to achieving the project objectives and ensuring it continues after the initial project development phase.

## Marketing and bringing stakeholders along the journey

As with partnering, project marketing and stakeholder consultation has been critical to selling the project concept and establishing advocates to the cause throughout the project development phase. The important lesson here was tailoring the

marketing, communication and stakeholder consultation to the various audiences (whether they be local producers, consumers, regional bodies or industry groups) through a range of means including social media, surveys, e-mails, stakeholder meetings, presence at produce events and farmers markets and one on one engagement with local producers.

### **Capitalising on existing strategic directions**

When embarking on this project, the team undertook a review of existing local produce related initiatives relevant to the region, from existing websites, food trails, and local government strategic plans etc. to capitalise on existing strategic directions in this area. This involved discussions with various local governments of the G21 region, the Committee for Geelong, Geelong Bellarine Tourism and the G21 Agri-forum at various stages in the project's development. This was important not only in identifying the project's place and need in the regional strategic landscape, but to ensure its support from the relevant leadership bodies critical to the project's long term success.

### **Funding availability and business case development**

Limited external funding opportunities have continued to present challenges to delivering the preferred project option (the regionally branded website) within the constraints of the existing project timeframes. Accordingly, the Produce Map project has proceeded on the existing Dibble web platform with local producers on a voluntary basis at this stage, with the opportunity to further develop the preferred option with an appropriate funding partner should one emerge. This challenge has emphasised the importance of developing a project business case to maximise the opportunity for necessary project funding. The project team recognises this challenge, which is compounded by the constraints of a limited project development phase (12-months) and has identified opportunities for project assistance and/or training in this area for future LfG project participants.

## 8. Conclusions & Recommendations

The Barwon Produce Map provides an exciting new initiative for the Barwon/ G21 region. This new low cost web-designed product, based on an approach successfully rolled out for the South Gippsland region, builds upon on existing regional food trails and local government websites to provide a single hub for accessing the wonderful local produce the region has on offer.

The Barwon Produce Map provides clear regional benefits for the Barwon/ G21 region in areas such as healthy living, support for local food and wine producers, and sustainable regional development. Not only will the Produce Map assist locals to access local produce, it will also encourage tourists and day trippers to sample and experience the area's wide range of quality food and wine, capitalising on the region's proximity to Melbourne and iconic tourist destinations, such as the Great Ocean Road.

Importantly, the project has addressed an identified regional need connecting consumers to producers and providing greater accessibility to local food and produce. It has also laid the foundation for further strategic work in branding and marketing the region's local food and produce offerings.

As detailed in the evaluation section above, the project has largely delivered against the original project goal and objectives of developing a designed interactive website of local producers and products. The website is live and is in process of being populated with local producer details and profiles.

To ensure the continuing success of the project and its long term adoption – the following recommendations are provided:

1. The website continues to be maintained within the Dibble mapping platform.
2. The site and project continues to be promoted via social media, including Facebook and Twitter.
3. That opportunity for further website development is encouraged with potential funding partners – with the aim of developing the site as a regionally branded smart phone/ tablet application. This may include an option for the site to be self-funded by offering paid premium listings and banner advertising on a regionally branded home page.

## 9. Appendices

1. *Quick survey*
2. *Strategic Links Document*
3. *Project Scope Document*
4. *Dibble MOU for Extravaganza*
5. *Extravaganza Survey*
6. *Extravaganza Survey results.*
7. *DL postcard*



# The Barwon Produce Map

## Connecting Consumers to Producers in the Barwon Region

### The Barwon Produce Map – Project Pitch

---

The Barwon Produce Map is an interactive website / smart phone application for producers to showcase their products.

For consumers, it's a chance to discover where the best local food, wine and other produce is grown and sold.

The produce map gives everyone access to our regional produce heroes.

### Background

The City of Greater Geelong, Colac Otway, Golden Plains, Borough of Queenscliffe and Surf Coast regions have an exciting and broad range of regional producers of high quality, low volume products, many of which are not readily accessible through standard retail outlets.

For both visitors to the region and local residents, opportunities to purchase local products and support local producers are currently limited by a lack of knowledge about product availability, diversity, sources and location.

Over 280 surveys collected by the project team at the recent Geelong Food Extravaganza further supports the fact that there is a want and need from consumers to be able to easily source and buy local foods.

### Objectives of the project

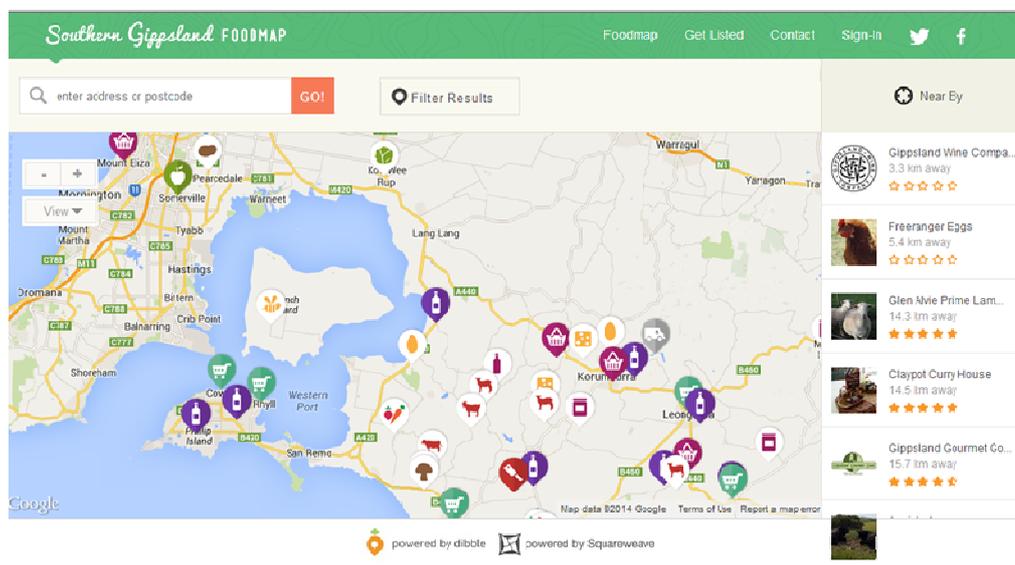
- To develop and populate a database of local producers and products from existing data supplemented by data arising from additional research
- Gain agreement and sign up by major local producers in the Barwon region

- Keep the project at no financial cost to local producers
- Have local producers populate and maintain the database with initial marketing support from the Appetizers project group to establish their write up and presence on the Produce Map.
- Successfully enlist a sponsor/stakeholder for long -term viability of the project

## What is the Produce Map?

The Produce Map, encompassing the Barwon Region, is an interactive online directory of local food producers and providers. The aim of the Produce Map is to showcase high quality local produce from the Barwon region by connecting consumers to producers. This will be achieved by providing up to date accessible information for the community relating to the availability and source of local food. It will also assist producers and providers to promote their products and grow their businesses. The Produce Map is powered by Dibble utilising Google mapping systems.

Exemplar Foodmap based on Regional Guide for South Gippsland



<http://www.southerngippslandfoodmap.com.au/foodmap>

**Platforms:**

- Responsive website and / or
- Smart phone application (iPhone and android)

## **The Produce Map benefits include:**

### **Health and Wellbeing**

- Enables community to see where they can access fresh fruit and vegetables
- Enables small stores to access local produce
- Encourages locals and visitors to buy fresh local produce
- Based on community development practices and principles
- A platform for telling food stories from independent farmers perspectives
- Raises profile of farming and food production as a valued livelihood

### **Sustainability**

- Enables locals to locate and source local produce, reducing food miles
- Encourages increased diversity within the local food system
- Enables producers to showcase their commitments (sustainability, environmental, social)

### **Economic**

- Platform for local producers, processors and outlets to upload their information and become visible to customers and each other
- Allows businesses to network with customers and with each other, identifying potential synergies, opportunities and partnerships
- Showcases the food experience opportunities in the region for locals, tourists and potential new residents and businesses
- Gives our region an identity, attracting tourism
- Encourages locals and visitors to buy locally produced food in local outlets
- Raises profile of farming and food production as a valued livelihood

### **The Produce Map - what it is not:**

- It is not a major marketing campaign
- It is not a branding platform for eligible products
- It has no direct e-commerce capability
- It will not be distributed as a hard copy, print version
- It does not directly address distribution issues
- It is not a stand alone website that needs to be maintained and administered by the Appetizers project group
- It is not a scoping and development exercise to seek and build appropriate tools

## Who can feature on the Produce Map?

The Produce Map is about local produce being available to local people (residents or visitors) through local distribution networks.

- Growers of food in the Barwon region (for example: meat, fruit, vegetables, eggs, dairy, honey etc)
- Local businesses that use local produce to make other food products (for example: cheese, wine, smallgoods, preserves etc)
- Local artisan food businesses that use produce not grown in the Barwon region to make other food products (for example: chocolate, fudge, bread, biscuits, preserves etc)
- Local businesses or groups that sell or provide locally sourced produce (for example: butchers, grocers, delis, farmers markets, food cooperatives, community gardens, food swaps)
- Local restaurants and cafes which specialise in serving local produce 'paddock to plate'

## Intended Outcome

The overall aim of the project is to connect consumers and producers.

- Producers have a platform from which to showcase their produce.
- Consumers can easily locate local produce.
- The project is taken over by a relevant party, ensuring its continued success.
- The Produce Map continues to grow in popularity with participation from both local producers in the Barwon Region and consumers.

## Who we are

The Produce Map project is an initiative of the Committee for Geelong's *Leaders for Geelong* 2013/15 program.

The project team, "The Appetizer Project Group" members include:

- Frances Quirk, Professor, Director of Research, Barwon Health
- Belinda Lyle, Marketing & Business Development Manager, Patrick Rowan & Associates
- Maryanne Hyde, Senior Project Officer, Deakin University
- Sarah Gill, Category Insights Manager, Target Australia
- CB Nyko, Community Development Officer at City of Greater Geelong
- Trent Wallis, Catchment and Strategy Executive Manager, Corangamite Catchment Management Authority.

## Our team support

The project team will work collaboratively and in partnership to support the development of the Produce Map entry point, or Regional Guide, into the national Dibble platform.

The team will facilitate engagement by Dibble of local food producers and providers to enable them to develop their business profile pages on the Produce Map. This will include engaging producers and running workshops to assist producers to input information on the dibble platform.

## Call to action

We need support from Local Government Areas and other interested parties to:

- Champion and drive the project in collaboration with the Leaders for Geelong project team
- Provide financial support for website and smartphone App development (as per Dibble quotes provided)

## For further information

Any interest in The Produce Map for the Barwon Region should be directed to one of our team members, the primary contacts being:

CB Nyko      T: 0427 877 266    E: cnyko@geelongcity.vic.gov.au

Frances Quirk    T: 0402 916 786    E: frances.quirk@barwonhealth.org.au

Belinda Lyle    T: 0409 432 196    E: b.lyle@patrickrowan.com.au

To keep up to date on the progress of our project, you can follow us on [Twitter](#) or [Facebook](#)



30/06/14

Will Coverdale  
Dibble Network Pty Ltd  
23, Woodhead St,  
North Fitzroy, Victoria, 3068  
[will@dibble.co.au](mailto:will@dibble.co.au)

Dear Will

The purpose of this letter of agreement is to outline the scope and role of the Leaders for Geelong (Appetisers) Project Team and your business, Dibble Network Pty Ltd, in supporting the development of a web based Produce Map for the G21 region, and in particular, its promotion at the 2014 Geelong Extravaganza, to be held on Sunday 13 July 2014 at the Deakin Waterfront.

**Background**

As part of the Leaders for Geelong program, participants form small teams and undertake a specific project intended to be of benefit to Geelong and the wider region.

In general terms the projects:

- are devised by the participants based on an identified or perceived need as evidenced through the program activities or as nominated by an organisation in the community;
- have an auspicing entity or organisation, which will potentially benefit in some way;
- take place within a twelve month timeframe; and
- on completion are presented to the Committee for Geelong members, Leaders for Geelong stakeholders and other interested community members at annual breakfast event.

**The Produce Map project**

The primary objective of the project is to develop a web based regional food and wine map for the Greater Geelong/ Otway (G21) region, that will:

- provide users with a single web destination for easily locating regional and geographical information about G21 food businesses;
- provide a website and smart phone app that promotes locally produced food options for regional communities, also helping local people find out what fresh food is grown nearby;
- provide local food businesses with the opportunity to easily develop a web presence, enhancing their marketing capabilities and reach;
- develop a platform that promotes key regional food networks and trails, farmers markets, cellar door and farm gate sales;
- encourage regional food and wine tourism, economic development, and opportunities for businesses in the G21 region by connecting local food business with suppliers and retailers
- support resilience and diversity in the food supply chain; and
- provide details to consumers on where products can be sourced, relative to their own GPS location, whether it be retail, local market or farm gate.

The Project Team aims to work in partnership with a project auspicing entity or organisation (still to be established) to achieve this objective.

As part of the project development and discussions with Dibble, it was agreed that the Project team and Dibble would participate in the Geelong Extravaganza event to be held on Sunday 13<sup>th</sup> July 2014.

### Key Responsibilities

The Leaders for Geelong (Appetisers) Project Team will be responsible for undertaking the following key tasks:

- organise and operate a stall at the 2014 Geelong Extravaganza;
- organise promotional materials for the event;
- prepare a brief producer and consumer survey to gauge interest and sign-up producers to the Produce Map;
- source local producers to participate in the proto-type at the event; and
- provide marketing and promotion of the Produce Map concept.

Dibble will be responsible for the following key tasks:

- provide a screen shot type/ prototype of 'exemplar' food map for illustrating the Produce Map functionality at the Geelong Extravaganza, using a sample of local producers in the G21 region; and
- provide necessary technical support for the 'exemplar' Produce Map during the Geelong Extravaganza.

### Arrangements

All participation by the Leaders for Geelong Appetisers Project Team in the Geelong Extravaganza event and the development of the Produce Map is provided on a voluntary (and no cost) basis.

All relevant promotional material required for this event will be sourced and provided by the Leaders for Geelong Appetisers Project Team in consultation with the Committee for Geelong Program Development Manager.

By way of this agreement, the Committee for Geelong and by extension the Leaders for Geelong Appetisers Project Team, has not entered into any financial arrangements, does not endorse or promote Dibble as a company, or as a preferred supplier for a web-based regional Produce Map. This will be a decision of the project auspicing entity or organisation and Committee for Geelong, once established.

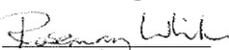
### Timeline

This Agreement will be in place for the period 23.06.14 to 31.07.14.

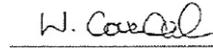
The Appetisers Project Team will review its ongoing relationship with Dibble and the project auspicing entity or organisation (once established). (Note that all further participation and support will be at the discretion of all these parties.)

Signed for, and on behalf of:

Committee for Geelong  
Name: Rosemary White  
Position: Program Development Manager

  
Date 07.07.14.

Dibble Network Pty Ltd  
Name: Will Coverdale  
Position: Dibble Founder

  
Date

Take our Mini Survey and go into the draw to win a Regional Produce Hamper

**Which regions would you like to see included on The Produce Map?** *(Select all that apply)*

- |                         |                         |
|-------------------------|-------------------------|
| Surfcoast Shire         | Colac Otway Shire       |
| City of Greater Geelong |                         |
| Golden Plains Shire     | Borough of Queenscliffe |

Entire Barwon Region *(All of the above)*

**On a scale of 1 to 10, how likely are you to use The Produce Map to source local products?**

- Not Likely    1    2    3    4    5    6    7    8    9  
10    Very Likely

**Which device/s would you like to be able to use to access The Produce Map?** *(Select all that apply)*

- |                    |                 |              |
|--------------------|-----------------|--------------|
| Desktop Computer   | Laptop Computer | iPhone       |
| Other Mobile Phone |                 |              |
| iPad               | Other Tablet    | Other Device |
| None/would not use |                 |              |

**Would you like to receive an email update when The Produce Map is launched?**

Yes    No

Name..... Postcode  
.....

Email.....Phone.....

