Darebin Business Map

Frequently Asked Questions

Who will have access to the directory?

This map is available for public use.

How will this map help the support the local business community?

Our new online directory has been designed to make it easier for the local community (and the greater population of Melbourne) to shop and eat locally, source supplies from local businesses and to engage local professionals in Darebin.
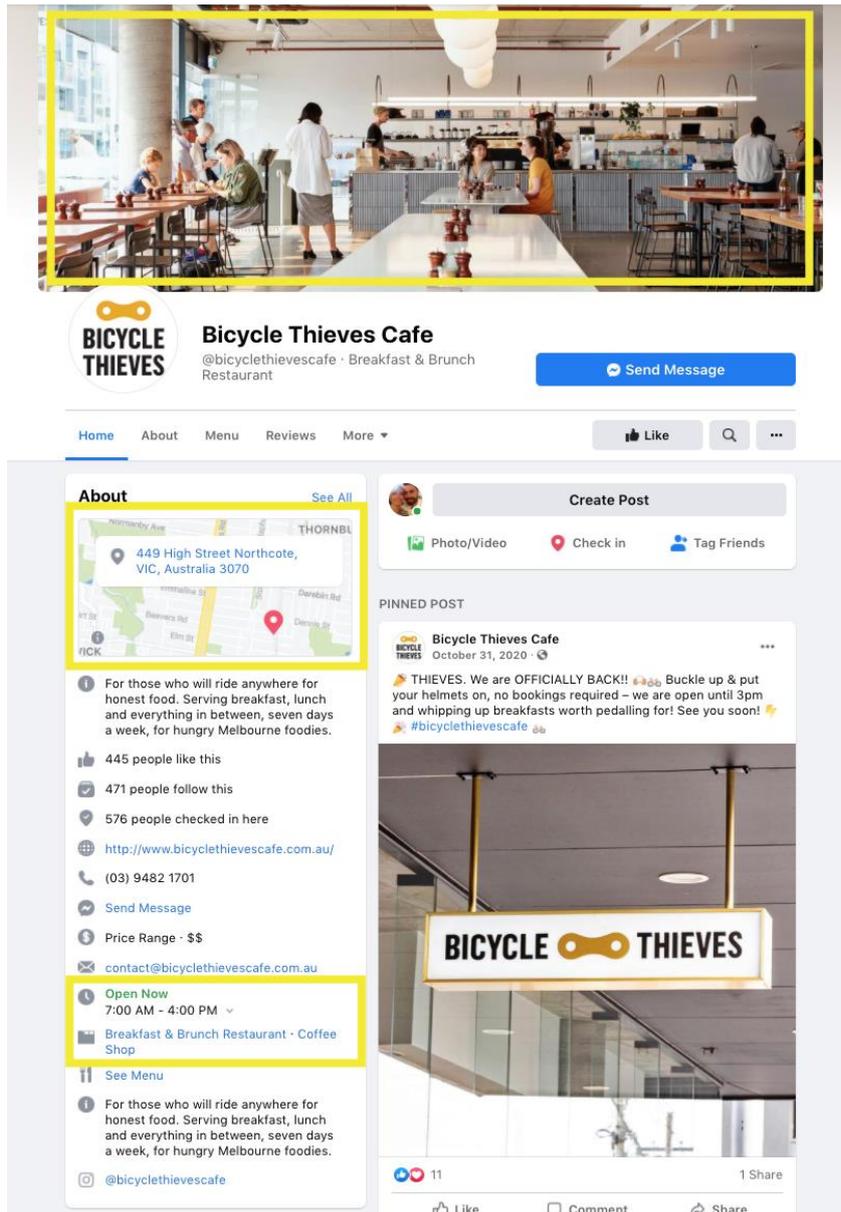
How can I ensure I get the best out of my business listing?

We are encouraging all businesses to create a Facebook page, as it is a free and low cost way to promote your business, sell your product and/or service, connect with customers and increase business engagement. When updating your details via your Facebook page, this map will automatically update the details too, this means that potential or returning customers/clients are able to easily understand more about your business even when you are not open or available. Therefore, it's important to keep these details up to date.

If you **do not have a Facebook page**, you can create one in minutes by following these instructions.

Once you have or **if you already have a Facebook page**, please**:**

- Ensure your **Cover Photo** is updated (preferably showing your product or service). This is the photo that will display on your map listing.
- Under your 'About' section you need to add your **Map Location** (not just add your address). If you click into 'Edit Page Info', then 'Location', add your marker to the map shown. This is how we plot your business.
- If relevant, add your **Opening Hours** and other amenities.

What if I don't want a Facebook page?

Having a Facebook page is not a requirement to setting up a listing on the Darebin Business Map, as you will be able to provide basic details via the *Add Your Business Form*.

What if my business fits more than one category?

As a minimum the *Add Your Business Form* requires you to select at least one category, so we are able to upload your listing. However, you are be able to select up to three categories.

What if I don't want to show my location, as I am a home-based, online only business and/or mobile food truck?

You may have indicated or we may have understood your business to be either home based and/or online only business or a mobile food truck. Each of these business structures are included in the listings (side panel of map), are searchable but will not be plotted (ie addresses will not be indicated on the map for privacy reasons.

Why isn't my business listing displaying correctly?

- Please ensure your address (including suburb) is correct – spelling errors or incorrect spacing can impact your listing.

- Please ensure Facebook has correctly mapped your address and the pin is placed in the correct location.

- If you have multiple business locations, please just include your Darebin location on your Facebook page only, as this can confused the technology syncing with the Darebin Business map.

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Will my contact information be shared?

The collection and handling of personal information is accordance with Council's Privacy Policy which is displayed on Council's website and available for inspection at, or collection from, Council's customer service centre/s.

The information collected in the *Add Your Business Form* will only be used by Council for the purposes of the Darebin Business Map, and will not be disclosed to any third parties without your consent unless required by law. The information that you provide will enable Council to facilitate this activity and thereby service the needs of the Darebin community. Council will only disclose this information to the Alpaca Travel for the sole purpose of uploading your business listing to the map. Council reserves the right to not publish any listings that include inappropriate content.

If you would like further information, resources or support, please email Economic Development Unit at business@darebin.vic.gov.au