

Achievements to Date

- ★ July 2015 - Launch of dandenongsandranges website. Getting the website linked and featured on Visit Victoria's website (the official travel website for Melbourne).
- ★ The successful joint hosting & running of the 2015 & 2016 Tourism One Day Event. The 2017 Event is in the planning stages.
- ★ Christmas Decorations 2015 & 2016 - Local Emerald Christmas Decorations produced in conjunction with Emerald Mens Shed & Hills Art Market, Buskers & Santa.
- ★ 2016 Emerald Christmas Gift Guide produced by The General Food Store.
- ★ Port Phillip & Westernport CMA grant to design, plant and sign two sites at the Ash Wednesday Bushfire Education Ctr & Gembrook Community Ctr. The sites will be used to educate the community on fuel load reduction.
- ★ Alliance and support from Yarra Ranges Tourism to use of their digital maps and 'experience template styles' for local promotions. Getting Puffing Billy Country recognised as a destination on the home page of visitdandenongranges.com.au.
- ★ April 2016 - Facilitation of Six Good Reasons to visit Gembrook.
- ★ April 2016 - Opening of our Visitor Centre in Emerald to promote the Eastern Dandenong Ranges. The Centre is managed by volunteers. Built a database of visitors stats and research that will be used when developing promotional material.
- ★ Successful Facebook promotions, post reach & engagement. 325 posts over a 12 month period to support local business & events.
- ★ Networking, development & collaboration for the following projects. New Hills Art Market, Art in the Garden event, 2017 Mt Burnett Vastroc event, Regional World's Longest Lunch at The Independent, 2017 Heritage Festival. Destination Strategy for the Hills townships.

Membership Costs

\$150 plus gst per annum from joining date.

Complete the form enclosed or online at
www.dandenongsandranges.com.au/membership

How to get the best out of your Membership

Get involved in some way to recognise the potential opportunities your business has to gain and to build networks with other members.

Like our Facebook pages and share your promotions, events and specials with us.

Supply your company brochures and event flyers to our Visitor Centre for promotion.



7 Memorial Drive, Puffing Billy Station
Emerald, P.O. Box 251 Emerald 3782
www.dandenongsandranges.com.au
<https://www.facebook.com/Dandenongsandranges>

Dated 8th March 2017



Business

Membership Brochure



Working together with business to promote the services, attributes and tourism of our region.

About EDRBT

Eastern Dandenong Ranges Business & Tourism (EDRBT) is located in the Northern Hills of Cardinia Shire. Its whole focus is to help promote, educate, train, support, provide advocacy and networking opportunities for business and tourism operators in our local region and surrounds.

EDRBT is a subcommittee auspiced under EDRA, Eastern Dandneong Ranges Association along with The Local Voice Newspaper.

The Association was formed in late 2014 and along with its subcommittees is run by a volunteer committee representing the townships in our region.

EDRBT & The Local Voice Newspaper are complimentary in their vision, and together aim to develop a stronger shared identity and narrative for the Eastern Dandenong Ranges to strengthen the community and establish a 'destination brand' for the region.

Working alongside the subcommittee in their township, members are encouraged to get involved to help produce promotional material. The Emerald Business Group acts as the subcommittee for the Emerald township.

EDRBT operates as a Local Business & Tourism Group (LTBA) under the Tourism Victoria Structure. Whilst residing in Cardinia Shire, we fall under tourism for the Yarra Valley & Dandenongs Ranges managed by Yarra Ranges Council and Vic Tourism.

This provides EDRBT both challenges and opportunities in relation to funding, support and lobbying.

Member Benefits

Websites

EDRBT manage 3 websites on behalf of our members. dandenongsandranges.com.au, emeraldandrages.com.au, gembrookvillage.com.au. Our Local Newspaper subcommittee manage thelocal.org.au. We cross promote across our websites.

Dandenongs and Ranges is our primary website providing business & attraction information for the local community and visitors to our region. It includes a blog on the home page to keep the site current, help build SEO and an extensive list of attractions and maps to download.

Facebook

EDRBT manage the promotion of our members events, products and attractions via our Dandenong and Ranges, Emerald Business Group & The Local Newspaper Facebook pages.

Training in Business Marketing

Training is delivered through our business breakfasts, EDRBT members events and Casey Cardinia Business Group.

Visitor Centre

Located at Emerald Station, the Visitor Centre is volunteer manned 7 days a week providing locals and visitors business and tourist information sourced from our members only.

Promotional Material

A range of printed material is produced to support small promotions, events, business listings & flyers for members through our business & tourism subcommittees.

Member Benefits

Access

Access to representatives from the Cardinia Economic Development Department (ECODEV) through their attendance at EDRA/EDRBT meetings & events.

Business Breakfasts (Quarterly)

Business breakfasts are held at various attraction based businesses to improve awareness of our hospitality & tourism business in the region. Each breakfast includes a training component beneficial to all types of business along with 3 different member presentations.

Networking & Information Sharing

Several networking & social events are held each year during week nights. These provide the opportunity to build relationships with other members and discuss networking & other collaborative business opportunities in a relaxed environment.

Advocacy & Lobbying

The EDRA governance committee advocates on members behalf to State & Federal Government, Councils, Tourism bodies and Media networks.

E-Business News

Keeps members up to date on training, events, projects and local business & community issues.

The Local Voice - Print & Online

Members can indirectly promote their business by suppling editorial content to the Local Voice Newspaper. The newspaper is produced quarterly. Members also receive a 10% discount on paid advertising placed.

Cardinia Tourism Advisory Committee (TAC)

Representation on the TAC Committee to implement & drive the Casey Cardinia Visitation Strategy.