

Achievements to Date

- ★ July 2015 - Design, content, research and development of dandenongsandranges website. Multiple listings for members under the various categories, image, copy and links to their website and social media pages.
- ★ 1st Cardinia Tourism Day Event - EDRBT stand & promotion.
- ★ October 2015 - Local Emerald promotion. Emerald Business Rewards.
- ★ December 2015 - Local Emerald Christmas Decorations in conjunction with Emerald Mens Shed.
- ★ Successful grant application to assist with dandenongsandranges website. Community Wellbeing Support Grants for small items of equipment and recruitment & development of volunteers.
- ★ Built EDRBT awareness with Yarra Ranges Tourism resulting in use of their digital maps and 'experience template styles' as required.
- ★ Getting Puffing Billy Country recognised graphically as a destination on the home page of visitdandenongranges.com.au.
- ★ Networking collaboratively with Cardinia Council & Yarra Ranges Tourism (Yarra Ranges Council & Vic Tourism) to assist with marketing our region.
- ★ April 2016 - Facilitation of Six Good Reasons to visit Gembrook.
- ★ April 2016 - Opening of Visitor Centre in Emerald to promote the Eastern Dandenong Ranges. Provide induction and training of volunteers.
- ★ Getting dandenongsandranges website linked and featured on Visit Victoria's website (the official travel website for Melbourne).
- ★ Successful Facebook promotions, post reach & engagement.

Membership Costs

\$75 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 someway to recognise the potential opportunities your group 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 groups 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>
0498 579 683



Community Group

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, and provide advocacy and networking opportunities for business and tourism operators in our local corridor 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 volunteers representing the townships in our corridor.

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, which will strengthen the community and establish a 'destination brand' for the region.

Members are encouraged to get involved to help produce promotional material for their local areas. The Emerald Business Group has its own Committee representing members from the Emerald region for EDRBT.

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 the different groups.

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. Cross promotion & links across websites.

Dandenongs and Ranges is our primary website targeted to visitors and our local community. It includes a blog on the home page to keep the site current, build SEO over time and an extensive list of attractions and maps to download.

Facebook

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

Networking & Information Sharing

Members have the opportunity to network via our business breakfasts meetings, training, & members nights, at events and through our association with other business & tourism groups in and supporting our surrounding region.

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

Members discount on all printed marketing material produced to promote our region, business & attributes.

Member Benefits

Access

Access to Business Development Council representatives that attend our meetings and events.

Business Breakfasts (Quarterly)

Includes guest business speakers and 3 members speakers spots & cooked breakfast.

Events

Members discount to events.

Advocacy & Lobbying

Advocating on members behalf to State & Federal Government, Councils, Tourism bodies and Media networks.

E-News (bi-monthly)

Keeping you update on business & tourism news.

The Local Voice

Members are invited to promote their business by suppling editorial content to the Local Voice Newspaper. The newspaper is produced quarterly.

Plus 20% discount on advertising rates.

Business profiles and local business news.

Cardinia Tourism Advisory Committee (TAC)

Representation on the TAC Committee to implement & drive the Cardinia Shire Tourism Strategy Action Plan.