

2018-19
Buy, Think, Act
Local Campaign for
townships

**Encouraging
business and
community to
embrace & act on
the importance of
what local means,
the benefits
associated with it
and consciously
implementing Local
into everyday
living. Starts July
2018.**

Membership
costs and
management

\$150 plus gst buys you local township
and district membership

Local & district website domains are
supplied by Eastern Dandenong Ranges
Association (EDRA). Local townships
sites and our district website are
managed by:

Emerald Business Group

Gembrook Community Group

Eastern Dandenong Ranges Business &
Tourism

All memberships are managed through
Eastern Dandenong Ranges Business &
Tourism

P.O. Box 251
Emerald 3782
ask@edra.org.au
Enquiries 0419 584 498

Local township &
district business
membership

**Working together to
promote the
services, attributes
and tourism of our
region**

emeraldvillage.com.au

gembrookvillage.com.au

easterndandenongranges.com



About Eastern Dandenong Ranges Association & EDRBT

The Eastern Dandenong Ranges Association (EDRA) was formed in 2014 to auspice two existing local business groups, Emerald Business Group & the Gembrook Business Group.

A brand identity was established for Eastern Dandenong Ranges Business & Tourism (EDRBT) and is the umbrella identity that represents our district as a whole.

EDRA provides the advocacy, financial management & insurance for our members. This includes liaison with Councils & Yarra Ranges Regional Tourism & local township committees. Grants, operating a visitor call centre & self serve Visitor Centre, identifying & implementing major projects that benefit business and attract visitors to our district, supporting local organised projects & events run by members in their respective townships.

Member benefits

- ✓ Local website listing including a personalised 3 image slideshow and link to your business website
- ✓ District website listing with connection to visitvictoria & our self serve visitor information and referral.
- ✓ Cross promotion across both website platforms
- ✓ Discounted buy-in to local & regional maps, events & promotions.
- ✓ Listing of all members across the region featured on the district website
- ✓ Networking breakfasts & events
- ✓ Local and district E-News

Member benefits

- ✓ Access & information to training in the region
- ✓ Promotion across our social media platforms
- ✓ Opportunity to be hands-on and get involved in promotions (ideas, strategies & implementation)
- ✓ Assistance from your local township & district representatives
- ✓ To be a part of the largest local & district websites and information for the local community & visitors to access & resource
- ✓ To have your events marketed on Visit Victoria through Eastern Dandenong Ranges Business & Tourism