



2019

# EDRA ANNUAL REVIEW

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

“My definition of success? The more you’re actively and practically engaged, the more successful you will feel.” Richard Branson



2019

# CHAIR REPORT

**We are committed to supporting your business - Garry McGough**

Elected 15/5/19, I had only been in the position of chair, for less than two months for this reporting period, hence this report, captures my time since then until this AGM. The term for the committee elected at the 2018 AGM, finishes on the 30th June 2020, and subsequently, there will be no voting for office bearers at this AGM apart from those wishing to stand as general committee members.

I was privileged to be appointed as Chair, and join the association at a time when Cardinia Shire confirmed they would provide a financial contribution to EDRA for the next three years, commencing end August 2019. Thanks again to David Nickell, the previous EDRA chair for the majority of this reporting period, for working tirelessly behind the scenes for many years to make this a reality. David, also made a submission/letter of support for the Ash Wednesday Bushfire Education Centre (AWBEC) to Creative Victoria on 15th August advocating AWBEC would be an ideal centre and integral part of the development of the proposed bushfire education, science and reflection centre currently in consultation.

I am a peoples person, and hit the ground running visiting shops in Cockatoo, Emerald & Gembrook to introduce myself. A butcher for 55years and a business broker for 4years, I understand the challenges of small business and what it takes to be successful. I am passionate to share my experiences, learn from others, and use this knowledge to draw on inspiration, help build networks, advocate on behalf of members, and proudly promote and provide information about our region.

I reside in Gembrook, any my other volunteer roles are the booking officer for the Gembrook Community Centre, coordinator of small events for the Gembrook Community Group and Gembrook market volunteer.

I regularly attend the village & township groups association meetings to report on EDRA and keep up to date with community news and issues and liaise with our local newspapers seeking promotional opportunities where possible.

We met with Tim Cooper, Team Leader, Coordinator, Economic Development with Cardinia Shire on October 25th to start mapping out EDRA's partnership with Council, along with the challenges and opportunities our association faces. The content captured will be developed to form part of EDRA's 2020-25 Strategic Plan.

2019

# CHAIR REPORT

**"The one person who can make your business succeed is not an investor or even a mentor, it is you." Quote by Richard Branson. - Garry McGough**

I'd like to thank Ian Ash for chairing, and Lynne Trensky for coordinating the speakers and their presentations at our business breakfasts held at Bam Bam Italian in Avonsleigh and The Hairy Dog in Gembrook.

I'd also like to thank members John Wall, David Peck, Bec Breen, Jennifer Crossland and Lynne Trensky for taking on our promotional video project currently in production and look forward to seeing a teaser of some of the raw footage been taken so far at tonight's AGM.

Our townships are continuing to develop, which brings presents a number of issues including competition, more patronage from our local community, increase in visitation, amenities and transport required, local employment, new residents, more services and a stronger local economy. And tourism not only contributes towards more economic activities but also generates more employment, revenues and plays a significant role in future development.

I can't emphasise enough the importance as a business operator, the enormous value and learnings you'll experience and benefit from by being more involved. To quote Richard Branson, **"The one person who can make your business succeed is not an investor or even a mentor, it is you."**

We need more members on our committee and to have input. Without this, our long-term viability is questionable.

This is a great time and opportunity to join as a general committee member or sub-committee member and be a part in developing EDRA's new 3-5 year strategic plan ready and unveiling at the 2020 EDRA AGM to be held in July/August this year.

I close sharing a reminder of our vision: **"To be recognised as a destination and sense of place to live, work, enjoy, visit, stay and prosper."**

2019

# MEMBERSHIP REPORT

We are committed to supporting your business - Lynne Trensky

It's been a very busy nine months since our last AGM Membership Report providing business breakfasts, website listings, members evenings, marketing & training support, print and social promotions, auspicing, connecting and networking businesses and helping with events.

## Business Breakfasts & Member's Networking Evening

July 5th at BAM BAM Italian in Avonsleigh. Cardinia Shire CEO, Carol Jeffs announces Council funding support for the next three years. Presentations by Bam Bam, Lakeside Paddleboats, My Property & Finance & Fernlea Community Care. Education segment on "Success vs Fulfilment." October 25th at The Hairy Dog in Gembrook. Training breakfast on "Networking and Learning how to improve Sales & Performance. Presentations by Springfern Farm, The Hairy Dog, The Local & Station House Pizzeria. Puffing Billy Railway Museum at Menzies Creek, Member's evening.





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## Websites & Facebook

Developed websites for [emeraldvillage.com.au](http://emeraldvillage.com.au) and [gembrookvillage.com.au](http://gembrookvillage.com.au). Have the domain for [cockatooivillage.com.au](http://cockatooivillage.com.au) there to implement when ready. These local websites are just that. Planned to include local businesses & events and free local community groups information. The local websites can allow up to 5 slideshow images for businesses. Both websites are linked to [easterndandenongranges.com](http://easterndandenongranges.com) and have their own Facebook page.

Using a portion of our funding support from Cardinia Council, we have had a Search Engine Marketing (SEM) report done for our [easterndandenongranges.com](http://easterndandenongranges.com) website and currently undertaking search engine optimisation (SEO) to improve our page ranking on Google. Our websites are our real estate, what we own and where we build our long-term customer base.



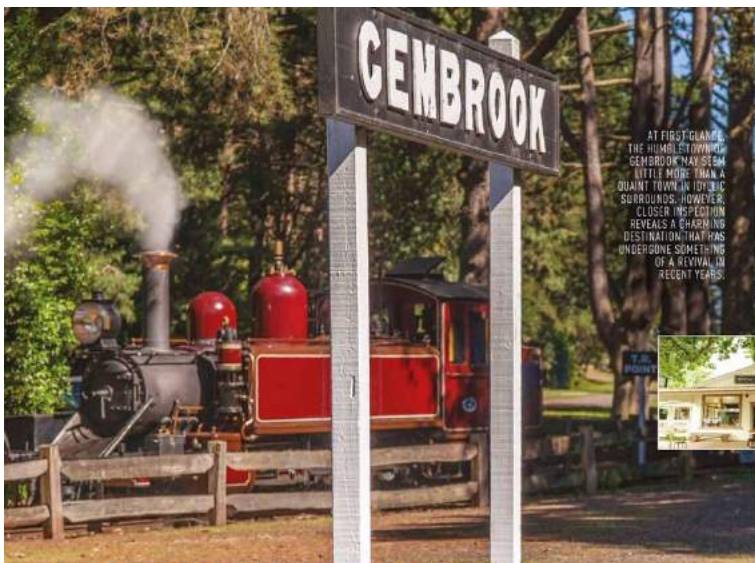
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## Print Promotion - Casey Cardinia Family Magazine

We secured free editorial and discount advertising to run a feature on Gembrook in the Summer edition of the Casey Cardinia Family Magazine. The 30,000 free issues target people living in the Casey Cardinia region and in circulation for 3 months, providing good value for money. The magazine is also promoted online and we get to keep the files to use for ongoing marketing.



AT FIRST GLANCE, THE HUMBLE TOWN OF GEMBROOK MAY SEEM LITTLE MORE THAN A QUIANT TOWN IN IDYLIC SURROUNDS. HOWEVER, CLOSER INSPECTION REVEALS A GEMMINO DESTINATION THAT HAS UNDERGONE SOMETHING OF A REVIVAL IN RECENT YEARS.

## Gembrook HIDDEN GEM IS A REAL TREASURE

Originally established as a dairy farming, agricultural, orchard and timber area, Gembrook got its name from the prominent steam flour mill's workshop in the late 1800s. These days, Gembrook is better known as the place to go for food, fun and a touch of old world nostalgia.

Gembrook has long had a reputation for its produce, particularly its apples and pears. The town is also known for its historic architecture, including the Gembrook Railway Station and the Gembrook Hotel.

There is a lot to see and do in Gembrook, including the Gembrook Railway Station, the Gembrook Hotel, the Gembrook Golf Course, and the Gembrook Park. The town is also home to several businesses, including the Gembrook Bakery and the Gembrook Butchery.

Gembrook is a beautiful town with a rich history and a vibrant community. It is a hidden gem that is well worth a visit.



**THE INDIVIDUALS**  
A restaurant with an all-day cafe offering modern Australian cuisine. Popular in the area for its friendly atmosphere, fresh produce and quality ingredients. Dishes are served to the table with a focus on local and seasonal produce. The cafe is open from 7am to 3pm. 111 Main Street, Geelong, VIC. Phone: 03 5242 1310. www.individuals.com.au

**GEMBROOK MARKET**  
A weekly market held on the first Sunday of each month. The market is held in the town square and features a wide range of fresh produce, flowers, and handmade goods. The market is open from 9am to 3pm. 111 Main Street, Gembrook, VIC. Phone: 03 9362 1104. www.gembrookmarket.com.au

**THE LOCAL GEMBROOK**  
Gembrook's local pub and cafe. The pub is open from 4pm to 11pm and offers a wide range of drinks and food. The cafe is open from 7am to 3pm and offers a range of breakfast and lunch options. 111 Main Street, Gembrook, VIC. Phone: 03 9362 1104. www.localgembrook.com.au

**THE GEMBROOK TRACTOR**  
A collection of vintage tractors and agricultural machinery. The collection includes a wide range of models from the 1930s to the 1960s. The tractors are displayed in a well-maintained outdoor setting. 111 Main Street, Gembrook, VIC. Phone: 03 9362 1104. www.gembrooktractors.com.au

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Gembrook's local pub and cafe. The pub is open from 4pm to 11pm and offers a wide range of drinks and food. The cafe is open from 7am to 3pm and offers a range of breakfast and lunch options. 111 Main Street, Gembrook, VIC. Phone: 03 9362 1104. www.localgembrook.com.au

**THE LOCAL GEMBROOK**  
A collection of vintage clothing and accessories. The collection includes a wide range of styles from the 1950s to the 1970s. The items are displayed in a well-maintained indoor setting. 111 Main Street, Gembrook, VIC. Phone: 03 9362 1104. www.localgembrook.com.au

**PUTTING BELLS RINGING!**  
Experience the thrill of a day of Putting Bells Ringing. Start your journey at Gembrook Station, located in the beautiful Gembrook Park. After your journey with the train, take in the magnificent views of the Gembrook hills, and then the excitement of a day of putting bells on the Gembrook hills. Book now! Gembrook Park, Gembrook, VIC. Phone: 03 9362 1104. www.puttingbells.com.au

**THE GEMBROOK CAFE**  
A cafe offering a wide range of fresh and delicious food. The cafe is open from 7am to 3pm and offers a range of breakfast and lunch options. The cafe is located in the heart of Gembrook. 111 Main Street, Gembrook, VIC. Phone: 03 9362 1104. www.gembrookcafe.com.au

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**THE MOTORIST**  
A collection of vintage cars and motorcycles. The collection includes a wide range of models from the 1930s to the 1960s. The cars and motorcycles are displayed in a well-maintained outdoor setting. 111 Main Street, Gembrook, VIC. Phone: 03 9362 1104. www.motorist.com.au

FEATURE



2019

# MEMBERSHIP REPORT

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## Print Promotion - Casey Cardinia Family Magazine CCM

We have also secured free editorial and discount advertising to run a feature on Emerald in the upcoming Autumn edition of the Casey Cardinia Family Magazine and have the front cover exclusively to promote the Emerald Funfest & week PAVE festival from March 28 to April. Here's a sneak peek.



### Networking with business & the Casey Cardinia Magazine

We used local photographer Narelle O'Connor for our Summer feature ads and writer Rebekkah Wilde for both our Summer & Autumn editorials. Through our recommendation, you'll also read a feature on Sue Jarvis in the Autumn Issue. We will continue to recommend story ideas for future publications.



## Auspicing

We were delighted to be able to auspice and distribute Yarra Ranges Grants for Community funding to artist Jamie Saxe for his project "Living Legacy Snapshots." Jamie's project tells the stories of four elderly female artists who live and work in the hills. The finished project, labelled "Senior Women in the Arts", will be screened during the PAVE festival on Monday March 30th at the Emerald Community House and also include a Q & A with the artists.

EDRA supports the Emerald Regional Beekeepers who meet monthly at the Emerald Community House. The group of more than 60 hobby beekeepers meet on the 2nd Tuesday of every month to share beekeeping news and invite an occasional guest speaker.

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**THE HUB OF THE HILLS**  
NESTLED IN THE HEART OF THE HANGING RANGES, THE TOWN OF EMERALD AND SURROUNDINGS OFFERS A RICH AND INTERESTING HISTORY AND AN ENCHANTING PLACE TO ESCAPE THE HUSTLE AND BUSY OF THE CITY

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## **Eastern Dandenong Ranges Prom Video**

We have allocated \$5000 from Cardinia funding and engaged Brian Hughes from Vantage Media to produce a promotional video that represents the Eastern Dandenong Ranges and all we have to offer. A small steering group has been working on the project. The group first met to scope out the project, what needed to be captured, along with the personality, style and feel. We then met with Brian to review our findings and schedule times to video.

Brian has been extremely generous with his time so we can capture the true essence of the Hills

Emerald Christmas decorations

Gembrook DL Promo - Thomas Days Out

2019

# FINANCE REPORT

By David Nickell

Business insurance remained our biggest expense for the 2018 - 19 reporting period. The figures reflect Christmas funding we received from Cardinia Council for Emerald Christmas decorations and Yarra Ranges Council funding income, received and expensed against the Jamie Saxe project.

Opening balance \$ 2,163.81 CR

Total income \$12,493.86

Expenses \$12,968.59

Balance \$ 1,689.08 CR