



EDRBT Review

The Eastern Dandenong Ranges Association (EDRA) formed on 26th June 2014 to support and oversee the activities of the Eastern Dandenong Ranges Business & Tourism Group and The Local Newspaper.

The Eastern Dandenong Ranges Business & Tourism Group (EDRBT) represents members in professional, trade, retail and tourism sectors operating in the Eastern Dandenong Ranges corridor. The majority of our members are drawn from Emerald, Cockatoo & Gembrook but open to all business operating in the Eastern Dandenong Ranges.

The Emerald Business Group moved its auspice from the Emerald Community House to EDRA along with members that belonged to the Gembrook Business Group that dissolved in June 2015.

EDRBT took over the management of the existing websites belonging to the Emerald Business Group, emeraldandranges.com.au and gembrookvillage.com.au. We wish to thank past Gembrook Business Group Chair Walter Berger for continuing to update the Gembrook Business Group website in consultation with the EDRBT.

Our first initiative was to develop a brand identity for the group, membership brochure and new website to promote all of our members as well as attractions and events in our region. Our website and members events and products are marketed through our blog on the website and Facebook pages.

We use our range of social media platforms to maximise promotion of our member's products and services. These are:

Dandenongsandranges.com.au
Emeraldandranges.com.au
Gembrookvillage.com.au
Dandenongs and ranges Facebook
Emerald Business Group Facebook
The Local Facebook