



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. We received our first \$10,000 funding support in 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, I am the volunteer booking officer for the Gembrook Community Centre, coordinator of small events for the Gembrook Community Group and a 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, I also liaise with our local newspapers seeking promotional opportunities where possible.

EDRA 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 that has been taken so far at tonight's AGM.

Our townships are continuing to develop, which 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 take part in developing EDRA's new 3-5 year strategic plan ready to present 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."**

We need your involvement and support to help make this happen.

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

We continued to develop the emeraldvillage.com.au and gembrookvillage.com.au websites. We have the domain for cockatooovillage.com.au ready to implement when ready. The local websites are planned to include local business details, local events and free local community groups listings. The websites can allow up to 5 slideshow images for businesses. Both websites are linked to easterndandenongranges.com and have their own Facebook page.

We have had a Search Engine Marketing (SEM) report done for the easterndandenongranges.com website using a portion of Council funding 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 that you need to be on.



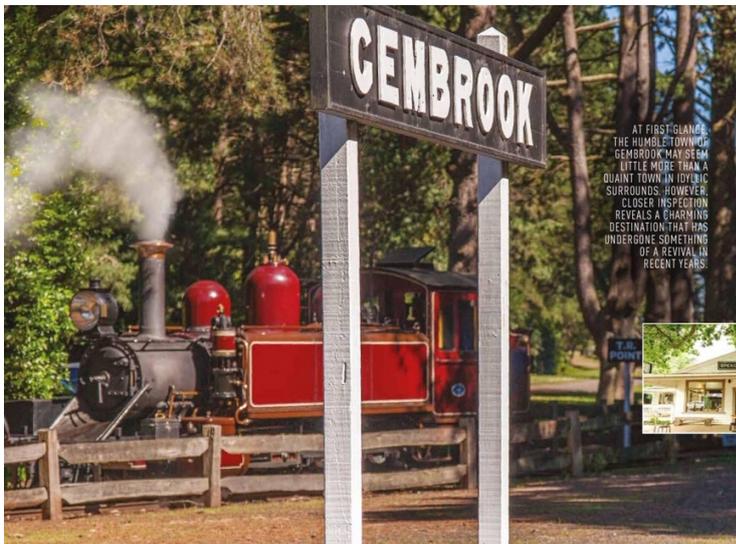
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## Print Promotion - Casey Cardinia Family Magazine

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 A LITTLE MORE THAN A QUIANT TOWN IN IDYLIC SURROUNDS. HOWEVER, CLOSER INSPECTION REVEALS A CHARMING DESTINATION THAT HAS UNDERGONE SOMETHING OF A RENAISSANCE IN RECENT YEARS.

## Gembrook

HIDDEN GEM IS A REAL TREASURE

Originally established as a dairy farming, potato cropping, orchard and timber area, Gembrook got its name from the precious stones found on its waterways 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 is less than half an hour from Melbourne by car but within minutes of leaving the suburbs, you'll find yourself surrounded by natural beauty. The road winds its way through the hills, shaded by graceful old gum trees, before sweeping past the rolling pastures that mark the Gembrook landscape. As well as cattle and the odd sheep or horse, you may spot a herd of feralised deer or even a flock of ostriches. Rolling onto the Main Street, you'll find the hub of this boutique country town, a collection of new or gently restored shops, cafes and restaurants, with Puffing Billy station and the adjoining A.C. Huxford park.

Families flock to the area to enjoy the historic railway, an idyllic lunch at the popular Spencer's Store, Harry Doo's cafe or Gembrook Bakery, and to breathe fresh air and get out of the city. There is plenty of opportunity to explore and get some exercise with playgrounds dotted around town, meandering paths in reserve, with its historical buildings and bushland walking tracks, including the Shropshire Falls (Glenloch & Bunyip State Park), and the newly installed walking track winding down from Gembrook to Emerald, which takes you past the picturesque potato fields, views of the Dandenong ranges, and alongside the Puffing Billy track. Stop in at Maydenridge farm gate and Paderberry's pick berry farm, both located on Melbourne-Gembrook Road (Melbourne-Foxfield Road).

local treats. Back in town, young and old alike will find wonder and delight at the Motorist Museum, home to a beautiful collection of old cars and vintage parts, traditional toy shop and antique store. CK Clements will give you a taste for Gembrook's history with a demonstration of sawing for local gems, or wander up to the Gembrook market, held the fourth Sunday of the month, to find gorgeous handcrafted items and local fare, with the kids enjoy a pony ride. You'll find Sue Davis Gallery nearby in Blackwood Lane that overlooks four hectares of spectacular gardens.

Opened in 2014 by renowned chef Mauro Callegari, The Independent restaurant and bar was the first in a series of exciting developments that have helped put Gembrook on the map, serving up modern Argentinian cuisine in a rustic dining setting. The Independent has garnered significant attention from across the globe for its authentic and high-quality food. On Gembrook-Launching Place Road, the award-winning Forest Edge restaurant caters to wedding and functions as well as offering a la carte dining and wood-fired pizzas from Friday-Sunday. For a more casual dinner, there is Station House Pizzeria on the Main Street, with an excellent selection of rustic pizzas and Italian dishes across the road, newly established Tavern The Local has become an instant hit, serving up cold beers and simple yet delicious bar meals.

As an up and coming town to absorb its daytrip, Gembrook has a range of accommodation to suit your budget and taste. Signal Hill, Curving Park, and Brimbrook are just a few of the places you can stay while relaxing in this beautiful hills town. Or, bring your tent and camp out in Kurth's kiln reserve.

With so much to offer and only a stone's throw from the suburbs, it's no wonder Gembrook is fast becoming one of the most popular local tourist destinations. Be sure to arrive early and discover all this little gem has waiting for you.



**THE INDEPENDENT GEMBROOK**  
A restaurant set in an old car garage offering modern Argentinian cuisine. Produce is sourced as local as possible, with wine predominantly from Victoria and Argentina. Dishes are served to the taste of the table consisting of steak and large salads, including a selection of vegan options.  
8979, The Rock Station, Unit 10, 3206, 2300, 1000  
The Independent will be closed Christmas Day and will re-open 10pm on Friday the 3rd of January 2020.  
179, Main Street, Gembrook, VIC | Phone 03 9568 1100  
Email: info@theindependentgembrook.com.au | www.theindependentgembrook.com.au



**GEMBROOK BAKERY**  
A family-run business that prides itself on its freshly baked bread, pastries and sweets.  
283, Main St, Gembrook, VIC | Phone 03 9568 5164 | Email: gembrookbakery@gmail.com



**FIELDSBERRY FARM**  
If you're in the area, you can't miss Fieldsberry Farm. The park hosts numerous local produce experiences and businesses, in season. Cakes, tea and gift certificates. Find parking times and Facebook and Instagram or call to find out.  
11 Fields Road, Colac, VIC | Phone 0428 864 619 | www.fieldsberryfarm.com



**THE LOCAL GEMBROOK**  
Gembrook's latest bar spot puts the emphasis on providing great pub fare, keeping things back to basics with a real home-made feel. A perfect spot for a group get-together for a few beers and games of pool.



**CK CLEMENTS**  
Jewellery, Gemstones, Jewellery and Design Decorative Homewares. Featuring beautiful Local, Australian and International Gemstones, Natural Beads, Cuffs and Software.



**PUFFING BILLY RAILWAY**  
Experience the magic of a day of Puffing Billy Railway. Start your journey at Lakeside Station, located in the beautiful Emerald and Park. Have your photo taken with the steam, take in the majestic scenery of the Dandenong Ranges, and feel the excitement as you cross your historic timber trestle bridge.  
Book online: Emerald Lake Road, Emerald, VIC | Phone 03 9707 0700 | www.puffingbilly.com.au



**HARRY DOO CAFE**  
Let us assist in locally made coffee awaken your senses, whilst trying to decide from our menu of locally sourced, locally sourced or locally sourced. Single shot and double shot, and one of the house made lattes. We have parking for the bus, Van life & just in case.  
179, Main St, Gembrook, VIC | Phone 0477 492 308 | www.facebook.com/harrydoo/



**THE MOTORIST COMPLEX**  
Here it's perfect to visit and share time with MOTORIST in a Lilly Chapel with ice-cream, MCA-Pandora, the Museum and Garden and 2000 Vintage Motorist (Collection and New Cars, Open 12pm-5pm, Thurs-Sun) by arrangement.  
179, Main Street, Gembrook, VIC | Phone 0411 040 010  
www.themotorist.com.au | Email: info@themotorist.com.au



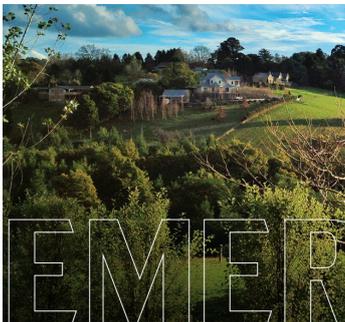
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# MEMBERSHIP REPORT

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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 long PAVE festival from March 28 to April. Here's a sneak peek.



**THE HUB OF THE HILLS** Gold was discovered in the area in 1858. The diggers who uncovered it were mainly Irish, and named the goldfields for their homeland, fondly called "The Emerald Isle".

When the township was founded, the name carried over. While Emerald did not prove as gold laden as expected, the rich volcanic soil soon promoted agricultural and horticultural activities. Carl von Nobellus planted his orchard and nursery in 1886, growing berries, fruit trees, ornamental and English trees.

As the industry developed, both in Emerald and the surrounding farm and timber communities of Cudaloo and Cambrook, the need for an effective mode of transport out of the Hills became increasingly important – and so the Puffing Billy railway was built.

Today, Emerald is on the Puffing Billy line the area's history is Heritage Walk and the Emerald Show, where their wealth is a store of historical and and explore the bee Heritage Park.

There's plenty to see www.throughout more energetic and Ranges Trail will take to Cambrook, soon For a more securely the business is more.

### 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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## PAVE Festival

It's great to see seven of our local businesses again supporting a sponsorship night at The Hive Bar, at this year's PAVE festival in 2020. Festivals and events like PAVE draw large crowds and bring revenue into our local economy. Markets and festivals take a lot of hard work and commitment to organise, manage and run, and we continue to offer promotional support and assistance where possible including promotion on Visit Victoria, Yarra Valley & Dandenong Ranges events.

## Eastern Dandenong Ranges Promo Video

We allocated \$5,000 from Cardinia funding received in August 2019 and have engaged Brian Hughes from Vantage Multimedia to produce a video to promote our region. A small steering group has been working on the project. The group first met to scope out the project, what needed to be captured to tell our story, and the personality and style. Particular thanks goes to Jennifer Crossland & Lynne Trensky who have been assisting Brian on location, and also Adam and Eden and family and David Peck and friend for being our models. The video, due to be completed in March will be used across all our social and website platforms including Visit Victoria.

## Emerald Christmas Decorations

Thanks to the Emerald Men's Shed for supplying new wooden scrolls to add to our Emerald Christmas decorations and to community volunteer Sylvia Blair for decorating these.



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## Gembrook Flyers

We just produced a DL flyer promoting eight Gembrook retailers. Every passenger/family attending a "Day out with Thomas" event over the Autumn calendar will be given a flyer to promote visiting these businesses and spending more time in Gembrook.

### Gembrook

*The hills hidden gem - all yours to explore*



77 Main Street, Gembrook  
**The Motorist Museum** is a small private collection of vintage and classic cars, commercial vehicles, motorcycles and memorabilia. Fun for all the family.  
Open 11am - 4pm  
Cost \$5 Family



77 Main Street, Gembrook  
**Pandora's Box Antiques & Collectibles** is a unique shop selling antiques, collectables and interesting books.  
Open 11am - 4pm



77 Main Street, Gembrook  
**Kids in a Lolly Shop** sells organic lollies, chocolates, ice-creams, milk shakes, smoothies, and toys. Save 20% on all toys. Free lucky dip on all purchases.  
Open 11am - 4pm



70 Main Street, Gembrook  
**CK Elements**  
Come and see a unique and stunning range of local, Australian and International gemstones and jewellery, giftware and skincare.  
Open 10am - 5pm

### Gembrook

*The hills hidden gem - all yours to explore*



81 Main Street, Gembrook  
**The Local Gembrook** is a small tavern in the heart of Gembrook serving pub food at great prices. Open Wednesday to Sunday 12pm till LATE.



66 Main Street, Gembrook  
**The Station House Pizzeria** serves Italian fare. Known for our award winning pizza you can dine in our beautiful restaurant or in our open beer garden. Open Wednesday to Sunday 12pm till LATE.



2905 Gembrook-Launching Place Rd, Gembrook  
**Forest Edge** is the perfect place to enjoy wood-fire pizza and take-in magnificent views of the Warburton Ranges.  
"Enjoy a "SUNDAY ONLY" Special of 20% off food items"  
Open 12pm - 5pm



2405 Gembrook-Launching Place Rd, Gembrook. **Carinya Park**. Enjoy a special midweek deal at this award winning cottage. Get a 3 night relax for only \$350 including any 3 consecutive Monday, Tuesday, Wednesday or Thursday nights.  
[www.carinyapark.com](http://www.carinyapark.com)

2019

# FINANCE REPORT

By David Nickell

Business insurance remained our biggest expense for the 2018 - 19 reporting period. The figures reflect \$1795 funding we received from Cardinia Council for Emerald Christmas decorations and \$9000 received from Yarra Ranges Council for the Jamie Saxe project, which was also expended in the same period.

Memberships were held over with renewals going out in the next reporting period.

Opening balance \$ 2,163.81 CR

Total income \$12,493.86

Expenses \$12,968.59

Balance \$ 1,689.08 CR