

2020 EDRA Annual Review

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



EDRA
EASTERN DANDENONG RANGES ASSOCIATION


Eastern Dandenong Ranges
BUSINESS & TOURISM

www.easterndandenongranges.com

EASTERN DANDENONG RANGES

FOOD
BAKERIES
CAFES
COOKING CLASSES
HOTELS
RESTAURANTS
RESTAURANT & CAFE COVID-19 TRADING

Restaurants and cafes re-open today, June 1st, 2020 for inside dining. This is a quick guide outlining services and operation during COVID-19 as at June 1. This page will be updated to reflect the changes in COVID-19 restrictions as they unfold. Take-away food options still available. Thank you for reading us.



PUT YOUR 
WHERE
YOUR  IS
.....
BUY LOCAL

CHAIR REPORT

COVID-19 was just surfacing when EDRA held its 2019 AGM presentation in February this year. Our guest speaker at the AGM, Harriet Shing, MP, MLC for Eastern Victoria talked about the impacts the recent bushfires would have on business, and the importance marketing would have to generate place based success. Harriet also suggested business would see some impact on visitor numbers through COVID-19 and that niche marketing would be required to highlight how special the Eastern Dandenong Ranges is and to create 'stickiness' with visitors.

As it has turned out, COVID-19 started to escalate and none of us back in March anticipated the impact COVID-19 was going to have on the business community, and for every living person across the globe in 2020.

EDRA had planned to launch the video we had made to showcase & promote the Eastern Dandenong Ranges in the lead-up to the annual PAVE festival & Funfest event in April which attracts over 10,000 attendees. Unfortunately the festival was also cancelled.

At the same time, EDRA supported an advertising feature for Emerald in the Casey Cardinia Family Magazine that was affected by going into lockdown and 'staying at home' restrictions.

We planned another date in July to launch the video, hoping the pandemic would ease, but to no avail.

I am pleased however to announce, we implemented a soft launch of our promotional video on November 26 to coincide with the easing of COVID-19 restrictions and the re-opening of travel borders. A video promotional campaign is now being scheduled to roll-out mid-December.

Needless to say, our focus in 2020 has been to support and promote our members the best way possible through our websites and social media platforms. This included changes to our business website listings and pages to reflect changes to members services, trading hours, government information & support, as well as running online training events.

CHAIR REPORT

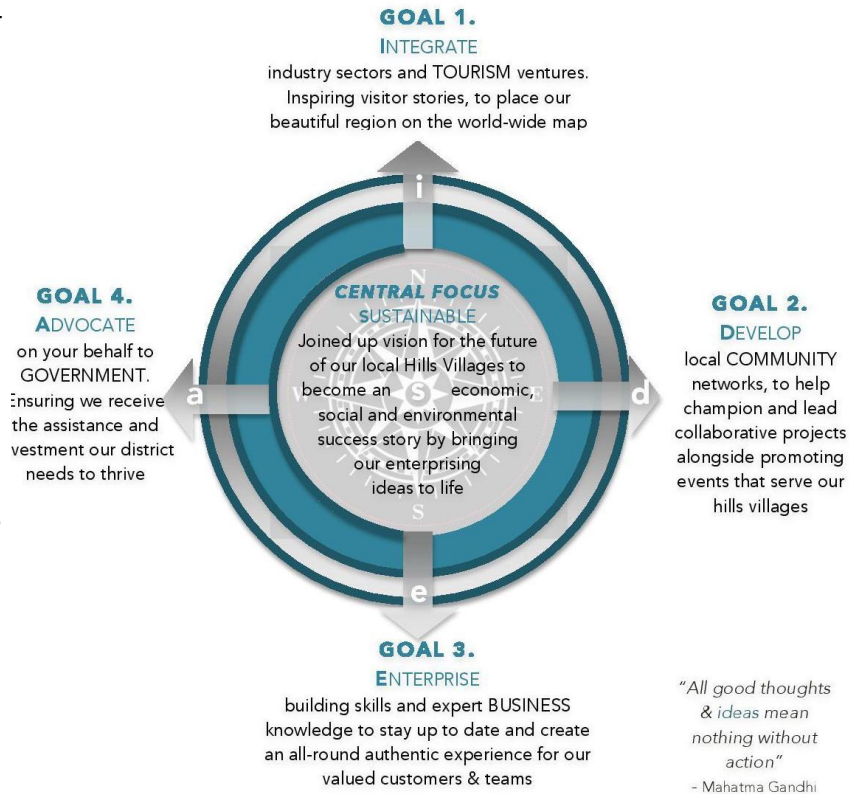
Our EDRA secretary David Nickell stepped down at the 2019 AGM and we welcomed Jennifer Crossland in as our new Secretary. Jennifer has been instrumental in helping our team to develop our positioning and five strategic goals (IDEAS) that will underpin our strategic plan & vision for the next five years until 2025, along with hosting our Committee ZOOM meetings and establishing the EDRA Advocacy Subcommittee.

I'd like to pay special thanks to all of our executive & general committee members for the dedication and passion to develop, drive and implement projects to support the needs of our members.

In particular to our Advocacy Subcommittee members, David Nickell, Bill Rue & Jennifer Crossland. To David for spearheading the need for a Green Wedge Strategy for the Eastern Dandenong Ranges. David continues to drive this project along with amazing support from Jennifer Crossland. And to Bill Rue, for his investigative report on the current status of telecommunications, blackspots & NBN in the Hills that need to be addressed.

I'd also like to acknowledge the services of Ian Ash from OrgMent Business Solutions, who is stepping down from the committee. Ian was instrumental in his role as President of the Emerald Business Group from when it first established and until EDRA formed in 2014. Since then, Ian has chaired all of our business breakfasts and provided his time to present on a range of issues to support business. We wish Ian all the best for the future and we look forward to seeing him at future EDRA events.

Finally, I'd like to thank Lynne Trensky for wearing all of the hats she does in keeping EDRA running. Without Lynne, EDRA wouldn't exist. She has taken on the Vice Chair & Treasurer role as well as volunteering as Membership Manager for the last two years. I'm hoping other members will step up at this election to take on the Vice Chair & Treasurer roles.



2020 KEY ACHIEVEMENTS

I-NTEGRATE our ideas in TOURISM and co-create authentic tourism adventures in this 'Age of Experience'. We inspire memorable visitor stories, to place our beautiful local region on the world-wide map.

Key achievements include:

- creating & launching a series of promotional videos
- building a strategic alliance with the Dandenong Ranges Tourism Network & providing a letter of support for their Traders grant submission to Business Victoria
- created a bank of project ideas
- SEO google rankings increase
- videos & animoto video of EDR trail on new EDRA Youtube channel
- promoted & updated business services & trading hrs during the Pandemic
- continued to provide member testimonials & referrals via different media and telephone calls to our Visitor Information mobile number

D-EVELOP enthusiastic local COMMUNITY networks, to help champion and lead collaborative projects, alongside promoting events and activities that serve our friendly neighbourhoods.

Key achievements include:

- made efforts to attend village committee events when possible & offer support
- identified the key roles on the steering & general committee
- we currently have 41 paid members, with another 20 + still to renew
- sent out 7 newsletters
- survey by Bendigo bank
- attended a reconnected event about volunteering & the effects of COVID-19
- attended a communities in control conference to assist in understanding the key trends & support on hand for our type of organisation
- attended community house AGM & showed continued support for the Emerald Regional Beekeepers Group
- developed a list of ideas for member social events
- Emerald & Gembrook Christmas Traders night
- Eastern Dandenong Ranges Christmas Gift Guide
- Emerald Christmas Street decorations, Santa and street entertainment

E-NTERPRISE building skills and expert BUSINESS knowledge to stay up to date and produce an all-round, human centered and positive experience for the people on your team and your valued customers.

Key achievements include:

- Co-hosted a Cyber security training event, with member Bill Rue from Bill Rue Cyber Security
- 10 Business recovery events hosted by Ian Ash of OrgMent Business Solutions in conjunction with Cardinia council recovery group
- began regular monthly face to face & zoom general committee meetings

KEY ACHIEVEMENTS

- approx 15 working group meetings on different project
- christmas traders night shopping & gift raffle
- editorial on the Laughing Fox Cafe in the Emerald Messenger

A-DVOCACY on your behalf to GOVERNMENT to ensure we receive the assistance and investment our district needs to thrive in this new circular economy.

Key achievements include:

- hosted 3 advocacy subcommittee working groups attended by 18 people & now have a database of 65 people interested parties & 15 pledges for the DELWP green wedge plan submission.
- addressed two fundamental issues of improving our local telecommunications & our need for a Green Wedge strategic plan with submission guidance
- article in local messenger asking for submissions
- maintained relations with Cardinia Shire & Yarra Ranges & advocated successfully on some members specific issues
- gained grant funding for trading support & a new laptop
- attended Council Covid recovery meetings x 3 & 2 Council Outdoor dining meetings
- attended community house AGM & village committee groups
- supported the Hairy Dog Cafe with their outdoor dining permit application

S-USTAINABLE unified VISION for the future of our local Hills Villages to become an economic, social and environmental success story.

Key achievements in our operations include:

- Paused to identify key research & reports to assist our ability to review the past to help preview our direction. Created a membership questionnaire to get feedback.
- creating a strategic vision & planning process to envision our point & purpose
- played with creative ideas to build an ideas bank & innovation system
- created an easy to remember positioning message to increase 'Word of Mouth' promotion
- established an up to date directory of current people who are voting members
- created a needs analysis & proposal for existing & new members & on-boarding ideas for future new members welcome evenings
- considering the core principles & values of our group & special resolution to change the constitution to the model rules from the dept of consumer affairs
- created a draft calendar for 2021 to help package & deliver our product i.e. a curriculum of training events, committee meetings & social events
- considering a code of conduct to outline EDRA parameters & expectations & quality management processes
- improvements to all ICT systems & purchased key tools like Canva, Animoto & ZOOM

OUR PROJECTS

Cardinia Shire Council

Eastern Dandenong Ranges Trail

Emerald 1.5km
Emerald Lake Park 3.8km
Gembrook 15km



Eastern Dandenong Ranges Trail

Eastern Dandenong Ranges Trail



ENVIRONMENT

PLANNING FOR OUR RANGES...

The Eastern Dandenong Ranges, comprising the towns of Menzies Creek, Clematis, Emerald, Avonsleigh, Cockatoo and Gembrook, plus the surrounding farmland and forests that we all love and call home, have no plan for the future.

Twenty years behind

Nearly 20 years ago green wedges were created by the State government and councils were requested to develop green wedge management plans which reflect the local community's view of their district's:

- values and features
- preferred future land use
- environmental and natural resources that should be protected
- type, scale and form of change in the green wedge
- how those changes will be managed and facilitated

Despite several rounds of funding being provided to councils around greater Melbourne to develop the plans over the past two decades, the Cardinia Shire Council part of the Dandenong Ranges still has no plan in place.

What do you love about our home?

Most of us live here and some of us are also fortunate enough to work here too. There is an almost perfect balance of rural character, bushland and farming that surrounds our towns. The community atmosphere is still retained in the townships in our district.

The future is less certain

Despite the current beauty of our home district, many have noticed changes that may be less desirable. The availability of local jobs, decline of farming, growth in feral pests, traffic on Wellington Road, inconsistent planning approvals and struggles to improve local infrastructure are just a few things that may come to mind.

Several locals who are committed to keeping and enhancing what makes our district a great place to live, work and play, are deeply worried that without an updated strategic plan the drift is getting worse, not better. This includes members of the Eastern Dandenong Ranges Association (EDRA), our local township and village committees, local farmers, community groups,

How to fix the drift

Right now, the State government is running a consultation called 'Planning for Melbourne's Green Wedges and Agricultural Land' in Engage Victoria engage.vic.gov.au/gwal

Our district needs to tell the government that step 1 of planning for Melbourne's green wedges – creating a green wedge management plan – has not even been completed yet and that this is an urgent requirement to protect the character and intrinsic value of our district from inappropriate development, while taking advantage of the opportunities that we have right now.

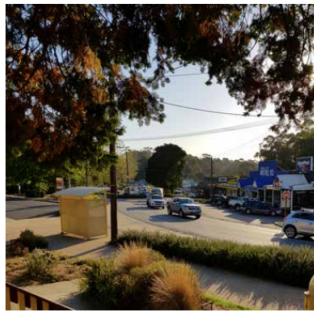
What can you do to help?

Local township and village committees and EDRA are working together with other community groups to ensure that strong submissions are made to the state government about the sustained failure to plan for the future of our district.

If you share our concern about the current lack of a plan for the future, you can ask about how you can help at your local township or village committee or at EDRA. Even better, you can register your interest in this topic on the consultation process mentioned above on Engage Victoria website.

When calls for submissions re-open for the consultation above, please help your local volunteers and make your own submission and call for a green wedge management plan for our section of the Dandenong Ranges. It's time to make ourselves heard and take control of our district's future. This is a call to action.

EDRA ADVOCACY SUB COMMITTEE



residents and business owners. Opportunities are being missed to reinvigorate our farming sector and develop the kind of low impact, sustainable tourism that locals can live with. These same opportunities also have the potential to increase local employment and small businesses, which will mean that fewer of us will have to travel off the hill to earn a living.

EASTERN DANDENONG RANGES

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- RESTAURANT & CAFE COVID-19 TRADING

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HOME RETAIL & BUSINESS CAFES & RESTAURANTS ACCOMMODATION CLUBS & GROUP ATTRACTIONS WHAT'S ON GALLERY CONTACT US

COVID-19 BUSINESS SUPPORT

COVID-19 Business Support

Victorian Government's coronavirus (COVID-19) business recovery information, programs and services update 22/11/20

Premier Daniel Andrews has announced the further easing of restrictions in Victoria from 11.50pm on Sunday 22 November 2020. The following is

LAUGHING FOX CAFE EXPANDS ITS DEN

New owners Ali and Nazi Nazai, took over the Laughing Fox Café in Emerald just ten months ago and like all other cafes and restaurants has been in lockdown since March. They have had to develop the instincts and canny senses of a fox in order to pivot and expand their business during such challenging times.

Originally Ali and Nazi had planned to open a café closer to Melbourne but living in Palerham led them to explore closer to home. Upon inspection of the Laughing Fox, they fell instantly in love with the café's location, the local community and the beauty of Emerald and the Dandenong Ranges.

In this first foray into hospitality and still learning the ropes, Nazi and Ali had just begun to build their team and were getting to know their regular customers when the first lockdown hit. Unfortunately, their casual staff didn't qualify for jobkeeper. However, Ali and Nazi have been glad to be able to offer some casual shifts and look forward to being able to offer more long-term employment when the restaurant re-opens.

In the meantime, Ali has turned his hand to learning new skills including everything from front of house to chief cook and perfecting his version of an Aussie barby skewer that has been a hit since he started.



Ali was also quick to take advantage of reapplying for a liquor license and to take-up the free fees being offered as part of a business stimulus package.

The layout and renovations to the existing café have now started and include the ice-cream bar and lollies. The coffee bar has also moved to the front of the shop and patrons will soon be able to purchase takeaway drinks from a coffee window at street level. The two shops have been opened up with a walk-through into the restaurant from the café which will also include restroom facilities and quality furnishings.

Ali and Nazi plan to open the restaurant early in 2021. The café restaurant will open 7 days a week for breakfast, lunch, and dinner. Ali and Nazi will also feature some traditional Middle Eastern dishes to

Wed 12th August 7pm to 8.30pm
Thu 13th August 7.30am to 9am

Join our Cloud HD Video...
Zoom is the leader in modern enterprise video communications...
zoom.us

Register your interest and session time at ask@edra.org.au to receive the Meeting ID and password

Eastern Dandenong Ranges – What will your story be?



Cyber Security

Protect your business information & security

Why would criminals be interested in you and your business?

Why you should protect yourself

What needs to be done to protect yourself

How do you assess the risks

OUR PROJECTS

Hohoho

STORE DISCOUNTS

Martial Arts Gym 40% off all membership.
13 Kilvington Dve, Emerald
<https://www.castlesensei.com/shop/annualmemberships>

Fernlea Op Shop 10% off all purchases
15 Kilvington Dve, Emerald

Belgrave Picture Framing 30%-50% storewide
1783 Main Street, Gembrook

GIFT CARDS

The Green Connection Tree & plant healthcare garden consultation \$150
Mobile xxxxxxxxxxxxxxxx

Imagenie - envision your point Unified vision map of your life in 2021 \$150
contact Jennifer on 0407 777 458

CHRISTMAS GIFT GUIDE

Gifts for everyone

Hohoho



Keep it in your community

EASTERN DANDENONG RANGES BUSINESS & TOURISM PRESENTS

GEMBROOK CHRISTMAS TRADERS NIGHT

Street entertainment and Santa
FRIDAY DECEMBER 4TH 5PM-8PM

BELGRAVE PICTURE FRAMING
BEAUTIFUL ROOM
CK ELEMENTS
PANDORAS BOX
THE MOTORIST MUSEUM

Main Street, Gembrook

EMERALD CHRISTMAS TRADERS NIGHT

Street entertainment and Santa
FRIDAY DECEMBER 4TH 5PM-8PM

HUSH BEAUTY & SKIN
FERNLEA SHOP OF OPS
MARTIAL ARTS GYM
TINKAR'S CORNER
BEHIND THE TREES
OSLO GYM
AVONLSLEIGH GENERAL STORE

CHANCE TO WIN THE CHRISTMAS RAFFLE WORTH \$300

CHANCE TO WIN THE CHRISTMAS RAFFLE WORTH \$250



Susan Krol
This was a wonderful initiative that I heard about through the Pakenham Upper Community page so dragged the family along. Bought myself a gorgeous little sheep statue in Gembrook, told a friend about something she would like so she bought it on the weekend and I was lucky enough to win the hamper in the picture. Thank you to all involved. One very happy shopper. PS filled up the car at the Gembrook service station when I went to collect my prize. More \$\$\$ for the local community 😊

22 h Love Reply Message 1

Eastern Dandenong Ranges replied · 1 Reply

Tinkar's Corner
Our beautiful local community have been amazing and shopping locally to help lift our spirits after the Covid lockdown. We look forward to seeing everybody on Friday night 5pm to 8pm - it should be great fun ❤️



FINANCE REPORT

We received 10k support funding in late August 2019 from Cardinia Shire. This was very much appreciated and allowed EDRA to undertake a professional promotional video for the Eastern Dandenong Ranges, undertake some search engine optimisation on our regional website and purchase some software we use to design our social media posts and support videos.

We had 23 paid memberships in the reporting period, 18 more since July have joined/rejoined and another 20+ are still to renew.

We received another \$10k support funding from Cardinia Shire for the 2020-21 financial year in October and have just been advised we have been successful to receive a Business Chambers & Traders Group Grant through Victorian State Government Jobs, Precincts & Regions supporting locally led initiatives that enable local business collaboration and help members access support and transition into recovery and restart.

We also have some BAS statements to be reconciled and will be engaging an accountant to undertake this early in the new year.

Lynne Trensky, EDRA Treasurer



EDRA FINANCIAL STATEMENT 1/7/2019 – 30/6/2020 ABN 529 287 764 93

Opening Balance as at 1/7/19	1689.08 CR
INCOME	
Membership	2510.00
Cardinia Council Support Funding	10000.00
Business Breakfasts	848.28
Cardinia (Emerald Lake Park Advert)	350.00
SUB TOTAL	13708.28
INCOME TOTAL	15397.36
EXPENSES	
Insurance	2180.48
Legal (Consumer Affairs)	57.80
Bank Fees	.48
B'Fast Reimbursements to Cafes	939.00
Working Meeting Costs	261.86
Software	871.04
Stationery	180.40
Christmas Wreaths (from 2019 grant funding)	388.90
Printing	345.75
Signage	138.21
Postage	299.00
Websites	2532.30
Promotion (\$5k promo video)	5783.02
YRT Membership	199.00
SUB TOTAL	14177.24
Closing Balance as at 30/6/20	1220.12 CR