

The BASE (Business & Arts Social Enterprise)

The BASE in Cockatoo is EDRA's home and provides financial sustainability for the Association and its members.

- Generates diversified income streams through memberships, room hire, partnerships and project funding.
- Reduces reliance on single funding sources, improving organisational resilience.
- Creates scalable opportunities for future growth and service expansion.

Strengthened Regional Voice & Advocacy

- The BASE provides EDRA with a visible, professional platform to represent regional priorities to local, state, and federal government.
- Supports coordinated advocacy on infrastructure, tourism development, environmental protection, small business sustainability, and community resilience.
- Creates a stronger evidence base through shared data, participation metrics, and engagement outcomes to support funding submissions and policy engagement.

Increased Member Value & Engagement

- Provides EDRA members with tangible benefits, including promotion, collaboration opportunities, training access, and project participation.
- Encourages higher member retention and attraction by offering clear value beyond advocacy.
- Supports cross-sector engagement between tourism operators, small business, community groups, creatives, and service providers.

Economic & Tourism Growth for the Region

- Positions the Eastern Dandenong Ranges as a cohesive destination brand, increasing visitation, length of stay, and local spending.

The BASE (Business & Arts Social Enterprise)

- Supports the development of trail-based experiences, seasonal campaigns, and collaborative promotions that distribute visitors across the region.
- Strengthens visibility through digital platforms.

Grant Readiness & Project Delivery Capability

- The BASE provides the operational structure and credibility to support grant applications, partnerships, and funded projects.
- Enables EDRA to act as a delivery partner or auspice for projects that benefit multiple stakeholders.
- Improves reporting, governance alignment, and accountability for funded initiatives.

Skills Development & Capacity Building

- Builds digital capability, tourism readiness, sustainability practices, and collaborative marketing skills across the region.
- Strengthens local leadership and succession capacity.

Collaboration & Network Development

- Creates a central hub for partnerships between councils, tourism bodies, businesses, community groups, and education providers.
- Reduces duplication by aligning initiatives and sharing resources.
- Encourages joint ventures, bundled experiences, and cooperative marketing.

Reputation & Influence

- Positions EDRA as a proactive, solutions-driven organisation delivering measurable outcomes for the region.
- Strengthens credibility with government, funding bodies, industry partners, and the community.
- Demonstrates leadership in regional development, sustainability, and collaboration.

Shopping & Community Guides



Cockatoo/Gembrook Shopping & Community Guide

easterndandenongranges.com.au



Emerald Shopping & Community Guide

easterndandenongranges.com.au

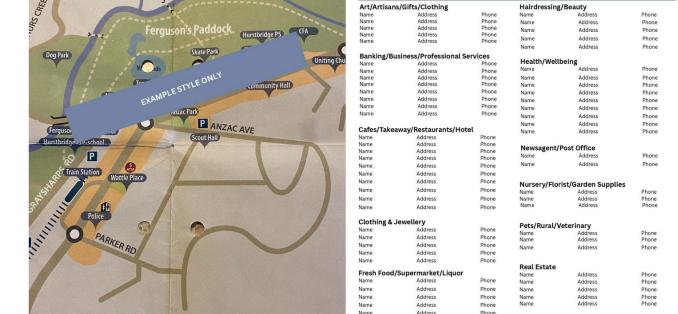


Upper Beaconsfield Shopping & Community Guide

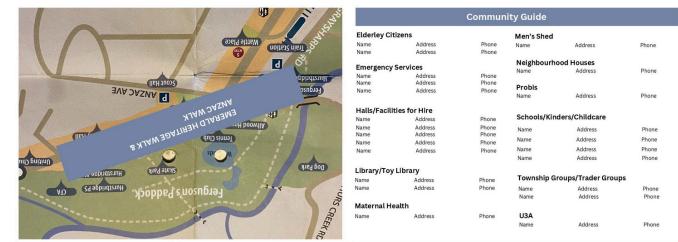
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Shopping Guide



Community Guide



Clubs & Sports



easterndandenongranges.com.au

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Membership Investment

Investment: \$150 + GST

Membership period: 1 July – 30 June (annually) or
\$75 + GST 1 Jan - 30 June (1/2 yearly)

All memberships are renewed annually via Xero.

Our Business & Tourism Membership provides exceptional value and visibility for your business across the Eastern Dandenong Ranges and beyond.

What's included:

- A full business listing on our website
- Direct links to your website, Facebook, Instagram, and booking platforms
- The ability to promote events and special offers at any time
- A dedicated Meet the Trader profile to showcase your story (if desired by you)
- Extended reach through Google advertising
- Promotion across four social media platforms
 - Exposure to EDRBT subscribers
 - Inclusion in EDRBT's Visit Victoria listing
- Personalised referrals via Visitor Information services

Additional member benefits:

- Training events (free and subsidised)
- Member networking events and webinars
- Access to marketing promotions, campaigns, and collaborative projects
- Advocacy and representation to local, state, and federal governments on behalf of members

2026 Shopping & Community Guides

Be Seen. Be Supported. Be Part of Your Local Community.

The Emerald, Cockatoo/Gembrook and Upper Beaconsfield Shopping & Community Guides are a new, locally focused initiative supported by a Cardinia Shire Council Business Group Support Grant—designed to strengthen connections between local businesses, community groups and residents.

These guides will serve as a go-to reference for locals, visitors and new residents, making it easy to discover local businesses, services, schools, facilities, clubs, groups and events—all in one place. By participating, your business or organisation gains valuable local exposure while actively supporting community engagement and local spend.

The guides will be:

- Widely distributed through key retailers, real estate agents and community facilities
 - Available digitally via easterndandenongranges.com.au
- Provided directly to participating businesses for in-store or member use

Listing options

- Single line listing: \$30 + GST
- Single line + image listing: \$80 + GST
- FREE for members, not-for-profit groups, community groups and community facilities



Membership

WHY JOIN EDRA?

When you join EDRA, you're not just promoting your business — you're investing in the future of our region.

Membership gives your business greater visibility, stronger marketing reach, and access to networking, promotions, training, and collaborative opportunities.

Together, we showcase the Eastern Dandenong Ranges as a compelling visitor & business destination, attract more visitors, support grant-funded projects, and advocate for the infrastructure and policies our businesses need to thrive.

It's a simple, affordable way to grow your business, strengthen your connections, and be part of something bigger at a local level.

Learn more about EDRA and our projects that have supported small businesses.



easterndandenongranges.com.au