



Every challenge brings a chance for growth!



## 2025 Annual Report



7 - 17 McBride Street, Cockatoo

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# 2025 Chair Report



## Challenges, opportunities & new relationships

We had a fantastic time wrapping up our 2024 EOFY at Gemco, where we were delighted by a lively improvisation performance from the talented Gemco actors - regular stars of Puffing Billy's much-loved Murder Mystery events.



Adding to the excitement, Puffing Billy's 2024 'Train of Lights' had just completed another spectacular season. We were thrilled to see some of our Gembrook hospitality members join forces with Puffing Billy, offering convenient pre-order takeaway and delicious dine-in menu options.

As we write this report, the 2025 Train of Lights has just wrapped up another successful run! This year, even more local businesses got involved including Emersleigh Estate who delighted guests with their wines and warming mulled wine, while Fielderberry Farm served up mouth-watering ice cream and waffles. It's wonderful to see our community shining so brightly through these collaborative experiences!

Each year around this time, we're busy reconnecting with our local business community through membership renewals and planning an exciting calendar of activities for 2025 - 2026. While changes within Cardinia Council's Economic Development team resulted in the withdrawal of our funding support, impacting our ability to invest in projects, marketing, and advertising, we saw this as a turning point. It was clear we needed to explore new, creative ways to continue supporting and promoting our members and remaining sustainable.

In April 2024, we jumped into action with a fun and engaging initiative: life-size photo prop boards for Emerald, Cockatoo, and Gembrook! Featuring a cheerful Easter Bunny and a vibrant 'flower power' Combi Van, the props were a playful way to tie in with the Tesselaar Kabloom Festival during the 2024 Easter holidays and school break.

A happy accident occurred when we installed one of the props in Cockatoo on what we believed was Council land but was actually owned by Monash Health. This unexpected discovery turned into an exciting opportunity. The building hadn't been in use (except briefly during COVID), and Monash Health was looking to return its management to the State Government.

Our newly elected EDRA Committee saw the potential immediately. With minimal financial outlay, we began exploring ways to repurpose the space to benefit the community and open new doors for funding.

# Chair Report (continued)

This led to extensive conversations, proposals, and collaboration with DEECA, while also engaging with local groups interested in co-managing and sharing the space.

We're thrilled to share that on December 13<sup>th</sup>, 2024, we received official notification: EDRA was approved to activate the space - now known as The BASE (**B**usiness & **A**rts **S**ocial **E**nterprise). This marks an exciting new chapter for EDRA, opening up opportunities for innovation, collaboration, and community connections. See page 4 for more about The BASE.

While plans for The BASE were underway, the vibrant Lost Woods Market launched in Emerald in September, bringing new energy and increased visitation to the area. Around the same time, EDRA supported the very first Hidden Treasures event at the Emerald Seniors Football Pavilion, an incredible evening celebrating local winemakers and showcasing the rich flavours of our region. These events, along with other “what’s on” activities and business specials, were actively promoted through our Visit Dandenong Ranges EDM campaigns to subscribers, helping to boost visibility and attendance.



We also delivered our second “Are You Fire Season Ready?” session for businesses, led by the dedicated Fiona Sewell from Emerald & Surrounds Emergency Recovery. Favourable weather patterns through winter, spring, and summer, saw our region make it through the bushfire season safely as predicted.

A major highlight during the year was the Cardinia Council elections, which saw longtime EDRA supporter and co-founder David Nickell elected as our Ranges Ward Councillor. David’s ongoing commitment to the community is outstanding. He actively attends all local group meetings where possible and continues to champion key issues such as the Green Wedge Management Plan, improved infrastructure, and better roads for our hills region.

We wrapped up 2024 on a high with a wonderful members’ Christmas celebration at Fielderberry Farm, complete with a personal tour from Trevor and Melissa and the treat of enjoying their delicious homemade berry ice creams. It was the perfect way to end a productive and inspiring year!

# Chair Report (continued)

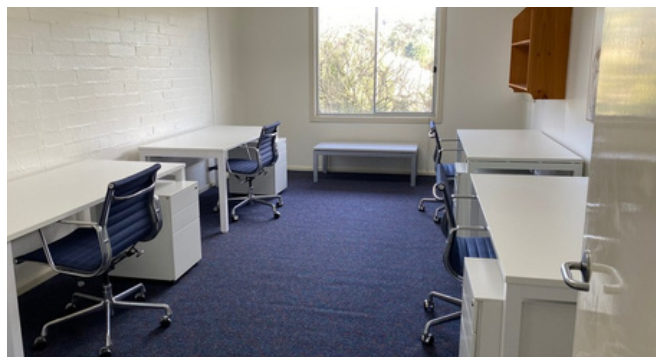
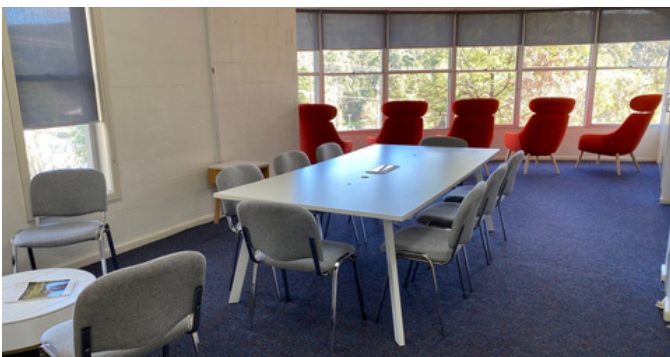
2025 kicked off with energy and purpose as we held strategic planning workshops for both EDRA and The BASE. We revisited our brand values, refined our vision and mission, and began meaningful conversations with local community groups interested in joining forces to help shape the future of The BASE.

In early February, we hosted a community open night and what a fantastic evening it was! The building came to life with EDRA members, passionate locals, and community groups all coming together to share ideas, dreams, and inspiration. From this momentum, we proudly formed The BASE Subcommittee, bringing together a powerhouse of community-driven organisations - Hills Arts Alliance, Emerald & District Lions Club, and Hills Community Gardens Group. We couldn't have asked for a more passionate and dedicated team to help ensure The BASE becomes a vibrant, inclusive space that supports our wider community and region.

As a social enterprise, The BASE is committed to staying financially sustainable through community participation, room hire, business services, events, and workshops, so it can continue serving as a hub for creativity, connection, and collaboration.

We are deeply grateful to DEECA for their generous grant support, which allowed us to undertake essential safety and repair works. Our sincere thanks also go to Dandenong Ranges Community Bank for helping furnish the space, and to Cardinia Shire Council for funding Committee Governance Training with the Institute of Community Directors and supporting the development of our new BASE website.

A huge thank you also goes to Ranges First National for providing an external signboard, Superb Tree Care for mulching the garden, Colin Cookson for his excellent painting work, PC Help@home for IT setup, and to our incredible community for their donations. Most of all, heartfelt thanks to the BASE Subcommittee, who have worked tirelessly behind the scenes making tonight's official launch of The BASE not just possible, but truly inspiring.



## Our Vision

Lead the growth of regional business and tourism in the Eastern Dandenong Ranges.

## Our Mission

To enable networking, promotion, collaboration, advocacy & education.

## Our Values

- **Integrity**  
Always act honestly and in good faith
- **Respect**  
Treat others with dignity
- **Growth**  
To evolve with purpose
- **Leadership**  
Inspire and make a difference through influence
- **Connectivity**  
Bringing business & community together

Eastern Dandenong Ranges Association

P.O. Box 251, Emerald 3782

edra.org.au easterndandenongranges.com.au

ask@edra.org.au 0419 584 498

## Our Strategies

| Tourism  | Business   | Stakeholders  | BASE   | Operational  |
|--|--|---|--|--|
| <ul style="list-style-type: none"> <li>- To become an accredited Tourist Information Centre</li> <li>- Tourism guides (maps and itineraries)</li> <li>- Hosted tours</li> <li>- Region's Experiences development</li> <li>- Postcards (TV)</li> <li>- Forge partnerships with Tour Operators and business members to increase EDR attractions</li> <li>- Increased EDR awareness in the local community &amp; by visitors</li> <li>- Industry events &amp; Expo</li> <li>- Annual surveys</li> <li>- Complementary major attractions in the region</li> <li>- Owned Brand development</li> </ul> | <ul style="list-style-type: none"> <li>- Increase membership 10% YOY across the region</li> <li>- Referral incentives for new members</li> <li>- Maintaining 90% membership retention rate</li> <li>- Township specific membership strategies</li> <li>- Professional/trade memberships</li> <li>- Increase strategic partnerships with local businesses</li> <li>- Hold a business networking &amp; collaboration expo to attract new members</li> <li>- Provide value proposition</li> </ul> | <ul style="list-style-type: none"> <li>- Increase awareness &amp; strengthen relationships with all Community Groups</li> <li>- Have an EDRA Comm Member on rotation to attend Affiliates Groups</li> <li>- Relationship building</li> <li>- Offer Membership to Community Organisations</li> <li>- External Funding opportunities</li> </ul> | <ul style="list-style-type: none"> <li>- Establish framework &amp; strategy:                             <ul style="list-style-type: none"> <li>- Organizational chart</li> <li>- Roles &amp; responsibilities</li> <li>- Funding model</li> </ul> </li> <li>- Develop brand strategy to promote BASE</li> </ul> | <ul style="list-style-type: none"> <li>- Required reporting</li> <li>- Ongoing review of EDRA strategies and operational plans</li> <li>- Ongoing development of committee members on policies &amp; frameworks</li> <li>- Induction kit</li> <li>- Succession planning</li> </ul> |

## Our Initiatives

| Tourism  | Business  | Stakeholders  | BASE   | Operational   |
|--|---|---|--|---|
| <ul style="list-style-type: none"> <li>- Develop layout plan to develop visitor information</li> <li>- Recruit volunteers to run Visitor Centre</li> <li>- Collect and distribute material for display</li> <li>- Promotion of Visitor Centre across website</li> <li>- Visitor information signage</li> <li>- External displays for maps</li> <li>- Showcase third party promotional opportunities</li> <li>- Encourage visitors to leave reviews</li> <li>- Survey tourism members what type of promotions &amp; collaborative opportunities</li> <li>- Sector based expo</li> <li>- Structure the Buy-in Help to gain members &amp; attract new members</li> <li>- Cross promote each other's offerings through joint marketing campaigns, co-branded initiatives, and referral programs</li> <li>- Identify other major tourism developments (art gallery)</li> <li>- Townships Streetscaping</li> </ul> | <ul style="list-style-type: none"> <li>- Cross promote each other's offerings through joint marketing campaigns, co-branded initiatives, and referral programs</li> <li>- Develop buy-in promotions for Hubert's Day, Father's Day, Xmas, Easter, EDRF, 9 month &amp; 6 month memberships offered through Wuloo</li> <li>- Collaborative opportunities with other member types</li> <li>- E &amp; E, Wine &amp; Beer Themed Events</li> <li>- Trade Expo</li> </ul> | <ul style="list-style-type: none"> <li>- Identify key stakeholders and strategies</li> <li>- Apply for projects funding</li> <li>- Improve communication, networking, collaboration, shared resources, letters of support, EDR, Dandenong, Corrumbidgee Group &amp; Coon.</li> <li>- Collaborative Comm</li> <li>- Other linked membership to Community Groups</li> </ul> | <ul style="list-style-type: none"> <li>- Establish BASE</li> <li>- Committee of Management</li> <li>- Develop &amp; implement policies and procedures</li> <li>- Develop Induction kit</li> <li>- Set up EDRF</li> <li>- Set up reporting mechanism for DECCA and EDRA</li> <li>- Develop branding strategy and operational plan to promote BASE</li> <li>- Separate</li> <li>- Telecommunications for the BASE</li> </ul> | <ul style="list-style-type: none"> <li>- Develop Committee roles and responsibilities</li> <li>- Implement EDRA policies</li> <li>- Review strategies &amp; plan every 6 months</li> <li>- Develop succession planning</li> </ul> |

# Chair Report (continued)

In May 2025, EDRA was successful in securing two business grants from Cardinia Council to support our members and strengthen our region's visibility.

These grants will help bring to life two major projects for the 2025–2026 financial year:

- Edition 2 of our A2 Visitor Information & Touring Map, and
- Three dedicated Community & Retail Guides - one each for Emerald, Cockatoo & Gembrook, and Upper Beaconsfield.

Both initiatives are vital to showcasing the depth and diversity of our local business and tourism offerings and promoting the Eastern Dandenong Ranges to visitors and locals alike.

We warmly encourage all members & businesses not already a member to get involved in these exciting projects and to renew/join EDRA. The greater our collective presence, collaboration, and impact, the stronger our case becomes for accessing even more significant support and funding both locally and at the state level.

After many years serving on the EDRA Committee, both Garry McGough and Walter Berger are stepping down and I thank them for their valued contribution. I encourage members here tonight to elect to come onto the Committee. The experience, friendships you make, local knowledge you gain and your contribution to projects can be very rewarding.

As we approach our eleventh year in business, we do so with enthusiasm, optimism, and a renewed sense of purpose.

In closing, heartfelt congratulations go to Lynne Trensky, who will be representing Eastern Dandenong Ranges Business & Tourism and Cardinia Council as their Industry Partner on the newly formed Tourism East board, formerly Yarra Ranges Tourism.

This exciting development opens up fresh opportunities for the Yarra Ranges, Nillumbik, and Cardinia Shires to work collaboratively in attracting State Tourism funding and delivering stronger, more coordinated tourism outcomes across the region. We're proud to have a voice at the table and look forward to the possibilities ahead!

Let's keep growing together!

A handwritten signature in black ink, appearing to read 'John Wall', with a stylized flourish at the end.

John Wall  
EDRA Chair

# Marketing & Member Engagement

Our Mailchimp EDMs to members continued to play a vital role in delivering timely updates on member events, online marketing tips, Cardinia training opportunities, and local business news. Similarly, our Visit Eastern Dandenong Ranges EDMs to website subscribers showcased member events, local specials, regional festivals, and promoted our accommodation partners.

We coordinated a Farm Gate feature in the Casey Cardinia Family Magazine (Summer Issue), highlighting our agritourism members and their offerings across the region.

In the lead-up to Christmas, we ran two retail promotions in Emerald:

- A two-week “Shop Local” campaign with a chance to win one of three hampers
- A One Day Sale aligned with the Lost Woods Market on Saturday, December 14

Complementing both was a ‘Find the Elves’ trail for children and families, and we enhanced the festive streetscape with large baubles, fairy lights, and the return of the popular fairy doors.

Our Member Christmas Party at Fielderberry Farm provided a relaxed setting for members to connect and celebrate the year’s achievements.

We launched our 2025 events calendar with a Business Breakfast at Café Beans N Spice in Gembrook. New members Flavour Bomb, Emerald Eyes Optical, and Ray Besserdin shared insights into their businesses. Guest speaker Emma Hutchinson from Puffing Billy Railway spoke about their free marketing partnership for local businesses in the Eat, Play, Stay space - encouraging exciting new collaborations.

In response to the recent loss of Cardinia Council funding for EDRA, we held our first fundraising event at The Lost Woods Market, raising funds with the support of generous member donations while promoting the Eastern Dandenong Ranges.

In March, we partnered with Emerald & District Rotary to promote the Pride of Workmanship Awards, recognising outstanding local employees.

We also supported the PAVE Festival and Funfest in April celebrating a week of music, arts, and community connection.

Finally, we successfully secured Business Group Project Funding from Cardinia Council to support two major initiatives for the 25-26 period:

- A second edition Visitor Information & Touring Map
- Three Shopping & Community Guides for Emerald, Cockatoo/Gembrook, and Upper Beaconsfield

These projects are central to strengthening our local economy, promoting tourism, and supporting community resilience.

# Marketing & Member Engagement

## Why Participation Matters

Now more than ever, it's vital for local businesses to join and actively participate in their local business group.

Being part of a united network like EDRA strengthens your voice, opens doors to collaborative marketing, shared resources, training opportunities, and increased visibility through regional campaigns and events.

When businesses work together, we create a more resilient, connected, and thriving local economy - one that attracts visitors, supports local jobs, and fosters a stronger sense of community. Your involvement not only benefits your business, but helps shape the future of the region for everyone.

*Lynne Trensky*

Lynne Trensky  
Membership Manager

View this email in your browser



### School Holiday Fun



**Tractor Rides July 9 & 10**  
From 10am - 2pm. Kids, hop on the tractor for a tour of the apple & pear orchards at Bellvue Farm Gate. The kids craft corner will also be set up for extra fun and the food van will be open for burgers, hot chips and drinks. Tractor rides are \$4 per person over the age of 14.



**Pony Fun Day July 9 & 10**  
10am - 3pm. Children get to enjoy the excitement of being a rider for the day. Learn how to groom & saddle, steer & trot, and have fun making an obstacle course. Asoca Park Equestrian nurture children's passion for horses and ponies, allowing them to make lifelong friends.



### Business Events



**Let's Talk Business Challenges**  
2nd September, 7pm to 9pm Hills Hub  
This is an opportunity to raise your concerns, challenges and support needed for small businesses with Daniela De Martino, our local State Member for Monbulk at the Hills Hub in Emerald.



**Strategic Planning Session**  
24th August 10am to 12pm  
Members are welcome to attend EDRA's 24/25 Strategic Planning Session. What projects, promotions, events and training would your business like to see initiated?



**Phil Para Fri 16 Aug**  
Phil Para is one of Melbourne's hardest-working musicians known for incredible blues rock guitar and is back for a dose of blues & rock at the Railway Dog. The Railway Dog is a popular small & intimate bar in Emerald serving craft beers, wine, spirits, pizza and bar food. A perfect way to start the weekend.



**Pat Powell Fri 23 Aug**  
Pat Powell is fronting the Blues Roulette Big Band at the Emerald RSL. Boasting a blistering 8-piece band of Melbourne's blues royalty - Blues Roulette Big Band is a powerhouse of Chicago Rhythm and Blues, selling out club shows and blowing festival audiences away for the past seven years. This will be good! Tickets \$20



**EMERALD TRADERS CHRISTMAS PROMOTION**  
27th DEC to 23rd DEC  
SHOP LOCAL WITH A CHANCE TO WIN  
FIND THE ELVES  
SPOT THE FAINT DOGS



**EMERALD CHRISTMAS TRADERS EVENT**  
SAT 14 DEC  
9AM - 3PM  
FLASH SALE  
AT PARTICIPATING RETAILERS  
1 DAY ONLY

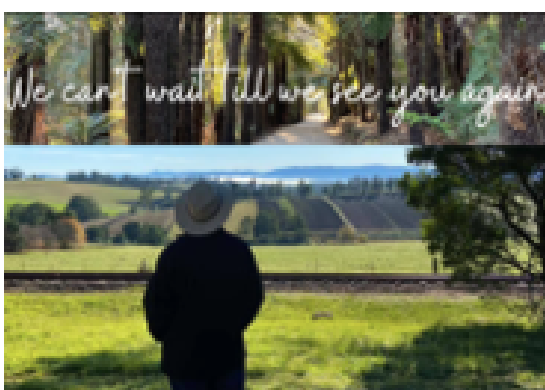
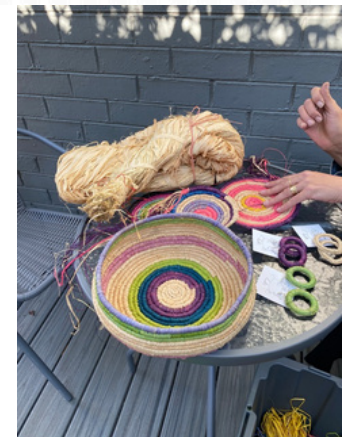


**EASTERN DANDENONG RANGES**



**BUSINESS & NETWORKING BREAKFAST**

# Marketing & Member Engagement



# 2024-25 Finance Report

It has been a busy but exciting year for EDRA with the highlight being occupation of the property in McBride Cockatoo, the BASE, which has brought a whole new world of activities and responsibilities including accounting ones.

As the BASE has a separate subcommittee income/expenditure for 24/25 has also been detailed separately in the annual report. Whilst many initial costs have been covered by the generous Bendigo Bank grant, it is hoped there will be some Seed Funding from the groups which have formed the Base Operating Committee to deal with immediate on-going costs while future earnings from leasing are generated.

As noted above, a generous grant was received from the Bendigo Bank in the amount of (\$6000 + GST) for set up costs including furnishing of the BASE. We also received a large grant from DEECA, in the amount of \$29,424.94 +GST, for rectification works to the BASE and the works were completed in June.

During the year, we also changed our Accountants from EH Tax Accountants to CBW Accounting in Emerald. Belinda Wallace has kindly agreed to complete our quarterly BAS (saving us considerable expense) for which we are extremely grateful.  
Thankyou Belinda.

Other grants received during the year include Cardinia Shire grant in the amount of \$9174.86 towards the cost of the community guide and map and a Cardinia Shire grant in the amount of \$4360 for Board training and IT expenses. Both grants are reported on separately in the attached documents.

As noted in the 23-24 Annual report both HAA and Woorilla were paid out in July 24 and now operate financially separate from EDRA.

In summary, financially it has been a very tight operational year which we anticipate will improve once the BASE picks up momentum and starts returning revenue to cover our ongoing operational costs.

Lastly, we have been able to contain our membership fees for 25/26 to that of the 24/25 year (\$150 + GST) and we hope this is a support to our members.

Gerard Breukers  
Acting EDRA Treasurer

# 2024-25 Finance Report

## EDRA Summary 24/25 Annual Report

| Description                       | EDRA             | BASE             | Total            |
|-----------------------------------|------------------|------------------|------------------|
| <b>Income</b>                     |                  |                  |                  |
| <b>Grants</b>                     |                  |                  |                  |
| Devco Grant for the BASE          |                  | 32,867.44        | 32,867.44        |
| Shire Training Grant              | 4,360.00         |                  | 4,360.00         |
| other grants subject for projects | 1,000.00         |                  | 1,000.00         |
| Bendigo Bank Grant                |                  | 6,600.00         | 6,600.00         |
| Shire Community Map grant         | 9,174.86         |                  | 9,174.86         |
| <b>Total Grants</b>               | <b>14,534.86</b> | <b>38,967.44</b> | <b>53,502.30</b> |
| <b>Other Income</b>               |                  |                  |                  |
| Description                       | EDRA             | BASE             | Total            |
| Membership                        | 9,993.47         |                  | 9,993.47         |
| Events                            | 9,048.40         |                  | 9,048.40         |
| BASE                              |                  |                  | -                |
| Other Income                      | 1,281.08         |                  | 1,281.08         |
| <b>Total</b>                      | <b>20,321.95</b> | <b>-</b>         | <b>20,321.95</b> |
| <b>Total Income</b>               | <b>34,856.81</b> | <b>38,967.44</b> | <b>73,824.25</b> |

## Expenses

| Description              | EDRA              | BASE             | Total            |
|--------------------------|-------------------|------------------|------------------|
| Accounting and finance   | 10,961.69         |                  | 10,961.69        |
| Grant Accountal          | 4,852.69          |                  | 4,852.69         |
| Subscriptions            | -                 |                  | -                |
| IT expenses              | 9,545.21          |                  | 9,545.21         |
| Auspice                  | 2,883.08          |                  | 2,883.08         |
| Events                   | 5,656.84          |                  | 5,656.84         |
| Other operating          | 2,135.52          |                  | 2,135.52         |
| <b>The BASE</b>          |                   |                  | -                |
| Utility                  |                   | 544.04           | 544.04           |
| Equipment                |                   | 1,599.93         | 1,599.93         |
| Operational              |                   | 3,511.99         | 3,511.99         |
| Capital improvements     |                   | 31,473.60        | 31,473.60        |
| Admin                    |                   | 340.18           | 340.18           |
| <b>Total Expenditure</b> | <b>36,055.03</b>  | <b>37,470.03</b> | <b>73,525.06</b> |
| <b>Net Operating</b>     | <b>(1,178.22)</b> | <b>1,497.41</b>  | <b>319.19</b>    |
| Opening bank 1/7/24      |                   |                  | 19,840.93        |
| Net Operating            |                   |                  | 319.19           |
| Closing bank 30/6/25     |                   |                  | 20,160.12        |

| <b>Forward Commitments</b>         |                  |                 |                  |
|------------------------------------|------------------|-----------------|------------------|
| Description                        | EDRA             | BASE            | Total            |
| Insurance Per Month                | 203.00           |                 | 203.00           |
| Kero Per Month                     | 70.00            |                 | 70.00            |
| Electricity Monthly                |                  | 85.96           | 85.96            |
| Vhive Web Annual fee               | 3,828.00         |                 | 3,828.00         |
| Collective marketing Map and Guide | 9,000.00         |                 | 9,000.00         |
| Emersleigh wines (Catering)        |                  | 369.40          | 369.40           |
| Board training                     | 3,810.00         |                 | 3,810.00         |
| Home Fire Safety Solutions         |                  | 630.00          | 630.00           |
| Mitre 10                           |                  | 125.35          | 125.35           |
| Gas Estimate                       |                  | 100.00          | 100.00           |
| BA5                                | 524              |                 | 524.00           |
| Telstra Monthly                    |                  | 125.00          | 125.00           |
| <b>Total</b>                       | <b>16,435.00</b> | <b>1,435.71</b> | <b>17,870.71</b> |

| <b>Outstanding Income</b>  |                  |               |                  |
|----------------------------|------------------|---------------|------------------|
| Description                | EDRA             | BASE          | Total            |
| Catering                   |                  | 171.76        | 171.76           |
| Debtors Members            | 8,000.00         |               | 8,000.00         |
| Map and Guide publications | 12,000.00        |               | 12,000.00        |
| <b>Total</b>               | <b>20,000.00</b> | <b>171.76</b> | <b>20,171.76</b> |
| <b>Net Available funds</b> | <b>2,386.78</b>  | <b>283.46</b> | <b>2,670.24</b>  |

# 2024-25 Finance Report

## EDRA Detailed 24/25 Annual Report

| Description                       | Total 24/25      | Total 23/24      |
|-----------------------------------|------------------|------------------|
| <b>Income</b>                     |                  |                  |
| <b>Grants</b>                     |                  |                  |
| Supporting Fund Cardinia          | 0.00             | 15,000.00        |
| PAVED grant (Fun Fest) CC         | 0.00             | 14,000.00        |
| Woorilla Cardinia Grant           | 0.00             | 2,000.00         |
| JDPR PAVED Grant                  | 0.00             | 15,000.00        |
| Projector Grant                   | 0.00             | 949.00           |
| Deeca Grant for the BASE          | 32,367.44        | 0.00             |
| Shire Training Grant              | 4,360.00         | 0.00             |
| other grants subject for projects | 1,000.00         | 0.00             |
| Bendigo Bank Grant                | 6,600.00         | 0.00             |
| Shire Community Map grant         | 9,174.86         | 0.00             |
| Member map guide                  | 798.39           | 0.00             |
| Member Comm Guide                 | 86.21            | 0.00             |
|                                   |                  |                  |
| <b>Total Grants</b>               | <b>54,386.90</b> | <b>46,949.00</b> |
|                                   |                  |                  |
| <b>Other Income</b>               |                  |                  |
| Membership                        | 9,992.47         | 9,395.20         |
| Donation                          | 0.00             | 0.00             |
| BAS refunds                       | 575.00           | 5,665.00         |
| other                             | 34.00            | 810.30           |
| Woorilla                          | 672.08           | 6,263.43         |
| PAVED Festival                    | 0.00             | 13,008.33        |
| Christmas Candles                 | 0.00             | 5,819.64         |
| Meet the trader/Breakfasts        | 1,227.50         | 745.98           |
| Winter Ads                        | 841.04           | 0.00             |
| Hidden Treasures                  | 3,366.40         | 0.00             |
| Raffle                            | 2,728.86         | 0.00             |
| Christmas In July                 | 0.00             | 1,062.29         |
| Easter project                    | 0.00             | 354.09           |
| BASE                              | 0.00             |                  |
|                                   |                  |                  |
| <b>Total Income</b>               | <b>19,437.35</b> | <b>43,124.26</b> |
|                                   |                  |                  |
| <b>Total Income</b>               | <b>73,824.25</b> | <b>90,073.26</b> |

# 2024-25 Finance Report

## EDRA Detailed 24/25 Annual Report

| Description                              | Total 24/25      | Total 23/24      |
|--|------------------|------------------|
| <b>Expenses</b>                          |                  |                  |
| <b>Accounting and finance</b>            |                  |                  |
| Dept of Justice AGM                      | 69.00            | 61.60            |
| Basenett up expenses                     | 0.00             | 0.00             |
| Insurance                                | 2,098.60         | 2,189.69         |
| Subcontractors                           | 0.00             | 0.00             |
| Administration                           | 6,876.23         | 8,800.00         |
| Accounting fees                          | 1,022.70         | 1,290.00         |
| Operating                                | 0.00             | 0.00             |
| travelling cost                          | 0.00             | 0.00             |
| Travel pre-paid                          | 105.00           | 455.00           |
| Bank fees                                | 175.16           | 111.10           |
| Xero                                     | 840.00           | 762.00           |
| <b>Total accounting and finance</b>      | <b>10,961.69</b> | <b>13,641.48</b> |
| <b>Grant acquittal</b>                   |                  |                  |
| Expo/Trivia Night                        | 0.00             | 0.00             |
| Projector                                | 0.00             | 949.00           |
| PAVED                                    | 3,863.69         | 53,344.26        |
| Christmas decorations                    | 989.00           | 0.00             |
| <b>Total Grant Acquittal</b>             | <b>4,852.69</b>  | <b>54,293.26</b> |
| <b>Subscription/Licensing Expenses</b>   |                  |                  |
|  | 0.00             | 0.00             |
| Mainstreet Bus Group                     | 0.00             | 385.00           |
| <b>Total Licensing and Subscriptions</b> | <b>0.00</b>      | <b>385.00</b>    |
| <b>IT Expenses</b>                       |                  |                  |
| Mailchimp                                | 251.28           | 368.78           |
| Chat GPT                                 | 409.55           | 0.00             |
| Google Storage                           | 31.88            | 29.88            |
| Google ads                               | 679.38           | 985.36           |
| Microsoft                                | 1,050.67         | 126.00           |
| McKeeper                                 | 0.00             | 468.00           |
| Wufno                                    | 0.00             | 501.05           |
| Stripe                                   | 214.00           | 0.00             |
| Go Daddy                                 | 517.37           | 645.61           |
| Canva                                    | 167.88           | 219.88           |
| Wonderlane                               | 108.41           | 78.44            |
| Try booking fees                         | 0.00             | 0.00             |
| Facebook advertising                     | 493.59           | 451.12           |
| Zoom subscription                        | 0.00             | 114.14           |
| Diversity Group (Domains)                | 3,828.00         | 0.00             |
| Apple                                    | 918.14           | 60.08            |
| Text Magic                               | 270.00           | 250.00           |
| Paycom                                   | 0.00             | 116.91           |
| Sortes                                   | 40.38            | 124.17           |
| Panther                                  | 0.00             | 0.00             |
| Vimeo                                    | 0.00             | 113.10           |
| Award                                    | 59.88            | 0.00             |
| Survey Monkey                            | 474.26           | 0.00             |
| <b>Total IT Expenses</b>                 | <b>9,545.21</b>  | <b>4,674.92</b>  |
| <b>Aspiced project Expenses</b>          |                  |                  |
| Woorilla                                 | 2,883.08         | 8,886.27         |
| Puffing Billy Getaways                   | 0.00             | 210.28           |
| <b>Total Aspiced expenses</b>            | <b>2,883.08</b>  | <b>9,096.55</b>  |
| <b>Event Expenses</b>                    |                  |                  |
| Meet the trader expenses                 | 0.00             | 282.40           |
| Business breakfasts                      | 1,044.90         | 566.51           |
| Christmas Breakup Function               | 0.00             | 0.00             |
| AGM                                      | 341.00           | 777.80           |
| Pride of Workmanship                     | 0.00             | 0.00             |
| Street Art                               | 0.00             | 0.00             |
| Christmas Candles                        | 0.00             | 7,560.11         |
| Winter in July                           | 0.00             | 1,811.81         |
| Hidden Treasures                         | 3,913.47         | 0.00             |
| Raffle                                   | 357.47           | 0.00             |
| Easter Project                           | 0.00             | 850.35           |
| <b>Total Event Expenses</b>              | <b>5,656.84</b>  | <b>11,849.67</b> |
| <b>Other Operating Expenses</b>          |                  |                  |
| Printing and stationery                  | 289.24           | 483.85           |
| Meeting expenses                         | 157.08           | 1,044.75         |
| Postage /Post box                        | 181.00           | 174.00           |
| Public relations                         | 633.70           | 471.85           |
| Minor equipment                          | 874.50           | 33.00            |
| Utilities                                | 0.00             | 0.00             |
| Member training                          | 0.00             | 198.00           |
| <b>Total Other operating expense</b>     | <b>2,135.52</b>  | <b>2,352.45</b>  |

## EDRA Detailed 24/25 Annual Report

| Description                   | Total 24/25      | Total 23/24       |
|-------------------------------|------------------|-------------------|
| <b>THE BASE Expenditure</b>   |                  |                   |
| Utility                       | 544.04           | 0.00              |
| Equipment                     | 1,599.93         | 0.00              |
| Operational                   | 3,511.99         | 0.00              |
| Capital improvements          | 31,473.89        | 0.00              |
| Admin                         | 340.18           | 0.00              |
| <b>Total BASE Expenditure</b> | <b>37,470.03</b> | <b>0.00</b>       |
| <b>Total Expenditure</b>      |                  |                   |
|                               | <b>73,505.06</b> | <b>96,292.66</b>  |
| <b>Net Operating</b>          |                  |                   |
|                               | <b>319.19</b>    | <b>(6,219.40)</b> |
| Opening bank                  | 19,840.93        | 26,060.33         |
| Net Operating                 | 319.19           | (6,219.40)        |
| Closing bank                  | 20,160.12        | 19,840.93         |

### Bank Reconciliation

|                     |             |             |
|---------------------|-------------|-------------|
| Opening Bank        | 19,840.93   | 26,060.33   |
| Income              | 73,824.25   | 90,073.26   |
| Expenditure         | 73,505.06   | 96,292.66   |
| Closing Balance     | 20,160.12   | 19,840.93   |
| Actual Bank Balance | 20,160.12   | 19,840.93   |
| <b>Variance</b>     | <b>0.00</b> | <b>0.00</b> |



