

The BASE

The BASE in Cockatoo is home to EDRA, Emerald & District Lions Club & the Hills Arts Alliance, and provides financial sustainability for the Association.

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

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.

The BASE

Economic & Tourism Growth for the Region

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

- 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.

Cockatoo Community House

Cockatoo Community House is more than a place to attend a program or hire a room. It is a place where local businesses, community groups, organisations and residents can connect, collaborate and create opportunities together.

Managed by the Eastern Dandenong Ranges Association (EDRA), the Community House builds on EDRA's strong local networks and commitment to supporting a thriving, connected region. For EDRA members, the Community House provides new opportunities to share skills, deliver workshops and programs, promote services, build local connections and collaborate on community initiatives. It creates another pathway for businesses to become more visible and actively involved in the communities they serve.

For local groups and organisations, it provides welcoming spaces, practical support and opportunities to work alongside other groups. By bringing organisations together, we can share resources, strengthen partnerships and turn good ideas into community projects.

For the wider community, it means greater access to learning, social connection, support services, activities and opportunities to participate. From developing new skills and meeting new people to accessing local services or simply finding a place to belong, the Community House is here for everyone.

Most importantly, Cockatoo Community House creates a bridge between business and community. Local knowledge, skills and resources stay local, while businesses and organisations gain a deeper understanding of the people and communities around them.

When local businesses, groups and people are connected, everyone benefits – and our whole community becomes stronger.



Membership Investment

Investment: \$150 + GST

Membership period: 1 July – 30 June (annually).

Website listings stay live until 1st Sept.

All memberships are renewed annually via Xero.

Learn more about EDRA at edra.org.au.

Your membership includes:

- B2B Networking events
- Free & Subsidised marketing promotions & projects
- access to collaborative projects & retail promotions
- 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)
- Promotion across our social media platforms - emeraldvillagedirectory.com.au, gembrookcockatoodirectory.com.au, edra.org.au & easterndandenongranges.com.au.
- Exposure to EDRA subscribers
- Inclusion in EDRBT's Visit Victoria listing
- Personalised referrals via Visitor Information services
- Advocacy and representation to local, state, and federal governments on behalf of our members.

Networking

Local businesses of all sizes – from retail shops and cafes, experiential, accommodation to service & trade providers – can gain significant advantages by becoming an Eastern Dandenong Ranges Association (EDRA) member.

EDRA is a volunteer-run business and tourism group, established in 2014. We are driven by our vision; for a thriving Eastern Dandenong Ranges powered by collaboration between business, tourism, the arts and community creating a vibrant, resilient and welcoming place for all.

By aligning with EDRA's strategic initiatives, businesses and community groups enjoy increased visibility through collective marketing.

EDRA maintains a destination website (easterndandenongranges.com.au) that showcases local businesses, attractions, events, and special offers to locals & visitors. Member businesses are listed on the website with direct links to their own webpages, expanding their reach to new audiences.

EDRA's platform is linked with major tourism channels (like Visit Victoria and Visit Yarra Valley), lending credibility and boosting exposure for even the smallest local business. In short, the region is promoted as a unified brand, so individual businesses benefit from the broader destination marketing that draws tourists into the Eastern Dandenong Ranges.

EDRA Membership

Eastern Dandenong Ranges focus is B2B activities. Networking is the biggest advantage a business can have & Eastern Dandenong Ranges Association paves the way for this.

In a competitive and fast-changing business environment, networking is not optional. It is one of the single greatest advantages a business can build. While products, pricing and marketing tactics can be copied or outpaced, relationships cannot.

A strong network creates opportunities that no amount of advertising or automation can replace.

Through EDRA, opportunities flow through people and across sectors. Most business opportunities don't come from ads or algorithms. They come from introduction and trusted recommendations.

EDRA's strength lies in the breadth of its membership spanning tourism and accommodation, food, wine and agritourism, retail & creative industries, professional services, community organisations and not-for-profits.

This cross-sector mix creates opportunities that would not exist in siloed or single-industry networks. Businesses don't just meet similar operators, they connect with complementary ones, and trust is built faster in a connected community.



easterndandenongranges.com.au
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