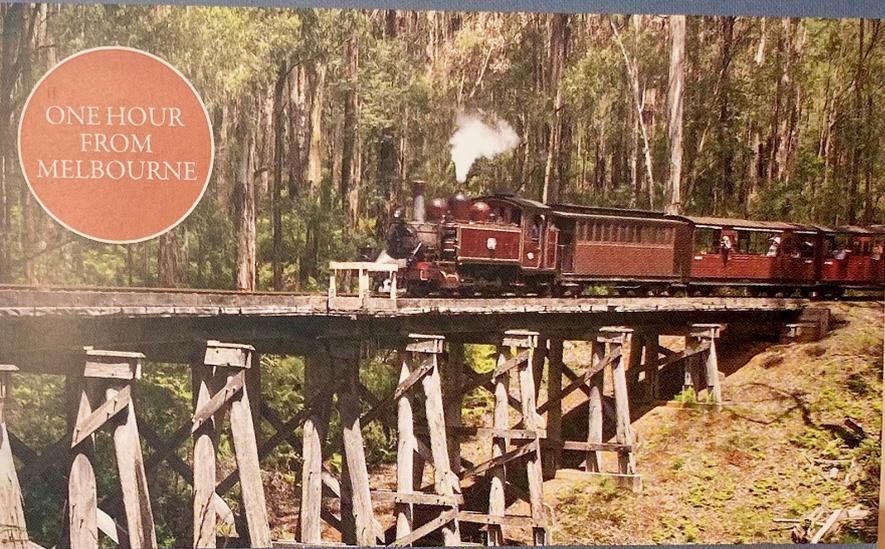


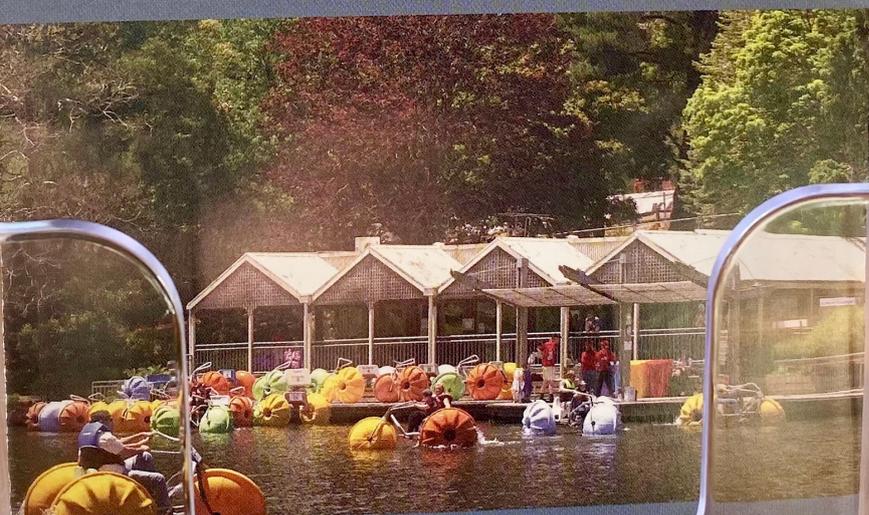
Eastern Dandenong Ranges
Puffing Billy Country & Surrounds

Visitor Information & Touring Map

ONE HOUR
FROM
MELBOURNE



World Renowned, Natural Beauty,
Family Friendly, Food & Wine



easterndandenongranges.com



2021
EDRA
Annual
Review

CHAIR REPORT



COVID has been with us since January 2020, and now in our 6th lockdown, continues to affect all businesses and the community at large.

Businesses have continued to adapt their product & service delivery to meet the on and off COVID restrictions Victoria continues to face, and for some, the saving grace has been an amazing support from the local community when faced with 5km & 10km travel restrictions.

In September 2020, and during Lockdown 2, the Victorian Government, Jobs, Precincts and Regions announced grants to support Business Chambers & Trader Groups, to help their members access support and transition into recovery & restart. EDRA reported at its 2020 AGM last December we were successful in receiving this grant to the value of \$10k.

The grant funds were designed to provide access to Victorian Government COVID-19 business recovery information & services, supporting local business collaboration, undertake locally focussed activities & 'buy local' campaigns to drive visitation.

The grant, along with some of the funding provided by Cardinia Shire went to producing three key major projects to support members; an A2 Visitor Map & Guide for the region, a Shop Local "Get Your Fill In the Hills" social media campaign and brand new Eastern Dandenong Ranges website, incorporating enhanced business profiles and links to members websites & their social pages, as well as being able to promote members specials, discounts & events. These projects & other activities undertaken during the last eight months to support our members is covered under our Key Achievements & Projects in this report.

continued...

CHAIR REPORT

EDRA will continue to work closely together with its members, to address the ongoing challenges individual businesses are facing and to develop the required support, training, product & advocacy needed.

This requires a collaborative approach to ensure the best outcomes are achieved for all and the best way to do this is for members to get more involved. Please continue to raise your project ideas and express the business support you'd like to help your business.

Members are also encouraged to come along and contribute to any of our monthly committee meetings; the perfect forum to raise ideas, concerns, and to keep up to date with local business news & issues.

I'd like to thank the 2020 EDRA Committee, who represent our members in the professional, retail, trade, hospitality, agriculture, accommodation & tourism sectors for their valuable contribution, dedication and support over the last reporting period.

Garry McGough - Chair

EDRA FOCUS

The focus of EDRA is for the Eastern Dandenong Ranges to be recognised as a key destination by bringing our enterprising stories & ideas to life. A place that encourages business, tourism & social enterprises to plug into our local ecosystem to foster a friendly culture & collaborative community.

We aim to achieve this by bridging the gaps between different sectors through...

Integrating local **TOURISM** attractions & ventures to promote the attributes of our region. Inspiring our local residents & visitors to create positive stories to place our beautiful Eastern Dandenong Ranges on the world-wide map

Developing local **COMMUNITY** & friendly networks to help champion & lead collaborative projects & promote local events. Providing auspice support for community groups that align with our goals

Enterprise skill building to evolve our local **BUSINESS** ecosystem. To create an all round authentic experience for our valued customers & stay up to date with emerging trends through expert guidance

Advocacy to influence **GOVERNMENT** to ensure we access the support, funding and investment our district needs to thrive in this new circular economy with a view to creating a...

Sustainable unified vision for the future social, economic and environmental success of our district & surrounds as a whole.

KEY RESULTS

Integrating **TOURISM** attractions

Key results include:

- A2 Visitor & Tourism Map
- Google Ads & website ranking
- Mobile Visitor Information referral
- New Eastern Dandenong Ranges website
- Eastern Dandenong Ranges Instagram business & tourism posts
- Eastern Dandenong Ranges Facebook business & tourism posts
- Eastern Dandenong Ranges Weddings posts
- Emerald Village Directory - business & tourism posts
- Gembrook Village - business & tourism posts

Developing local **COMMUNITY** networks

Key results include:

- Established Special Interest Membership & Subcommittees to Auspice unincorporated community groups that are of a business or tourism nature
- Networking with the Emerald Village Association & attending meetings
- Cardinia Food Network & discussions around a Cardinia/Dandenong Ranges Food Trail
- 7 E-newsletters
- Insurance support for the Emerald Regional Beekeepers Group

Enterprise skill building in **BUSINESS**

Key results include:

- 3 networking events
- March Business Social Night at Cardinia Beaconhills Golf Links
- Members networking & Family Fun Day at Emerald Lake Park
- May Business Breakfast at BAM BAM
- Social Media Brand Pillars training
- Customer Wayfinding training
- 7 E-newsletters

KEY RESULTS

Advocacy to influence **GOVERNMENT**

Key results & current projects include:

- Dept Jobs, Precincts & Regions Grant
- Cardinia Shire 2021 Christmas Decorations Grant
- Tabled with DELWP for a Green Wedge Management Plan
- For improved Telecommunications and IT in the Hills
- Support for a Cockatoo Mountain Bike Trails
- Woorilla Poetry Prize Auspice
- Ignite Youth Festival Auspice
- Eastern Dandenong Ranges Trail - completion of signage & additional signage requirements
- Road, directional & parking signage needs in Emerald & Cockatoo
- Lobbying for destination and pedestrian wayfinding signage in Emerald, Cockatoo & Gembrook
- Lobbying for EDRA business hub & visitor information space at the Hills Hub
- Lobbying for external digital signage at the Hills Hub to promote events in the EDR.

Sustainable vision for our **HILLS & VILLAGES**

Key results in our operations include:

- New Eastern Dandenong Ranges website
- New EDRA corporate website edra.org.au
- Cameo Belgrave Members Night & launch of our tourism video & Shop Local videos
- Support Shop Local Video Campaign, bumper & gift stickers
- Monthly EDRA Committee & Planning Meetings
- Membership base of 60+
- Lobbying for EDRA office space at the Hills Hub

Auspice Ignite Youth Festival
 WATCH ONLINE SATURDAY JULY 31st Starts at 2PM
 EVERY HOUR UNTIL 8PM
 Artists: Sasha Reehi, Luro, The Lost Anchors, James Franklin, Strawb2, Lucienne Wigne
 Cardinia Council & Ignite Festival

Woorilla Poetry Prize 2021
 Submission dates: 7 July - 5 September 2021
 Awards Ceremony: 28th November 2021 (Hybrid Event)
 'Breathe-in experience, breathe-out poetry' - Stuart Haynes
Only two weeks to get your entries in.
 Start your entry today.

OFFICIAL
 Department of Environment, Land, Water and Planning
 PO Box 500, East Melbourne, Victoria 8002 Australia
 delwp.vic.gov.au
 Ms Jennifer Crossland
 Secretary & Vice Chair
 Eastern Dandenong Ranges Association (EDRA)
 secretary@edra.org.au
 Ref: MN085744

Louise Rockne Youth Section
 First four entries free
 (\$5 per additional entry)
 CALD Sub-section no additional fee for eligible entrants
 \$200 First Prize, \$50 Runner Up
 Auspice submit

Judith Rodriguez Open Section
 \$1,500 Open First Prize
 \$250 Runner up
 All short listed poems receive free publication
 https://woorilla.submittable.com/submit
 www.woorilla.org.au

Dear Ms Crossland
GREEN WEDGE MANAGEMENT PLANS
 Thank you for your email of 12 July 2021 to the Hon Richard Wynne MP, Minister for Planning, about green wedge management plans (GWMPs). As this matter is in my area of responsibility, I am responding on the Minister's behalf.
 I acknowledge your concern that some of Melbourne's green wedges do not currently have a GWMP in place. As you know, the Planning for Melbourne's Green Wedges and Agricultural Land (GWAL) consultation paper outlined a range of potential planning system reform options relating to GWMPs. These options propose to provide updated guidance on the structure and content of GWMPs, consider how GWMPs might address design and development issues, and introduce a legislative requirement to prepare and implement GWMPs. Should GWMPs become required under legislation, the Victorian Government will consult further with councils and discuss any concerns they may have around resourcing.

Advocacy

A2 Visitor & Touring Map
 Eastern Dandenong Ranges
 Includes: Eastern Dandenong Ranges Trail, Dandenong Ranges Markets, Village Facilities & Services

Tell us a local business you supported last week, and what you bought for a chance to win this weeks gift voucher. Winner drawn and announced Friday 20th August

i Support Shop Local
 "Get Your Fill in the Hills"
 \$30 Gift Voucher

More videos
 Eastern Dandenong Ranges
 15 Jul · 🌐
 60 sec Shop Local a
 27 3 comments 29 shares 1.2K views
Shop local campaign
 Eastern Dandenong Ranges
 6 Aug · 🌐
 EDRA_4k_res_15sec_Ax (5)

i Support Shop Local
 "Get Your Fill in the Hills"
 easterndandenongranges.com

May Breakfast Meeting at Bam Bam

Members Night at Cardinia Beaconhills Golf Links

Regular EDRA Committee Meetings

FINANCE REPORT

EDRA's total income for the reporting period from 1st July 2020 to 30th June 2021 was \$41609.99.

We received \$9,803 in membership & map advertising revenue, \$10,000 annual support funding from Cardinia Shire, a \$950 Cardinia Shire small equipment grant, \$10,000 Cardinia Shire Festival Grant to auspice funds for the Ignite Youth Festival and \$10,000 State Government Jobs, Precincts & Regions Business Group grant. \$2,000 from the \$10,000 Ignite Festival grant was expensed in the reporting period, leaving a balance of \$8,000 in Ignite Festival funds that was fully expended in July 2021.

We had expenses of \$30,780.81 for the reporting period. Major expenses amounted to \$15,535.89 in total for design and printing the A2 Maps, websites & IT and Shop Local business campaign.

EDRA had a closing balance of \$12,049.20CR as at the 30th June 2021 and note \$8000 of this is Ignite Festival funding.

Lynne Trenksy - Treasurer

EDRA FINANCIAL STATEMENT 1/7/2020 – 30/6/2021 ABN 529 287 764 93

Opening balance as at 1/7/2020	1,220.02 CR
INCOME	
Reimbursements	35.72
Cardinia Council Support Funding	10,000.00
Cardinia Small Equipment Grant	950.00
Cardinia Grant (Ignite Youth Festival)	10,000.00
Dept Jobs, Precincts & Regions Grant	10,000.00
Membership & Map advertising	9,803.00
Members Event Cardinia Golf	337.82
Members May Business Breakfast	483.45
SUB TOTAL	41,609.99
INCOME TOTAL	
	42,830.01
EXPENSES	
Insurance	2,374.53
Bank Fees	12.00
Ignite Festival (auspiced funds)	2,000.00
Business B'fast reimbursement to Bam Bam	531.31
EDRA Committee Meetings	428.68
Stationery	460.22
Printing (inc A2 Map)	3,534.50
Postage (Mailbox)	141.00
Phone (recharge)	90.00
Project & Membership Management	3,950.00
Member Events	1,534.02
Equipment	1,055.67
Subscription	695.84
Websites & IT	5,833.89
Design A2 Map	2,750.00
EDRA Banner	144.90
Xmas Traders Promotion	719.80
Google Ads	748.22
Shop Local Campaign	3,417.50
Map stands and stickers	358.73
SUB TOTAL EXPENSES	30,780.81
Closing balance as at 30/6/21	12,049.20CR