



Our Regions Website

The Eastern Dandenong Ranges website employs best practice SEO, speed, functionality, visibility and usability to promote your business.

We organically rank pages 1 & 2 consistently on Google & also support this with paid promotion.

New in 2022. Promote your special offers & events at any time, all year round to our website visitors & subscribers.

The introduction of our 'Meet the Trader' Blog, Interactive Map and Itinerary Planner, released July 2022 are the newest features being rolled out to support members.



Membership Costs

Membership is \$100 plus gst per annum pro rata from 1st July to 30th June each year.

We provide marketing support, networking, promotion, advocacy and run local business breakfasts, hold business and social events, develop local retail campaigns, produce promotional maps & videos, and manage our region's website & social platforms to support local business.

Members have their own login to manage their website listings on the easterndandenongranges website and to add specials and events at any time.

The easterndandenongranges website promotes businesses, attractions, accommodation, events and special offers to our local community & visitors to the region.

You can find more information about EDRA at edra.org.au.

To join EDRA click [here](#)

2022/23 Membership

The Eastern Dandenong Ranges Association supports local business & tourism operators in Cardinia & Yarra Ranges Shires.

With a track record of more than 10years, we provide hands-on local support to small businesses operating in retail, professional, trade, home-based, accommodation, hospitality & tourism sectors.

We are a local volunteer-run association that understands local business issues and can help you with the tools you need to help market your business in a way that is sustainable for long-term growth & builds customer loyalty.

We are also a local tourism association that falls under Yarra Ranges Regional Tourism for the Dandenong Ranges.

As a member of the Eastern Dandenong Ranges Association, we act and network locally together to promote the services, attributes & tourism of our region, and for the Eastern Dandenong Ranges to be recognised as a destination and sense of place to live, work, enjoy, stay & prosper.

Membership Benefits

Marketing - We can help you to implement a Growth Strategy to attract & engage people to become customers of your business; ensure all touch points are well branded, and how to address potential customers' problems, pain points or needs.

We have developed online webinars to assist you to implement Search – SEO, learning how to benefit from third-party websites such as EDRA, marketing your brand and own website, setting up a Google Business, and implementing social advertising & traditional advertising.

Eastern Dandenong Ranges Website -

The easterndandenongranges website is a destination marketing website to promote local businesses & build awareness of our region within the Dandenong Ranges. The website showcases the unique attributes of the Eastern Dandenong Ranges and the breadth of services & attractions we offer.

Your listing on the website benefits from:

- Internal links to boost SEO ranking and show semantic relations between our pages & search queries; this happens automatically with special offers, events & itineraries
 - Equal weighting to all business types, big or small
 - Full page promotional listings
 - You can have multiple listings with unique content to promote the different services your business offers (e.g. restaurant listing & a wedding listing)
 - Clear delivery of vital information for visitors
 - Unique content for better SEO for the region
 - Special Offers Website Feature
 - Events Website Feature
 - Interactive Local Map featuring your business
- (continued)

Membership Benefits

- New Itinerary planner
- Free promotional opportunities that sets you apart from other businesses
- Increased visibility for your business

Discounted & subsidised Buy-In - to list on local maps, take part in campaigns, and attend events.

Networking - build connections with other businesses at our business breakfasts and other business and social events.

Collaboration - Collaborate with other members to develop & run promotions and offers.

Social Media - Extended promotion of your business, events and special offers across our social platforms.

E-News - Regular Mailchimp news to keep you abreast on local campaigns, promotions & events to participate in.

Meet the Trader Blogs - An up-close & personal meet & greet with your business is available to all members to take advantage of. This is captured as a blog and featured on the easterndandenongranges website & social platforms.

Training - Access & information to training in the region run by Cardinia, Yarra Ranges & EDRA.

Advocacy - We can provide advocacy support at the local Council & State level.

Print Advertising - We can negotiate discounted newspaper & magazine advertising rates on your behalf.

We all benefit from Collaborating

Funding/Grant Opportunities - We attract larger funding from local & state governments based on the size of our membership. This also helps EDRA to advocate on behalf of our members to achieve better outcomes to support small local businesses.

Thank you

By being a business member of EDRA in 2021/22, EDRA was successful in applying for and receiving three lots of grant funding through the Dept of Jobs, Precincts & Regions.

The funding went to develop & produce a Shop Local Campaign, revamp and develop our new look website for the Eastern Dandenong Ranges, have an A2 fold-out Visitor & Information Map produced, run face-to-face marketing workshops, develop and add an event, what's on, interactive map & itineraries modules to our website, and create a series of online marketing know-how webinars for members to access & use.

A Stronger Communities Fund grant also awarded to EDRA is being used to install a digital visitor information system to promote our events, attractions & businesses and will be launched later in 2022.

EDRA is Cardinia's most active business community welcoming businesses and professionals from all backgrounds.

We also welcome members to actively participate and contribute to the association so that both you and your industry can benefit.

Visit edra.org.au for more information.