



## Our Regions Website

## Membership Costs

## Membership

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 & support this with monthly Google ads .

Promote your special offers & events at any time, all year round to our website visitors & subscribers, benefit from 'Meet the Trader' Blogs, Interactive Maps and Itinerary Planners.



Membership is \$110 per annum from 1st July to 30th June each year. Website listings stay up until the end of September to allow for late renewals and new member onboarding.

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

Members can also create multiple listings to promote their different services at no extra cost.

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 the Eastern Dandenong Ranges Association (EDRA) including current and past annual reports at [edra.org.au](http://edra.org.au).

To become a member select 'About Us' at the bottom of the [easterndandenongranges.com.au](http://easterndandenongranges.com.au) home page.

The Eastern Dandenong Ranges Association supports local businesses that operate in the Eastern Dandenong Ranges townships of Avonsleigh, Beenak, Belgrave, Clematis, Cockatoo, Dewhurst, Emerald, Gembrook, Hoddles Creek, Kallista, Macclesfield, Menzies Creek, Monbulk, Mt Burnett, Nangana, Selby, Silvan, The Patch, Upper Beaconsfield & Yellingbo.

A local volunteer-run association, EDRA has been operating since 2015, providing hands-on support to businesses operating in retail, professional, trade, home-based, accommodation, hospitality, health and wellbeing and tourism sectors.

We understand local business issues, work closely with our business members and are advocates at a local, state and federal level. We are also a Local Tourism Association (LTA), of Yarra Ranges Regional Tourism for the Dandenong Ranges.

We act on behalf of our members to promote the services, attributes & tourism of our region and to be recognised as a destination and sense of place to live, work, enjoy, stay & prosper.

## Why join a Local Business Group?

Belonging to a local business group offers networking opportunities, promotion, knowledge exchange, and potential collaborations.

It can enhance visibility, foster community support, and provide a platform for shared resources and experiences, ultimately contributing to business growth and success.

Being a member can increase the visibility of your business and expand your reach to new audiences through your listing on [easterndandenongranges.com.au](http://easterndandenongranges.com.au) and the credibility associated with the platform, including featured links on Visit Victoria, Visit Yarra Valley and What's on Cardinia.

Collectively, we have a stronger voice to advocate at a local Council level and the size of our membership is used to determine the funding support we receive, whether this be at the local, state or federal level.

No matter what type of business you operate, you are supported by a hands-on volunteer Committee and have a Membership Manager to assist you.

The Eastern Dandenong Ranges continues to grow both as a business and tourism region.

Key strategic directions to support our members include the development of a Green Wedge management plan for the region, beautification of our townships and placemaking, improved services, roads, transport and infrastructure, and having a sustainable tourism industry that supports and works collaboratively with local businesses and the local community as a whole.

## Membership Benefits

**Eastern Dandenong Ranges Website** - a destination marketing website to promote local businesses and build awareness of our region within the Dandenong Ranges catchment. The website showcases the unique attributes of the Eastern Dandenong Ranges and the breadth of business services and attractions we offer.

- Your listing on the website benefits from:
- monthly sponsored Google advertising
  - internal links to boost SEO ranking and show semantic relations between our pages & search queries
  - equal business weighting for all business types, big or small
  - full-page promotional listings
  - ability to have multiple listings with unique content to promote the different services your business offers (e.g. restaurant listing & a wedding li have m
  - 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
  - itinerary planner
  - free promotional opportunities
  - meet the trader

**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 networking events.

**Collaboration** - assist you to collaborate with other members & develop and run promotions and offers.

## Membership Benefits

**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.com.au](http://easterndandenongranges.com.au) website & social platforms.

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

**Print Advertising** - Negotiated discounted newspaper & magazine advertising rates on your behalf.

**Portable Digital Display Screen** - Access our Portable Display Screen to promote your specials & events. Suitable for outdoor & indoor use.

**Visitor Information Services** - Personalised Telephone Visitor Information Services and referrals.

**Visitor Information & Touring Map** - A1 fold-out map and business listings.

**Cardinia Tourism Advisory Committee** - Representation on the Cardinia Tourism Advisory Committee.

**Subscribers E-News** - Extended 3rd party promotion of business services, events & special to subscribers.