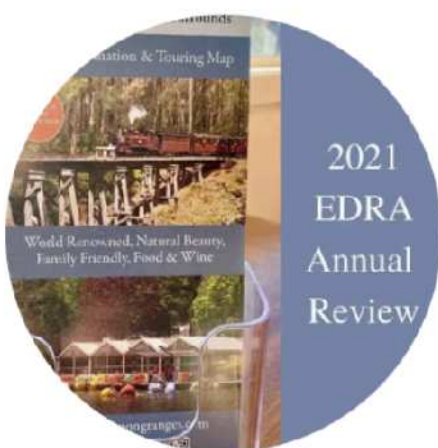


Celebrating

— 10 YEARS —

EDRA 2024 Annual Report



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2024 Chair Report



It's astonishing to realise that a decade has passed since the Eastern Dandenong Ranges Association (EDRA) was established. Originally operating as the Emerald Business Group under the Emerald Community House, EDRA evolved to represent and support all businesses in the Eastern Dandenong Ranges, a mission that remains our core focus.

Over these ten years, the local business community has seen significant growth, paralleled by an increase in visitors to our region. EDRA has also broadened its scope, enhancing its services, projects, events, advocacy efforts, training, and promotions for its members, as showcased in this year's report.

The past year has been particularly exciting for EDRA. We proudly presented the PAVED Festival in November and set up photo prop boards in each township during Easter, creating delightful photo opportunities.

Of course, along with the highs, we've faced challenges. The economic shifts impacting everyone in our community have affected EDRA as well. However, we are committed to navigating these challenges, continuing to create value for our members, and staying proactive as the business environment stabilises and grows more confident.

I have pleasure in highlighting EDRA's activities for the past twelve months.

Relationships & Collaboration

Cardinia Council – Economic Development, Tourism Advisory Committee, Financial Support

Our two main contacts in Economic Development at Cardinia Shire Andrew Pomeroy & Tim Cooper both left in 2023. While we continue to advocate & develop our relationship with Dana Harding, the new Manager for Arts, Advocacy and Economy at Cardinia Shire, the small amount of financial support EDRA has received in the past has been withdrawn. This is disappointing given EDRA was the only active business & tourism group promoting Cardinia until the end of 2021. Now, along with other community groups, we will need to apply for funding under a new project grant model currently being developed by Economic Development.

We were very appreciative of EcoDev's assistance with the recent pedestrian crossing upgrade schedule bought forward in Emerald reducing the impact on local businesses.

Representation on the Cardinia Tourism Advisory Committee. The Committee helped to facilitate Cardinia Winterfest 2023 in June/July 23. Since then, the CTAC has been inactive waiting to hear on the proposed establishment of the Visitor Economy Partnership being formalised at a State Government level. Should this eventuate, Cardinia stands to gain from increased exposure and visitor interest, driven by the state's focus on promoting diverse experiences in partnership with Yarra Ranges, Nillumbik & Mornington Peninsula.

Chair Report (continued)

Relationships & Collaboration (continued)

Yarra Ranges Tourism

We had the opportunity to work with YRT on the 10 Year Destination Management plan to further develop tourism in our region.

Member for Monbulk

The changes in boundaries have allowed a closer alignment of the region with Daniela De Martino, the local member for Monbulk. This has resulted in regular meetings, letters of support for PAVED & Vic Grown Regional Activation Grants Program.

Puffing Billy Railway

Regular contact and meetings with Peter Abbott (CEO), Nicoleta Guirgui, Emma Hutchinson & Kine Haugland continue to help change the paradigm so that local businesses can have more involvement. EDRA Representation on the PBR Stakeholder Consultative Committee. Assisting businesses to apply for a free Puffing Billy Tourism Marketing package.

Groups - Emerald Village Association

Developing a closer working relationship with the Village Associations and representation on the Emerald Village Association. Working with other NFP groups in the region – Hills Art Alliance, Woorilla and Nangana Landcare Group.

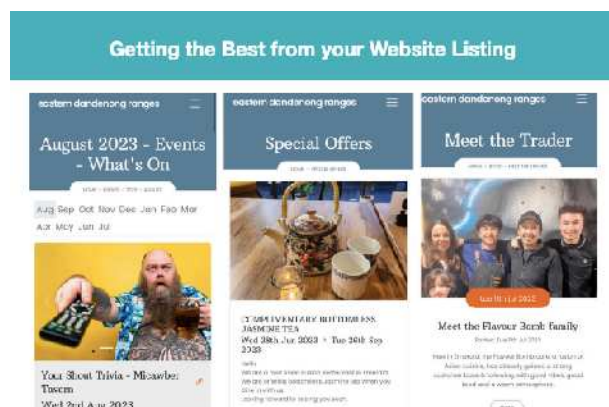
Key Activities

E-News to Members & Website Subscribers

Twelve issues of E-News, designed to keep our members up to date on EDRA & Council news, training, events, member meets, promotions, advocacy projects and tips for members to maximise their listing.

Monthly 'Get your fill in the Hills' E-News is sent to easterndandenongranges.com.au subscribers promoting members events, accommodation, special offers, retail & hospitality services & village townships.

E-News to Members



E-News to Subscribers



Chair Report (continued)

Members Events

Business Breakfasts

Our first business breakfast was held in October at the Hills Hub. We were very fortunate to have John Schauble, a previous director of Emergency Management Resilience & Inspector for Emergency Management Victoria, share his valuable knowledge and insights so businesses could learn more about the patterns of bushfires and how to prepare for future bushfire seasons.

Melanie Rankin-Smith from Tesselaar was the guest speaker at our February breakfast themed Event Evolution. Melanie's presentation guided members on Tesselaar's journey, how the Tulip Festival & Kabloom Festival has evolved over the years, their review process and what they put in place each year to keep both festivals fresh and new.



EVENT Evolution
A Blueprint for event success
Tue 13th Feb



GUEST SPEAKER
Melanie Rankin-Smith Event & Festival Manager
Tesselaar Tulip Festival & Kabloom Festival



Chair Report (continued)

Members Training

1/2 Day Value Proposition Workshop

The 1/2 day Value Proposition Workshop was particularly beneficial to new businesses. We ran this in addition to the nine 1hr Small Business Webinars held early 2023. The small business webinars were converted to videos in August 2023 and are available for members to access and watch on edra.org.au via members login.



AI for Business & Tourism

Bart Sobies opened our eyes into the power of AI, its broad range of capabilities and how to effectively use the free and paid version of ChatGPT in business.



Meet the Trader

Meet the Trader

We held two Meet the Trader events in 2024, at Grace & Louie Booksellers in February and more recently at Over the Road. These events are designed for businesses to share their personal story behind the business as well as being a networking opportunity for members. The stories are captured as blogs, featured under a 'Meet the Trader' link on easterndandenongranges.com.au and shared as a social post extending promotional opportunities for members to take advantage of.



mon 24th jun 2024

Meet the Davey Family from Over the Road Restaurant

Posted: Mon 24th Jun 2024

Upper Beaconsfield locals JD and Steph have deep roots in their community. JD, with a robust IT background, and Steph, a dedicated primary school teacher, decided it was time for a well-deserved break. In 2019, they set off on their adventure with their three boys, travelling across the Outback. ...



thu 29th feb 2024

Meet Lyn at Grace & Louie Booksellers

Posted: Thu 29th Feb 2024

Upon meeting Lyn, owner of Grace Louie Booksellers, you'll instantly know you're talking to someone passionate about books and their store.

more

Chair Report (continued)

Retail Promotions

Christmas Fairy Doors

Twenty Emerald retailers participated in decorating a fairy door and hiding it inside their shops for customers to find. This was a hit with all ages and the fairy doors will be added to the Christmas street decorations for 2024.



Twilight Fiesta

A Twilight Fiesta was held as part of the PAVED Festival across both Emerald retail precincts featuring roving characters, dance, Santa and music.

This event was implemented to encourage the local community to support and shop local leading up to Christmas 2023.



Easter 500g Eggs to Win & Photo Props

We ran an Easter Egg giveaway promotion and added Easter Bunny photo prop boards in Emerald, Cockatoo & Gembrook for locals and visitors to have fun taking selfies over Easter and the school holiday period.



Puffing Billy Trainspotting Places to Eat

We ran a paid campaign and provided coloured string lights to some of the participating businesses to attract trainspotters following the Puffing Billy Train of Lights to their venues of the 24 nights the event ran for.



Chair Report (continued)

Major Projects

PAVED Festival

The PAVE Festival became PAVED in 2023 and ran in Emerald, Cockatoo, Gembrook, Belgrave & Upper Beaconsfield thanks to receiving a State Government Small & Medium Community Events grant and Cardinia Council Festival & Events grants for PAVE & Funfest.

The three day festival coordinated by PAVE, Funfest & EDRA Committees featured over 50 performances & artists across 30 venues. Future PAVE and Funfest events will be under the incorporation of the Hills Arts Alliance (HAA) and we look forward to supporting future PAVED Festivals.



Christmas Candles

We had 18 sets of Christmas Candle Clusters made sponsored by local businesses and with assistance from the Men's Shed Emerald & Cockatoo, Rotary Club of Emerald & District & Emerald Lions Club. The candles were erected in Gembrook, Cockatoo & Emerald.

Thank you to Little Gems Early Learning, Woods Estate Agents, Emerald Auto Plus, Bell Real Estate Emerald, Emerald Village Pharmacy, IGA Gembrook Plus Liquor, Metro Petroleum, VIBE Health & Fitness, IGA Cockatoo, Barry Plant Emerald, Emerald Village Meats, Hills Physiotherapy, Kaye Charles Real Estate and Paradise Valley Hotel. We had some technical issues with the flame components which will be rectified along with further upgrades being made to the candles for Christmas 2024.



Chair Report (continued)

Advocacy

Green Wedge

We continued to advocate Cardinia Council to undertake a Green Wedge Management Plan via meeting in person, articles in the Trader Mail and our involvement in the Cardinia Agribusiness Audit - Farming and Food Futures Workshops.

Car Parking Signage, Streetscaping & Wayfinding Signage

There is no funding allocated by Cardinia Council to car parking signage, streetscaping & wayfinding signage in our Hills Townships. We will continue to look for grants to enable these projects and apply to Vic Roads for car parking space marking along Belgrave-Gembrook Rd in Emerald.

EDRA Base

EDRA continues to look for a permanent base. We have operated as a hirer of Gemco to hold Committee Meetings and to store some files & equipment over the last twelve months. We did consider a Hills Hub lease but chose to decline the offer and continue to use the facilities as required. We also tried to lease Clematis Hall from Cardinia Council to no avail. EDRA is having current discussions with another group and hopeful of securing a base and opportunity to create a Tourist Information Bureau in the area.

EDRA Committee

EDRA Committee

Finally, I'd like to thank members who were on the EDRA Committee over the past twelve months, Gerry Breukers, Lynne Trensky, Bianca Glazebrook, Walter Berger, Louisa Lammers, Garry McGough, Non Blair and Belinda Smullen.

The broadbased skills of the Committee provided differing views & approaches to tackle issues resulting in better decision making. They all gave great assistance to many of the activities that we undertook over the last year.

For anyone thinking of joining a committee, I can highly recommend EDRA. It provides opportunities to share your skills and network with a wide range of businesses and government at a local, state and federal level. And the best thing of all is knowing your contribution continues to help make the Eastern Dandenong Ranges a destination and sense of place to live, work, enjoy, visit, stay & prosper for everyone.



John Wall, EDRA Chair

Celebrating — 10 YEARS —

A reflection of the last 10 years Annual Reports.



2016 - Visitor Centre, Puffing Billy Station, Emerald



2015/16 The Local Voice Newspaper



2017 - A3 Find Me in the Hills Maps

Hills Art Market

Supporting small business local artists

EDRA assisted local resident Raquel Carter establish the Hills Art Market in Emerald.

Through networking & collaboration between EDRA, Puffing Billy, to use Puffing Billy land for the market, and Emerald RSL for parking, the Hills Art Market was born in February 2017. A small change Arts Grant through Oatlands Shire assisted Raquel to produce some printed material to promote the market.

Eleven months on, the marketing and promotion Raquel puts behind the market every month is paying off. The market has grown to over 80 stallholders and attracts new & repeat visitors to Emerald. The market supports many self-employed local artists and provides them the opportunity to showcase the diversity of their artistic talents.

The market & tranquil location provides a unique visitor experience offering hands-on workshops, a free children's art space, music & food.




2017 - Hills Art Market



2017 - Art in the Garden



2017 - The Independent Longest Lunch



2017 - Firewise Garden, AWBEC



2017 - Aust Heritage Festival

Celebrating — 10 YEARS —



2018 - Opening of the Eastern Dandenong Ranges Trail

12 Gnomes are hiding in shop windows around Emerald. Find a gnome and get your Passport stamped in the shop you found it. Collect all 12 stamps and take your passport to Emerald Post Office and collect your reward.



2018 - Find the Gnomes Retail Promotion



2019 - Emerald Magazine Feature



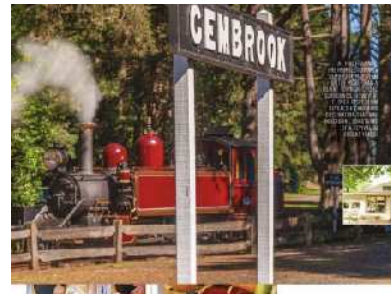
2018 - Xmas Party at Emersleigh



2019 - Business Breakfast



2019 - Business Breakfast



Gembrook
HIDDEN GEM IS A REAL TREASURE



2019 - Gembrook Magazine Feature

2019 - Menzies Creek Railway Museum



2019 - Xmas decorations

Gembrook

The hills hidden gem - all yours to explore



Gembrook

The hills hidden gem - all yours to explore



2019 - Gembrook flyers for Puffing Billy

Celebrating — 10 YEARS —

EASTERN DANDENONG RANGES



2020 - 5k Shop local Covid



2020 - Cyber Security Training

2020 - Trail signage implemented



2020 - Regions Promotional Video launched



2020 - Video & Youtube

2020 - Xmas Traders Night

CHRISTMAS GIFT GUIDE

Gifts for everyone



2020 - Retail Xmas Guide



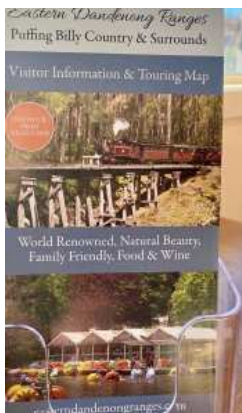
2020 - Xmas Traders Raffle & Santa Visits

Celebrating — 10 YEARS —



2021 - Auspice of Ignite Festival & Woorilla

2021 - Business Breakfast at Bam Bam



2021 - Regions Map Launch



2021 - Shop Local Campaign



2021 - Members Night at Beacons Hills Golf Club



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



2022 - Emerald Lake Park Magazine Feature

Celebrating — 10 YEARS —



2022 - Hive Training videos for members



2022 - Training on the Hive website system



2022 - Our new Eastern Dandenong Ranges Website



2022 - Meet the Trader Launched



2022 - Xmas photo props, Find the Aussie Decorations & Santa photos



2022 - Members Xmas Lunch



Peter Abbott, CEO Puffing Billy Railway
the new Puffing Billy Railway Act, plus investment in the PBR Master Plan, what does this mean for local businesses

Stephen Sully of Mainstreet Australia - Urban Planner
valuable insights into the revitalisation, management, planning and activation of our main streets

Andy Balmaln, Vic Mgr of the Industry Capability Network
creating local jobs and opportunities for Victorian businesses and workers

Andrew Pomeroy, Mgr Arts, Advocacy & Economy, Cardinia Shire
insights into the Economy ID stats & profile for the Eastern Dandenong Ranges

2022 - Q & A Business Breakfast



2022 - Q & A Press Coverage



2022 - Shop Local Promotion

Celebrating — 10 YEARS —



2023 - May Business Breakfast



2023 - OXFAM



2023 - Pride in Workmanship Awards



2023 - Raven Orb Meet the Trader



2023 - Community Groups Expo & Trivia Night



2023 - Cog Bikes Meet the Trader



2023 - Xmas Chalk Art Trail



2023 - Portable Display Sign



2023 - Members Xmas Party



2023 - Small Business Webinars

2023-24 Finance Report

The 23/24 year has been a busy one with PAVED, Woorilla, Christmas Candle and various other projects making for very busy periods.

Negotiations were also begun to hand over both the PAVED and Woorilla Auspice projects to the Hills Arts Alliance (HAA). The Executive, after consideration, and discussion with HAA, believed that these two projects aligned better with HAA than EDRA. These discussions have now been concluded with the remainder of funds (as detailed below) handed over to HAA in July. A summary of income and expenditure of both PAVED and Woorilla are on the attached pages.

The Year has also concluded with the unwelcome news (refer to the Chairmans Report) that the Cardinia Shire is unlikely to fund EDRA in the future for operational support. However, EDRA will be eligible to apply for a range of normal grant funding offers. This will have an operational impact on the 24/25 year.

We will embark on searching out alternative income sources and ensure that any activities run during the year are fully funded.

We finished the year with a \$6219.40 deficit which is funded by carried forward funds from 22/23 and 23/24 savings. The closing bank balance for 23/24 was \$19,840.93.

At the end of the financial year, we had the following bills outstanding:

Collective Marketing	\$3828.00
Hills Arts alliance	\$6074.69
Admin	\$ 800.00
GST	\$1000.00

And the following membership 24/25 renewal fees of \$7755.00 were outstanding.

The actual cash plus outstanding membership payments will be sufficient to kick of the 24/25 year as we embark on a mission to secure alternative income sources.

A financial report of the years activities is attached. Other reports and information are available on request.

Gerard Breukers - EDRA Treasurer

2023-24 Finance Report



Income

Grants	23/24	22/23
Supporting Fund Cardinia	15,000.00	15,000.00
Community wellbeing support	0.00	9,574.00
PAVED grant (Fun Fest) CC	14,000.00	15,000.00
Woorilla Cardinia Grant	2,000.00	-
JDPR PAVED Grant	15,000.00	20,000.00
Projector Grant	949.00	-
Auspices		
Woorilla	6,263.43	5,948.89
Hills Art Alliance	0.00	30.00
Puffing Billy Country Getaways	0.00	577.41
PAVED Festival	13,008.33	645.27
Other Income		
Membership	9,395.20	12,765.85
Donation		-
BAS refunds	5,665.00	7,712.00
other	810.30	250.00
other grants subject for projects		128.99
Christmas Candles	5,819.64	-
Breakfasts	745.98	-
Winter Ads		1,255.42
Christmas In July	1,062.29	-
Easter project	354.09	-
Total Income	90,073.26	88,887.83

2023-24 Finance Report



Expenses		
General Expenses	23/24	22/23
Dept of Justice AGM	63.60	61.20
Insurance	2,139.69	2,122.47
Subcontractors	0.00	550.00
Administration	8,800.00	9,737.00
Accounting fees	1,290.00	692.68
Operating	0.00	679.75
travelling cost	0.00	0.00
Telstra prepaid	455.00	390.00
Bank fees	131.19	64.55
Xero	762.00	177.00
Sub Total	13,641.48	14,874.65
Grant acquittal		
Laptop	0.00	1,099.00
Electronic sign	0.00	11,038.50
Webinar	0.00	19,076.00
Expo/Trivia Night	0.00	8,512.74
Projector	949.00	-
Sub Total	949.00	39,726.24
Subscription/Licensing Expenses		
Rail Trail Membership	0.00	-
Mainstreet Bus Group	385.00	220.00
Sub Total	385.00	220.00
IT Expenses		
Mailchimp	369.78	333.75
Google Storage	29.88	139.59
Google ads	985.36	1,200.30
Microsoft	126.00	112.00
McKeeper	468.00	554.36
Wufoo	501.05	506.35
Stripe	0.00	-
Go Dandy	645.61	513.06
Cariva	219.88	167.88
Wondenshare	78.44	78.44
Try booking fees	0.00	127.50
Facebook advertising	451.12	573.91
Zoom subscription	134.34	257.48
Diversity Group (Domain)	0.00	11,614.00
Apple	60.08	47.48
Text Magic	250.00	200.00
Paypro	119.91	114.06
Sorteo	124.37	-
Panthur	0.00	-
Vimeo	111.10	111.10
Sub Total	4,674.92	16,851.26
Auspiced project Expenses		
Hills Art Alliance	0.00	3,030.00
Woorilla	3,886.27	5,162.90
Puffing Billy Gelaways	210.28	-
Paved	53,344.26	1,395.00
Sub Total	62,440.81	9587.9
Event Expenses		
Meet the trader expenses	282.40	322.25
Business breakfasts	566.53	555.51
Christmas Breakup Function	0.00	1,600.97
AGM	777.80	610.04
Pride of Workmanship	0.00	600.00
Street Art	0.00	4,350.00
Christmas Candles	7,560.11	-
Winter in July	1,811.81	-
Easter Project	850.35	-
Sub Total	11,849.00	8,338.77
Other Operating Expenses		
Printing and stationary	430.85	617.73
Meeting expenses	1,044.75	396.39
Postage /Post Box	174.00	196.52
Public relations	471.85	3,560.70
Minor equipment	33.00	122.25
Member training	198.00	176.00
Sub Total	2,352.45	5,059.59
Total Expenditure	96,292.66	94,858.41

2023-24 Finance Report



Reconciliation Report

Bank Reconciliation

Opening bank Balance 1/7/23	26,060.33
operating result 23/24	(6,219.40)
Closing bank 30/6/24	19,840.93

Auspice reconciliation

Paved

Brought forward from 22/23	15,699.62
Income 23/24	42,008.33
Expenditure 23/24	53,344.26
Balance 23.24	4,363.69

Woorilla

Brought forward from 22/23	2,833.84
Income 23/24	8,263.43
Expenditure 23/24	8,886.27
Balance 23/24	2,211.00

Transfer to HAA

proposed transfer to HAA	6,574.69
Less Admin Charge	500.00
Balance due to HAA	6,074.69

Outstanding Debtors

Membership	7,755.00
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Outstanding Creditors

Collective Community	3,828.00
Estimated BAS payment	1,000.00
Admin	800.00
HAA	6,074.69
Subtotal	11,702.69

Adjusted Bank 24/25	15,893.24
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Eastern Dandenong Ranges Association Inc
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