



Website

Membership



Become a Member

The Eastern Dandenong Ranges Association creates opportunities for businesses in Cardinia & Yarra Ranges to connect, grow & prosper.

Since 2014, the Eastern Dandenong Ranges Association (EDRA) has been connecting and supporting local traders, professionals, and tourism operators. As a not-for-profit we champion regional initiatives including the Eastern Dandenong Ranges Trail, manage Visitor Centre services, and now proudly represent Cardinia and the Dandenong Ranges on the Tourism East Board (formerly Yarra Ranges Tourism).

We are a local volunteer-run association supported through membership, events, project grants and The BASE activities.

By becoming an involved member, your business helps grow a thriving local economy, build regional visibility, and ensure our community continues to prosper.

View our credentials and learn more about our work at edra.org.au



easterndandenongranges.com.au

Membership is \$150 plus gst per annum pro rata from 1st July to 30th June each year. Website listings stay live till 1st October each year.

Members have their own login to manage their website listing/s on the [easterndandenongranges](http://easterndandenongranges.com.au) website and are encouraged to take advantage of this.

This includes promotion of your events, special offers, updating your listing with business changes, and the opportunity to create free multiple page listings if you provide services in multiple sectors.

Be the Change that grows our Region
Get involved and make a difference!

It's through business support, we are able to attract funding from local & state governments. This helps EDRA to advocate on behalf of our members to achieve better outcomes to support small local businesses and our village townships.



ask@edra.org.au

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

The website continues to attract strong visitor interest with 37,000 active users, 46,000 sessions and 223,000 engagement actions in the past year.

As a member, your business gains exposure through one of the region's most visited platforms, connecting with locals and visitors actively planning where to shop, stay, eat, play and explore.

We're on the map with Visit Victoria too! As part of the state's official tourism network, we enjoy high visibility through our connections.



0419 584 498

25/26 Major Projects A2 Visitor & Touring Map

Be part of our Region's Story - Put your Business on the Map

The 2nd edition Eastern Dandenong Ranges Visitor Information & Touring Map is now in development.

This high-quality Map connects visitors directly with where to stay, what to do & where to dine. An opportunity for tourism businesses to feature among the region's leading tourism operators.

The full-colour A2 Map will be produced in print and digital formats and distributed through Visitor Centres, Puffing Billy stations, cafés, accommodation providers, and tourism outlets across the region.

The Map will feature on easterndandenongranges.com.au website and provided to members to include on their website.

This is a subsidised promotion providing businesses to buy in at only \$250 for a large ad and \$150 for a medium ad.

👉 Limited advertising spaces are available.



Shopping & Community Guides

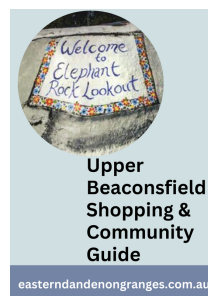
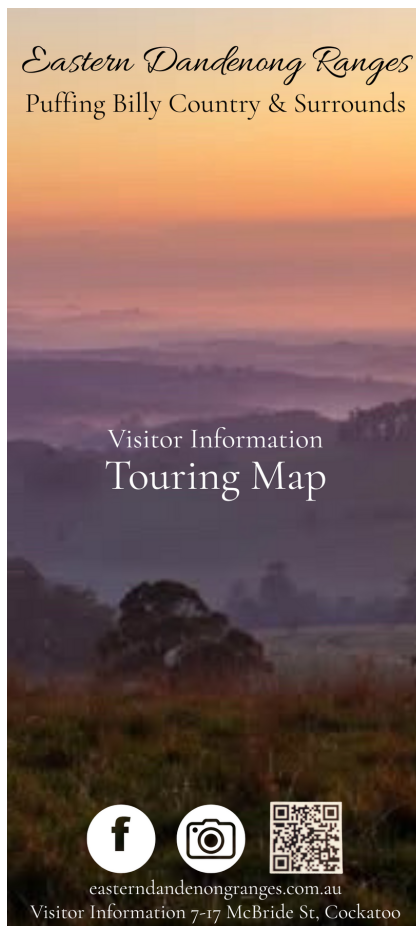
Distributed across the Eastern Dandenong Ranges, these handy guides will showcase local retailers, professionals, trades, clubs, community groups & township facilities - connecting residents and visitors with all our region has to offer.

25/26 Major Projects Shopping & Community Guides

Shopping & Community Guides

Advertising is free for EDRA members, volunteer groups & clubs and facilities making it a great opportunity to gain visibility and support our connected local economy.

Advertising costs \$30 line or \$80 for a line and pic.



Take Initiative & Benefit From

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, training, social events & WhatsApp Groups.

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

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

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

E-News - Emailed to our subscribers.

Mobile Digital Display - Promote your specials with Main Street exposure.

Meet the Trader Blogs - Let us create a personal blog for your business to feature on easterndandenongranges.com.au website.

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

The BASE - Business Centre services & room hire.

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

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