



## Introducing Alexandra & District Traders & Tourism Association

Alexandra & District Traders & Tourism Association (ADTTA) is the local business and tourism association for Alexandra and surrounds. It represents businesses located in Alexandra, Eildon, Thornton, Buxton, Marysville, Yarck, Yea and other neighbouring towns.

**Alexandra & District Traders & Tourism Association seeks to actively promote our towns and region and grow the businesses within it – including YOURS.**

The last two years have thrown many challenges at regional businesses. Restrictions of trade, increasing challenges in the way we operate, reduction in the number of visitors to the area, and increased financial and economic stress are issues that have impacted all business owners. This has been especially true for the Murrindindi Shire and those who rely on Melbourne visitors and trade. However, one thing remains clear. The business community is stronger when it works together and supports each other.

We invite YOU, as a local business owner, to connect and support your colleagues through joining (or renewing your membership with) the Alexandra & District Traders & Tourism Association (ADTTA). Together, we can ease some of the burdens of our current situation and ensure we are a strong business community into the future.

After the positive feedback we received last year on our membership changes we have been carry forward a few key benefits. Firstly, we have maintained our reduced fee structure. Businesses can **become a financial member for either \$50 or \$75** for the year (see over page). Secondly, we are again able to offer all members a **free general listing on LakeEildon.com** as a partner benefit.

Your membership also goes a long way to helping support the local Visitor Information Centre in Rotary Park. As one of our key initiatives, our centre welcomes thousands of visitors each year who are, in turn, referred to the many local operators, eateries, and attractions. We know that increasing the economic spend by visitors in the region has a massive run on effect for all businesses in Alexandra and beyond.

Of course, there are many other benefits of joining ADTTA in the year ahead. If you would like to discuss these in more detail, please don't hesitate to contact myself or any of the committee.

The ADTTA committee look forward to working with you in the coming year, supporting your business and helping create a thriving area for our business and tourism community.

Kindest Regards,

Ian Davis  
President  
Alexandra & District Traders & Tourism Association  
0402 027 346



## WHAT WILL BEING A MEMBER OF ADTTA DO FOR YOU?

For the last 29 years, the Alexandra & District Traders and Tourism Association (ADTTA) has represented the local business community with a strong and well-informed voice. The "ADTTA" strives to provide a service to its members and the community by playing a leading role in the promotion and development of the region.

Membership of the Alexandra & District Traders and Tourism Association provides numerous value-added benefits, including opportunities to meet, promote, develop and influence.

A more detailed breakdown of the benefits is on the next page.



### **Opportunity to meet potential customers and network with other businesses in the Murrindindi Shire.**

- Monthly meetings.
- Business events.
- Community Events.
- Committee Involvement.

### **Assistance promoting your business.**

- Website business directory listings across multiple websites, including LakeEildon.com
- Promotion of your business or event via our digital signboard.
- Ability to list print material in all VICs across the Murrindindi Shire.



### **Develop your people and your business.**

- ADTTA Business Advice and Advocacy.
- Regular news updates.
- Business training events.

### **Influence regional development.**

- Connections to key stakeholders at local council and regional boards and committees.
- General promotion of the Alexandra and surrounds for both tourism and commerce.





## MEMBERSHIP INCLUDES:

	friends of VIC sport/ community	ordinary member
<b>COMMUNICATION AND EVENTS</b>		
Inclusion on email list to receive updates/minutes/notices.	✓	✓
Invitation to networking events, breakfasts, etc.	✓	✓
Friends of VIC and Volunteer morning tea and other events.	✓	
<b>WEBSITES</b>		
General business listing on the popular LakeEildon.com at no charge, including one feature business photo, website URL, email address, map location and text description. Provided in partnership with LakeEildon.com, which enjoys ~300,000 website visitors per year.		✓
<b>PROMOTIONAL SUPPORT</b>		
Presence and engagement on expanding social media networks, including Facebook.		✓
Social media promotion of events and functions.		✓
Opportunity to promote your business, services or products on the Digital Signboard located at Rotary Park (available 24hrs).		✓
Distribute promotional print material and items for sale at the Alexandra VIC.		✓
Option to distribute print material at all other Murrindindi VICs, including Marysville, Eildon and Y Water Discover Centre.		✓
<b>LOCAL CAMPAIGNS</b>		
Listing in annual Christmas Bonanza campaign.		✓
Ability to list a single A4 page in Grant St noticeboard.	✓	✓
<b>BUSINESS TO BUSINESS</b>		
Opportunity to partner with other ADTTA members for mutual benefit.		✓
<b>HAVE YOUR SAY</b>		
Opportunity to attend monthly ADTTA Committee meeting.	✓	✓
Gain advocacy/support by ADTTA where appropriate.		✓
Participate in regular business forums and workshops.	✓	✓
Access to regional boards and committees.		✓
Voting rights at the ADTTA AGM.		✓
<b>WHAT'S IT COST</b>		
<b>Annual membership fee</b>	<b>\$0</b>	<b>\$50</b>
	<b>\$25</b>	<b>\$75</b>

# Membership Application



< Print this page, fill it in and return it to ADTTA with proof of payment. >

## Membership Information

### Type of Membership: (please tick)

- |   |  |
|---|--|
| <input type="checkbox"/> Friends of VIC (\$0/yr)            | <input type="checkbox"/> Tradesman (solo) (\$50/yr)        |
| <input type="checkbox"/> Sporting/Community Group (\$25/yr) | <input type="checkbox"/> Retail/Tourism Business (\$75/yr) |

Full Name,  
Company, or  
Organisation: \_\_\_\_\_  
\_\_\_\_\_

Address: \_\_\_\_\_  
*Street Address*

\_\_\_\_\_

*City*

*State*

*Postcode*

Telephone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing  
Address: \_\_\_\_\_

Signature of  
Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Who were you referred by: \_\_\_\_\_

## Methods of Payment

- |  |  |
|--|--|
| <input type="checkbox"/> Cheque: Payable to ADTTA  | Please tick below if you require a tax invoice.        |
|  | <input type="checkbox"/> Yes, I require a tax invoice. |
| <input type="checkbox"/> EFT: BSB: 633-000<br>ACC: 150 955 607<br>Reference: Your business name clearly marked |  |

**Please return this membership form with your payment or proof of payment to:**  
**ADTTA, PO BOX 136, ALEXANDRA VIC 3714**

or

**[attasecretary3714@gmail.com](mailto:attasecretary3714@gmail.com)**