



Become an ADTTA Member!

Alexandra & District Traders & Tourism Association (ADTTA) is the local business 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.

If the last couple of years have shown us anything, it's that businesses are most resilient when they work together. There will always be challenges, whether they are global or local. But the business community is always stronger when it unites and supports each other.

We invite YOU, as a local business owner, to join Alexandra & District Traders & Tourism Association (ADTTA) and help support your business colleagues. Together, we can work through the many challenges that local business face to ensure we are a strong business community into the future.

But what do I get as a member? There's lots of benefits listed on the following pages, but a few that are worth pointing out include:

- Members can host a **free stall** (*valued at up to \$50 per month*) at the Alexandra Grant Street Market. A new initiative, this monthly market will kick off in late spring and be held on bitumen in Grant Street. Similar to Spring/Easter Fair, we see this market growing to attract thousands of visitors to the heart of Alexandra each month.
- We have been able to renew our partnership with LakeEildon.com, and are again offering ADTTA Members a **free general listing on LakeEildon.com** (*valued at \$120/yr*).
- 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 Info Centre welcomes thousands of visitors each year who are, in turn, referred to the many local operators, eateries, and attractions throughout the region. This benefits everyone.

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,

Gordon Simpson
President

Alexandra & District Traders & Tourism Association
0409 577 212



WHAT WILL BEING A MEMBER OF ADTTA DO FOR YOU?

For the last 30 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.

- Advice and advocacy for your business.
- Regular news updates.
- Business training events.

Influence regional development.

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



friends of VIC
sport/community

ordinary member

MEMBERSHIP INCLUDES:

COMMUNICATION AND EVENTS

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.	✓	

MARKETS

Host a stall at our <i>new</i> Alexandra Grant Street Market, held monthly in Grant Street to promote local trades and producers, and drive visitation into the heart of Alexandra. RRP \$50/month.		✓
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WEBSITES

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 >26,000 website visitors per month. RRP \$120/yr.		✓
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PROMOTIONAL SUPPORT

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 Wetlands Discovery Centre.		✓

LOCAL CAMPAIGNS

Listing in annual Christmas Bonanza campaign.		✓
Ability to list a single A4 page in Grant St noticeboard.	✓	✓

BUSINESS TO BUSINESS

Opportunity to partner with other ADTTA members for mutual benefit.		✓
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HAVE YOUR SAY

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.		✓

WHAT'S IT COST

Annual membership fee	\$0	\$50
	\$25	\$75

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 operator) (\$50/yr) |
| <input type="checkbox"/> Sporting/Community Group (\$25/yr) | <input type="checkbox"/> Local Business (\$75/yr) |

Full Name,
Company, or
Organisation: _____

Address: _____
Street Address

_____ *City* _____ *State* _____ *Postcode*

Telephone: _____ Alternate Phone: _____

Email: _____

Mailing
Address: _____

Signature of
Applicant: _____ Date: _____

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
ACC: 150 955 607
Reference: Your business name clearly marked | |

Please return this membership form with your payment or proof of payment:

by Post, to our Treasurer

Daniel Crane
ADTTA
c/o DMK Taxation
PO Box 136
Alexandra VIC 3714

by Email, to our Secretary

Caolan O'Connor
E: attasecretary3714@gmail.com