

Key Achievements

- Acknowledgement at all levels of government as an effective and collective voice representing the region.
- Established effective working relationship with Yarra Ranges Tourism, including participation in www.visitarravalley.com.au restage, and official Warburton Valley website www.visitwarburton.com.au
- Received multi-million dollar investment commitments from political parties for significant regional development projects.
- Established identity and built awareness of CEDA's mission and activities among traders and business operators in region.
- Successful ongoing operation of the Waterwheel complex, providing services to more than 40,000 visitors per annum. Growth in associated business units including Handmade retail, Art Gallery and environmental education.
- As a result of CEDA's advocacy, Warburton Valley is fast becoming a key destination for cycling, sporting, walking/running and recreational tourism.
- Initiated the 'Outdoor tourism and sporting' workshop
- Successfully lobbied for action from local council on several matters of concern to traders.
- Developed a monthly newsletter, and targeted communications with members.

www.visitwarburton.com.au



Join CEDA today

to benefit from:

- ✓ Exclusive representation in The Waterwheel and Visitor Information Promotions
 - ✓ Dedicated page on www.visitwarburton.com.au
- official website for Warburton Valley
 - ✓ Regular networking events
 - ✓ Representation and advocacy on regional issues
- ✓ Regular communications on things that matter
- ✓ Being part of the prosperity of our towns

Membership forms on our website

Warburton Valley CEDA

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www.visitwarburton.com.au



Community Economic
Development Association

CEDA's Charter

- 1) To provide a unified voice for Warburton Valley.
- 2) To enhance the tourism potential of the region.
- 3) To unite businesses and community-based organisations along the Warburton Highway and foster a sense of collaboration and self-reliance that is sustainable and supports thriving local economies.
- 4) To help secure regional funding.

What is Community Economic Development?

Community Economic Development (CED) encourages enterprise using local resources in a way that enhances economic opportunities while improving social conditions in a sustainable way. Or put simply, economic development driven by the major stakeholder – the community.



The region represents a 60-kilometre journey from Lilydale to the Upper Yarra Dam and includes towns such as Wandin, Seville, Woori Yallock, Launching Place, Yarra Junction, Warburton and surrounds.

History

Warburton Valley CEDA (Community Economic Development Association) Inc, formerly Warburton & District Chamber of Commerce & Industry, is a not-for-profit organisation focused on the economic interests of the communities in the Warburton Valley.

CEDA formed from the need for our unique region to have a collective voice to represent the entire Warburton Valley in discussions related to regional tourism, economic and community development, and to face the challenge to expand membership and adopt a leadership position to enhance regional success.

About CEDA

Committee

Warburton Valley CEDA committee members belong to the local community. All committee positions are voluntary and members represent a diverse range of interests, businesses and aptitudes, all of which contribute to a dynamic and innovative team.

Members

CEDA has quickly gained momentum by establishing partnerships of more than 220 members. Your participation is vital.

Membership forms can be downloaded from www.upperyarra.net.au/CEDA

CEDA membership provides exclusive member benefits at The Waterwheel and on www.visitwarburton.com.au