

Business and Tourism East Gippsland Inc. (BTEG)

BTEG is an incorporated organisation and was established in 2005. It is an outcome driven group of business and tourism operators who actively engage in advocacy, assistance and representation to all tiers of government and to relevant statutory bodies on behalf of East Gippsland businesses.

Membership of BTEG is open to Chambers of Commerce, Business and Tourism Associations and similar groups within the East Gippsland Shire. BTEG represents and advocates on behalf of these member organisations who in turn represent their local business communities.

BTEG is financially supported by East Gippsland Shire Council, membership dues, specific project funding and sponsorship.

Networking, Communication and Advocacy

BTEG provides a forum for local business and tourism associations to communicate and network, to share successes and to discuss common issues and potential solutions.

Monthly meetings are held throughout the region, which are attended by the nominated representatives from each local member organisation.

BTEG has partnerships with and is the point of contact for the following organisations and distributes information from these organisations to BTEG members:

- East Gippsland Shire Council (EGSC);
- The Department of Environment, Land, Water & Planning (DELWP);
- Parks Victoria (PV);
- East Gippsland Marketing Inc.;
- Visit Victoria;
- Destination Gippsland;
- Victorian Employers Chamber of Commerce and Industry (VECCI); and
- Business Alliance Network.

Victorian Employers Chamber of Commerce & Industry (VECCI) Membership

BTEG is a member of VECCI, which is a powerful voice for the interests of Victorian businesses and is committed to supporting local business organisations. By working with VECCI, BTEG can provide its member organisations with a wide range of business information and discounted member benefits.

BTEG is also able to contribute to policy directions through participation in surveys, forums and involvement in the Gippsland Regional Council and Biennial Regional Victoria Summit.



BTEG Contact Details

Executive Officer

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www.bteg.com.au

www.eastgippslandbusinessawards.com.au

www.discovereastgippsland.com.au



Business
& Tourism
east gippsland

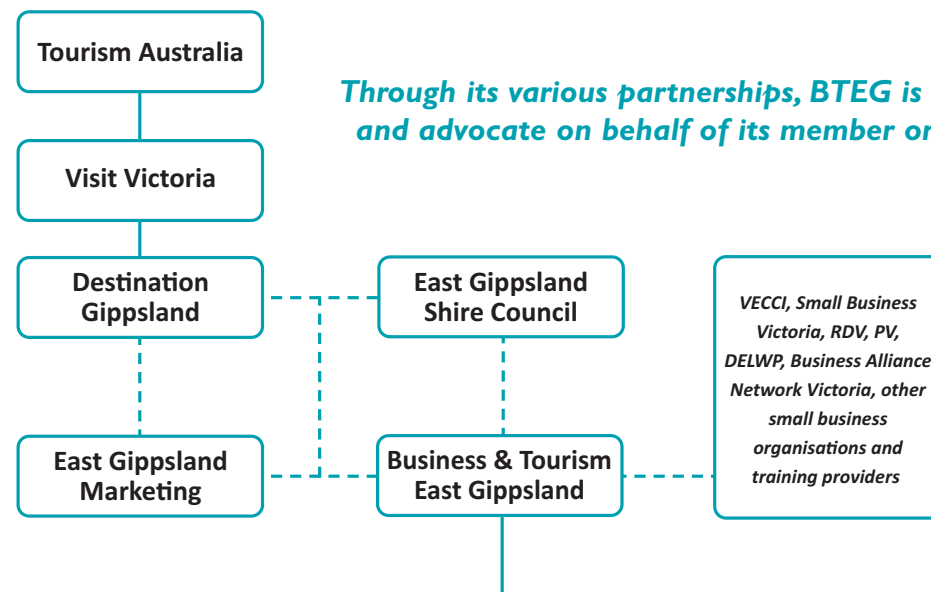
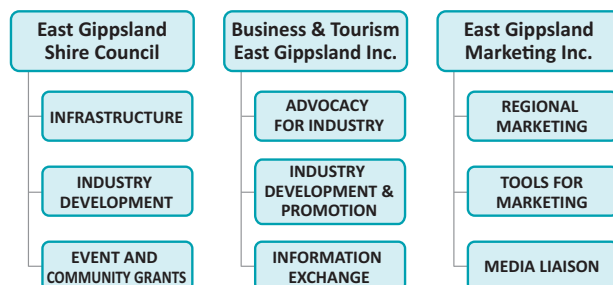


Small Business Programs

BTEG identifies opportunities and provides small business programs to its members as funding becomes available. Programs are delivered throughout East Gippsland in partnership with member organisations as the hosts. BTEG works closely with East Gippsland Shire Council and East Gippsland Marketing Inc. to deliver actions from the East Gippsland Shire Economic Development Strategy. Programs that are regularly delivered include:

- Social media and e-commerce;
- Small business mentoring;
- Customer service; and
- Business operations e.g. finance, marketing, continuity planning.

BTEG has a memorandum of understanding with East Gippsland Shire Council and East Gippsland Marketing Inc. and together the three organisations support and deliver programs for business.



Through its various partnerships, BTEG is able to lobby and advocate on behalf of its member organisations.

A full list of current BTEG members and contacts can be found at www.bteg.com.au

Marketing

Through the BTEG partnership with East Gippsland Marketing Inc (EGMI) and its role on the Tourism Marketing Subcommittee, BTEG is able to have direct input into East Gippsland's Regional Marketing Plan.

The Regional Marketing Plan includes a number of activities to promote East Gippsland, its towns and operators. These activities include the Destination Gippsland (DGL) seasonal campaigns, attendance at trade shows (Caravan Show, 4WD and Fishing Show) and the Official Visitor Guide.

The partnership with East Gippsland Marketing has provided the following benefits:

- Access to reduced advertising rates in metropolitan, regional and national publications;
- Access to numerous media families throughout East Gippsland;

- Access to a library of video and photography of the East Gippsland region;
- Participation in television programs funded by EGMI and Destination Gippsland Ltd;
- Participation and review of the Official Visitor Guide for East Gippsland; and
- Access to all of East Gippsland's social media channels

BTEG's direct marketing activities include:

- ✓ BTEG web site www.bteg.com.au;
- ✓ East Gippsland Business Awards www.eastgippslandbusinessawards.com.au; and
- ✓ Regular emails and updates to member organisations