



egmi.

2025/26 Partner Prospectus

*Join us!*

**connect - invest - grow**





## Who *are* we?

We are **East Gippsland Marketing Inc.** (EGMi), an independent and dedicated not-for-profit organisation, driven by a volunteer board composed of passionate local business and community leaders committed to our Region.

### **Our Vision**

A unified, progressive Region.

### **Our Purpose**

Fostering regional growth through vital connections between businesses, industries, and their communities.

### **Our Mission**

To support the long-term economic and community sustainability of East Gippsland.

**egmi.**





## How EGMi *works*

We **work hand-in-hand** with local enterprises, building strong relationships and delivering collaborative marketing strategies that benefit the wider business community.

**We are funded by supportive regional business partners** and enjoy collaboration with stakeholders such as Destination Gippsland, Committee for Gippsland, Food & Fibre Gippsland, and Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC).

Our work is guided by a **volunteer Board of Directors** with diverse backgrounds and skillsets, all united in their commitment to the success of EGMi, our partners, and our region.

Destination**GIPPSLAND**







## Why *partner* with us

**Partnering with EGMi isn't just a transaction,  
It's a shared investment in the place we all call home.**

We're proud to work alongside passionate local leaders, innovative businesses, and changemakers who believe in the power of collaboration.

By becoming a partner, you join a collective of like-minded businesses and organisations who are invested in East Gippsland's future. Whether you're a local enterprise, a national brand, or a regional stakeholder, EGMi offers the opportunity to **connect, invest, and grow together.**

East Gippsland is full of potential, with stunning landscapes, passionate people, and untapped opportunity. But it takes **coordinated action and strong partnerships to turn that potential into lasting success.**

At EGMi, we're here to drive that action, and we want you with us!

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**We bring you together.** We unite local businesses, tourism operators, and stakeholders across East Gippsland, creating space for shared goals, knowledge, and momentum. Together, we are stronger.

**We help you be seen.** Your story matters. Through business spotlights and campaign support, we help amplify your message and connect you with the right audiences, locally and beyond.

**We connect the dots.** We're a conduit, linking you with valuable opportunities, cross-sector partnerships, and the people who can help move your business forward.

**We share what matters.** From industry insights to regional data and timely updates, we make sure you're across the information that helps you grow and adapt.

**We facilitate the channels for growth.** Through collaborative initiatives, partner events, and promotion, we help nurture environments where you and your business can thrive.







## Our *marketing* channels

Our social media presence, **@loveeastgippsland** on Instagram and Facebook, reaches over 1.2 million views annually. In December 2022, one of our posts went viral with over 9 million views, showcasing the beauty and appeal of East Gippsland to a global audience.

We also manage the **Supporting East Gippsland Businesses** Facebook page, promoting the **#buylocal** message and encouraging collaboration across the region.

In addition, our business and industry-focused social media suite includes **East Gippsland Marketing Inc. channels** on **LinkedIn, Facebook, Instagram and YouTube**, connecting, informing, and celebrating our local business community.

EGMi also produces a podcast, "**The Rural Venture Collective**," which shares stories and insights from across East Gippsland. Episodes are available on all major podcast platforms. just search and listen wherever you tune in!

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Our Partners





# What our *partners* are saying

*“I would like to respectfully encourage all East Gippsland businesses to support the work of East Gippsland Marketing into the future, as they have taken a bold step and cut the umbilical cord to the East Gippsland Shire.*

*East Gippsland Marketing is now the independent voice of business for the region and can play a vital role in promoting East Gippsland for the benefit of commercial activity in the region.*

*As the EGMI board considers marketing strategies and action for their future and the commercial growth of the region, it is worth the risk of business to support the only group, along with our Chambers of Commerce, looking at building a better region as we compete against other areas of Victoria and Australia.*

*A competitive edge for a region can only be delivered by a stand-alone commercial entity”.*

**Bob Yeates**

**East Gippsland Newspapers**

**James Yeates & sons est. 1897**

*“East Gippsland Marketing Inc. (EGMI) now stands as the strong, independent voice representing all businesses across the East Gippsland region. Its core purpose is to drive and support strategic marketing efforts that contribute to the region’s commercial growth and long-term economic success. Backing EGMI is not just important for individual businesses – it's essential for fostering a thriving local economy and securing a prosperous future for the broader East Gippsland community.”*

**Paul Miles**

**Managing Director**

**King and Heath First National Real Estate**





# What our *partners* are saying

*"East Gippsland Marketing's decision to operate independently is a bold move that deserves recognition and support from regional businesses. At ZCG, we understand the importance of having a clear, unified voice to represent our region's commercial interests – especially in national and international markets.*

*EGMi now has the freedom to act decisively, advocate effectively, and focus on real growth for East Gippsland industries. As we compete globally, regional collaboration is key, and EGMi is uniquely positioned to help deliver that edge".*

**Sally and Garry Kelly**

**Directors ZCG**

**Communications/Manufacturing/Export**

*"As a local business committed to long-term regional growth, we support the independent direction that East Gippsland Marketing has taken. EGMi has positioned itself as an impartial advocate for our community – one with the capacity to lead strategic promotion and economic development in East Gippsland. A dedicated commercial voice like EGMi is not just valuable, it's essential. We encourage other businesses to consider the strategic benefit of supporting this organisation for the betterment of our region".*

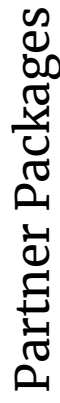
**Harry Capobianco B. Bus, CPA,**

**Director at Eager and Partners**

**Accountants & Business Advisors**







Customised  
package  
opportunity



# East Gippsland Marketing Inc.



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48 Bailey Street, Bairnsdale VIC 3875



EGMi Socials



loveeastgippsland  
Socials



Supporting East Gippsland  
Business Socials



VENTURE COLLECTIVE PODCAST



# *Join* egmi.

*This is bigger than us.*

By partnering with EGMI, you're helping shape a future where East Gippsland thrives, where businesses grow, communities flourish, and opportunities reach beyond what any of us could achieve alone.

*Join us. Because shaping tomorrow takes all of us*

Email your interest to [info@egmi.com.au](mailto:info@egmi.com.au)  
or via the partner page on [egmi.com.au](http://egmi.com.au)

Thank you.



*#loveeastgippsland*