

Economic Development Team



Welcome to the Alpine Business Community

Resources and contacts to assist new businesses



Alpine Shire Council acknowledges the Traditional Custodians of the lands on which we work, live, and play. We recognise the continuing connection to lands, waters, and communities of all First Nations cultures across Australia and pay our respects to Elders past and present.

The New Business Information Pack was prepared by the Economic Development Team at Alpine Shire Council. Published in April 2025.

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Please note: this document does not contain information relating to permit requirements for starting or expanding a business. Please seek advice before proceeding with business development to ensure you are applying for the necessary permits and complying with regulations.

Welcome to the Alpine Shire business community!

Starting a business is an exciting time, but can have its stresses. To help you along the journey there are lots of resources and support available to help you make the most of your business. This document provides useful contacts, resources and tips to help set your business up for success.

Who we are

The Economic Development Team is made up of experienced and passionate professionals who offer a range of services to support businesses.

The Economic Development Team offer support for growing a businesses by providing local economic data and identifying funding opportunities, providing networking opportunities through clusters and workshops, and acting as a voice for local businesses and advocating for their needs and interests at various government levels.

The team helps tourism businesses promote their services through a range of channels including tourism websites, visitor information centres and brochures and provide valuable tourism data and insights to help businesses understand market trends and visitor behaviour.

Importantly, our team serve as a crucial link between local businesses and government departments and can facilitate connection and communication between various stakeholders.



Our Top Tips

1. Sign up to our Business Hub

The Business Hub is a one-stop-shop for the latest business news, training and workshops and grant funding opportunities.

Visit:

<https://engage.alpineshire.vic.gov.au/community-hubs/business-hub>

Latest News



22 April 2025 / BUSINESS HUB

North East CMA grant funding opportunities

North East CMA Group Grants and Landholder Incentives offer important funding opportunities for organisations and landholders to improve land management and biodiversity. Submit EO! by April 28, 2025!



22 April 2025 / BUSINESS HUB

April 2025 Edition of the Alpine Business Newsletter

Welcome to the April edition of our Alpine Business Newsletter!



16 April 2025 / BUSINESS HUB

6 seasonal strategies for small businesses in 2025

Despina Karatzias shares expert tips on mastering seasonal trends to help small businesses thrive. Read more on Business Victoria.



9 April 2025 / BUSINESS HUB

Training for small business success

The ATO has an online learning platform designed by small businesses for small businesses: Essentials to Strengthen Your Small Business

Document Library



Alpine Economic Development Strategy
PDF (9.32 MB)



Alpine Shire Events Strategy
PDF (5.28 MB)

Monthly Business Newsletters



April 2025



March 2025



February 2025

[See more](#)

Commbank iQ Spend Data at Businesses

Please find below Commbank iQ monthly spend data at businesses within the Alpine Shire. This data is being provided as part of a pilot program to provide businesses with data they can use to identify spending trends, target

2. Sign up to the Alpine Business Newsletter

The newsletter provides a monthly digest of upcoming events, grant funding opportunities, government announcements, employment news and other useful information.

Sign up via the Business Hub or by visiting this URL:

<https://mailchi.mp/alpineshire.vic.gov.au/economic-development-newsletter>

or email economicdevelopment@alpineshire.vic.gov.au and the team can add you to the mailing list.

3. Leverage tourism marketing campaigns

Familiarise yourself with Bright and Surrounds, which is Alpine Shire Council's high performing tourism marketing brand, and Victoria's High Country, which is Tourism North East's marketing brand.



**VICTORIA'S
HIGH COUNTRY**

<https://www.victoriashighcountry.com.au/>

4. Get exposure for your tourism business with an ATDW listing

Getting an Australian Tourism Data Warehouse (ATDW) listing is a great way for businesses to boost online presence and attract more customers. By listing with the ATDW, your business can be featured on tourism websites like Tourism North East and Bright and Surrounds.



Find out more here:
<https://www.atdw.com.au/>

Local Business Support

Business Chambers

Business chambers are a great resource for businesses, and we are lucky to have three active chambers in the Alpine Shire. Members of a chamber provide advocacy support, networking events, courses and training. Learn more about the chambers by visiting their website:

- [Bright and District Chamber of Commerce Inc.](#)



- [Myrtleford Chamber of Commerce and Industry Inc.](#)



- [Mount Beauty and District Chamber of Commerce Inc.](#)



Community Groups & Newsletters

- [Bright Rotary Club Inc.](#)
- [Myrtleford Rotary Club Inc.](#)
- [The Loop | Alpine Community Network](#)

Other resources & contacts

- **Alpine Shire Grant Finder**

Use the Alpine Shire Grant Finder to find grant funding opportunities to support, grow and expand your business.

<https://grantguru.com/au/alpine>

- **Business Victoria**

Business Victoria provide a range of free workshops and webinars designed to help grow skills to start, build and grow your small business.

<https://business.vic.gov.au/learning-and-advice/workshops-and-small-business-bus>

- **AusIndustry**

For information on Australian Government programs and services.

<https://www.industry.gov.au/science-technology-and-innovation/industry-innovation/ausindustry>

- **Hume Regional Growth Plan 2014**

For information on the broad direction for regional land use and development in the Hume region.

<https://www.planning.vic.gov.au/guides-and-resources/strategies-and-initiatives/regional-growth-plans/regional-plans2/hume>

- **Department of Transport and Planning**

For information on population growth projections to 2051.

<https://www.planning.vic.gov.au/guides-and-resources/Data-spatial-and-insights/discover-and-access-planning-open-data/victoria-in-future>

- **Australian Bureau of Statistics**

For community census data and Socio-Economic Indexes for Areas (SEIFA).

<https://www.abs.gov.au/census/find-census-data/community-profiles/2021/LGA20110>

- **Department of Energy, Environment and Climate Action**

For information of how the population has changed over time.

<https://discover.data.vic.gov.au/dataset/towns-in-time>

Please note: we think these resources will be useful however we do not take responsibility for the information they provide.

Contact us

We're here to help you on your business journey. Please get in touch and we will do our best to assist you, or connect you with those who can.

Visit us

2 Churchill Avenue, Bright VIC 3741
Mon to Fri 9:00am to 5:00pm

Email us

Customer Service: info@alpineshire.vic.gov.au

Economic Development: economicdevelopment@alpineshire.vic.gov.au

Tourism: tourism@alpineshire.vic.gov.au

