

Walker Friendly Business Membership

The aim of a Walker Friendly Business is to provide facilities for walkers to make their stay enjoyable and aid them on their journey.



Walkers range from day walkers who arrive by car and base themselves for day-walks to long-distance hikers who arrive on foot.

As with any visitor, the welcome and service received at the accommodation is integral to their experience - particularly in the case of long-distance walkers who have spent many days without a comfortable bed and a hot shower. The provision of certain facilities and friendly assistance, if required, is what separates a walker friendly business from the rest.

The Walker Friendly Business program has been developed to:

- ✓ Specifically promote accommodation and service providers that cater for walkers.
- ✓ Easily identify your businesses as walker friendly.
- ✓ Establish some basic criteria that meet the needs of walkers.
- ✓ Complement the cycle-friendly business program developed by the Munda Biddi Trail Foundation.

The fee is \$150 per annum

Walker Friendly Business Program Benefits

Funds from the Walker Friendly Business Program are allocated to marketing the Bibbulmun Track to attract more walkers to the south west – to benefit your business.

You'll receive:

- ✓ Walker Friendly Business certificate to display at your premises.
- ✓ E-News updates monthly.
- ✓ Use of exclusive Walker Friendly Business logo at your establishment, on your website and publications (non-transferable).
- ✓ One free 1/6 page advertisement (for new members only).

Marketing:

- ✓ Receive 24/7 internet advertising on the Bibbulmun Track website including:
 - Full business profile page with photo, contact details and link to your website.
 - Small profile under Accommodation & Services and Track Towns - linking back to your full profile page.
 - Location pins on the Section by Section Guide map page – with small profile linking back to your full profile page.
- ✓ A listing in the Walker Friendly Business Directory in each issue of the Bibbulmun News (Circulation 2500 three times per annum).
- ✓ Priority recommendation to all our accommodation enquiries.
- ✓ Prominent display of your brochure in the entry foyer to our office.
- ✓ Facebook 'like' of your page.

Discounts:

- ✓ Receive member discounts at various accommodation and service providers.
- ✓ Reduced advertising rates in the Bibbulmun News Magazine.
- ✓ Wholesale prices on Bibbulmun Track merchandise for on-selling to your customers, e.g. postcards, fridge magnets, and water bottles.

Please complete the application form and your website profile:

Walker Friendly Business Membership Application ~Accommodation~

Business Name: _____

For the Foundation to promote your business as Walker Friendly it is naturally expected that you offer a range of services and facilities for walkers.

- Self-catering accommodation should have a minimum of 4/5 services
- All other accommodation should have a minimum of 6/7 services

Please indicate which services you offer on the business profile form on the following pages. This will be used as your website profile.

To see how this information is displayed have a look at some of the business profiles at <http://www.bibbulmuntrack.org.au/trip-planner/accommodation-services/>

Please complete and sign this Application form and forward with your business profile to tourism@bibbulmuntrack.org.au

The fee for a Walker Friendly Business is \$150 per annum

Payment Options:

Credit Card

Name on Card:

Card Number:

Expiry date:

Amount \$:

Direct Debit

Account Name: Bibbulmun Track Foundation

BSB: 306 061

Account Number: 0173124

Signed: _____

Date: / /

Business profile for Bibbulmun Track Foundation website

If you are a new Walker Friendly Business, please complete the following profile and return with a high quality photo.

Existing members – please review your profile online and advise of any changes. You are welcome to update your photo if desired.



www.bibbulmuntrack.org.au/trip-planner/accommodation-services/

Your details - Please fill in the relevant blanks in the table below

Business Name:	
Contact Name (office use only):	
Street Address:	
Postal Address (office use only):	
Freecall:	
Telephone:	
Mobile:	
Email:	
Website:	

Please complete the applicable fields below:

General description of accommodation.	
Capacity of accommodation (no. and type of cottages/rooms):	
RAC/AAA rating:	
Price range of accommodation:	
Price range of meals:	
Opening hours and days (of reception, restaurant, shop – please specify):	
Distance to Bibbulmun Track in km:	
Distance to centre of town in km (please specify which town):	

Services offered to walkers (if relevant) – Please tick the correct box

(To be walker friendly we suggest you offer at least 5 of these services)

	Yes	No
Laundry facilities		
Dryer		
Clothes line		
Kitchen (for walker use – communal or individual)		
Full breakfast (from what time)		
Continental breakfast/ baskets (from what time)		
Lunch		
Packed lunch		
Evening meals		
Hiker food supplies		
Camping fuel supplies (please give details – methylated spirit and/or resealable gas canisters)		
Licensed transport provider		
Courtesy pick-up/drop-off to nearest point of the Track		
Courtesy pick-up/drop-off to local visitor centre		
Mail and parcel holding		
Extended car parking (for people who wish to leave their car while walking for a few days/overnight)		
Cash out facilities		
TCWA Accredited		

	Yes	No
<p>Are you willing to offer a discount to Bibbulmun Track Foundation members? Be aware that a membership card is issued annually – members may be asked to show their card/quote their membership number.</p>		
<p>If yes, please give details and any validity conditions:</p>		

Please post or email completed form to:

Bibbulmun Track Foundation
 YHA Building
 300 Wellington Street
 PERTH WA 6000
 tourism@bibbulmuntrack.org.au