

**Walker Friendly Business Membership
~Cafes and Restaurants~**

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



Business Name: _____
Contact Person: _____
Street Address: _____
Postal Address: _____
Telephone: _____
Email: _____
Website: _____

Agrees to provide the following services to walkers:

- Welcome walkers at all times during operating hours
- Allow walking / hiking attire in your business
- Provide free drinking water for filling water bottles
- Provide space for backpacks
- Provide high carbohydrate meals
- First Aid Kit on premises
- Bibbulmun Track brochures on display

Agrees to provide at least two of the following services to walkers (please tick):

- Provide boot scrapes and/or door mats at main doors
- Display and sell Bibbulmun Track merchandise (available to you at wholesale prices) e.g. postcards, fridge magnets, water bottles and day-walk map packs.
- Offer car parking for walkers using your business services while they are out walking
- Cross-promote other Walker Friendly Businesses in your region to customers/visitors (on website and at point of call)
- Provide directions to relevant services as required e.g. laundry, bank/cash machine, public phone, post office/box, outdoor shops, doctor, dentist, hospital and chemist.

Signed: _____ Date: / /

Walker Friendly Business Program

The Walker Friendly Business program has been developed to:

- ✓ Specifically promote accommodation and service providers which 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.



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).
- ✓ A local listing of your business on our Bibbulmun Track Trailhead Noticeboard.
- ✓ Priority recommendation to all our Bibbulmun Walking Break 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 this form and send an electronic copy to friends@bibbulmuntrack.org.au

The cost of becoming 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: / /