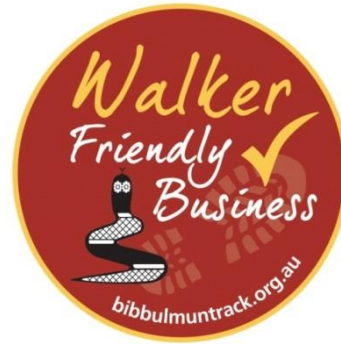


Walker Friendly Business Membership

~Tour Operators~



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

To be accepted as a Bibbulmun Track Walker Friendly Business, tour operators must (please tick):

- Be a Tourism Australia accredited tourism business
- Have a current Parks and Wildlife Commercial tour activity licence valid for the Bibbulmun Track
- Have read the Tour & Transport Operator guidelines on the Bibbulmun Track website
<http://www.bibbulmuntrack.org.au/get-involved/industry-information/tour-transport-operators/>

Value-add to your tours AND support the Bibbulmun Track!

We have a win-win proposal for you ... package some Bibbulmun Track merchandise and/or membership into your tour. Not only are you value-adding to your tour – but you're also supporting the Bibbulmun Track!

Just tick here if you'd like to know more...

- Yes – please send me the wholesale price list for BT merchandise.
- Yes – please tell me how I can value-add BTF membership into my tour at a 50% discount.

Please complete this form and send an electronic copy to tourism@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: / /

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.