

BAY ST.

BSI BUSINESS MEMBERSHIP PLAN

Revision 1

Date: Feb-2025

Bay Street Initiative Inc.

ABN 95 196 914 594

CONTENTS

About the Bay St Initiative	2
Membership Benefits	2
Digital Presence & Promotion	3
Event Opportunities.....	3
Networking & Collaboration	3
Area Advocacy & Development.....	4
Eligibility Criteria.....	Error! Bookmark not defined.
Membership Responsibilities.....	Error! Bookmark not defined.
Membership Fees	Error! Bookmark not defined.
How to Join	Error! Bookmark not defined.
Contact Information	Error! Bookmark not defined.

ABOUT THE BAY ST. INITIATIVE

The Bay St Initiative was launched to unite local business owners, residents, and supporters with a shared mission: to revitalise and enhance the charm of Double Bay while fostering commercial success for those involved. At its core is Bay Street, the vibrant 'spine' of the suburb, both geographically and socially, brimming with energy and activity. With the support of Woollahra Council and Destination NSW, the Bay St Initiative seeks to drive collaboration between local businesses and the community through exciting events and initiatives. From Bay Street 'bar' hops and long street lunches to fashion and hospitality events, a spectacular Christmas Fair, and support for local artists and talents, its efforts are designed to enliven the area, create memorable experiences and deliver meaningful commercial benefits to local enterprises.

MEMBERSHIP BENEFITS

By joining the Bay St Initiative as a business member, you'll gain access to a comprehensive suite of benefits designed to increase your visibility, drive customer engagement, and create collaborative business opportunities:

DIGITAL PRESENCE & PROMOTION

- **Featured Business Profile** on the BSI website with high-quality photography and comprehensive business information. Your business will also be featured as a member of the Bay St Initiative, giving it priority placement for maximum visibility.
- **Social Media Promotion** of your business, special offers, and events on our growing Instagram platform (@bayst.doublebay). This is inclusive of other platforms as we continue to grow on Tik Tok, Facebook, etc.
- **Priority Inclusion** in the interactive Double Bay business map on our website.
- **Blog Features** in the Bay St Journal highlighting your business story and offerings.

EVENT OPPORTUNITIES

- **First Access** to private Bay St events and activations.
- **Featured Promotion** of your business events on our website and social channels.
- **Ticket Sales Support** through the BSI website for your ticketed events.
- **Priority Notification** of partnership opportunities with future BSI events.
- **Discounted Participation** in BSI-organized events including the Christmas Festival, Art Month, Long Lunch, and more.

NETWORKING & COLLABORATION

- **Access to Business-to-Business Communication Forum** (in development) to facilitate inter-business collaborations and activations.
- **Invitations to Exclusive Networking Events** (as applicable) with other Double Bay businesses.
- **Participation in Meetings** to help shape the direction of Double Bay's development.
- **Connection Opportunities** with strategic partners including Woollahra Council, Destination NSW, etc.

- **Access to Newsletter** to stay up to date on the comings and goings in the precinct.

AREA ADVOCACY & DEVELOPMENT

- **Representation** in discussions with Woollahra Council regarding precinct improvements.
- **Collective Voice** in advocating for Double Bay business interests.
- **Updates on District Developments** affecting the business environment.

ELIGIBILITY CRITERIA

To qualify for BSI Double Bay Business Membership, businesses must meet the following criteria:

- Must be a business with exclusive occupancy of land/space in Double Bay
- OR have active business operations in the Double Bay area
- Must maintain a valid business registration
- Must commit to the responsibilities outlined below

MEMBERSHIP RESPONSIBILITIES

As a valued member of the Bay St Initiative, businesses are expected to:

- Display the Bay St membership sticker in their shop window (where applicable)
- Pay membership fees in a timely manner
- Support BSI activities through promotion to your customers when appropriate
- Maintain current business information for our promotional channels

MEMBERSHIP FEES

- **\$299.00 billed annually**

- Payment to be made by bank transfer
- Pro-rated options available for businesses joining mid-year

Please note: The Bay St Initiative reserves the right to introduce premium membership tiers at higher rates in the future, which will include enhanced benefits and exclusive opportunities for participating businesses.

HOW TO JOIN

Becoming a member of the Bay St Initiative is simple. Currently, new members can join through our email inquiry process:

1. Contact us through our website at baystdoublebay.com.au
2. Our team will respond with detailed membership information
3. Complete the provided application with your business details
4. Submit payment for your annual membership
5. Receive your welcome pack including your membership sticker and digital assets

An enhanced online application process is in development to make joining even easier in the near future.

CONTACT INFORMATION

For more information about joining the Bay St Initiative, please contact:

Email: membership@baystdoublebay.com.au

Website: www.baystdoublebay.com.au

Instagram: [@bayst.doublebay](https://www.instagram.com/bayst.doublebay)

Join us in building a vibrant future for Double Bay as Sydney's premier harbourside destination.