

# HOW YOU CAN DO BUSINESS WITH SCUH



## The Ripple Effect | Case Study Good Bean

One organisation that truly understands how to connect local business with the 6,000 staff employed at the new hospital and health precinct is Wishlist.

Always mindful of supporting the community who in turn supports them Wishlist came up with the clever concept they named WishlistConnect.

WishlistConnect is the only benefits platform of its kind in the region and is essentially a digital member benefits programme provided free of charge to all employees of the Sunshine Coast Health precinct and all members of the Wishlist Charity.

WishlistConnect provides its members with unique offers for both local and national products and services.

One local company already reaping the rewards from being a part of the programme is "Good Bean". Prior to the hospital opening, they started an espresso bar across the road from the hospital in order to attract the foot traffic that would eventually pass their door on a daily basis.

They became a WishlistConnect member in January this year and already have a return on their small monthly investment. Good Bean have three stores who participate in the programme – Kawana, Birtinya and Mooloolaba and offer 50 cents off the price of a coffee whenever you order a coffee using your refillable WishlistConnect cup.

Not only are people saving money when they buy from Good Bean, they are also doing their bit for the environment using a refillable cup, and with their monthly membership fee going directly back to Wishlist they are helping them to continue raising funds for the Sunshine Coast's hospitals and health services.

To date Good Bean have had over 130 redemptions in store, 700 offer views and 100 click-throughs from the EDM sent out by Wishlist, and they have only just started using the programme.

To find out how you can connect with a workforce of over 7,500 people contact Wishlist on [info@wishlistconnect.org](mailto:info@wishlistconnect.org) for more information.

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