

HOW YOU CAN DO BUSINESS WITH SCUH



The Ripple Effect | Case Study Sunshine Toyota

A project of the size of SCUH creates opportunities for local businesses - many of which are non health related.

Two of the organisations that can facilitate opportunities for local SME's are Spotless and Wishlist. Spotless are the Facilities Manager for the precinct, "delivering security services and providing comprehensive preventative and reactive maintenance for all five buildings that comprise Sunshine Coast University Hospital, inclusive of all precinct infrastructure".

Wishlist is a not-for-profit organisation dedicated to fundraising for the needs of the Sunshine Coast Hospital and Health Service. They dedicate 100% of funds raised to funding research, medical equipment and support projects and staff scholarships and education funding.

One local business who formed a close relationship with Wishlist prior to the new hospital opening was Sunshine Toyota. They saw the value in partnering with Wishlist and in doing so were able to access some 6000 potential customers. For every car they sell to a hospital employee Wishlist receives \$250.00 to invest back into the projects they fund.

Darren Venning, General Manager, Sunshine Toyota says the relationship means a lot to him and his business, "It enables us to connect with the health community, who work so very hard, and also give back to the greater Sunshine Coast

community through running corporate fundraising events in addition to our corporate sponsorship.

"Our staff also value the opportunities to get involved and participate in other Wishlist fundraisers, enabling funding of research, services and equipment."

Incredibly, Darren says since formalising a relationship with Wishlist in 2014 he has had "over 60 purchases representing \$1.7 million worth of sales" which represents "approximately 4% increase in vehicle sales volume".

Darren appreciates that health staff are incredibly busy and the pressure of shift work means that dropping off and picking up your car for a service can be problematic. It's no problem for Darren as they offer a pick-up and drop-off service for health staff to make the process easier. The ripple effect of this for Darren and his team is that he is already seeing clients he sold cars to in 2014, come back to trade up, and there have been many referrals to family and friends.

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