

Enhancing our Sunshine Coast business ecosystem.

Adding value to your business, customers, employees and community.

KEEP IT COASTAL



Local impact + community capital = customer loyalty

As a business, when you choose to procure your supplies and services locally, you are driving enhanced value into our community. Your operation becomes a critical part of the Sunshine Coast business ecosystem, where companies support one another and feed each other's growth. Your brand becomes known for supporting our community, our economy and our people.

A significant driver of every purchase decision is: does the business act as a force for good? Does the business reflect my values? As you will see referenced on the reverse side of this page, "business is a value exchange system." Your choice to #keepitcoastal demonstrates to all Sunshine Coast businesses and consumers that you are committed to creating value in our community. In turn, that value comes back to you in the form of more loyal customers, more loyal employees and more reliable suppliers, creating an upward value spiral that can drive a business to unprecedented success. It all comes back to community capital.

♥ Join us, and discover everything our vibrant coastal businesses have to offer.

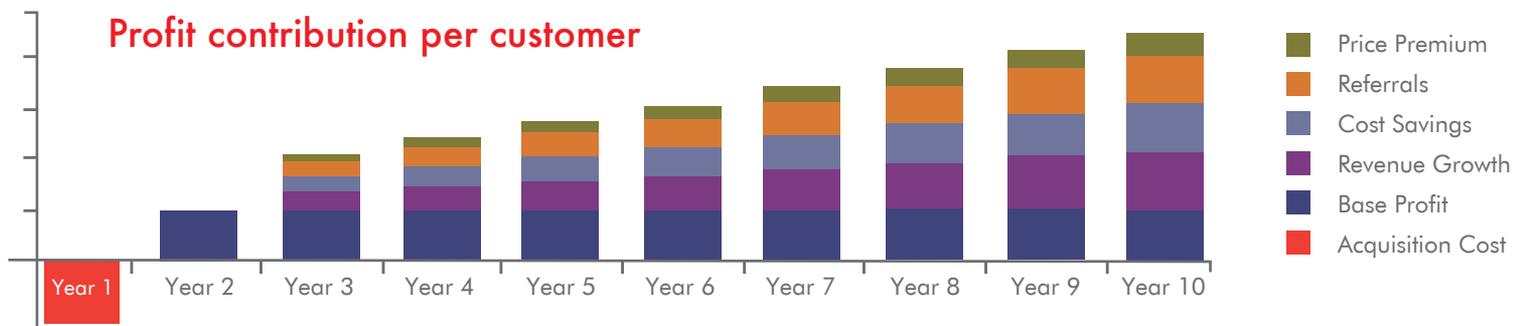
How local procurement can increase your value, impact and profit outcomes.

Frederich Reichheld, of Bain Consulting Group in Boston, Mass., in his seminal business treatise, "The Loyalty Effect" (1996, Harvard Business School Press), identified the risks businesses face when they do not incorporate loyalty as a core business strategy:

Most businesses will lose:

- 50% of its customers every 5 years
- 50% of its employees in 4 years
- 50% of its investors in 1 year

The cost of this "disloyalty" presents as continuous disappointing financial results, lack of growth and diminished profitability. His argument centered on the idea that "business is a value exchange system", and businesses that seek to create superior value will be rewarded with superior results. The chart below demonstrates the growth impact of a 5% increase in customer loyalty over a 10 year period.



28 years on, Reichheld's model and key insights have withstood the test of time remarkably. Building customer loyalty strategies into the core marketing principles of a company has become mainstream for virtually all successful organizations. What has evolved, however, is the "value" calculus that informs consumer decision making. This is where all of our coast businesses have an opportunity to grow organically, strategically, and locally.

The new growth criteria: Social Impact & ESG (Environmental, Social, Governance)

Consumers have never had more access to information on how a business operates, where its supply chain is centered, and how the business behaves in the communities in which it operates.

Having a superior product or service remains central to being successful. However, creating a positive Social Impact in the community by incorporating environmental, social and governance metrics into your operating plan builds Social Capital, which has a dramatic effect on customer engagement, satisfaction, loyalty and profitability — **Community Capital**.

Want to learn more about the values of local procurement?

Visit us at www.scbrc.com/buylocal

♥ Positively impacting your community, positively impacts your profit.
Let's **#keepitcoastal**