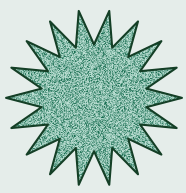


THE VALUE OF PARTICIPATION

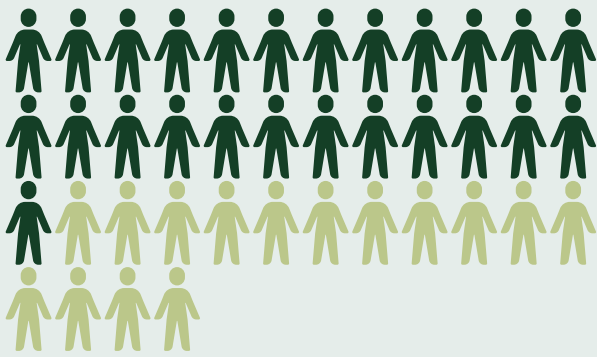


46 TICKETS
(TRAILBLAZERS)

11,204
IMPACT POINTS
ACCUMULATED

65% COMPLETED

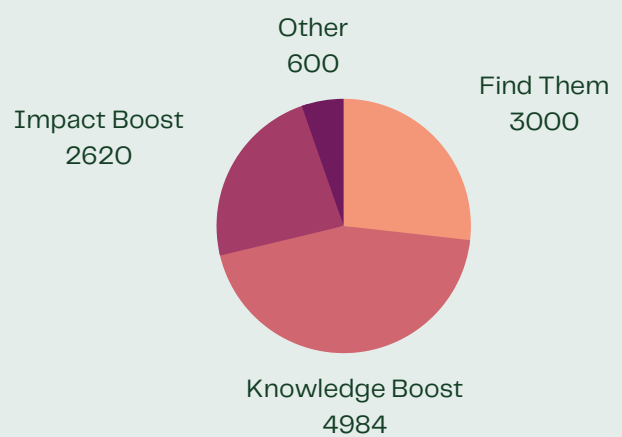
40 Trailblazers started the Good Trail, 26 completed it



- **3000 FIND THEM** points: trailblazers visited (and checked-in to) the for-purpose businesses.
- **2620 IMPACT BOOST** points: trailblazers took actions or completed missions to help the for-purpose businesses create positive social or environmental impact.
- **4984 KNOWLEDGE BOOST** points: trailblazers were challenged to learn more about the businesses they visited and the causes they supported.
- **600 OTHER** points: trailblazers accumulated these points just for extra fun.

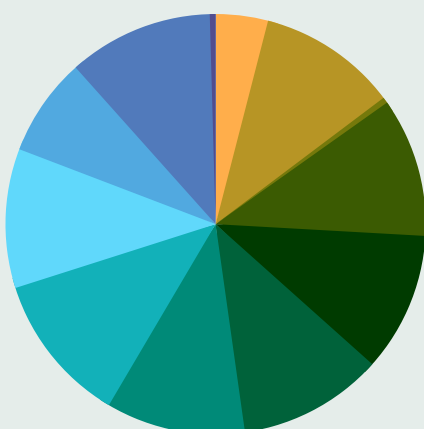
GOOD TRAIL RATING

- ★★★★☆ Overall Rating
- ★★★★☆ Fun
- ★★★★☆ Variety
- ★★★★☆ Places of Interest
- ★★☆☆☆ Difficulty
- ★★★★☆ Informative



THE VALUE OF CONNECTING

13 FOR-PURPOSE BUSINESS PARTNERS



- Bearded Dragon Gallery
- Taboo
- Cafe Outside the Square
- Makerspace*
- The Joinery
- The Foodprint Experience
- Adelaide Community Bicycle Workshop
- The Adelaide Remakery
- Forage Supply Co (Wine & Van)
- Adelaide Sustainability Centre
- Sustainable Clothing Co
- Something Wild
- Dulcie's Bus

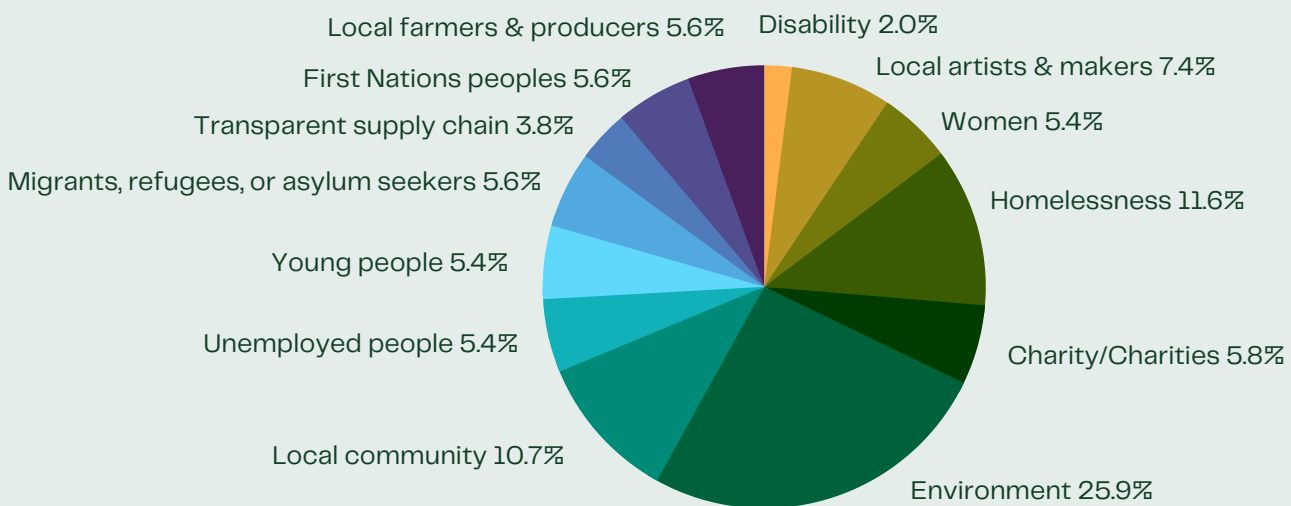
The coloured chart shows which businesses were visited/engaged with the most throughout the course of the Good Trail.
*from the data we were able to collect, no visits were made to Makerspace.

224 FOR-PURPOSE BUSINESS VISITS

by Trailblazers over the 4 weeks of the Good Trail. 214 of these were by customers who hadn't visited or heard about the businesses before...that's 95.5%!

THE CORE VALUE

The main causes supported by Trailblazers visiting for-purpose businesses on the Good Trail were:



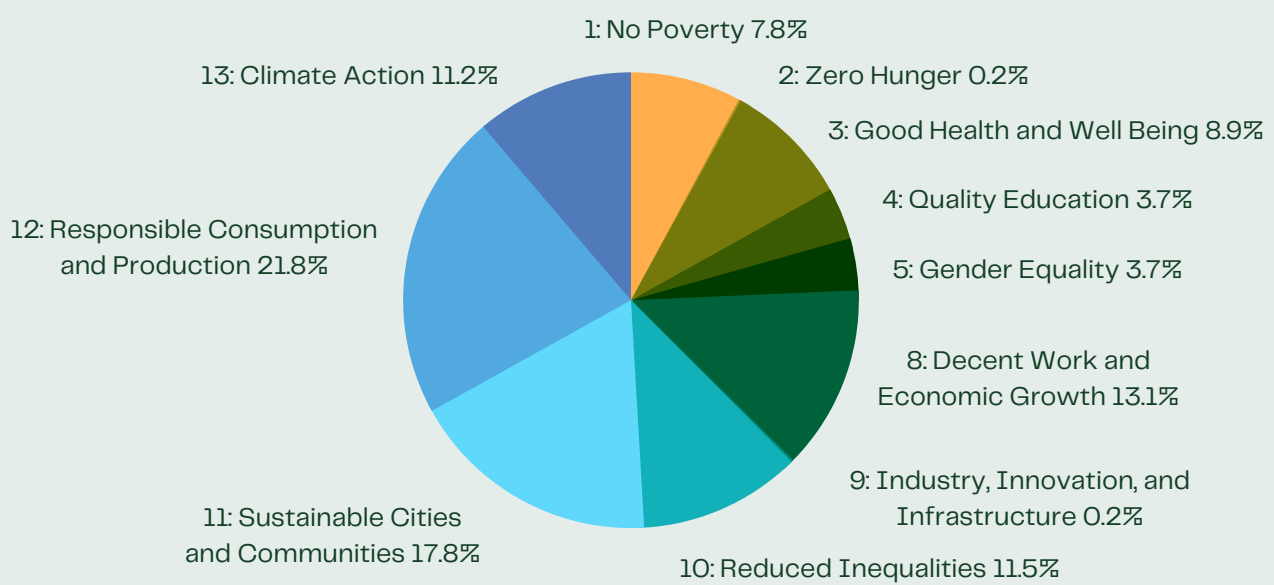
*most of these businesses inherently support multiple areas/causes within their business practice. We have highlighted their core areas of support.

FULL LIST OF ALL CAUSES SUPPORTED

Disability, Local artists & makers, Hardship, Local community, Unemployed people, Charity/Charities, Women, First Nations Peoples, Homelessness, Remote or rural community, Environment, Hardship, LGBTQIA+, Mental health, Animals, For-purpose businesses, Criminal justice, Families, Migrants, refugees, or asylum seekers, Young people, Transparent supply chain, Local farmers & producers, Remote or rural community, Domestic violence.

SUSTAINABLE DEVELOPMENT GOALS

The SDGs that Trailblazers contributed to throughout their engagement with for-purpose businesses on the Good Trail were:



THE UNEXPECTED VALUE



2 NEW FOR-PURPOSE BUSINESSES

The Think Enough team received leads for two new for-purpose businesses from a couple of engaged Trailblazers! Thank you thank you thank you, we love learning from our community.

THE GOOD WALKING TRAIL



Think Enough received a fantastic request from a group of marvellous individuals who were keen to engage with the Good Trail in the form of a “city walking tour”, all together. The group, led by a Think Enough rep, spent a good 5 hours walking the city, learning about the Good Trail’s purposeful businesses and visiting 8 of them in person. *“The group can’t stop raving about the day!”* said Sue, the mastermind behind the group request.

“

Never mind, so happy to purchase a pass to support what you are doing, and that Good Trail purchasing process got me to engage with your website in more detail and to see the great range of businesses listed there. I hope it has gone really well and you get great feedback and keep it growing.

One kind Trailblazer, who didn’t get round to starting off her Good Trail, due to the close deadline, sent us a beautiful message of support

”

AN UNEXPECTED MESSAGE OF KINDNESS

THE DOLLAR VALUE

\$645

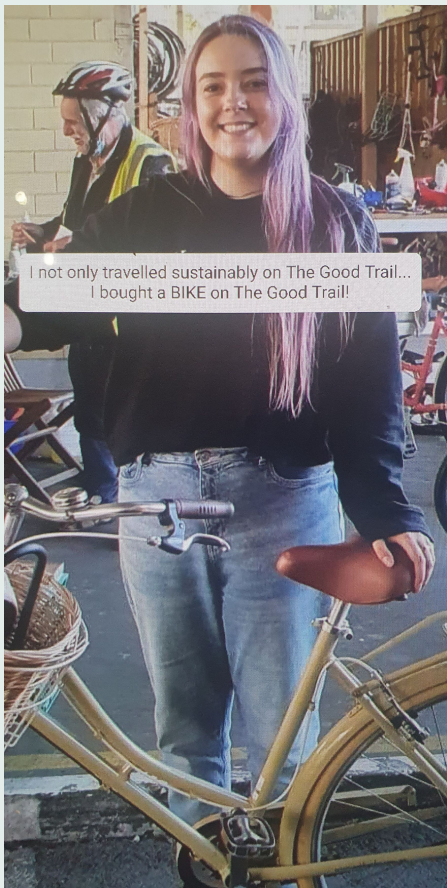
IN TICKET SALES

all of which goes straight back into raising awareness for the fantastic for-purpose businesses featured on the Think Enough Directory. This helps YOU reach more and more and more of them.

\$1,560 +

SPENT AT FOR-PURPOSE BUSINESSES*

through the Good Trail, supporting them to create their important social & environmental impact.



Some of the things that were purchased along the Good Trail

VALUE IN THE EYES OF THE TRAILBLAZER

“

"This was THE BEST! I've made so many changes in my daily life to make a positive impact!"

"I had so much fun on the Good Trail! Are you going to do it again?"

"It showed me a fun way to explore these businesses and where my money can make a difference in our community."

TRAILBLAZERS

”

VALUE IN THE EYES OF THE FOR-PURPOSE BUSINESS

“

"Brought people through the door, made connections, shows future potential, helping tourism and creating awareness for small ethical business."

SUSTAINABLE CLOTHING CO.

"It was great being part of the Good Trail and we would be supportive of future events."

BEARDED DRAGON GALLERY

"Loved the idea + can't wait to see it scale!"

TABOO

”

THE VALUE OF LEARNING

The Think Enough team learned some pretty valuable lessons for next time:

1

Adelaide's *Mad March* is probably not the best time to hold yet another event.

2

Trailblazers would have liked more time to complete the Good Trail.

3

People are looking for opportunities to discover and learn about new businesses.

FUTURE VALUE

In our own little way, this is the value we've created with our Trailblazers and for-purpose businesses in just 1 month! Imagine what we could achieve together with more time, more friends, more businesses...

WE HOPE TO SEE YOU AGAIN SOON!

**Out of 40 people who engaged in the Good Trail, we have been able to collect full data for 26 Trailblazers. This impact report reflects data from those 26 people. That means, we are likely to have created more positive impact than we were able to track. We look forward to getting better at tracking this in the future.*