

## Case study: Melbourne – Australia in one place

We all know Melbourne is one the best cities in Australia – and many New Zealanders have been multiple times to the Victorian state capital. The diversity and multitude of venues, restaurants and events makes it a prime location for your clients or delegates to head to.



OneNineFive Melbourne Guides.

"It's a vibrant, creative and cosmopolitan city that offers something for everyone, and it's why we've really valued taking our clients and their customers to Melbourne," says Greg Norris, Director of corporate incentive & reward and events company, OneNineFive Ltd.

Greg has successfully run many incentive & reward programmes and believes Melbourne is one the best places to return to because of its exceptional culinary experiences, a huge variety of hotels, markets, shopping, transport and, most importantly, a collaborative feeling of all the suppliers that OneNineFive hand picks to deliver the experience.





"We're often amazed and somewhat humbled by the hospitality and willingness of Melbournians to share our vision and help us create an extraordinary experience. There is generous synergy between the NZ and Australian cultures."

Of the many options available to event organisers in Melbourne the variety of accommodation means that any size group can be catered for. Whether you have a small delegation of 6-10 or a massive group, the properties in Melbourne range from the boutique/unique style hotels to large global brands.

OneNineFive created a unique incentive and reward programme for 'Gilmours' - a leading New Zealand food and beverage wholesale company. The programme called 'The Finest Cut – a slice of Melbourne food, wine & hospitality' offered participants what Greg called "a back stage pass" to the hospitality industry that Melbourne has become world renowned for. The original event held in 2014 was so successful for Gilmours that OneNineFive have further developed the concept and delivered this



programme again in early 2016. On the back of this, OneNineFive now offer 'Serving Up Melbourne', an ideal 3-night break for corporate groups.

It is critical for any business to ensure their delegates and/or incentive winners get an experience that they will rave about. "What we keep top of mind is 'people and place'. For us, that's

about engaging with a destination through like minded people who care and love the place they live and play in."

"Alongside the vibrant city of Melbourne, it is often the little things that we get great feedback on," Greg tells me. "And when you get such positive responses from your clients and their customers then you know you're on to a winner."

We also make sure we throw in a few 'surprises' along the way."

The connectivity of Melbourne with major New Zealand airports makes for a location that any incentive and events group can utilise successfully and the ever-changing face of a metropolis like Melbourne means that there is always something new and fresh to ensure client satisfaction.

Couple that with its food, restaurants, sports, arts, events, hotels, and most importantly the people (according to Greg), and Melbourne really is Australia...in one place! ■

