



## the project.

Building Industry High Achievers  
Incentive, Top End Northern Territory

## the brief.

Inspire and ignite channel partners with a once-in-a-lifetime incentive experience designed to boost overall sales of the company's building products, reward high achievers, plus strengthen and cement loyal relationships to secure future business success.

## the experience.

A three-day top end adventure taking in our tropical capital, remote wetlands and rainforest, magnificent gorges and the incredible outback through a range of money-can't-buy experiences.

The immersive itinerary included unique nature and culture activities to showcase Australia and the top end like never before.

Highlight activities included: air-boating, helicopter-fishing, getting up close with crocs, experiencing Katherine Gorge from the air and by kayak, swimming in waterfalls, under the stars dining, engaging with First Nations people to learn their stories and traditional techniques, and more.



# the results.

Our client reported a surge of excitement around the promotion of the incentive program from all channel partners, a huge boost in sales and end of year results, and a strong start into the following year.

Feedback from the high-achievers who participated in the three-day program was that the experience was absolutely unforgettable, cementing our client's products as their first choice well into the future.



**SYNERGY**  
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## what our client said.

"The diversity of this incentive program and range of unique activities was incredible. The program was absolutely seamless and helped us to deepen relationships with our channel partners and reach new levels of business success."

## what the participants said.

"The range of activities was incomparable to any holiday I've ever had, and yet there was still plenty of time to relax and enjoy the surroundings – totally seamless." "I've never felt more connected to our nature and culture, an incredible experience that will stay with me forever."