



“Aligning people through experiences”



What we do

“Creating events and experiences that generate change in individuals and organisations, right here in New Zealand and in more of the 195 countries in the world”.

Who we serve

Our clients are corporates and organisations who know the importance of bringing people together for shared events and experiences, that in turn create positive change.

What we deliver

We work in three main areas:

Incentive
& REWARD
PROGRAMMES

Grow Sales
Reward Loyalty

Customised
EVENTS
& CONFERENCES

Connect People,
Product & Purpose


AUTHENTIC
GROUP TRAVEL
EXPERIENCES

Aligning People
through Experiences

Events and Experiences
NEW ZEALAND



	<p>Incentive & Reward Programme Client: Mitre 10 Trade Location: Queenstown Group Size: 70 Duration: 4 days</p>	<p>Reward experience for valued trade customers of Mitre 10. Arranged all travel and components of this complex itinerary.</p>
	<p>Incentive & Reward Programme Client: NZ Financial Services Group Location: Martinborough Group Size: 40 Duration: 3 days</p>	<p>A 'Business Owner's Retreat' for valued clients of NZFSG. Managed all travel, workshops, speakers and experiential event in Tora.</p> <p>Case Study & Video: Serving Up Tora</p>
	<p>Group Travel Experience Client: CBRE Location: Great Barrier Island Group Size: 12 Duration: 2 days</p>	<p>As a way to say 'thanks', CBRE travelled with their VIP clients to Great Barrier Island. We created a bespoke experience with helicopters, private chefs, and the very best accommodation.</p>
	<p>Incentive & Reward Programme Client: Fidelity Life Location: Hawkes Bay Group Size: 65 Duration: 3 days</p>	<p>After the success of Fiordland 2020, we delivered the Customer Engagement 2021 reward experience to high performing Financial Advisors and partners, along with Fidelity Life staff.</p>
	<p>Incentive & Reward Programme Client: Gree New Zealand Location: Queenstown and Hawkes Bay Group Size: 35 & 24 Duration: 3 days</p>	<p>Two reward trips from 'Ultimate Degrees' the sales growth Incentive Programme we designed for Gree and their distribution network.</p> <p>Video: Ultimate Degrees</p>
	<p>Incentive & Reward Programme Client: Advance Electrical Wholesalers Location: Queenstown x 2 Group Size: 36 & 40 Duration: 4 days</p>	<p>Reward trips for 'The Grid', a customised sales incentive programme we designed for AEW. Managed all aspects of qualification and reward delivery.</p> <p>Case Study & Video: The Grid</p>
	<p>Incentive & Reward Programme Client: Mitsubishi Motors - NZ & AUS Location: Queenstown Group Size: 110 Duration: 4 days</p> <p>Winner: 'Best Incentive Programme' C&IT Awards APAC 2020</p>	<p>A hi-octane reward experience in the Southern Alps for top Mitsubishi staff. Included a partner's programme, business sessions and social events.</p> <p>Case Study & Video: MM NZ & AUS</p>

Events and Experiences
INTERNATIONAL



	<p>Incentive & Reward Programme Client: Trade Me Property Location: Fiji Group Size: 30 Duration: 5 days</p>	<p>Worked with Trade Me Property to design an internal incentive programme with key sales targets. All staff traveled with us to Fiji for a superb 5-day reward experience.</p>
	<p>Incentive & Reward Programme Client: Cavalier Carpets Australia Location: Darwin & Kakadu National Park Group Size: 24 Duration: 4 days</p>	<p>After the success of our Cavalier NZ incentive, we ran 'Degrees of Success' for the Australian business. Top qualifiers traveled to the 'top end' for an authentic, immersive experience.</p>
	<p>Incentive & Reward Programme Client: Gilmours Location: Melbourne Group Size: 240 Duration: 4 days (4 trips)</p> <p>Runner Up: 'Best Incentive Programme' Asia Pacific</p>	<p>The third edition of 'The Finest Cut'. 240 hospitality professionals on an educational reward experience designed to shape and grow their businesses.</p> <p>Case Study & Video: The Finest Cut</p>
	<p>Event and Conference Client: Lone Star Location: Melbourne Group Size: 40 Duration: 4 days</p>	<p>Delivered the Lone Star 30th birthday celebration and conference in Geelong and Melbourne. Business Sessions, food experiences, workshops, parties...</p> <p>Case Study: Lone Star NZ</p>
	<p>Incentive & Reward Programme Client: AIA Location: Tahiti, Kauri Cliffs, Queenstown and Poronui Group Size: 130, over 4 trips Duration: 3 - 5 days</p>	<p>Four unique travel reward experiences designed to meet the interests and demographics of qualifying advisors. We designed, managed and hosted all aspects of the four trips.</p> <p>Case Study: AIA Incentive</p>
	<p>Event and Conference Client: Trilogy & Ecoya (NZ, AUS, USA) Location: Byron Bay Group Size: 60 Duration: 5 days</p>	<p>Highly anticipated offshore conference for Trilogy International. Itinerary design, travel management, facilitation and fully hosted by 195.</p>
	<p>Group Travel Experience Client: Leisure Group Location: New York, London, Paris, Lyon Group Size: 24 Duration: 18 days</p>	<p>We called it 'A culinary expedition to Rugby World Cup'. Designed and hosted by Al Brown and Greg Norris, we took 24 people on a RWC trip of a lifetime.</p> <p>Case Study: Off the Bench 2015</p>

Press

Keeping company

Backstage pass to the whole world

CHLOE WINTER

Tucked away in a bustling New York clothing store is an underground whiskey bar you access from a secret door in the changing rooms.

Meanwhile, in a small 17th century village in Southern France, a well-respected chef forages for wild mushrooms in the countryside before cooking a meal at his family home.

Back in New Zealand, a chartered aircraft flies a group of people to Queenstown for breakfast, then Taupo for dinner.

These are the experiences business partners Carlene Staines and Greg Norris can make happen.

OneNineFive (named after the number of countries in the world) offers group travel, mostly for corporate incentive programmes, where employers will reward staff, or clients, by sending them on trips.

The company was started by Norris five years ago, after he left CluedUp, an events and team building business.

"After about 10 years of that, I got really restless and needed a change... [and] with a need to do something out on my own at that point, I left the old business,"

Norris said.

The company offers group travel experiences for parties of up to 250 people.

OneNineFive's point of difference was organising day-to-day activities that could not be bought in a travel shop, Norris said.

"We love the main streets, but we love the side streets even more because that's where you start to really experience what a destination is and what people are about..."

"It needs to feel like you couldn't have gone into a shop and bought this experience."

Norris went on a culinary expedition with celebrity chef Al Brown to Southern France to meet respected French chef Stephane Reynaud, where they searched the countryside for wild mushrooms, before cooking lunch at his family home.

"We like to do things where you feel like you're slightly under the radar," Norris said.

Norris and Staines travel to the destination prior to the group to scout the best spots, he said.

"We'll go there, in the season that they are going to travel and put the jigsaw together. Find the interesting operators you wouldn't normally hear about, ask chefs where they go for dinner, ask



OneNineFive business partners Carlene Staines and Greg Norris. The company offers customised corporate events and travel experiences. PHOTO: ROSS GIBLIN/FARFAX.NZ

someone in hospitality where the best late-night bar is."

One of the biggest challenges was selling the experience – the destination was the easy part, Norris said.

"How do you sell experiential

travel? People see a travel reward as what airline are we going with, what time does it leave and how many days are we going to be away."

"That's all cool but sometimes it's hard to sell our proposition."

Another challenge was time.

"Time to be away to design, and then be away to deliver, and also secured pipeline work. We are at that stage where we haven't yet had the problem of having to be in two places at once, but it's really

close, it's going to happen."

The company hosts about 10 trips a year, of which six are in New Zealand. The next step was to employ bring more people on board to help the business grow, he said.



<https://www.oneninefive.com/assets/Press/Dominion-Post-24-07-2017.jpg.jpeg>



An Operator's View: OneNineFive's Greg Norris

12 Jul 2019 By Contributor



Greg Norris

OneNineFive director Greg Norris on developing a niche business offering customised incentives, events and group travel experiences for corporates, his new inbound brand, 34°South, and running NZ's first Pure Pursuits event, which hosts senior travel and event visionaries and influencers from around the world.

OneNineFive is a small, niche business focused on creating and delivering sales growth incentive and reward programmes for New Zealand corporates. We also design and manage executive retreats and SLT off-sites and other customised group travel experiences.

There are three of us that own the business: myself, co-director Carlene Staines – who has an extensive travel background and was the owner of Adventure Travel for many years, and finance manager, Brendon Fyfe-Gits.

The three of us bring a wonderful mix of skills and expertise. We are based just north of Wellington in a fun office near the beach that we share with Malia Brock, who works for us, along with a graphic designer, videographer and a few more entrepreneurs. It's an excellent place to work from.