

FOOD THE HERO AT PORT DOUGLAS INCENTIVE

INCENTIVE CASE STUDY JULY 2019

CAIRNS &
GREAT
BARRIER
REEF

BUSINESS
EVENTS

📍 BALI HAI, PORT DOUGLAS



CASE STUDY

Food reflecting the diverse landscape of Port Douglas and prepared by celebrity chef Nick Holloway from the acclaimed Nu Nu Restaurant was the hero of an incentive featuring three stunning offsite dining events.

A seafood showcase on an historic sugar wharf, a rustic outdoor kitchen in a cane paddock, and dining under the stars in the rainforest set the scene for 160 guests to enjoy three spectacular evening events at Port Douglas in the Cairns and Great Barrier Reef region.

Veritas Events embraced the local landscape of reef, rainforest and cane fields for a client's annual incentive celebrating the achievements of their top sales people from Australia and New Zealand.

Director Eugene Kennedy said thinking outside the box helped Veritas to create a spectacle that was unexpected.

FAST FACTS

Incentive

When: 21-25 October 2018

Number of guests: 160

Event management & communications:

Veritas Events

Caterer: Nu Nu Events and Catering

Offsite event locations:

Welcome Reception – Port Douglas Sugar Wharf

Awards Dinner – Cane Farm

Gala Dinner – Bali Hai in the rainforest

Destination: Cairns & Great Barrier Reef



📍 SUGAR WHARF, PORT DOUGLAS



"The food for an incentive is always exceptional, but we wanted to take it to the next level and make it the hero. It would be part of the entertainment and be used to build anticipation for the event," he said.

"Nick Holloway was the perfect chef for the brief. He was a guest chef on MasterChef and his restaurant Nu Nu on the beautiful Palm Cove beachfront was awarded Best Regional Restaurant by Australian Gourmet Traveller.

"All the event collateral including the pre-event communications created by Veritas Events provided the delegates a taste of what to expect including a teaser video created to showcase the destination and introduce chef Nick.

"Nick was filmed cooking one of his signature dishes – hot smoked red emperor and pink pomelo miang – on the beach at Palm Cove and the recipe was included in communications so

that delegates could cook it at home. It was a huge hit as a communication."

The incentive began and ended with the focus on food. Once the delegates arrived they were taken to Nu Nu Restaurant on the beach at Palm Cove, just a 35-minute drive north of Cairns city and its international airport, to meet Nick. There they enjoyed their first taste of his unique cuisine.

Nick spoke about his passion for cooking local produce and told the story behind the food they were about to taste, which he did again at each of the three evening functions. Welcome cocktails, an inviting grazing table and thoughtfully paired wines and beers gave a taste of what promised to be three days of exceptional dining. Guests were delighted with 12 menu items including slow-roasted pork and mango chutney brioche buns and a candied pineapple and sugar cane slice.



📍 SUGAR WHARF, PORT DOUGLAS

Welcome Reception

The welcome event embodied the laidback coastal lifestyle of Port Douglas with the heritage-listed Sugar Wharf turned into an inviting waterfront networking space with a resident DJ. As the sun set, Nick shucked oysters and entertained the guests with local stories.

In keeping with the location, the menu showcased local seafood including line-caught reef fish with ricotta dumplings, spring greens, lemon and fennel consommé. There were options from the region's rich hinterland pastures and a popular ice cream trike laden with homemade ice creams and sorbets.

Awards Dinner

A working cane farm was transformed into the awards dinner venue with Nick serving coconut roast pork ribs with pineapple caramel and yakitori prawns from a cane blade grill. A cane field burn surprised guests as they enjoyed pre-dinner drinks and a band played classic Australian rock songs from a flat-bed truck throughout the evening.

Guests were treated to a salad of pickled prawns, palm heart, young coconut, pickled shallots, melon and mint. Lamb was smoked with ironbark in a rustic on-site smoker and served with pumpkin created using the branch, leaf, seed and oil of the vegetable.

Gala Dinner

For the grand finale a secluded bamboo grove in the rainforest was a stunning backdrop for an intimate five course dinner paired with wines. Guests danced to a live band and star gazed with an astronomer.

Melaleuca smoked red emperor with peanut and papaya relish, pomelo and salmon pearls and blue cheese and milk-infused grass-fed beef with flowering onions, bacon broth and bitter greens were among the extraordinary taste sensations created by Nick to ensure guests were rewarded with lasting food memories.

Veritas Events followed three golden rules to create a memorable event – find a hero, embrace the local landscape, and think outside the box. The result was an event that celebrated the region in a distinct way starting with the pre-event communications and continuing throughout the program day and night.

For more information:

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