

Case study: Corporate Culcha

As the preferred travel provider for Corporate Culcha, Corporate Traveller has developed a thorough understanding of the company's travel goals. During the past six months, the partnership has helped Corporate Culcha to achieve both time and cost efficiencies on its travel. Corporate Traveller's industry specialisation and personal, high-touch service delivered by travel specialists who actively support Indigenous programs and communities are well suited to Corporate Culcha's business objectives.

About Corporate Culcha

Corporate Culcha is Indigenous owned and operated. The company was established to help Indigenous organisations, businesses and Australian industries build and develop sustainable Indigenous workforces. Corporate Culcha is a preferred service provider to the likes of Dare to Lead for Business and ANZ. The business works collaboratively with a range of clients to develop culturally competent strategies to engage, recruit and retain Indigenous talent. Corporate Culcha's extensive suite of products supports the enhancement of organisational cultures to be more inclusive of, and accessible to Indigenous people.

What were Corporate Culcha's challenges?

Corporate Culcha sought a travel management company that offered local support and specialised in tailored travel strategies for SMEs. Corporate Culcha was also keen to work with a company that understood their business, had experience working with Indigenous groups and had some level of engagement with the Indigenous community.

In terms of its travel program the company wanted to contain costs, streamline booking and payment procedures, re-define its travel policy and further leverage the volume of its air travel and car hire.

What were our strategies?

Corporate Traveller appointed business manager Dwayne Good, who is from the Bundjalung nation on the Far North Coast of New South Wales to oversee and manage the relationship. Dwayne has a personal and professional



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interest in working with Indigenous organisations and is currently the vice chair person of the South East Queensland Indigenous Chamber of Commerce. Dwayne is an advocate of Corporate Culcha's organisation and is actively involved with the future development of the company's travel program.

Corporate Traveller uses a combination of booking Best Fare of Day and flights with Corporate Culcha's preferred airline. This strategy ensures the lowest logical fares are booked and leverages the volume of the company's domestic flights through Virgin Blue's loyalty program Accelerate.

Corporate Culcha has also achieved significant savings by using Corporate Traveller's negotiated hotel rates. Our strategies for containing costs include using preferred suppliers and adhering to hotel rate caps. All of Corporate Culcha's car hire is booked through Corporate Traveller with the company's preferred car hire supplier.

Corporate Traveller has also helped to re-shape Corporate Culcha's travel policy to improve consolidation and visibility.

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What are the results?

Corporate Traveller has generated increased cost efficiencies for Corporate Culcha by leveraging supplier loyalty programs including:

Accelerate Program: Because Corporate Culcha spend over \$20,000 on domestic airfares, Corporate Traveller enrolled the company with Virgin Blue's Accelerate program. This ensures they receive free air travel credit, discounted lounge membership to Virgin Blue's The Lounge, Velocity points and status credits for Frequent Flyers.

Hertz membership: The company's membership with Hertz means travellers get a competitive corporate rate as well as significantly reduced excess.

Corporate Traveller's private fares dashboards, which give our consultants access to Best Fare of Day for flights and Best Rate of Day for hotels, help to create time efficiencies for Corporate Culcha. Corporate Traveller is able to provide Corporate Culcha's travellers with a range of travel options, which means staff are able to focus on their core business rather than researching travel prices.

Corporate Traveller has also generated savings for Corporate Culcha by streamlining their booking process, monitoring their travel policy compliance, maintaining an open sky policy where appropriate and using our corporate negotiated hotel rates.

What does Corporate Culcha say?

Corporate Traveller has helped Corporate Culcha take our significant travel workload from overwhelming, to stress-free and smooth. Our consultants travel to multiple locations nationally with quite complicated itineraries. With Corporate Traveller doing the research to provide travel options and suggestions, the process is streamlined considerably.

The savings are measured not only by reduced travel costs but also improved time efficiency for our staff.

Vanessa Ring Corporate Culcha office manager

