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## **THE SCIONS OF RETAIL IN CENTRAL AUSTRALIA CHOOSE QUEST SERVICED APARTMENTS FOR THEIR NEXT VENTURE**

The Neck business tradition now spans four generations and is still growing strong, with the newly built Quest Alice Springs adding to the family's interests in the region.

With the serviced accommodation property open for business from 14 January, and an official opening expected late February, husband and wife team Greg and Val Neck, with his sister Jenny and her husband Paul Montefiore, will combine their fourth generation business acumen and experience gained over a breadth of service and consumer retail industries to become the newest franchisees of Quest Serviced Apartments.

Greg Neck said, "We decided to become involved with Quest because of their professionalism and business track record, they are leaders within the serviced apartment industry. The awards they have received from the business sector in 2007, including NAB smartcompany.com.au Franchise of the Year, and PwC Service Franchise of the Year at the Excellence in Franchising Awards, prove this."

Val Neck and Jenny Montefiore will work at the property full-time, with local Northern Territorian Jason Yule (previously of Ayers Rock Resort) adding his hospitality expertise as Manager at Quest Alice Springs.

Twelve locals have been hired to run the property, which caters specifically to the corporate traveller with a range of studio, one and two-bedroom apartments each featuring fully-equipped kitchen and laundry, air conditioning, direct telephone line and voicemail, and broadband internet.

Additional services such as restaurant charge-back, VIP dry cleaning and pantry-shopping are also available.

Quest Serviced Apartments offer a comprehensive range of accommodation solutions across more than 110 properties throughout Australia, New Zealand and Fiji. For more information on Quest Serviced Apartments contact 1800 334 033 from Australia, 0800 944 400 from New Zealand or email [grc@questapartments.com.au](mailto:grc@questapartments.com.au)



Greg Neck and Paul Montefiore will oversee the venture along with the other family interests.

Greg Neck said, "The secret of our success over the years is that we have all been able to work together and specialise in different areas of the business. We are all very excited about our new venture in Quest Alice Springs, and are looking forward to providing a great experience for our guests."

As Central Australia's oldest retail business, the Neck's legacy began with their grandfather's ice-making business in 1939, which later expanded into a delicatessen business that defied the desert heat without the benefit of electric refrigeration.

Greg's father Murray Neck purchased the business in 1945 and over the next 10 years introduced electrical appliances and sporting goods, eventually growing their retail concerns to include toys, music, bedding, carpet, and Australia's first video rental business.

Born and bred locally, Greg Neck first joined the family business in 1972, at the same time black and white television was first released in Alice Springs. After working in the electrical store for three years with his father, Greg managed the Sports and Toy store for five years.

The electrical business experienced exceptional growth and necessitated a purpose-built store incorporating the electrical store as well as a furniture, bedding and carpet business they acquired in 2002. Meanwhile, Greg and Val had met and married, raising four children who each later worked in the store for some period of time.

While Val Neck, who also works part-time for Ngaanyatjarra Health with the Aboriginal community in the Western desert, worked tirelessly in the family business supporting Greg and father Murray Neck, Jenny Neck had completed her schooling in Adelaide, and after working for the Commonwealth Bank for some time joined her brothers in Alice Springs and managed the family's video store.

Following the sale of the video store to Blockbuster, Jenny relocated to the electrical business managing administration and IT.

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The immensely successful electrical business, now with all four siblings involved, attracted its own share of attention and was eventually acquired by Harvey Norman in June 2007, with Greg remaining a franchisee in that business.

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