

# SOFITEL

MELBOURNE ON COLLINS

## Sustainability Management Plan

### 2023



## Contents

1. Sustainability Strategy at Accor: .....	2
2. Sustainability Overview at Sofitel Melbourne On Collins .....	3
3. Green Globe Criteria .....	3
<b>A. Sustainable Management</b> .....	4
A.1 Implement a Sustainability Management Plan (SMP) .....	4
A.2 Legal Compliance .....	4
A.3 Employee Training (Ambassador).....	4
A.4 Customer Satisfaction (Guest, Visitors and Clients) .....	4
A.5 Accuracy of Promotional Materials .....	4
A.6 Local Zoning, Design and Construction.....	5
Sustainable Continuous Improvements; Design & Infrastructure:.....	5
A.7 Experiential or Interpretive Tourism .....	5
A.8 Communications Strategy.....	5
A.9 Health and Safety.....	5
<b>B. Socioeconomic</b> .....	6
B.1 Community Development.....	6
B.2 Local Employment.....	6
B.3 Fair Trade .....	6
B.4 Support Local Entrepreneurs .....	6
B.5 Respect Local Populations .....	6
B.6 Exploitation .....	7
B.7 Equitable Hiring .....	7
B.8 Access to Basic Services .....	7
<b>C. Cultural Heritage</b> .....	7
<b>D. Environmental</b> .....	7
D.1 Conserving Resources.....	7
a. Energy Efficiency .....	8
b. Water Conservation .....	8
c. Food Waste .....	8
D.2 Reducing Pollution.....	8
4. Monitoring and Reporting: .....	9
5. Training and Awareness:.....	9
6. Communication and Marketing .....	9
7. Budget and Resources.....	10
8. Improvement .....	10

## 1. Sustainability Strategy at Accor:

The strategic vision at Accor is to drive sustainable transformation within the Group, collaborating closely with hotel owners, partners, and stakeholders to lead change in the hospitality industry. Accor’s primary goal is to have a positive impact on both People and Nature, the two core elements of their sector:

**People:** As a major global employer in Travel and Tourism, Accor takes their role as a responsible employer and industry leader seriously, supporting their employees' well-being, diversity, social inclusion, and mobility, creating opportunities for personal growth. Accor’s focus is on empowering individuals with the right tools, whether it's their first job, a second chance, or training to help them prosper.

**Nature:** Accor is committed to preserving nature and its resources by adopting a science-based approach based on global recommendations. Accor’s goals include achieving Net Zero carbon emissions by 2050 in line with the Paris Agreement, reducing greenhouse gas emissions, and contributing to a "Nature Positive" world. Accor aims to preserve and use natural resources responsibly, anchor their hotels in their local ecosystems, protecting natural ecosystems and biodiversity.

Accor are implementing these changes through three key operational pillars:

<b><u>Stay:</u></b> Reinforcing Sustainable Hotel Operations	<b><u>Eat:</u></b> Embracing a Sustainable Food Chain	<b><u>Explore:</u></b> Promoting Local Ecosystems and modern travel
<p>From construction to daily operations, Accor are strongly engaged with resolute action to respect the natural limits of our planet and reduce greenhouse gas emissions. Accor ensures their hotels are designed with sustainability in mind from the outset, and they transform and optimize their operations - waste management, energy and water consumption, eliminating single-use plastics, promoting a circular economy..., through to integrating properties within their ecosystems. As a result, a number of Accor hotels have obtained independent third-party sustainability certification for their sustainable operations with partners such as Green Key and Green Globe, testimony to Accor’s commitment to the planet.</p>	<p>Accor serves more than 200 million meals a year in their 10,000+ restaurants and bars, and food represents 12% of their carbon footprint. Accor’s role in optimizing the management of resources is crucial to control and improve the food cycle “from farm to fork.” Accor are transforming their supply chain, sourcing food more responsibly to preserve biodiversity and reduce environmental impact, as well as promote fair practices for local producers and farmers and respectful conditions for animals. Accor are also reinforcing actions to reduce food waste in their kitchens and to provide guests with an increasingly organic, local and seasonal offering, and overall raise guest awareness.</p>	<p>Accor hotels are deeply rooted in their local ecosystems, communities and economies. One of the foundations of Accor’s business is to preserve each destination’s natural ecosystem and local culture for communities, visitors and future generations. Accor strives to actively protect the local environment and cultural heritage of the destinations around their hotels, as well as create opportunities and meaningful connections with the local communities. Accor are working to design a more sustainable way of traveling, encourage green mobility, and inspire a more conscious exploration and greater awareness for guests in how they too can contribute positively to the destination, its natural environment and local communities.</p>

## 2. Sustainability Overview at Sofitel Melbourne On Collins

Sofitel Melbourne On Collins is a 5-star hotel located in the Paris-end of Collins Street in Melbourne, Victoria. The hotel comprises of 363 guest rooms and suites and offers a wide variety of Food & Beverage services, including Conferences & Events, Restaurant and Bars, and In Room Dining.

Sofitel Melbourne On Collins has been an ISO14001:2015 certified since 2015, with continuous improvements made each year for the hotel's Environmental Management System.

Sofitel Melbourne On Collins is actively engaging with Accor's 3 Key Operational Pillars and shares their progress regularly.

### Stay:

- Measurement and tracking of energy usage
- Waste Management system for segmented and applying the 3 R's
- Eliminating single-use plastic throughout the hotel
- Working with suppliers on a circular economy
- Obtaining an ecolabel with Green Globe

### Eat:

- Sourcing quality ingredients from local suppliers
- Promotion of fair-trade products
- All fish is sustainably certified
- Measurement of food waste
- Promotion of plant-based alternatives on menus

### Explore:

- Local partnerships with Arts Programs, such as The Torch
- Offering Green solutions for guests to experience the city
- Partnering with local organisations on Sustainability initiatives, such as Rotary Melbourne
- Promotion of Kinaway Certified First Peoples businesses for tourism and education
- Training our Ambassadors on our initiatives and influencing the community

For a list of Sofitel Melbourne On Collins' Sustainability initiatives click [here](#).

## 3. Green Globe Criteria

As part of our Sustainability Journey at Sofitel Melbourne On Collins, we have chosen to evolve our measurements from the ISO14001:2015 EMS Manual to Green Globe criteria, focusing on 4 key areas of our Sustainability Management Plan:

1. **Environmental** – to be actively involved in conserving resources, reducing pollution, conserving biodiversity, ecosystems and landscapes.
2. **Sociocultural** – to be involved in corporate social responsibility actions, community development and engagement, local employment, fair trade, collaborating with local communities, equitable hiring and employee protection.
3. **Quality** - any activity that can sustain itself economically through creating competitive advantages within the industry with inspired service that not only meets but exceeds guest expectations. A sustainable business should benefit its colleagues, customers, business partners, owners and other stakeholders.
4. **Health & Safety** – Sofitel Melbourne On Collins complies with all established health and safety regulations and ensures that both guest and Ambassador protection instruments are in place.

## A. Sustainable Management

### A.1 Implement a Sustainability Management Plan (SMP)

Sofitel Melbourne On Collins shall establish and maintain the SMP complying with the requirements included in this section. Sofitel Melbourne On Collins shall formulate policies and procedures that:

- Are appropriate to the nature and scale of the organisations activities
- Are aligned with the 4 key Sustainability Management Plan areas (ie, Environmental, Socio-Cultural, Quality, and Health & Safety issues)
- Include a commitment to continual improvement of the Sustainability Management Plan
- Include a commitment to comply with all applicable legislations
- Provide a framework for setting and reviewing objectives and targets
- Are documented, implemented, maintained and communicated to all employees
- Are reviewed periodically and audited annually

### A.2 Legal Compliance

The Sofitel Melbourne On Collins is licensed according to Australian Law and in compliance with all relevant local legislation including health, safety, labour and environmental aspects, and insurance policies.

### A.3 Employee Training (Ambassador)

Recruitment, training and annual performance reviews at Sofitel Sydney Darling Harbour is in line with the job descriptions and corporate policies. Job descriptions and corporate policies are designed to define the skills, knowledge and attributes that make the organisations individuals successful.

### A.4 Customer Satisfaction (Guest, Visitors and Clients)

The customer experience, or 'guest journey', is the primary focus of our hotel's operation. We encourage our guests to share their experience with us so we can continuously improve on our business decisions and strategies, as our guests are able to provide a unique vantage point on the business' operations that the management and business employees may not be able to provide.

Guest satisfaction and Reputation Performance Scores are measured weekly and corrective actions are taken where appropriate. This is done by having a system in place that allows us to measure how well we are doing, as well as the opportunity to respond to guests that have any concerns from a recent stay. The tools we use to monitor quality performance include:

- Voice of the Guest (VOG) platform, which tracks all online reviews and post-stay surveys
- External Leading Quality Assurance audits (LQA), measuring efficiencies and brand standards
- Guest comment cards and direct feedback
- Social media channels

### A.5 Accuracy of Promotional Materials

All promotional material and communication regarding Sofitel Melbourne On Collins is processed through our Marketing Team and is within the Hotel Brand guideline principles, local regulations and cultural norms. Any dissatisfaction from our guests is tracked through the guest feedback forms or comments made on-site and tracked through our Hotel Service Optimisation System (HotSOS)

## A.6 Local Zoning, Design and Construction

Sofitel Melbourne On Collins is part of a mixed-used complex known as Collins Place, a site managed by Mirvac and complies with all local land acquisition and land rights legislation.

Sofitel Melbourne On Collins reviews its site plan for all aspects of the hotel's operation and the impact these actions can have on the neighbouring community, businesses and environment. This is managed through the hotel's Aspects & Impacts register which is updated annually.

### Sustainable Continuous Improvements; Design & Infrastructure:

- Motion sensor activation for guest room air-conditioning
- Motion sensor light activation throughout back of house areas
- Optimisation of guest lighting controls through touch screen device
- Water flow regulators throughout guest and public bathrooms
- Air-conditioning manually programmed for Conference & Events
- Policies in place for in room shutters to reduce air-conditioning
- Digital monitoring and reporting on cool room efficiencies

## A.7 Experiential or Interpretive Tourism

Information around the natural surroundings, local culture, and cultural heritage is provided to guests, clients and Ambassadors, as well as explaining appropriate code of conduct while visiting natural areas, living cultures, and cultural heritage sites. Experiencing the natural and cultural environment is not only important for educating visitors and protecting the heritage of the area, but a key factor for a high-quality tourist experience marked by a high level of satisfaction. Sofitel Melbourne On Collins partners with First Nations Businesses and Operators where available to promote their continuing connection to land, culture and community, and allows our guests to hear their stories accordingly.

## A.8 Communications Strategy

Sofitel Melbourne On Collins empowers our guests to take part in our sustainability initiatives through in room collateral, and further communicates our environmental, socio-cultural, and business goals and objectives through:

- Dedicated website, [www.sofitel-melbourne.com.au](http://www.sofitel-melbourne.com.au)
- In Room Tapendium
- Social media channels for special event days
- Concierge services

Sofitel Melbourne On Collins shares their plans, progress and monitoring of projects in a monthly Environmental Management System Committee meeting and this information is shared to all Ambassadors.

## A.9 Health and Safety

Sofitel Melbourne On Collins follows all regulations and procedures in regards to the health and safety of our environment, workplace, visitors and colleagues. Sofitel Melbourne On Collins Risk Management procedures and reporting are in line with the Occupational Health and Safety Act of 2004, and all employees are provided adequate training as part of their induction program on these standards.

## B. Socioeconomic

### B.1 Community Development

Sofitel Melbourne On Collins has positioned itself as the Hotel for the Arts, with a dedicated Partnerships Manager and a Arts Consultant, who works closely with the local community to partner, sponsor, donate or network with:

- Art Exhibitions, Galleries, and Museums
- Charity Organisations
- Concerts and Youth Orchestras
- Dancing and Theatrical Troupes
- Fringe Festivals
- Film Festivals
- Food and Wine Festivals
- Musicals and Stage Performances
- Sporting Events

These partnerships have resulted in greater guest experiences and have made the hotel a desirable place of employment and accommodation.

### B.2 Local Employment

Sofitel Melbourne On Collins proactively recruits, develops, and mentors Ambassadors from the local workforce, partnering with Hotel Schools to develop pipelines for continued employment in the Hospitality & Tourism sector.

### B.3 Fair Trade

Sofitel Melbourne On Collins' Purchasing Policy drives all fair-trade goods, meaning that products and goods are ethically sourced. Sofitel's brand standards support that all coffee purchased to be ethically and socially sourced. The Purchasing Policy works with the hotel's ISO22000:2018 to ensure the quality of goods and services are of the highest standard, with full traceability to mitigate the risk of supply chains being compromised or critical control points being jeopardised. The hotel's Brand Standards requires certain key elements be available, however where flexibility permits the hotel's preferences always align with locally and seasonally sourced items, examples include:

- Spring Street Rooftop Honey from Melbourne Rooftop Honey
- Locally sourced preserves available on the Breakfast Buffet
- Wine of the Quarter Program highlighting local wineries
- Locations of all key ingredients listed on menus
- All fish is sustainability certified

### B.4 Support Local Entrepreneurs

Sofitel Melbourne On Collins encourages guests to support local social enterprises, such as the Koorie Heritage Trust, where guests are able to experience, purchase and support:

- Cultural Experiences, including walking tours of the local environment
- Kinaway Certified artwork, jewellery, clothing and accessories
- Artwork, books and artefacts

### B.5 Respect Local Populations

Sofitel Melbourne On Collins acknowledges that Collins Place is on the unceded land of the Wurundjeri Woi Wurrung Peoples and we share stories of culture to assist and facilitate informed education and consultations with First Peoples. This ensures we can be as inclusive as possible within

the remit of private land, water resources, rights-of-way, access to transport and housing, wherever practicable.

## B.6 Exploitation

Sofitel Melbourne On Collins complies with local, national and global requirements around the employment of children, sexual harassment and exploitation. Policies that govern over these requirements include:

- Equal Employment Opportunity Policy
- Business Conducts and Ethics Policy
- Know Your Counterparty Policy
- Modern Slavery Statement

## B.7 Equitable Hiring

Sofitel Melbourne On Collins promotes diversity and equality on all levels of the business, with an objective to actively promote a diverse leadership team, these employment opportunities are governed by our:

- Anti-discrimination and Bullying Policy
- Workforce Inclusion and Diversity Policy
- Equality Employment Opportunity Policy

All positions are filled on the basis of competence. Our hotel adheres to all local laws and regulations concerning labour laws, and offer conditions and wages superior to the minimum requirements. We employ people of many nationalities and women candidates are encouraged to apply across all levels of the business. Salaries and benefits are in line or exceed national regulations, and all payments required by law into superannuation funds are made. Overtime is paid for hours worked beyond the established work in accordance with the Australian Government Labour Agreement, HIGA.

## B.8 Access to Basic Services

Activities of the Business have been annotated through our Aspects & Impacts Register, with our Register of Interested Parties identifying how the local community and neighbours of the organisation could be impacted by our Waste Management, Noise, Pollution and Employment. The activities, partnerships and nature of the business generate a number of secure jobs and reflect positive influence in the community.

# C. Cultural Heritage

All ambassadors at Sofitel Melbourne On Collins are trained to guide guests towards the cultural experiences, events, restaurants and entertainment that our guests are most interested in. Historical and archaeological artefacts are not sold, traded or displayed. Business complies with laws, standards and regulations concerning the protection of historical sites and cultural heritage, and encourages our guests to engage as part of our socioeconomic strategy towards sustainability.

# D. Environmental

## D.1 Conserving Resources

In an effort to conserve resources throughout the hotel, there are strategies in place that include Environmental Management System, Waste Management Plan, Food Waste Strategy Plan, and Energy Measurements and Reporting.



**a. Energy Efficiency**

- Motion sensors for Air Conditioning in guest rooms
- Light sensors for all Heart of House offices
- Digital temperature gauges throughout all cool rooms to monitor effectiveness and eliminate energy leakage
  - o What we have committed to do: All energy purchased by the hotel will be Green Powered from 01/01/2024
    - What we could do more of: Upgrade the Grand Ballroom lighting system with a more energy conscious design

**b. Water Conservation**

- Flow tap regulators
- Encouragement of Tap Water for guests
- Water measurement tracked on a monthly basis
  - o What we have committed to do: Planned to implement a water filtration system for our Restaurant and Bar by the end of 2023
    - What we could do: Implement a water filtration system for our Conference & Events department

**c. Food Waste**

- Host an Annual Sustainability Lunch centered around Food Waste with Rotary Melbourne
- Segment our Organic Waste
- Digital Food Safety System to ensure food is monitored and not wasted
- Partner with William Angliss for a research project around Buffet Waste
  - o What we have committed to do: Implement a Winnow AI Transform system in our Conference & Events kitchen to automatically track our kitchen prep waste
    - What we could do: Implement a Winnow system to measure our plate waste

**D.2 Reducing Pollution**

We encourage our guests to be part of our Sustainability and Waste initiatives, segmented their waste in room as well as drinking Tap Water to eliminate single use water bottles. Sofitel Melbourne On Collins partners with MyClimate to provide carbon offsetting pathways for guests. The hotel’s waste segmentation is monitored and reviewed to determine trends on a monthly basis

Waste Stream	Treatment	Contracted to
Glass, Plastic, Cardboard, Paper and Aluminium – Comingled Recycling	Compacted (on site)	Veolia
Organic Waste	Composted (off site)	Veolia
Landfill/General Waste	Compacted (on site)	Veolia
Glass Bottles	Crushed (on site)	BottleCycler
Light Globes & Fluorescent Tubes	Collected	CMA Ecocycle
Batteries	Collected	CMA Ecocycle
Printer Cartridges & Toners	Collected	Close the Loop
Textiles, Linens, Fabrics	Collected	Textile Recyclers Australia
eWaste; Metal Recycling	Collected	Gregory’s Recycling
Cooking Oil & Fat	Collected	Cookers
Coffee Pods	Collected	Nespresso

## 4. Monitoring and Reporting:

To maintain the outlined Sustainability Management Plan, Sofitel Melbourne On Collins will ensure:

- All energy usage is uploaded and tracked through BMS and verified by Schneider
- Waste is measured alongside costs for individual waste streams
- Corrective Action Reports (CARs) are annotated and discussed at EMS Committee Meetings
- Our Sustainability Management Plan is audited annually via an independent auditor for compliance with the Green Globe criteria as listed above

## 5. Training and Awareness:

All Ambassadors prior to their employment are assigned e-learning around our:

- Code of Conduct Policies
- Work Health and Safety Policies
- Equal Employment Opportunity Policy
- Workforce Inclusion and Diversity Policy

All Ambassadors are trained face-to-face on the following criteria as part of their Day 1 Induction:

- Acknowledgement of Country, understanding the history of the land and respecting the cultural heritage associated with the Wurundjeri Woi Wurrung peoples of the Kulin Nation
- Emergency Preparedness and Occupational Health and Safety, as per Victorian OHS Act 2004
- Environmental Management System Policy
- Waste Management System
- Sustainability Management Impacts in relation to their roles

We raise further awareness around our initiatives for our Ambassadors with a Environmental Management System Committee who meet once a month to discuss the below Agenda action

- Updates from Accor Hotels around Sustainability Best Practices
- Review of current and future initiatives
- Review of objectives met and revision through the PLAN, DO, CHECK, ACT model
- Review of Guest Feedback and measurements
- Plan for Events around Sustainability, featuring:
  - o Reconciliation Week Activities
  - o NAIDOC Week Activations
  - o Earth Day
  - o Rotary Melbourne's Annual Sustainability Lunch
  - o Circular Economy Initiatives
  - o Plant-based Lunches
  - o Local supplier field-trips
- Meeting Minutes are shared via email and on display in our Ambassador Recreational Areas
- Focuses for initiatives are shared through internal channels

## 6. Communication and Marketing

Sofitel Melbourne On Collins commits to engage all relevant stakeholders in our Sustainability Management Plan and initiatives by ensuring that:

- This plan will be made public access via our own website
- This plan will be made available for guests in house through our in room digital device

To be actively part of our initiatives we encourage our guests to:

- Review in-room collateral around sustainability

- Reduce, Reuse, and Recycle while in their room with the facilities provided
- Liaise with our Concierge around current events in the city that support sustainable, sociocultural and local initiatives

We market our initiatives through the below channels:

- Partnerships with community development programs, centered around socioeconomic benefactors
- Promote our sponsorships through our own website and social media channels
- Ensure menus are kept up to date for locally sourced ingredients

## 7. Budget and Resources

All roles at Sofitel Melbourne On Collins have job descriptions which outline the responsibilities and accountabilities in line with that role. Specific accountabilities related to SMP are determined by Top Management of the hotel (ie, Executive Leadership Committee) and the EMS Committee.

The key Sofitel Melbourne on Collins personnel responsible for the maintenance of the SMS include:

- General Manager
- Hotel Manager
- Chief Engineer
- Quality & Risk Manager
- Talent & Culture Manager

A summary of core responsibilities is provided in our register – Roles & Responsibilities. The nominated SMP Representative is the Internal Auditor - Quality & Risk.

## 8. Improvement

Sofitel Melbourne On Collins determines its opportunities for improvement by reviewing its objectives and targets, implementing necessary actions to achieve the intended outcomes of its SMP.

In the event that a non-conformity is identified, a Corrective Action Report has to be issued to the relevant party and must be made in a timely manner. Appropriate resources are to be allocated in order to rectify the matter as directed by the Top Management.

Sofitel Melbourne On Collins' Sustainability Management Plan is designed to review performance and identify key opportunities for improvements in the operation. Regular meetings and analysis of data should result in the determining opportunities for improvement. It is the responsibility of the EMS committee and Top Management to seek areas for improvement from all stakeholders and action accordingly in a timely manner.