

Savings in the City – Green Hotel City of Melbourne

Smart Water Fund Milestone 3 - 8 Report June 2008

Executive Summary

Since June 2005, the City of Melbourne has been running a pilot environmental improvement program with local hotels called *Savings in the City - Green Hotels*. There are 30 hotels participating in the program.

Savings in the City provides support and tools to help hotels make water, waste and energy savings.

Sustainability Victoria, Smart Water Fund and EC3 – GreenGlobe have partnered City of Melbourne in delivering the program.

Environmental savings made by the *Savings in the City* program has seen over the last two years include:

- an average reduction of **water** use of 15.3 litres per guest per night. Over the two years, hotels in the program have saved 45 megalitres of potable water
- an average reduction of **waste** of 4.8 litres per guest per night which equates to 2410 tonnes annually. The total saving for two years, across the 30 hotels, has been the equivalent of 628 truckloads of waste.
- An **energy** saving by the 30 hotels over the last two years equates to 24,769 tonnes of greenhouse gas or 2890 households which is equivalent to all the houses in the whole of East Melbourne.

The program is already being replicated with a current trial operating in the Geelong Otway region. *Savings in the City Green Hotels* has recently been recognised as a finalist in the national Banksia Awards and the UNAA World Environment Day awards in the local government category.

1. Objective of this Report

This milestone report is prepared by the City of Melbourne to meet the Smart Water Fund requirements for the *Savings in the City – Green Hotels* project. It will address Milestones 3-8.

2. Background – Milestones 1 and 2

Smart Water Fund has already received and signed-off Milestone 1 and 2 for the *Savings in the City Green Hotels* program run by the City of Melbourne. Below is an outline of the milestone requirements and the milestone report is attached as a separate document.

Milestone 1

Detailed Project plan (incl. Melbourne based innovative approach, communications plan, implementation plan and audit template). Sign-up at least 10 hotels for involvement.

Milestone 2:

Provide and complete comprehensive audits to at least 10 hotels on water usage (back and front of house). Identify current approach to water management & identify regulatory, institutional, and organizational barriers that inhibit or slow (the implementation of) water use reduction activities. Propose strategies for mitigation of barriers. Develop approach to achieve water reduction. Develop training materials.

3. Milestone 3

3.1 Development, test and refining of methods and tools for hotels to reduce their water use and increase their reuse potential.

Toolkits: Council has developed water, waste and energy toolkits specifically for the accommodation sector based on the experiences of the *Savings in the City Green Hotels* program. The Toolkits seek to pass on the lessons learnt by *Savings in the City* about water, waste and energy efficient hotels, motels, serviced apartments and hostels. The Toolkits are a fundamental resource for the *Saving in the City* program. The Toolkits are freely available for [downloading](#) on Council's website.

Case Studies: Case studies have been developed to profile the achievements of leading hotels in making water, energy and waste savings as a part of the *Savings in the City* program. The case studies are used to promote the best-performing hotels, and to educate and motivate less performing hotels.

Infrastructure Works: Water saving initiatives implemented by hotels varies in capital expenditure, payback periods and savings. An example of water saving initiatives includes:

- installation of in-line flow regulators;
- installation of smart water meters;
- installation of low-flow showerheads;
- replacing washing machines and dishwashers with more water and energy efficient models;
- water saving towel reuse option for guests; and
- 4 minute egg-timers in showers.

3.2 Milestone Report with first draft of kit attached (to allow for comments refinements from SWF) to be completed by Grantee and approved by in the City Program

A draft [Water Wise Hotels Toolkit](#) was sent to SWF for comment in early 2007 and has since been published.

3.3 Conclusions and Recommendations

Working closely with the hotel sector on a water saving program has demonstrated that the most effective initiatives are the simple ones. That is, saving water through flow restrictors, low flow showerheads, dual flush toilets and water-efficient laundry practices (whether on-site or off-site). These initiatives easily save 30-40% of water use while at the same time reduce water bills.

Keeping cooling towers efficient, and reducing fire sprinkler testing from weekly to monthly are more complex items to consider, but will also provide great water savings. For most hotels, seeking alternative water sources such as rainwater harvesting and greywater recycling is more complicated and it is best to instead concentrate efforts on fully exploring the above demand management measures first. The exception to this would be a hotel/motel with large grounds in which case rainwater and stormwater harvesting would be viable alternatives for keeping gardens healthy.

The technology for saving water is increasingly available and effective and the challenge now is to educate staff and guests to also change their behaviour to help save water. Hotel management also seeks clear advice on which technology to apply as too many options makes the decision difficult.

It is recommended that hotels across Victoria be provided with case studies and advice on technologies to reduce water demand and water bills on their premises. Perhaps a 'panel' of goods can be selected, or alternatively the hotel industry can use the products supported by water retailers (generally under their rebate program). Another option is for the hotel industry to partner with an organisation such as the Green Plumbers or Going Solar which has recommendations on the best technology available.

4. Milestone 4

4.1 Final version of Kit complete and distributed (to pilot hotels identified in Milestone No. 1) as a part of the Savings in the City Program.

The *Water Wise Hotels Toolkit* has been produced and was launched and distributed on 29 May 2007 in conjunction with a training session for hotels run through the Australian Hotels Association (AHA) in partnership with the Smart Water Fund and Green Globe. The event focused on areas of opportunity to reduce water consumption, and technology available to facilitate this.

The *Water Wise Hotels Toolkit* was reinforced at the subsequent release and training session for the *Energy Wise Hotels Toolkit* on 3 December 2007 which emphasised an integrated environmental management program for hotels.

The *Water Wise Hotels Toolkit* is available on the City of Melbourne website for download and limited hard copies can be requested from Council.

4.2 Conclusions and Recommendations

The *Water Wise Hotels Toolkit* was finalised in May 2007 and distributed to all pilot hotels as part of an information seminar or through individual meetings.

It is recommended that toolkits be distributed through information seminars or by individual meetings with hotels to talk through the role of the toolkit. Mail out of the kit is not effective on its own as hotels do not make use of it (as was experienced with the earlier mail out of the *Waste Wise Hotels Toolkit*).

5. Milestone 5

5.1 Promotion of success / kit through HMAA, CWW, City of Melbourne.

Communications Plan

A Communications Action Plan was funded and developed by the Smart Water Fund to set out opportunities to promote water wise actions by the hotel sector. Communications Action Plan is attached at Appendix 3.

Information Seminars

A Water Wise Hotels Seminar was held in May 2007 and was linked to the launch of the *Water Wise Hotels Toolkit*. The session was attended by approximately 70 delegates representing over 35 hotels from across greater Melbourne. Evaluation forms were filled out by almost half of the attendees with 92% of responses providing positive feedback on the value of the information provided and the quality of the presentation. Further details are provided at Appendix 1.

An Energy Wise Hotels Seminar was held in December 2007 and linked to the launch of the *Energy Wise Hotels Toolkit*. This session was used as a further opportunity to engage and educate regarding water savings in hotels. Details of this session are also found at Appendix 1.

Website

The City of Melbourne has developed a [five level recognition system](#) to show the progress of hotels in making environmental improvements. Hotels need to move from Level 1 to Level 5 to show the effort and achievements they have made in reducing water, waste and energy. The system is used to motivate hotels to make environmental improvements. Council then acknowledges the efforts and success of hotels initiatives through Council's website under the [Hotel's progress table](#) which is updated quarterly upon the release of the quarterly *Savings in the City Green Hotels* newsletter sent to all hotels and stakeholders. It is currently up to date.

The program has also received positive media coverage and communication. These include:

- Media articles in [the Age](#); [Travel Black Board](#) and Travel Today.
- The World Sustainable Building (SB) Conference series, is the peak gathering of the world's leading technical experts and researchers on sustainable built environments. Under accommodation, [SB08](#) encourages guests to use the *Savings in the City* hotels.
- Editorial in the AHA magazine in early 2007 and in the Our Hotel magazine in early 2008.

Networks

The HMAA and CWW have been assisting Council in the promotion of *Savings in the City* program by informing their members about the program, seminars and toolkits.

5.2 Conclusions and Recommendations

The production of the *Water Wise Hotels Toolkit* has filled a gap in the information available to hotels. It provides a basis for which hotels can consider water saving programs by taking them through the necessary steps to audit and understand water use. Hotels that have already made the commitment to be more sustainable will find the toolkit valuable.

Smart Water Fund owns the intellectual property behind the *Water Wise Hotels Toolkit* and has agreed along with City of Melbourne that it can be used by other organisations committed to running a green hotels program as long as due acknowledgement is given. To date, Geelong Otway Tourism has taken up this opportunity. This will help see the toolkit distributed beyond the hotels in the *Savings in the City* program.

It is recommended that the *Water Wise Hotels Toolkit* be made available to all hotels, under the branding of the organising body (tbd), with due acknowledgement to Smart Water Fund and City of Melbourne. It is also recommended that it be distributed as part of an environmental suite of toolkits covering at least water, waste and energy. Sustainability Victoria needs to be given due acknowledgement for the waste and energy toolkits.

6. Milestone 6

6.1 Evaluation

The City of Melbourne engaged an independent consultant Metropolis Research Pty Ltd to conduct an evaluation of the *Savings in the City* program. The evaluation involved surveying participating hotels, partners, stakeholders and relevant external parties about the effectiveness of the *Savings in the City Green Hotels* program.

Metropolis Research's evaluation concluded that:

The Savings in the City program has been extremely successful in meeting its goals in terms of developing and implementing a program designed to improve sustainability outcomes in participating hotels.

Aspects of the process such as the seminars and the audits were very well received by hotel respondents and stakeholders, who were very satisfied with their design, implementation and outcomes. Although there were some suggestions for improvement, no significantly negative feedback was received on any issue. In particular, the more complex aspects of the program such as the data reporting system and the rating ladder were judged positively by both hotel respondents and stakeholders.

Officers at the City of Melbourne were judged to have performed very well in all aspects of their roles in relation to the Savings in the City program. Aspects of the Savings in the City website, which scored lower than other aspects of Council performance, were still rated highly overall.

Stakeholders overwhelmingly felt that the Savings in the City program had an impact which extended beyond the hotels directly involved in the program. In addition, many hotel respondents have been successfully encouraged to take the next steps themselves in regards to improving sustainability in their organisations.

There is considerable support for the idea of extending the Savings in the City program. It is perhaps a reflection on the success of the program in its current form that both stakeholders and hotels feel strongly that the program should remain in government hands, preferably local government.

The full evaluation report is provided as a separate document.

Annual data collection also records the progress of hotels in saving water, energy and waste as per the hotel bills. The recognition ladder also provides an evaluation of hotel commitment.

6.2 Completion of evaluation audits on pilot hotel on water usage

The *Savings in the City* program's water module commenced in August 2006, with ECS undertaking ten water audits for the pilot hotels including:

1. Quest on Bourke, 155 Bourke St
2. Saville City Suites, 133 Jolimont Rd
3. Pacific International Suites, 471 Little Bourke St
4. Radisson on Flagstaff, 380 William St
5. Batman's Hill on Collins, 623 Collins St
6. Mercure Grand Hotel, 195 Swanston St
7. RACV City Club, 501 Bourke St
8. Hotel Ibis, 15-21 Therry St
9. Hotel Ibis, 600 Little Bourke St
10. Unilodge on Flinders, 238 Flinders St

The audits identified water saving opportunities and implementation costs. These audits were completed in March 2007 and have helped formed the hotels water action plans. The audit for each hotel can be provided upon request.

6.3 Provide audit model, services and kit for take-up by other hotels

The *Water Wise Hotels Toolkit* has been developed to assist in the up-take of water saving initiatives. The Toolkit is designed to be used by hotel managers, chief engineers, food and beverage managers, house keeping and those responsible for staff training and work practices. It offers practical information for hotel, motels, serviced apartments and hotels on how to successfully integrate water conservation programs into the day-to-day management.

The Toolkit is based on wide research and information obtained from 10 water audits conducted on the pilot hotels.

The *Water Wise Hotel Toolkit* sets out the audit model and services that assist hotels and motels to undertake water saving initiatives. The *Toolkit* is available on the City of Melbourne website and widely publicised. A [fact sheet](#) is also provided on the website to help people find the *Toolkit* and consultants.

6.4 Investigate and assess the actual uptake of the program

The *Savings in the City* program has continued to witness up-take of water saving initiatives from hotels. Over the past 2 years, the *Savings in the City* program has saved 45 megalitres of water.

To monitor the water savings made by the hotels in the *Savings in the City* program, consultant assistance was made available to the hotels to help teach them how to collate their quarterly water bills to show changes in water consumption. Advice is still available, however the primary tool is now the [Hotel Enviro Collator](#) spreadsheet developed for them. This data is set out anonymously at Appendix 2.

The water module commenced in Year 2 of the *Savings in the City* program in September 2006. Whilst some hotels have successfully implemented projects that have seen reductions in water use, not all hotels have focused greatly on this area.

The water module has produced much more varied savings than the energy and waste modules as only 12 hotels have made water savings, and 7 have increased their water usage (and 11 don't have full documentation). This will continue to be assessed with the upcoming audit of the 07/08 data to try and reconcile whether this is a water use issue, a data entry issue or leakage issues.

The City of Melbourne is committed to running the *Savings in the City Green Hotel* pilot program for three active years and will collect in fourth year of hotel water, waste and energy data at the end of 2008. Beyond these four annual audits, CoM has been educating and encouraging hotels to maintain their own annual audits to ensure good property management. It is considered that about half of the thirty hotels are showing enough initiative to keep this up.

Measurement of the take up of water initiatives is expressed through the hotel progress ladder which requires hotels to document their performance using the templates in the recognition system.

6.5 Conclusions and Recommendations

The evaluation of the program has drawn varied conclusions. These conclusions and recommendations are:

| | Program Component | Conclusion | Recommendation |
|----|-------------------------------|---|---|
| 1. | Program management | 'Well run' as independently assessed by participants and stakeholders. | Use current program model as much as possible in any future 'ownership' of the program by another organisation. |
| 2. | Website | Should have higher profile, be easier to find, and show information more clearly | Improve current website. Ensure any future program has better website. |
| 3. | Toolkits | The toolkit is useful for those hotels that have made the decision to be more sustainable in their practices. The toolkit is generally transferable for other regions. | Advise hotel industry of the toolkit and its applicability/transferability. |
| 4. | Measuring hotel efforts | Recognition templates require hotels to quantify their expected and actual water savings. This has proved very hard to do due to the variables in data and as a result most hotels are not as high on the recognition ladder as they could be. | Modify recognition templates to make them easier for hotels, and therefore give hotels greater sense of achievement and motivation. |
| 5. | Measuring hotel water savings | Measuring water savings through the annual collection of water bill data has proved difficult for the hotels to commit to. Just over half of the hotels have given the full three years of data. Some hotels have made great water savings resulting in overall savings, however many hotels have increased their water use. It is unclear why there is such disparity of water use. Perhaps it is data collection, billing methods, leaking pipes or other reasons. The inconsistencies of water saving has resulted in lower anticipated water conservation for the grant program. Initial estimates referred to 15 ML saving per hotel with a potential of 1000ML saving for 67 hotels. This estimated was intended as a saving over time as less than a third of the hotels actually use more than 15ML per year. With the slower take up, it is considered that it will take 12 years for the hotels to make an average 15 ML savings. | Await fourth year of data and assess general patterns. Follow up on potential leakage at any hotels. Link data management to new requirement for businesses using more than 10 ML/yr to do a WaterMAP. |
| 6. | Audits | Undertaking the ten audits on hotels did not result in these hotels making greater water savings than the other hotels in the program. Of the ten hotels: <ul style="list-style-type: none"> • two are performing at best practice level • four reduced their water use • three increased their water use • three did not provide full follow up data. In response to this, it is considered that providing a business with a free water audit does not spur action of itself. The best way the program has shown to spur action is through 'hand-holding' and being in contact with hotels to encourage and give advice. This is where the gains are made. | Continue to liaise with hotels to encourage greater water savings. Ensure future programs have a dedicated program manager that can make contact with hotels (as a better use of funding than free audits). |

7. Milestone 7

7.1 ***Document a strategy to enhance the uptake of water use reduction and increased reuse potential by Melbourne hotels, including recommendations for changes to regulatory barriers and requirements.***

The City of Melbourne considers that the *Savings in the City – Green Hotels* program has clearly demonstrated that it is an effective program to deliver water, waste and energy savings. In response to this, Council is seeking a future owner for the program that can implement it beyond the municipal boundaries of the City of Melbourne. Discussions are currently underway regarding these alternatives, and a trial expansion of the program commenced in June 2008 in the Geelong Otway region.

Savings in the City Green Hotels has also demonstrated that significant water savings can be made through demand reduction; however water re-use is not something that has proven easy to implement or clear as a business investment for hotels.

7.2 ***Conclusions and Recommendations***

In terms of regulatory barriers, Council recommend the following regulatory barriers be changed:

- Mandate that weekly testing of fire sprinklers no longer be allowed.
The Australian Standards, buildings and plumbing regulations have been modified to enable fire sprinklers to be tested monthly and/or the water be recirculated. The take-up of buildings in applying this is very slow. Mandating against weekly fire testing could save 450 megalitres of water across Victoria each year.
- Mandate maximum water efficiency for cooling towers
Cooling towers form part of the air-conditioning system of many large hotels. They regularly consume between 10 to 25 percent of the total water used in a commercial building. Council is encouraging hotels to choose a service provider or maintenance provider that includes water consumption as a key performance indicator in their services and to consider using alternative waste sources such as recycled water, rainwater or stormwater in their cooling towers.
- Mandate that the purchase of water-cooled wok stoves no longer be allowed
Wok stove burners generate high levels of heat. Water jets are installed to enable cooling water to flow across the cooktop to absorb this heat and prevent the stove from buckling, cooking and cleaning taps are generally left running. Waterless wok stoves are now available that save an average of 3200 litres per stove per day. Similar efficiencies can be gained for waterless steamers.
- Mandate smart water metering for large water users
Water meters can monitor water consumption and assist in early leak detection and prevention. These 'meters' can automatically notify of leaks or even shut off water flow. All hotels can benefit from the installation of a smart water meter, as they will be able to view their current consumption volumes and patterns and make efforts to reduce this.

8. Milestone 8

Final report completed, including chapters on each milestone, conclusions, recommendations and executive summary.

This report is considered to be the final report and recommendations are provided under each section.

Water Wise Hotels Seminar and Energy Wise Hotels Seminar

Appendix 1

A Water Wise Hotels Seminar was held in May 2007 and was linked to the launch of the *Water Wise Hotels Toolkit*. The session was attended by approximately 70 delegates representing over 35 hotels from across greater Melbourne.

The content of the session was carefully designed to provide succinct information that was practical to those attended. The primary sessions were:

- a summary of relevant information and statistics relating to water use in hotels;
- rundown of content and value of the *Water Wise Hotels Toolkit*;
- a 'tradeshow/consultation' format whereby a range of product suppliers were at hand to discuss water initiatives with attendees;
- inspiring case study from a leading Melbourne hotel.
- panel discussion allowing general questions and thoughts from the group.

Evaluation forms were filled out by almost half of the attendees with 92% of responses providing positive feedback on the value of the information provided and the quality of the presentation.

Positive feedback included:

- informative – clear and concise;
- good speakers;
- support for environmental management;
- topical;
- good contacts;
- case study very useful;
- motivational;
- relevant to hotels and individual

Critical feedback included the need to provide information that was less generalised. That is, different information for large and small hotels, for luxury and budget hotels etc.

The partners for this session were EC3 Global, Australian Hotels Association and the Smart Water Fund.

Evidence of the Water Wise Hotels Seminar is attached including invitation and agenda.

Lord Mayor John So invites you to learn how to improve the economic, social and environmental sustainability of your hotel.

The City of Melbourne, Smart Water Fund and Green Globe are holding an information session on saving water, specially designed for hotels, motels and serviced apartments. Each participant will receive a free *Water Wise Hotels Toolkit* and be introduced to Green Globe, the world's leading environment performance improvement program.

You will learn how to:

- Measure and monitor your environmental performance through benchmarking.
- Understand the current level of water use and where savings can be found.
- Develop an environmental management approach to deal with water consumption.
- Improve your business efficiency through better resource management methods and become globally recognised for it.

Manufacturers of water-saving technology will also attend to present you with more ideas.

When: Tuesday, 29 May 2007, 9am to 12.30pm. Morning tea will be provided.

Where: Australian Hotels Association, Level 1, 1 Little Collins Street, Melbourne.

Cost: Complimentary.

RSVP: Wednesday, 23 May 2007 – please complete the attached registration form.

The *Water Wise Hotels Toolkit* and information session follows on from the recent water-saving audits undertaken for the City of Melbourne's *Savings in the City – Green Hotels* program.

The information session is partly funded by the Department of Industry, Tourism and Resources and the Australian Hotels Association. The workshop is supported by the Hotel, Motel and Accommodation Association and Sustainability Motels.

Smart Water Fund | Savings City | Green Globe | City of Melbourne

| |
|---|
| “Water Wise Hotels” - Savings in the City |
| Date – Tuesday 29th May 2007 |
| Venue: Australian Hotels Association (AHA) |

Key Messages:

- Find out how your hotel can improve the economic, social and environmental sustainability;
- Find out about the new *Water Wise Hotels Toolkit* that is available for hotels to use;
- Learn how other hotels are already making great water saving efforts;
- Find out about different technology and infrastructure ideas;
- Develop an environmental management approach within your organisation;
- Improve your business efficiency through better resource management methods and become globally recognised for it.

Communication Objectives:

- To have hotels motivated and knowledgeable about pursuing water efficiencies;
- To have hotels aware of the *Water Wise Hotels Toolkit* and the *Savings in the City* program;
- Gain feedback from hotels about barriers to achieving water efficiencies;
- Gain feedback from hotels about future training needs;
- Identify a framework for achieving sustainable tourism objectives.

Target Audience:

- General Managers
- Chief Engineers
- Food and Beverage staff
- Housekeeping staff.

Information Session Partners:

- Smart Water Fund
- Sustainability Victoria
- Green Globe
- Australian Hotels Association (Vic)
- Hotels and Motels Association Australia (Vic)

Evaluation:

- Number of information session participants;
- Survey results from information session:
- Number of kits ordered by phone and email;
- Number of *Savings in the City* participants reaching Level 2 recognition for water.

Session Facilitator:

Chris Robinson, Capire Consulting Group Pty Ltd

Event Organiser: Sheridan Blunt, City of Melbourne, 9658 8429.

DOC # 4581049

“Water Wise Hotels” - Savings in the City and Green Globe

Date: Tuesday 29th May 2007: 9am - 12.30pm / Venue: AHA

Session Facilitator - Chris Robinson, Capire Consulting Group Pty Ltd

| | Session | Presenter | Time |
|-----|---|---|---|
| 1. | Arrival and registration (Register; collect name badges, background info; handout Toolkit Packages for participating hotels) | - | 8.30 - 9.00 |
| 2. | Welcome Official welcome from Industry group. | Brian Kearney, Chief Executive Officer, AHA | 9.00 - 9.05 5 minutes |
| 3. | ‘Savings in the City’ – A brief introduction Outline: Origin of program, Green Globe & partners, modules, achievements to date, future activities. | Cr John So – Lord Mayor, CoM | 9.05 - 9.10 5 minutes |
| 4. | Introduction to the Introduction Program Outline: Acknowledge attendees; agenda for the day (i)Water Wise Toolkit (ii)Green Globe etc; Role of Facilitator; Evaluation forms and Question forms; Feedback / summary of registration “Survey”; General Questions and expectations for the day. | Chris Robinson, | 9.10 - 9.15 5 minutes |
| 5. | a) Where is water used in hotels? General Findings from 10 audits - general references across to Toolkit and Potential Water Conservation Measures b) Introduction to the “Water Wise Hotels Toolkit” - main elements § S.A.V.E.;; § Organisational, technological and behavioural change needed; § Personnel; § Audit; Balance, benchmarks, best practice; § Cost benefit analysis; § Service providers; § Monitoring; and Fact Sheets. | Sheridan Blunt, CoM | 9.15 - 9.35 20 minutes (inc some questions) |
| 6. | Hotel case study What is the benefit of doing a water audit for my hotel? § Holiday Inn on Flinders because they have followed a good process of doing audit and action plan, and can be presented by General Manager; | Holiday Inn on Flinders – Jason Burnett (confirmed) | 9.35 - 10.00 |
| 7. | Introduction to “Trade Show” format MC to provide quick overview of the different “stands” and what they have / (PPT required); invite all participants to rotate during the break: MC will give 1 min warnings during the break to allow move to the next stand. | Chris Robinson, (MC role here) | 5 min |
| 8. | MORNING COFFEE and “TRADE SHOW” style – 30 minutes in total Coffee / Refreshments over “products” in Trade Show format” technology presentations. § Jemflow – flow restrictors (Confirmed OK) § Enware – Ultra Rinse Spraygun and “Micro Flow” tap system (Confirmed OK) § Half A Teaspoon – Behaviour change program inc with shower timers (Confirmed OK); § Water Guard – Gary Workman, Green Plumber | Informally facilitated activity where small groups / individuals can visit trade stands - each group provided 8 min presentations by trade rep. Ops to touch and look at technology | 10.00 - 10.40 ~ 30 to 40 minutes |
| 9. | A “Panel” discussion (Case Study Speakers and Industry Reps) § Facilitated discussion / questions. Panel to comprise Hotel Case study speakers (2) and Industry “Trade Show” reps (4) : Panel to field questions; and test lessons, tips, management styles, procedures etc § MC to introduce Jason Keating, Green Globe. | Chris Robinson, (MC role here) | 10.40 - 11.00 20 minutes |
| 10. | Green Globe § Background and Overview § Benchmarks and Processes § Benefits and actions and next steps required | Jason Keating, Green Globe | 11 - 11.45 45 minutes |
| 11. | Group Plenary discussion to canvas with whole group: § Behavioural change issues and obstacles; § Suggestions for “next steps” at participants organisations; and § Recap of learning vs. expectations from today. | Chris Robinson, (MC role here) | 11.45- 12.05 20 minutes |
| 12. | Summary and Questions Contact details, Workshop Evaluation Forms / Feedback, next steps, close. | Chris Robinson / CWW, SV, CoM | 5 minutes 12.15 / 12.30 close |

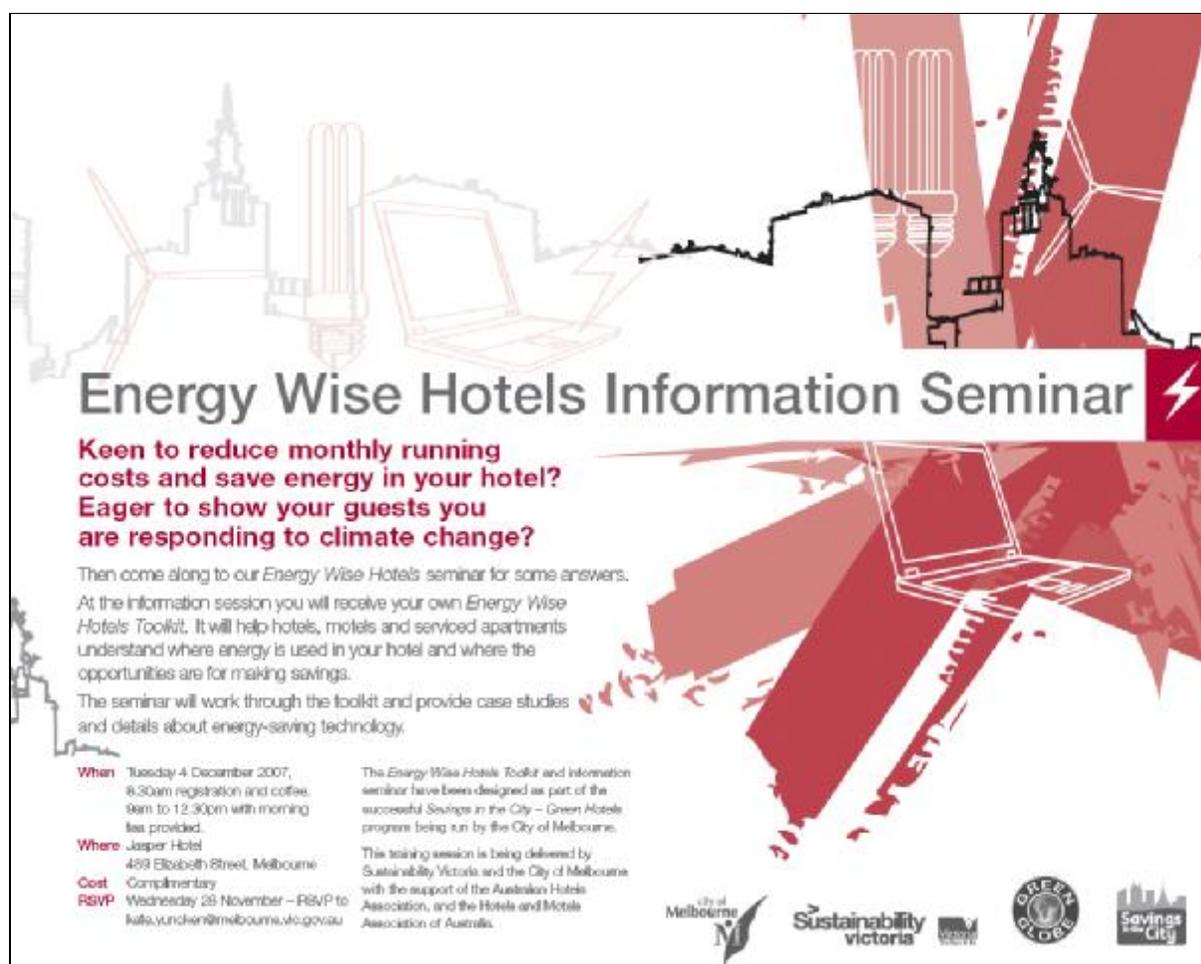
The *Energy Wise Hotels Toolkit* was launched on 4 December 2007 by Cr Fraser Brindley at an associated information seminar attended by over 60 people from the hotel industry to large.

The information seminar provided information on how to use the toolkit, where energy is used in hotel along with technical advice on energy efficiency measures that can be undertaken by hotels. The seminar included a tradeshow / industry session which provided participants with an opportunity to receive a hands-on experience with new emerging technologies. The industry representatives were useful in answering technical questions.

The information seminar was successful in delivering information and connections to the hotel industry in relation to energy efficiency, whilst also promoting water and waste management.

100 copies of the *Energy Wise Hotels Toolkit* inserts were printed, and 80 of these were inserted into the remaining folders now holding all three kits: energy, water and waste. None of these hard copy kits remain, and the City of Melbourne will print an additional 100 copies.

Evidence of the Energy Wise Hotels Seminar is attached including invitation and agenda.



The poster features a stylized red and white graphic background with icons of a lightbulb, a laptop, and a house. The main title is 'Energy Wise Hotels Information Seminar' with a lightning bolt icon. Below the title are two key questions in red: 'Keen to reduce monthly running costs and save energy in your hotel?' and 'Eager to show your guests you are responding to climate change?'. The text describes the seminar's purpose and details. Logos for the City of Melbourne, Sustainability Victoria, and the City of Melbourne Savings City are at the bottom.

Energy Wise Hotels Information Seminar

Keen to reduce monthly running costs and save energy in your hotel?
Eager to show your guests you are responding to climate change?

Then come along to our *Energy Wise Hotels* seminar for some answers.
At the information session you will receive your own *Energy Wise Hotels Toolkit*. It will help hotels, motels and serviced apartments understand where energy is used in your hotel and where the opportunities are for making savings.
The seminar will work through the toolkit and provide case studies and details about energy-saving technology.

When Tuesday 4 December 2007,
8.30am registration and coffee,
9am to 12.30pm with morning
tea provided.

Where Jasper Hotel
489 Elizabeth Street, Melbourne

Cost Complimentary

RSVP Wednesday 28 November – RSVP to
kate.yundken@melbourne.vic.gov.au

The *Energy Wise Hotels Toolkit* and information seminar have been designed as part of the successful *Savings in the City – Green Hotels* program being run by the City of Melbourne.

This training session is being delivered by Sustainability Victoria and the City of Melbourne with the support of the Australian Hotels Association, and the Hotels and Motels Association of Australia.

| “Energy Wise Hotels” - Savings in the City and Green Globe | | | |
|---|---|---|---|
| Date: Tuesday 4 Dec 2007: 9am - 12.30pm / Venue: Jasper Hotel | | | |
| Session Facilitator - Chris Robinson, Capire Consulting Group Pty Ltd | | | |
| | Session | Presenter | Time |
| 13. | Arrival and registration (Register; collect name badges, background info; handout Toolkit Packages for participating hotels) | - | 8.30 - 9.00 |
| 14. | Welcome Official welcome On behalf of City of Melb, & Sustainability Victoria and with the support of the Australian Hotels Association, and the Hotels and Motels Association of Australia. | Councillor Fraser Brindley, City of Melbourne | 9.00 - 9.05 5 minutes |
| 15. | Introduction to the Program Outline: Acknowledge attendees; agenda for the day. Energy Wise Toolkit. Role of Facilitator; Evaluation forms and Question forms; Feedback / summary of registration “Survey”; General Questions and expectations for the day. | Chris Robinson, Capire | 9.05 - 9.10 5 minutes |
| 16. | Introduction to the “Energy Wise Hotels Toolkit” - link to other toolkits | Sheridan Blunt | 9.10 – 9.20 |
| 17. | Where is energy used in hotels? General Findings from 10 audits - general references across to Toolkit and Potential Energy Conservation Measures | Anwar Ahmed, Enman | 9.20 – 10.05 30 minutes plus 10 minutes Q's) |
| 18. | What is a carbon neutral hotel? | Sheridan Blunt | 10.05 - 10.10 |
| 19. | Introduction to “Trade Show” format MC to provide quick overview of the different “stands” and what they have; invite all participants to rotate during the break: MC will give 1 min warnings during the break to allow move to the next stand. | Chris Robinson, (MC role here) | 10.10 – 10.20 |
| 20. | MORNING COFFEE and “TRADE SHOW” style – 30 minutes in total Coffee / Refreshments over “products” in Trade Show format” technology presentations. § Lighting - AC Techart Electronics Pty Ltd § Variable Speed Drive - Danfoss Australia § Building Management Control Systems and Automation Solution - Environmental Control Services Group (ECS) § Water – Caroma Dorf | Small groups / individuals can visit trade stands - 8 min presentations by trade rep. Ops to look at technology | 10.20 – 10.50 ~ 30 to 40 minutes |
| 21. | Hotel case studies What is the benefit of doing an energy audit for my hotel? § Pacific International Suites § Miami Hotel Melbourne | General Manager, Peter Janssen | 10.50 – 11.20 |
| 22. | A “Panel” discussion (Case Study Speakers and Industry Reps) § Facilitated discussion / questions. Panel to comprise Hotel Case study speakers (2) and Industry “Trade Show” reps (4) : Panel to field questions; and test lessons, tips, management styles, procedures etc (refer to Future Melbourne) | Chris Robinson, (MC role here) | 11.20 – 11.40 25 minutes |
| 23. | Group Plenary discussion to canvas with whole group: § Behavioural change issues and obstacles; § Suggestions for “next steps” at participants organisations; and § Recap of learning vs. expectations from today. | Chris Robinson, (MC role here) | 11.40 – 12.00 20 minutes |
| 24. | Summary and Questions Contact details, Workshop Evaluation Forms / Feedback, next steps, close. | Chris Robinson / CWW, SV, CoM | 5 minutes 12.05 close |

Savings in the City Green Hotels – Water Conservation Results

Appendix 2

Savings in the City Hotels

Water

| Hotel | First Year | | Second Year | | | Third Year | | | | |
|-------|-------------------|---------------|-------------|---------------|-------------------|------------|--------------------|--------------------|---------------|-------------------|
| | Water L/gn | Water Ranking | Water L/gn | Water Ranking | Change in Ranking | Water L/gn | % Reduction 2 to 3 | % Reduction 1 to 3 | Water Ranking | Change in Ranking |
| 1 | | | | | | 119 | NA | NA | | |
| 2 | | | 192.2 | 7 | 0 | #DIV/0! | #DIV/0! | #DIV/0! | | |
| 3 | 108.8 | 1 | 163.2 | 5 | (+50%) -4 | 147 | 10% | -35% | | |
| 4 | | | | | 0 | 519 | #DIV/0! | #VALUE! | | |
| 5 | 595.3 | 21 | 562.8 | 22 | (-6%) -1 | 377 | 33% | 37% | | |
| 6 | 174.7 | 6 | | | 0 | #DIV/0! | #DIV/0! | #DIV/0! | | |
| 7 | No data supplied. | | | | 0 | 587 | #DIV/0! | #VALUE! | | |
| 8 | 518.96 | 20 | 508.36 | 21 | (-2%) -1 | 614 | -21% | -18% | | |
| 9 | 505.2 | 19 | 505.98 | 19* | (+0.15%) | #DIV/0! | #DIV/0! | #DIV/0! | | |
| 10 | 377.0 | 18 | 370.6 | 20 | (-1.7%) -1 | 261 | 30% | 31% | | |
| 11 | 147.4 | 3 | 126.8 | 1 | (-14%) +2 | 153 | -20% | -4% | | |
| 12 | 208.0 | 9 | 245.7 | 12 | (+18%) -3 | 246 | 0% | -18% | | |
| 13 | 275.7 | 13 | 268.8 | 17 | (-2.5%) -4 | 422 | -57% | -53% | | |
| 14 | 236.4 | 11 | 262.1 | 15 | (+10.9%) -4 | #DIV/0! | #DIV/0! | #DIV/0! | | |
| 15 | | | 344 | 18 | 0 | #DIV/0! | #DIV/0! | #DIV/0! | | |
| 16 | 208.8 | 10 | 218.3 | 10 | (+4.5%) 0 | 162 | 26% | 23% | | |
| 17 | 172.4 | 5 | 157.9 | 4 | (-8.4%) +1 | 169 | -7% | 2% | | |
| 18 | 183.6 | 8 | 193.5 | 8 | (+5.4%) 0 | 202 | -4% | -10% | | |
| 19 | 316.2 | 14 | 267.6 | 16 | (-15.4%) -2 | 272 | -2% | 14% | | |
| 20 | No data supplied. | | 83.50 | | 0 | #DIV/0! | #DIV/0! | #VALUE! | | |
| 21 | 241.2 | 12 | 246.3 | 13 | (+2.1%) +1 | 200 | 19% | 17% | | |
| 22 | 167.0 | 2 | 183 | | 0 | 172 | 6% | -3% | | |
| 23 | | | 364.8 | 19 | 0 | #DIV/0! | #DIV/0! | #DIV/0! | | |
| 24 | 331.9 | 16 | 260.1 | 14 | (-21.6%) +2 | 178 | 31% | 46% | | |
| 25 | 324.8 | 15 | 240.2 | 11 | (-26%) +4 | 279 | -16% | 14% | | |
| 26 | 180.4 | 7 | 171.4 | 6 | (-5%) +1 | 167 | 2% | 7% | | |
| 27 | No data supplied. | | 49.90 | | 0 | #DIV/0! | #DIV/0! | #VALUE! | | |
| 29 | 154.2 | 4 | 135.7 | 2 | (-12%) +2 | 129 | 5% | 16% | | |
| 30 | 355.6 | 17 | 209.35 | 9 | (-41.1%) +9 | 203 | 3% | 43% | | |
| 31 | | | 139 | 3 | 0 | 203 | -46% | #DIV/0! | | |

DRAFT Project Communications Action Plan

Communications implementation to be managed by Fenton Communications

Project organisation: Melbourne City Council

Project contact: Sheridan Blunt, Melbourne City Council,
phone 03 9658 8429, email sheblu@melbourne.vic.gov.au

Project title: **Savings in the City - Water Wise Hotels**

Project description: Develop and implement a pilot environmental improvement program for hotels that will enable them to review and benchmark their current level of environmental performance; identify priority issues; and cost-effectively take action to conserve water. The program will include the development of an auditing process and rating scheme, as well as a water-wise kit and reference guide, to help hotels improve their water efficiency. It is envisaged that this model will ultimately be transferable to other industry sectors in Melbourne.

Audience(s):

Primary

- Participating hotels and Melbourne hotels, including staff
- Hotel and accommodation industry associations
- Hotel guests (domestic and international)
- Trade and general media
- Water industry

Secondary

- General public

Partners

- City of Melbourne, Smart Water Fund

Stakeholders

- Minister for Water, Minister for Tourism
- Lord Mayor and City of Melbourne Councillors

Note: The actions recommended here include activities put forward in the existing communications program developed by City of Melbourne.

Water-Wise Kit and all communication materials to be co-branded by the City of Melbourne and Smart Water Fund.

City of Melbourne will project manage the Communications Plan and liaise with Smart Water Fund on all media elements, involving Ministers and Lord Mayor involvement. City of Melbourne to acknowledge SWF on all media and communication materials.

Materials such as case studies developed by SWF for their website to acknowledge City of Melbourne and include City of Melbourne logo and Savings in the City visual device.

Outputs to be produced by the City of Melbourne

- Water-Wise Kit
- Savings in the City Reference Folder
- Case studies
- Media releases
- Flyers for hotel guests
- Signage for Hotels Foyers
- Briefing sessions for hotel

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Communications implementation to be managed by Fenton Communications

Milestone 1: Distribution of water-wise kit to pilot hotels.

Objective: To raise awareness of the methods and tools available for hotels to reduce their water use and increase their reuse potential.

| Audience: | Action: | Responsibility: | Timing: | Status: |
|-------------------------------|--|---|------------------------|---|
| Participating hotels | <ul style="list-style-type: none"> Produce the Water-Wise Kit for distribution to pilot hotels. This kit should include fact sheets on the program, targets and milestones, ideas for promoting the program and changes to staff and guests, as well as tools for participation and promotion. Also include a backgrounder on the Smart Water Fund Distribute Water-Wise Kit and host briefing sessions for Hotel Water-Wise project managers to explain the kit Due to the timing of this milestone and the timing of the state election, it may not be possible to include ministers in this promotion. | <ul style="list-style-type: none"> CoM CoM CoM | May 2007 | <p>Water Wise Toolkit completed. Smart Water Fund branded on kit. Fact Sheet completed.</p> <p>Water Wise Seminar - 29 May 07</p> |
| Media | <ul style="list-style-type: none"> Target one hotel to participate in the media launch of the kit - preferably use a hotel already engaged in the waste reduction strategy - and have a 'stunt' such as lining up a number of hotel laundry bins to spatially indicate the potential water savings (for a daily, weekly or monthly basis), and also provide results from earlier participation in waste reduction strategies for additional emphasis. Involve both Lord Mayor and Minister | <ul style="list-style-type: none"> CoM in partnership with SWF | Dec 2007 and on-going | Media for program includes: the Age ; Travel Black Board and Travel Today |
| Staff at participating hotels | <ul style="list-style-type: none"> Use email, staff newsletters, intranet sites, notice boards and staff meetings to promote arrival of the kit; its objectives, proposed benefits, impact on work styles. | <ul style="list-style-type: none"> Participating Hotels | From May 2007 | Many of the hotels have staff training or induction that incorporated the Toolkit. |
| Hotel guests | <ul style="list-style-type: none"> Develop a flyer or fact sheet for in-room distribution, highlighting the program, its benefits, achievements and how guests can help reduce water during their stay. Hotels to be responsible for ongoing printing requirements. | <ul style="list-style-type: none"> CoM CoM | From March 2008 | <p>Case Studies available for leading hotels. Some hotels have developed their own signage.</p> |
| Water industry | <ul style="list-style-type: none"> Draft an article for inclusion in the SWF newsletter Prepare a case study for inclusion on the SWF website | <ul style="list-style-type: none"> SWF and FC SWF, FC and CoM | April 2008 | <p>SWF newsletter article April 2008. Case study completed but not on website.</p> |
| Industry associations | <ul style="list-style-type: none"> Distribute the Water-Wise Kit to key industry associations and supporters of Savings in the City program – HMAA and AHA Draft an article for inclusion in HMAA <i>Key News</i>, AHA (Vic) and Tourism Victoria newsletters | <ul style="list-style-type: none"> CoM | May 2007 and on-going. | Distributed to AHA, HMAA, AAA Tourism and others through partnerships and meetings. AHA article in Feb 07. |

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Communications implementation to be managed by Fenton Communications

Milestone 2: Develop progress report and evaluate program uptake and implementation

Objective: To identify key success stories of participants and promote program results to encourage wider participation by the hotel sector.

| Audience: | Action: | Responsibility: | Timing: | Status: |
|----------------------------------|--|--|-----------------------------|---|
| Pilot hotels | <ul style="list-style-type: none"> Develop a flyer to report water savings to be achieved Draft 2 case studies of pilot hotels key success stories Encourage participants to enter into relevant competitions and awards to raise the profile of their environmental contribution to industry and the community – HMAA, AHA, Tourism Victoria, National Water Saver Awards (close 18 Oct) Melbourne Awards. | <ul style="list-style-type: none"> CoM CoM CoM Informal promotion by CoM | From May 2007 and on-going. | <p>A template has been developed for hotels to report and recognise their progress.</p> <p>Eight case studies have been developed and are on website.</p> <p>Hotels are advised and encouraged to enter awards through the quarterly newsletter. Holiday on Flinders and Miami Hotel are two winners to date.</p> |
| Water industry | <ul style="list-style-type: none"> Draft an article for inclusion in the SWF newsletter and include case studies on SWF website. | <ul style="list-style-type: none"> SWF and FC | April 2008 | <p>SWF newsletter article April 2008. Case study completed but not on website.</p> |
| Hotels and Industry associations | <ul style="list-style-type: none"> Plan a Water-Wise program presentation for delivery at an appropriate hotel association event.e.g. an AHA-sponsored evening or HMAA scheduled event. Promoting key results achieved so far by Pilot Hotels. Promote via direct mail to hotels, associations and via CoM corporate communication tools | <ul style="list-style-type: none"> CoM and SWF | May 2007 and on-going. | <p>Water Wise Hotel Seminar with AHA and HMAA on 29 May 07.</p> <p>Promotion through hotel industry groups and through quarterly Savings in the City newsletter.</p> |

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Communications implementation to be managed by Fenton Communications

Milestone 3: Enhance the uptake of water use reduction and increased reuse potential by Melbourne hotels.

Objective: To promote the program to encourage wider participation by Melbourne hotels.

| Audience: | Action: | Responsibility: | Timing: | Status: |
|----------------------------------|--|---|--|---|
| Hotels and industry associations | <ul style="list-style-type: none"> Prepare and distribute a direct mail campaign Water-Wise Kit with case studies to all CBD hotels and associations in the CoM. Coincide the mail-out with World Water Day. Highlight benefits of participation, \$\$-savings, top tips and positive feedback from hotel staff to promote uptake. Follow-up with further presentation if required. Promote via CoM corporate communication tools | <ul style="list-style-type: none"> CoM | May 07 and on-going. | <p>Email, journal and newsletter relied upon instead of direct mail.</p> <p>Benefits, savings and tips in Toolkit, newsletters and case studies.</p> <p>Promoted through CoM corporate tools including website and CoM Business news.</p> |
| Hotel sector | <ul style="list-style-type: none"> Use a Water Awareness day or week to promote stories of interest to the media – key results of program, and how hotels can join the program. | <ul style="list-style-type: none"> CoM | <p>World Water Day - 22 March 2007</p> <p>National Water Week 2007</p> | National Water Week included a hotel story on Oct 07. |
| General public | <ul style="list-style-type: none"> Promote via CoM website and corporate communication tools, listing in Greenpages, Water Awareness Day/Week | <ul style="list-style-type: none"> CoM | Ongoing | Promoted through CoM corporate tools including website and CoM Business news. |
| Industry and trade | <ul style="list-style-type: none"> Lobby for reduction of regulatory barriers to the program. Identify those barriers within council and, if feasible, promote removal of these barriers and intent to work with state and federal government to remove barriers at those levels. Communicate to industry progress via industry meetings Draft media release and article for relevant trade press to promote success or progress. | <ul style="list-style-type: none"> CoM | On-going | <p>On-going commitment of City of Melbourne to lobby for structural improvements that allow for water savings.</p> <p>No media release on this issue.</p> |

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Communications implementation to be managed by Fenton Communications

Milestone 4: Develop final report and announcement of results.

Objective: To highlight the program's success amongst the hotel sector, thank participants and promote uptake of the program to wider CBD industry sectors.

| Audience: | Action: | Responsibility: | Timing: | Status: |
|------------------------|--|---|----------------|--|
| Hotel sector and staff | <ul style="list-style-type: none"> Arrange a stakeholder function to celebrate the program's results and thank participating hotels and staff. CoM to send letter to participating hotels – signed letter by Lord Mayor or present certificate at function. Invite the Lord Mayor and Minister to jointly announce the program results and if appropriate, intention to expand the program throughout CBD industry sectors. Update CoM and hotel associations' website on program outcomes and intention to expand the program throughout CBD industry sectors. Investigate industry conferences for speaking opportunities | <ul style="list-style-type: none"> CoM | From July 2007 | <p>No stakeholder function held. CoM to send letter end 2008.</p> <p>Expansion of program announced on World Environment Day 5 June 2008 into Geelong Otway Region. Media release with Lord Mayor quote.</p> <p>Website to be updated to reflect expansion.</p> <p>Savings in the City presented at Local Government Conference, Melbourne 2007.</p> |
| Media | <ul style="list-style-type: none"> Media release on final program results and intention to expand the program throughout CBD industry sectors. Consider targeting Coxy's big break (prelude to Mates Rates section), MX travel section (4 pages once a week), Travel and Leisure and The Age Melb Magazine | <ul style="list-style-type: none"> CoM in partnership with SWF | Dec 2008 | Media release at end of 2008 with final year results and confirmed expansion plans. |
| Water industry | <ul style="list-style-type: none"> Update SWF website and newsletter with article on the program's status and intention to promote rollout across CBD sectors. Update case study for SWF | <ul style="list-style-type: none"> CoM and SWF | Dec 2008 | |
| CBD industry sectors | <ul style="list-style-type: none"> To be determined - develop targeted information sessions with case studies and speakers from successful hotels to promote the program to other CBD sectors – retail, banking, legal, government. | <ul style="list-style-type: none"> CoM | | To be determined. |