

S O F I T E L

MELBOURNE ON COLLINS



Sustainability Management Plan



2024 -
2025

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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.

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:



For more information around Accor's Sustainability Strategy resources can be found here: [Accor's Sustainability Strategy](#)

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 held a BSI Certification for ISO14001:2015 from 2015 – 2023, however in 2023 made the decision to evolve from an established Environmental Management System (EMS) to a Sustainability Management Plan (SMP) with Green Globe providing the ecolabel certification.

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
- Maintaining an ecolabel with Green Globe

Eat:

- Sourcing quality, seasonal 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
- Promoting 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 visit:
<https://www.sofitel-melbourne.com.au/commitment-to-sustainability/>

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 for our Sustainability Management Plan:

- a. **Environmental** – to be actively involved in conserving resources, reducing pollution, conserving biodiversity, ecosystems and landscapes.
- b. **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.
- c. **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.
- d. **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.

4. Revisions:

Version	Date	Description of Changes	Author	Approval
1.0	2 nd Nov 2023	Initial draft of the SMP	Michael Robertson, Quality & Risk Manager	General Manager
1.1	9 th Nov 2023	Revised version published	Rachael Harman	General Manager
2.0	7 th Nov 2024	Revised format of SMP document, updated EMS to HSE, increased Section 3. Cultural Heritage information, included Purchasing Policy in section D.1.a, updated Water Conservation initiatives in D.1.c, added section D.3 Conserving Biodiversity and Ecosystems, added section D.6 advising of continuous improvements and revisions to the SMP	Michael Robertson, Quality, Coaching & Compliance Manager	
2.1	18 th Nov 2024	ExCom Review and sign off	Stephan Leroy, Anne List, Anne Gottoli	General Manager/ ExCom

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 organisation's activities
- Are aligned with the 4 key SMP areas
(ie, Environmental, Socio-Cultural, Quality, and Health & Safety issues)
- Include a commitment to continual improvement of the SMP
- 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) and Awareness

Recruitment, training and annual performance reviews at Sofitel Melbourne On Collins 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.

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
- Emergency Preparedness and Occupational Health and Safety, as per Victorian OHS Act 2004
- Sustainability Management Policy
- Waste Management System
- Sustainability Management Impacts in relation to their roles

We raise further awareness around our initiatives for our Ambassadors with a Health, Safety & Environment (HSE) Committee Meeting which is open to all on a monthly basis to discuss the below Agenda:

- Review of workplace Health, Safety and Environment inspections
- 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 Health and Safety Month
 - 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

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 guests' sentiments, 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 guest satisfaction 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 (HubOS)

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 and owned 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
- In Room Tependium
- Social media channels for special event days
- Concierge services

Sofitel Melbourne On Collins shares their plans, progress and monitoring of projects in a monthly Health, Safety & Environment (HSE) Committee meeting and the minutes from these meetings are shared within the hotel for all Ambassadors and Owners.

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

- This plan is made publicly accessible via our own website
- This plan is made accessible 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

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 Sofitel Australia's Arts Consultant, both of whom work 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, jewelry, 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
- Accor Australia's 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 diverse 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. In the event that the hotel is partnering with a local arts program and items are available for sale, all pieces are provided with a certificate of authenticity to the buyer which is supplied directly via the artist/exhibitor.

The hotel 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.

First Nations businesses are promoted via Concierge’s “Guide to Visiting a Greener Melbourne” which highlights indigenous fashion brands, culturally significant locations within walking distance, First Peoples restaurants and museums. This guide is curated to encourage guests to participate in a deeper experiential understanding of the local community.

The hotel incorporates local culture, such as indigenous ingredients, story telling and gift giving as part of Sofitel Melbourne On Collins’ unique Turndown Service. During Turndown, guests are gifted a product which showcases native produce and the cultural significance behind these ingredients.

All new Ambassadors are training in the cultural significance of the hotel’s location, and introduced to the custom of “Acknowledgement of Country” as the first subject of their induction.

Clients and guests are encouraged to engage with the Wurundjeri community directly to organise any of the below [cultural practice services](#):

Welcome to Country Ceremony	<i>Protocols for formally welcoming guests to Country, as done for thousands of years</i>
Smoking Ceremony	<i>To cleanse places and people and promote the wellbeing of people and guests on Country</i>
Dance (Corroboree)	<i>Dance and song for significant occasions</i>
Traditional Music (Yidaki)	<i>Yidaki (didgeridoo) player for the above ceremonies or performances</i>
Artwork	<i>Wurundjeri artists traditional and modern artworks</i>

D. Environmental

D.1 Conserving Resources

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

a. Purchasing Policy

- The hotel favours nominated suppliers that are vetted by Accor Procurement against the Responsible Procurement Charter
- For non-nominated suppliers the hotel favours environmentally-friendly supplies, such as certified home-compostable packaging and FSC certified paper
- Preferences are given to eco-labelled products where possible, such as Rain Forest Alliance tea and coffee

b. 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
- All energy purchased by the hotel is Green Powered

c. Water Conservation

- Flow tap regulators in bathroom sinks
- MODA still and sparkling water taps have been installed in Conference and Events and No35 Restaurant, eliminating single use glass water bottles
- A MODA filtered water bottling plant has been installed to close the loop on bottled water, eliminating single use water bottles in all guest rooms and suites
- Water measurement is tracked on a monthly basis

d. Food Waste

- All Food Waste is segmented into Organic Waste for composting
- Digital Food Safety System is used to monitor that food is not wasted/spoiled
- Winnow System is used to track all production kitchen waste and reviewed monthly
- Food waste is reported to GAIA2.0 for verification
- Host an Annual Sustainability Lunch centered around Food Waste with Rotary Melbourne

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 providing in house guests with reusable bottles of water which are filtered and sanitised in house. 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
Oyster Shells	Collected	B-Alternative

D.3 Conserving Biodiversity and Ecosystems

In an effort to conserve biodiversity the hotel donates its oyster shells to the Shuck Don’t Chuck program in partnership with The Nature Conservancy, facilitated by B-Alternative. This initiative separates shells from organic waste and aids the Reef Restoration Project to rebuild oyster and mussel beds within Port Phillip Bay. The hotel further supports best practices by only purchasing sustainably certified fish and communicates this on all menus.

D.4 Monitoring, Reporting and Resources:

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 reported at HSE Committee Meetings
- Our Sustainability Management Plan is audited annually via an independent auditor for compliance with the Green Globe criteria as listed above

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 HSE Committee.

The key Sofitel Melbourne On Collins personnel responsible for the maintenance of the SMP include:

- General Manager
- Hotel Manager
- Chief Engineer
- Quality, Coaching & Compliance Manager
- Director of Talent & Culture

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

D.5 Continuous 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 HSE committee and Top Management to seek areas for improvement from all stakeholders and action accordingly in a timely manner.

Any revisions made to the SMP are annotated through the SMP and made available to customers, employees and owners respectively.

An Annual Continuous Improvement report that details new initiatives and activities will be published alongside the SMP.