

CITY OF MELBOURNE

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City of Melbourne's Tourism Environmental Action Plan 2009 – 2013 addresses the challenge of growing tourism demand in the City of Melbourne as tourism activity puts pressure on the environment with additional resources and energy consumption as well as waste generated and carbon emissions.

The three year action plan identifies roles and responsibilities in achieving the Council Plan's Eco City goals of Melbourne as an environmentally sustainable destination with a focus on:

- The operation of the City of Melbourne's visitor information services
- Influencing the behaviour and choices of visitors to Melbourne
- Effectively contributing to the City of Melbourne as a sustainable tourist destination
- Working in partnership to improve environmental performance of the tourism industry
- Resource use that relates to tourism activity in the City of Melbourne, in particular energy, water, paper and materials and minimise waste and carbon emissions.

Water Management

- ✓ Water management system/water plan
- ✓ Use water jugs/reusable water bottles
- ✓ Water efficient sprinklers/sensors
- ✓ Water tank/rainwater tanks
- ✓ Dual-flush toilets.

Waste Management

- ✓ Use of environmentally friendly products
- ✓ Reuse signs, name badges etc
- ✓ On-site compost bin for organic waste
- ✓ Encourage a reduction in paper usage by communicating electronically
- ✓ Recycle paper, rubbish, print cartridges, aluminium, metal etc.

Energy Management

- ✓ Use Green Power/electricity
- ✓ Ventilation systems minimising heating/cooling needs
- ✓ Sensor lighting systems
- ✓ Switch off computers/lights/air conditioners when not in use
- ✓ Solar panels/power/hot water
- ✓ Energy saving key cards (air conditioner/lights)
- ✓ Energy efficient globes.

Program Participation

- ✓ Earth Check (Green Globe) accreditation.

Strategies Implemented

- ✓ Staff green team
- ✓ Staff inductions and/or training on environmental practices
- ✓ Communication to staff, guests, clients and/or suppliers about green initiatives
- ✓ Tree planting
- ✓ Carbon offsetting
- ✓ Use/provide biodegradable products
- ✓ Use of/promote public transport
- ✓ Use of low emission/hybrid cars/buses
- ✓ Sustainability audit/environmental plan.

Accolades Received

- ✓ Achieved Earth Check (Green Globe) accreditation (Bronze) for Melbourne Visitor Centre, Melbourne Visitor Booth, Melbourne City Tourist Shuttle, City Ambassador Program and Tourism Melbourne Administration.

Projects to be Completed

- ✓ Environmental audit
- ✓ Environment management plan
- ✓ Tree planting
- ✓ Organics recycling
- ✓ Green Power options
- ✓ Solar Power options.

Other

Tourism Melbourne (City of Melbourne) has delivered a number of projects with significant milestones in tourism sustainability:

- Advancing Sustainable Tourism as one of the seven themes of the City of Melbourne Tourism Plan 2007-2012
- Savings in the City program-assisted 30 accommodation properties to improve environmental performance
- Commissioned the Carbon Footprint for Tourism Report
- The Metlink partnership which promotes sustainable travel options
- Developed Ten Tips for Treading Lightly in partnership with Destination Melbourne
- Tourism Sustainability Breakfast and Forum, Tourism in the Green Economy
- Responding to Global Financial and Climate Imperatives.