



JOURNEY TO TOMORROW

In 2021, IHG launched Journey to Tomorrow – a 10-year plan to help shape the future of responsible travel together with those who stay, work and partner with us. Aligned to the UN Sustainable Development Goals (SDGs), it is a powerful framework for how we can focus our efforts to deliver our purpose of True Hospitality for Good to build a culture of inclusivity, help people thrive, and protect the planet at the same time.

At Crowne Plaza Melbourne, these guidelines are brought to life throughout the business, with focus on five key areas: our people, communities, carbon & energy, waste, and water. From empowering our team through development programs and empowering them to help the community, to initiating small changes like opting for sustainable alternatives for high-consumption items, and to embarking complex projects that contribute to an overall reduction in energy and carbon emissions, the program remains at the forefront of our daily operations and strategic decisions, allowing each department to play a part in contributing to make a positive change.

Crowne Plaza Melbourne also takes pride in supporting not-for-profit partners such as OzHarvest and Little Dreamers, and working external organisations with shared values such as Wallaby Water and Mieie to continually impact our community and environment positively.



OUR COMMITMENTS



PEOPLE

Champion a
diverse culture
where everyone
can thrive

- Drive gender balance and a doubling of under-represented groups across our leadership through mentoring programs
- Cultivate an inclusive culture for our colleagues, owners and suppliers
- LifeWorks Hub for all colleagues to support and prioritise their wellbeing and the wellbeing of others



COMMUNITIES

Improve the lives
of 30 million
people in our
communities
around the world

- Drive economic and social change through training and innovation
- Support our communities and collaborate to provide aid through our True Hospitality for Good program
- Partnership with Little Dreamers, Australia's leading Young Carer Organisation since 2019
- Partner with OzHarvest to contribute meals, food donations and time to support their initiative of nourishing those in need

CARBON &
ENERGY

Reduce our energy
use and carbon
emissions in line
with climate science

- Using IHG Green Engage, an innovative environmental sustainability tool that enables us to measure and manage our energy, waste and water usage, and target continual reductions
- Our Greener Stay program rewards guests for participating in our efforts toward conserving energy, water and reducing waste
- Installation of the Otis Link 508 NCE Regenerative escalators, including stop motion system, offering 75% more efficiency
- Use of LED lighting system throughout the hotel, including C-bus automated lighting and motion sensors to back of house areas



WASTE

Pioneer the
transformation to a
minimal waste
hospitality industry

- Removal of all plastic straws, pens and keycards
- Refillable glass water bottles for all conferences and events
- Partnered Wallaby Water and installed water refill stations to reduce single-use plastic bottles
- Bulk-sized amenities available in guest rooms to reduce waste
- Work with Cookers Bulk Oil System to recycle used oil into biodiesel, and Bardee to collect and repurpose food waste
- Usage of general waste compacting system, reducing collections and related transportation



WATER

Conserve water and
help secure water
access in those areas
at greatest risk

- Water efficient shower heads and dual flush toilet cisterns throughout the hotel
- All tapware throughout the building meets the WELS (water efficiency labelling standards) 4-star rating, in accordance with the AS/NZ 6400