

SUSTAINABLE DESTINATION PARTNERSHIP

Making Sydney a sustainable destination

PROGRESS REPORT 2024



sustainabledestinationpartnership.com.au

Welcome

Chair's remarks

Mei McNamara, Salter Brothers

Since its launch in 2018, the Partnership has helped enhance the sustainability of organisations in Sydney's visitor economy, supporting City of Sydney's *Sustainable Sydney 2030 - 2050 Continuing the Vision*. In 2024 we have continued this work by delivering projects on food waste avoidance, renewable electricity, net-zero, and by amplifying our sustainability stories.

The partnership has created a momentum shift for sustainability in Sydney's visitor economy. What was once largely driven by a handful of early adopters, I feel that we are now at a tipping point where all our Partners have made impressive strides forward. This is perfectly highlighted by Sydney's achievements on the global stage. The work of the Partnership has helped Sydney place in the top 10 cities globally on the Global Destination Sustainability Index, up from 29th in 2023. Sydney is Australia's top destination, and the 2nd placed metropolis globally, behind only Singapore.

We have increased our third-party environmental certifications to 60 across the Partnership and 14 buildings are purchasing renewable electricity. These results demonstrate that we are making a real, tangible impact. The Partnership has gone from strength to strength because of the dedication and collaboration of all our Partners. By working together, we turn vision into action, ambition into achievement. It's through this collective effort that we continue to drive meaningful change, ensuring that every step forward creates lasting value.

On behalf of the Leadership Panel, I would like to thank all our Partners for collectively making a real difference and taking another step forward. As we enter the final year of the current phase of Partnership, I look forward to seeing us reach our 2025 targets, plan our next chapter and continue to exemplify sustainable tourism in Sydney.



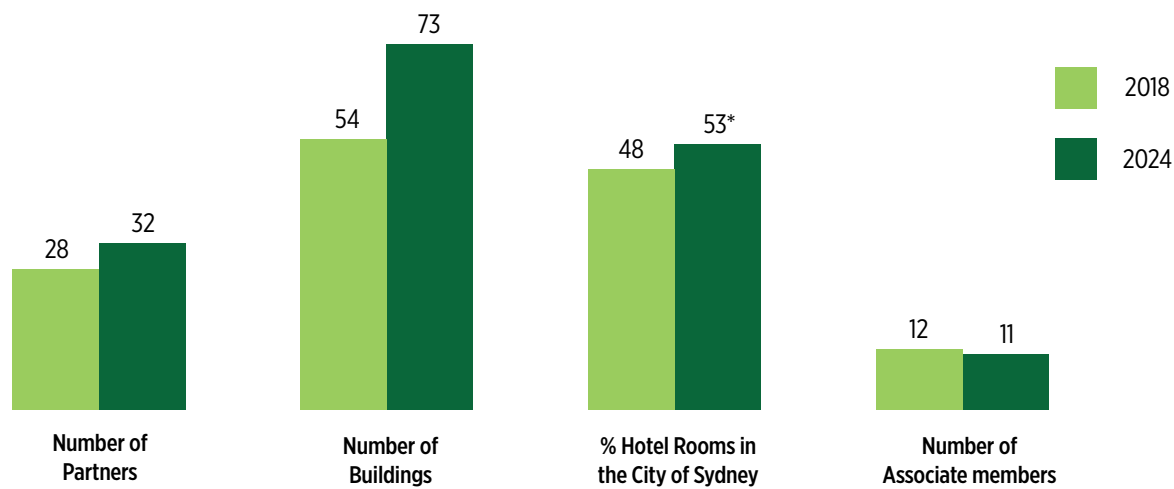
How we work

The partnership works collaboratively to:

- › **Improve** the environmental performance of Sydney’s accommodation and entertainment venues
- › **Invest** in renewable energy, recycled water, waste avoidance and management and other sustainable solutions that support Sustainable Sydney 2030-2050
- › **Engage** with regulators and governments on key environmental policy and regulatory issues

› **Champion** and promote our objectives and outcomes to the broader sector and wider community.

The partnership is governed by a leadership panel, three working groups and the City of Sydney, as secretariat. Together we define shared barriers to improved environmental performance, test solutions, develop best practice tools and resources, and encourage uptake of these across the broader sector.



* Based on 2022 data from City of Sydney

Values



We are creating a sustainable future



We care about people



We create innovative solutions



We measure our achievements



We share ideas



We lead by example

Our leadership team

Chair – Leadership Panel



Mei McNamara

Manager ESG, Salter Brothers

Deputy Chair – Leadership Panel



Trevor McCarren

Deputy Chair, Director Technical Services,
Pacific North, Accor

Chair – Communications and Outreach Working Group



Carolin Lenehan

Chief Reputation & Brand Officer,
Business Events Sydney

Chair – Waste and Circular Economy Working Group



Jessica Zickar

Corporate Social Responsibility
Manager, ICC Sydney

Chair – Emissions and Water Reduction Working Group



Carmel Reyes

Climate Action and Sustainability
Manager, The Powerhouse

Our targets and 2024 results

Data from 2020 to 2022 was impacted by Covid lockdowns and reduced visitors at partner buildings.

Energy and emissions

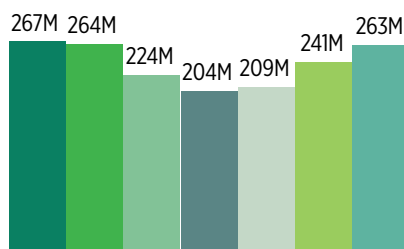


TARGET BY JUNE 2025

Reduce total emissions by 50%

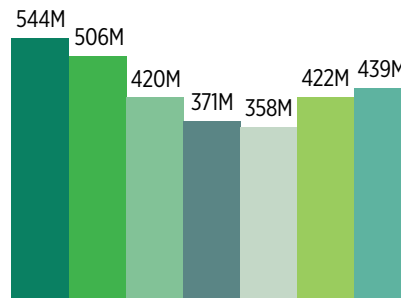
* From a 17-18 baseline

Reduced electricity by **4 million kWh**

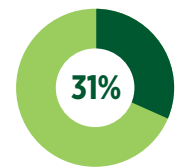


Electricity consumption kWh

Reduced gas consumption by **105 million MJ**

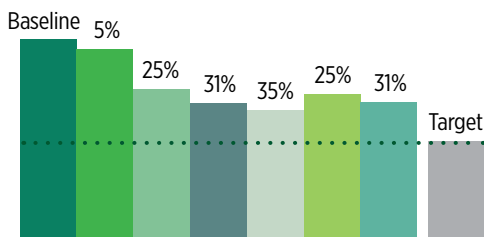


Gas consumption MJ



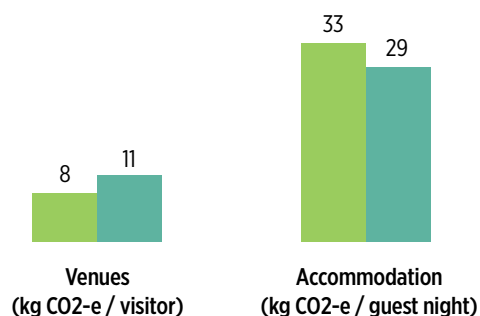
Reduced emissions by 31%*

Progress to 2025 emissions target



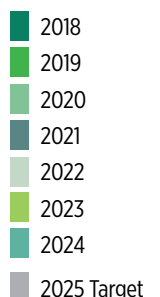
Emissions savings (tonnes CO2-e)

Changing emissions intensities



Venues
(kg CO2-e / visitor)

Accommodation
(kg CO2-e / guest night)



Renewables

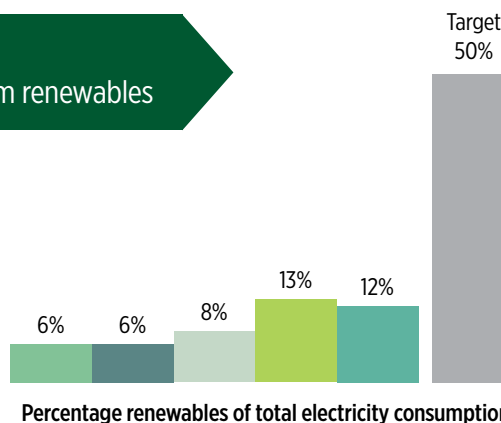


TARGET BY JUNE 2025

50% of electricity sourced from renewables

14 buildings are purchasing renewable electricity

12% of electricity is sourced from renewables



Percentage renewables of total electricity consumption



N.B. Our 2024 results are for the 73 buildings in our partnership from 1 July 2023 to 30 June 2024. Resource use data was reported for 88 per cent of buildings

Water



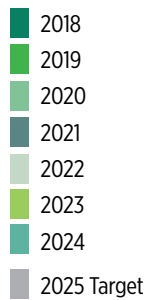
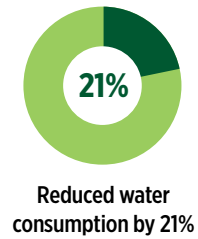
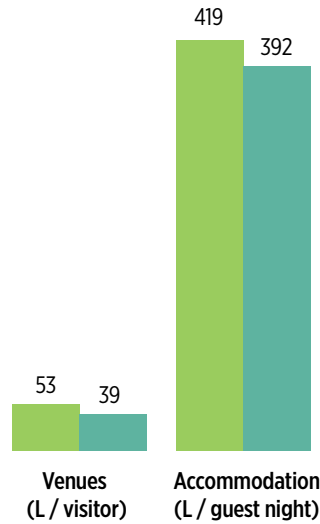
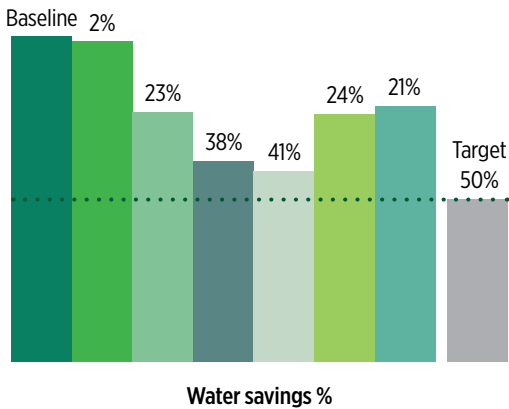
TARGET BY JUNE 2025
50% reduction in potable water*

* From a 17-18 baseline



Reduced water by **0.55 million kL** since 2018

Changing water intensities

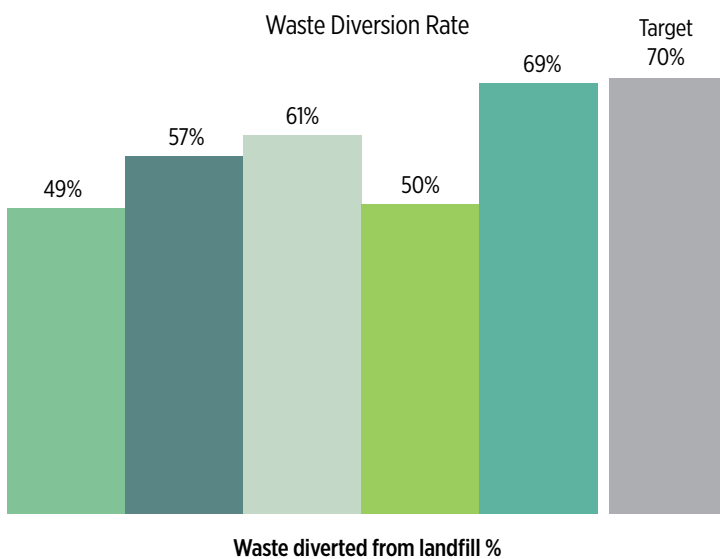


Waste diversion



TARGET BY JUNE 2025
70% of our collective waste is diverted from landfill*

* From a 17-18 baseline



N.B. Our 2024 results are for the 73 buildings in our partnership from 1 July 2023 to 30 June 2024. Resource use data was reported for 88 per cent of buildings

Our Stories



60 building ratings and certifications
reported in 2024



14
buildings are purchasing
renewable electricity

Our 2025 targets

- › 50% reduction in carbon emissions from 2018 baseline
- › 50% of collective electricity use is renewable
- › 50% reduction in potable water use from 2018 baseline
- › All hotels in the Partnership have a Net Zero Action Plan
- › All partners reporting on waste
- › 70% of our collective waste is diverted from landfill
- › 12 SDP stories broadcast out through communications channels to industry and the public
- › LP and WG Chairs each do one industry event presentation focusing on the SDP at their relevant sector events
- › Consistently achieve Top 10 Ranking on the GSDI

Five actions for the year ahead

1

Purchase more
renewable
electricity

2

Develop our
net zero
action plans

3

Increase third-party
environmental
certifications

4

Progress halving
food wastet

5

Amplify our
success stories

Case Study

Accor's plans to achieve net zero emissions

Hotels face many challenges getting to net zero emissions. Energy-intensive operations and balancing guest satisfaction, efficiency and environmental responsibility is tricky. Accor is stepping up to the challenge by aligning with the Paris Agreement and the Science-Based Targets initiative (SBTi) to become net zero by 2050.

Accor's net zero roadmap

By 2030, it aims to reduce scope 1 and 2 emissions by 46%, and scope 3 emissions by 28%. Considering 75% of its emissions stem from energy use, Accor developed a carbon strategy with 3 main tactics:

- › **Energy efficiency:** Slashing emissions by up to 20% through equipment upgrades and optimising heating and cooling systems.
- › **Renewables:** Investing in - solar, wind and other renewable energy projects throughout its hotel portfolio.
- › **Advancing net-zero projects:** Promoting sustainable guest experiences, reducing waste, and investing in green energy to meet the long-term targets.

Data and engagement are key

Accor emphasizes consistent data and reporting across its portfolio, which aids performance tracking and fosters stakeholder engagement. Accor's Director of Sustainability – Pacific, David Young, underscores the importance of this approach.

“Engagement at the hotel level has been key. We have been very focused on working with our owners, GM's, engineers and maintenance teams on what the net-zero roadmap looks like, what the data tells us, and what the significant commercial benefits through reduced operating costs and asset value improvement in getting to net zero are,” David said. “It's about setting a path that you think is the right one and being patient. You can't solve all problems at once, so it's crucial to recognise each forward step while maintaining momentum.”

Eco-certifications enhance credibility

In addition to these net zero initiatives, Accor Pacific will Eco certify close to 100% of its hotels by the end 2026 using Ecotourism and Qualmark certification. NABERS certification is being rolled out across its Premium and Midscale brands initially with other hotels to follow over the next few years. To date, the Australian portfolio has undertaken more than 30+ NABERS ratings and achieved 200+ ECO certifications.

By integrating climate action into its core business strategy and including partners across the value chain, Accor is at the forefront of positive change in hospitality. As it continues to expand its sustainability efforts, Accor aims to be a corporate leader in the transition to a low-carbon future.

Accor's on-site Chef's Garden.
Photo credit: Accor



Case Study

Powered by renewables, the Art Gallery of New South Wales new SANA A-designed building, Naala Badu is a beacon of Sydney's sustainability ambitions

The Art Gallery of New South Wales has long been a cultural beacon in Sydney, showcasing remarkable art and architecture. The new building, Naala Badu, which means 'seeing waters', elevated this legacy when it became the first public art museum in Australia to achieve 6-star Green Star as-built certification.

From its inception, Naala Badu was envisioned to be sustainable and beautiful. The initial goal of a 5-star rating was ambitiously upgraded to a 6-star target after collaboration between the project team during the design development phase and the NSW government procurement team. Naala Badu not only meets but exceeds expectations with its 100% GreenPower electricity supply, ensuring all energy needs are met through renewable sources.

Naala Badu incorporates several other innovative features to minimise its ecological impact. Rainwater capture and harvesting systems are in place, with the collected water reused for irrigation and cooling towers. Additionally, the landscape around Naala Badu has been transformed, with 70% more trees planted than before construction began. The introduction of native species has not only restored pre-European settlement flora but also boosted local biodiversity, creating a vibrant, green space.

As a partner in the Sustainable Destination Partnership, the Art Gallery's efforts align with broader goals to make Sydney a leader in sustainability. This collaboration has further amplified the gallery's initiatives, fostering a collective commitment to environmental responsibility across the city. This specific project not only sets a new standard for public art museums in Australia but also serves as an inspiring model for others to follow in the pursuit of a greener future.

Aerial view of the Art Gallery of New South Wales' Naala Badu building, 2022, photo © Iwan Baan



Case Study



Photo credit: Sydney Opera House

Sydney Opera House and Recolab team up for style with substance

In 2023, the Sydney Opera House collaborated with Recolab designer Lyn Hellewell to create an exclusive range of limited-edition eco-friendly bags to celebrate the landmark's 50th anniversary.

Recolab (Repurposed Eco-friendly Collaborative Laboratory) saves textiles from landfill and turns them into stylish, functional pieces. Materials are as diverse as boat sails, billboard vinyl, street banners and even tyre innertubes.

The Sydney Opera House asked Recolab to reuse and reimagine the materials from the Joan Sutherland Theatre renewal project. Accessories including totes and clutches were made of red upholstery seating from the theatre and old promotional banners.

For Lyn, it was a thrilling yet nerve-racking process to work with the original seat covers.

"There was a lot of pressure to get it right," she said, reflecting on cutting into the very limited and historic fabric.

The Joan Sutherland bags sold out within a week. Following its success, a second line of bags using seat upholstery from the Concert Hall was created and sold out within 4 days.

The Opera House collaboration with Recolab is a celebration of circularity – a practice that repurposes resources and minimizes waste - with all profits from the sales of the bags going back into supporting the Sydney Opera House Trust and its sustainability and preservation efforts.

Case Study



Photo credit: Josef Nalevansky

Sydney has been named the most sustainable Australian destination for business events and visitors

The Global Destination Sustainability Index has ranked Sydney 10th out of more than 100 cities in 2024, achieving its highest ever score.

Lord Mayor of Sydney, Clover Moore AO said the global recognition highlights how the City of Sydney continues to be a leader in sustainability, driven in part by its Sustainable Destination Partnership which supports the event and hospitality sectors to do business more sustainably.

“Taking strong action on climate change is one of our highest priorities, and given 75% of global emissions are generated in cities, our action is critical,” the Lord Mayor of Sydney, Clover Moore AO said.

“People across the globe already know that Sydney is an amazing place to visit, and this ranking helps put our city top of mind when organisers are looking at vibrant and sustainable destinations to bring conferences and conventions.

“As the country’s leading sustainable destination, we’ll continue to make the conditions right to boost the visitor economy responsibly.”

Sydney also finished 2nd globally in the metropolis category, with Singapore taking the top spot.

Aligned with UN sustainable development goals, the GDS-Index evaluates cities on their sustainability efforts in tourism and events. It measures performance across four areas: environmental responsibility, social progress, supplier engagement, and destination management.

The City of Sydney partnered with Sustainable Destination Partnership members Destination NSW and Business Events Sydney on the submission for the ranking.

Partners



Associates



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