

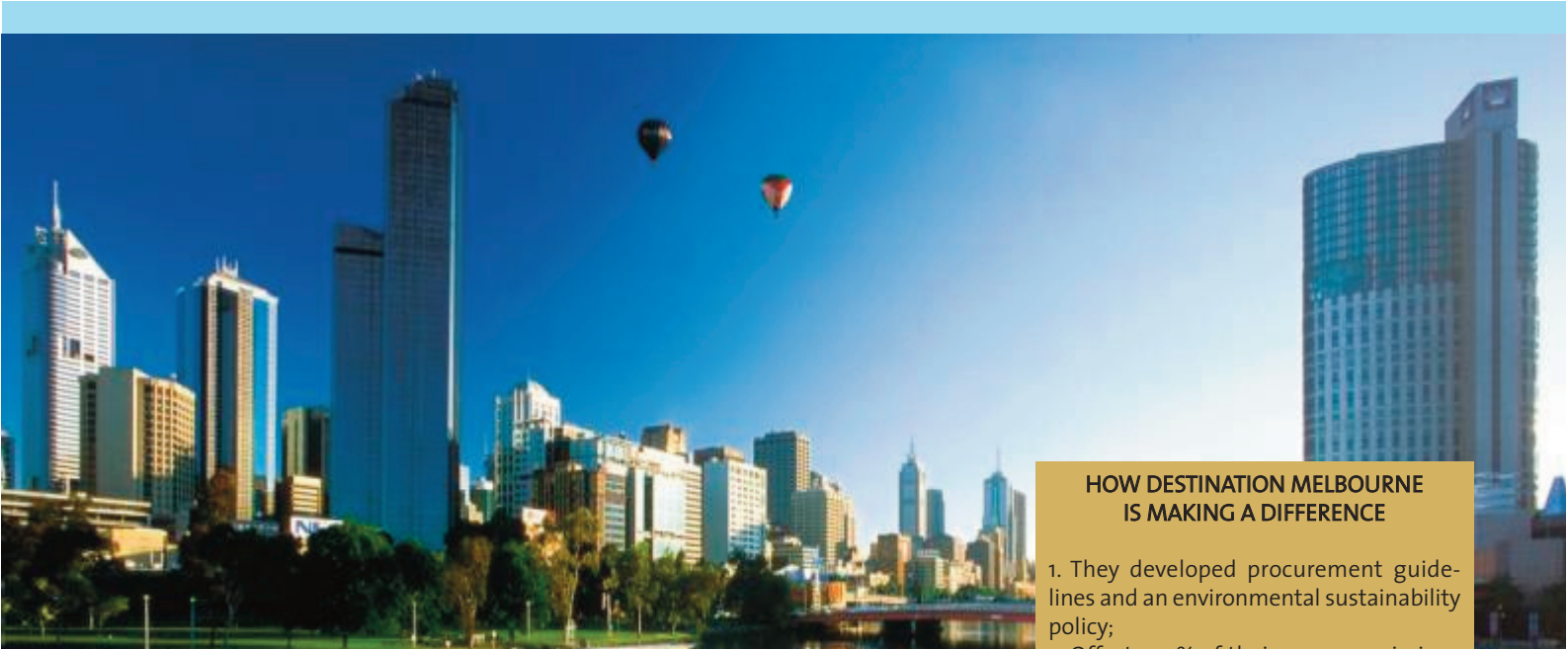


EARTHCHECK

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HOW DESTINATION MELBOURNE IS MAKING A DIFFERENCE

1. They developed procurement guidelines and an environmental sustainability policy;
2. Offset 100% of their energy emissions through Momentum Energy;
3. Removed 40 x 18 watt fluoro globes, saving \$780 per year & 6.2 tones of green house gas emissions;
4. Implemented a Bokashi Bin for organic waste which is donated to Royal Botanic Gardens worm farm;
5. Implemented a paper and cardboard recycle bin for tenants of block court & block arcade;
6. Provided Metlink tickets & bikes up to the value of \$1,000 for all staff.
7. Ensured environmental sustainability is included as an agenda item at all team meetings and incorporated into all staff KPI's.
8. Encouraged all staff to participate in a tree planting day with Conservation Volunteers Australia.
9. Informed visitors to the city of ways to reduce their footprint through the '10 Tips for Treading lightly campaign'. This information is included in the Official Visitors Guide, which distributes 1 million copies per annum.
10. Aim to become 100% carbon neutral in 2010.

Some other the key steps Destination Melbourne took as a business to improve their environmental sustainability were:

1. Implemented a green team;
2. Signed up and undertaken the activities within the Grow Me the Money and Earth Check programs;
3. Complied with Australian Tourism Accreditation Program policies and provided training for staff through Green Steps at Work and EarthCheck.

DESTINATION MELBOURNE

Destination Melbourne's vision is to 'Inspire industry to grow Melbourne as an outstanding global visitor experience'. They recognise that tourism underpins the socio-economic wellbeing of Melbourne by generating more than \$10 billion in expenditure and employing 160,000 people.

The tourism industry has a collective responsibility to ensure that the impact it has on the environment is minimised and that sustainable industry practices are encouraged. Destination Melbourne has a role in providing leadership to the tourism industry, and educating visitors on how they can reduce their environmental and social impact.

Destination Melbourne is committed to ensuring it achieves environmental and social sustainability within its own business operations. It has implemented an environmental management system which meets the requirements of EarthCheck company standard. Destination Melbourne aims to comply with all relevant legislation and regulations, and strive to achieve international best practice.

In addition to implementing numerous energy and water saving initiatives, and reducing overall waste the organization has come up with unique ways to improve its environmental performance such as, salary packaging public transport tickets and bicycles for staff, partnered with Earth Check to deliver a National Sustainable Tourism conference 'Destino Australia', offset 100% of power through Momentum Energy, implemented a paper and cardboard recycle bin for the businesses located at block court and block arcade and donated 100% of organic waste to the hungry worms at the Royal Botanic Gardens.

The key to their success has been working with keen and enthusiastic staff and partnering with key environmental and tourism organisations that have a shared passion for the environment