



Responsible waste management is protecting the countryside

COMFORT INN & SUITES – BLAZING STUMP

Treating the planet like your home

Having fully embraced recycling at home, travellers have come to expect the same from their 'home away from home'.

"Our guests love the fact we are committed to 'greening' the planet, as most of them are doing the same," says Cellina Little, Property Manager at Comfort Inn & Suites at the Blazing Stump Motel in Wodonga.

The four-star country motel has reduced landfill waste output by an impressive one-third, as well as finding ways to cut water and energy use.

"It was quite easy to assess our water and energy consumption and waste output using all the tools provided on the Grow Me The Money website," says Cellina.

A simple visual inspection showed that waste was the logical area to tackle first. "We could see that all our waste, including recyclables, was going into landfill, and that this was an easy way to make an immediate difference. It's a pretty straightforward case of adjusting your mindset.

When you're in your own home you separate out your recyclables from your landfill. So at work you begin to think why aren't we doing it here? Our waste action plan was easy to implement. We just contacted our contractor and they arranged a recycling bin," Cellina explains. →

HOW BLAZING STUMP IS MAKING A DIFFERENCE

33 PER CENT REDUCTION IN LANDFILL WASTE

- achieved by contracting a commingled recycling service and setting up a worm farm for organic waste
- monthly savings of over \$250

9 PER CENT REDUCTION IN AVERAGE MONTHLY ENERGY USE

- achieved by rationalising lighting, choosing power-saving settings on computers, replacing guest TVs with more energy-efficient liquid crystal display (LCD) TVs, replacing conference room urn with a kettle, and fitting double-glazed windows in guestrooms
- equivalent to a reduction in greenhouse gas emissions of about 408,000 black balloons for the first six months, compared with same period in previous year.

11 PER CENT REDUCTION IN AVERAGE MONTHLY WATER USE

- achieved by installing aerators on all faucets, encouraging guests to help reduce unnecessary laundry, and educating housekeeping staff to use water wisely
- savings of almost \$200 per quarter

GREEN CREDENTIALS

AAA Tourism Green Star accreditation



ACHIEVING BUSINESS SUSTAINABILITY

Gold Club Members are businesses that have achieved measurable reductions in at least one resource area of water, waste or energy, and are working towards incorporating environmental sustainability into all business operations.

www.growmethemoney.com.au

Grow Me The Money is a joint initiative of the Victorian Employers' Chamber of Commerce and Industry (VECCI), Environmental Protection Authority (EPA Victoria), and the State Government of Victoria.



CASE STUDY COMFORT INN



Over its first six months, the simple commingled recycling service has reduced landfill waste to an average of 27 litres per guest per night, from 40 litres for the same period in the previous year – a reduction of approximately 33 per cent. A snapshot for June 2008 highlights this achievement: in 2007, when no waste was recycled and organic waste was not separated, landfill waste was approximately 45,000 litres.

With the new system underway in June 2008, this volume was cut by a massive 40 per cent to 27,000 litres, despite a comparable occupancy rate (ten per cent lower than previous year). Setting up a worm farm diverted an estimated 540 litres of organic waste from landfill – preventing greenhouse gas emissions equivalent to about 415kg of carbon dioxide (or 8,300 'black balloons') from entering the atmosphere.

"From an environmental perspective, the business's environmental footprint is more important to us than the cost factor. But it turned out to be cheaper for us too, which was a bonus," says Cellina.

Staff, and most guests, have willingly participated in recycling, with encouragement from Cellina to take up a habit that is already familiar at home. "The housekeepers have been fantastic about supporting recycling; even those who felt at first that it might be more work for them. Like the guests, most of them already do it at home."

Blazing Stump also continues to find more ways to reduce energy and water consumption, having achieved significant initial cuts to electricity bills 18 months ago by installing energy-saving lights.

"Further energy reductions since joining Grow Me The Money have made a dent in our costs. The biggest benefit has been from a marketing point of view. People are looking for green options," Cellina says. "Our membership also helps us qualify for awards within the tourism industry, where there is now a strong focus on the environment." ■

www.blazingstump.com.au



Above left: Comfort Inn replaced their existing light bulbs with energy efficient light globes.

Above right: Comfort Inn's water saving timers help to reduce water wastage.

Left: Comfort Inn use environmental signage to educate their customers on good behaviour.



"People are looking for green options"

Diverting recyclable materials from landfill cut waste contract costs.

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Grow Me The Money is a free program for Victorian small- to medium-sized businesses to help them to reduce their impact on the environment and save money doing it.

We guide participating businesses through the process of measuring and reducing their energy use, water consumption and waste output.

For more information on how we can help your business, visit www.growmethemoney.com.au