

# You get what you pay for - specialist advice helps reduce waste & cut costs

## KEY SUSTAINABILITY ISSUES

Jasper Hotel in Melbourne reviewed the 'triple bottom line' impact of its operations as part of its 2006 renovations.

The Hotel decided that its first priority was waste minimisation. By addressing this issue it sought to;

- *Save money* – by reducing the cost of materials and fees for sending waste to landfill;
- *Involve and motivate staff* – by seeking practical suggestions for ways to improve recycling rates; and
- *Reduce the Hotel's overall impact on the environment.*

The Hotel will address energy use as its next priority.



## SNAPSHOT

In 2006 Jasper Hotel underwent an extensive, \$4.5 million dollar renovation.

Now ranked a 4 star, boutique property, the Jasper Hotel is located in the heart of Melbourne's market district.

Jasper Hotel has 65 rooms, 9 conference facilities and 22 employees.

Management runs this business with a view to increasing profits while simultaneously reducing its impact on the environment.

## APPROACH AND RESULTS

Although Jasper Hotel had an overall commitment to reducing waste, it wanted a 'road map' to help it on its sustainability journey.

In late 2006, the Hotel commissioned its own waste and recycling assessment.

According to General Manager, Jacquie Prentice, the assessment delivered valuable insights into business operations and areas for improvement.

A waste audit proved to be a turning point.

The Hotel collected all waste from its guest rooms, conference facilities, reception, offices, café and kitchen over a 24 hour period.

"Our overall-clad consultant emptied all of it onto a tarpaulin in our car park and began sorting through the various waste streams. It was revelatory,!" said Jacquie.



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INVIGORATING BUSINESS

Material	Landfill m3	Recycled m3	% Currently Recycled	% of Total Waste by Volume
Paper	0.04	0.02	38%	8%
Cardboard	0.04	0.22	85%	31%
Commingled	0.08	0.16	67%	29%
Organic material	0.08	0.00	0%	10%
Non-Recyclable	0.18	0.00	n/a	22%
<b>Daily Total</b>	<b>0.42</b>	<b>0.40</b>	<b>49%</b>	<b>100.0%</b>

**Total Daily Volumes of Landfill and Recycling Collected (by volume)**

*Extract from assessment prepared by Great Forest Australia Pty Ltd –Dec 2006*

The waste and recycling assessment identified that the Jasper Hotel was;

- Recycling 49% of waste material by volume. Recycling rates for cardboard and commingled material were reasonably good, but paper recycling was quite low;
- Not recycling any organic material – around 10% of all waste generated; and
- Of all waste produced by the Hotel, 22% was not recyclable in recycling services offered in the City of Melbourne

**Cost/benefit analysis**

The assessment also identified that Jasper Hotel was paying \$11,810 per annum for waste and recycling collection.

By reducing the landfill component of disposal and reviewing its suppliers, **the Hotel was able to reduce its total costs by 51%** to \$5,784 – a predicted annual saving of \$6,026.

The Hotel has since put in place a range of practical steps to improve its overall waste management. Recommendations

from the consultant included tips for encouraging staff involvement. For example, Jasper Hotel has:

- Removed all plastic bin liners from small bins in guest rooms and replaced this with a printed paper square which features a message highlighting the Hotel’s commitment to reducing waste;
- Set up a working party of front line staff who ‘road test’ suggestions and provide practical feedback. The staff meet regularly for approximately 10 minutes so operations are not disrupted; and
- Discovered that all parts of its coffee takeaway cups could be fully recycled – reducing one significant waste stream.

**MOTIVATION**

The 2006 renovation took the Hotel into a new league. March 2007 proved to be the busiest trading month in the Hotel’s history.

“We are really concerned about improving our practices and making a difference if we can,” explained Jacque Prentice.

In summary, Jasper Hotel wants its staff and guests to feel that the business is sensitive to the environment and open to new ways of thinking.

“We also want people to see that being a little ‘greener’ is not that hard after all.”





## INSIGHTS

Retrofitting an existing property to make it more sustainable has its challenges.

For example, Jasper Hotel needs to overcome two obstacles in order to improve recycling rates in future;

- a) Limited space for storing waste/recycling bins/skips at the back of the building at the car park entrance; and
- b) OH&S issues in taking 'wheelie' bins up the ramp from the car park to the car park entrance.

But, Jacquie Prentice is confident that lateral thinking, ongoing training and staff-led ideas will continue to be highly effective mechanisms for creating change at Jasper Hotel.

"The assessment opened up our thinking on many issues. We're making inroads but it's crucial that any changes make tasks easier for staff, improve the overall amenity for our guests and flow well in the day to day operations of the business."

## THE FUTURE

Jasper Hotel now plans to address energy use and it recently started an energy audit.

The Hotel has systems in place to adjust chillers and boilers according to seasonal conditions, but it is seeking a more comprehensive analysis of opportunities for reducing energy use across all facilities.

## CONTACT DETAILS

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Jasper Hotel is a member of the Hotel, Motel Accommodation Association (HMMA), the peak body for the accommodation sector in Victoria, representing establishments ranging from 5-star hotels and motels through to B&Bs.

HMAA is a dynamic organisation whose main aim is to protect and advance the interests of its accommodation members at local, state and federal government level. HMAA also supports members in areas relating to the operational needs, profitability and the sustainability of the accommodation industry.

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