



AUSTRALIAN HOTELS ASSOCIATION

24 Brisbane Avenue Barton ACT 2600 • PO Box 4286 Manuka ACT 2603 • Australia
email: aha@aha.org.au • Facsimile: (02) 6273 4011 • Telephone: (02) 6273 4007
Web: www.aha.org.au



MEDIA RELEASE

28 August, 2008

PUBS PREPARE FOR CARBON POLLUTION REDUCTION SCHEME

Pubs are being urged to prepare for Australia's new carbon pollution reduction scheme by assessing their energy use and carbon footprint.

In a deal to be officially announced at the 2008 AHA National Convention in Sydney today, AHA members have been granted special access to the new "Green Globe Lite" program, which enables businesses to measure their environmental performance.

Hotels that are members of the AHA can sign up to Green Globe Lite for a discounted price.

"The partnership between the AHA and Green Globe provides hotels across Australia with a clear pathway and an affordable tool to assess and improve their environmental performance," said AHA Chief Executive Officer Bill Healey.

"While the final structure of the carbon pollution reduction scheme is still to be determined, the AHA is of the view there is value in our members preparing for it by gaining a better understanding of the energy their businesses use."

The manager of the Green Globe program in Australia, EC3 Global (www.ec3global.com.au), says there are a number of positives for hotels that sign up.

"Apart from identifying and tidying up operational efficiencies, there are demonstrable bottom-line benefits for hotels that commit to Green Globe Lite," said EC3 Global Chief Executive Officer Stewart Moore.

"Green Globe Lite is an affordable, easy-to-use solution that addresses all the key components of implementing a sustainable framework, backed by a credible brand that will stand up to international scrutiny in the long-term. It's a first step towards achieving practical sustainability outcomes for businesses."

Green Globe Lite is an on-line program that operators can undertake themselves without a third-party audit. It includes an operational "health check" in areas of energy consumption, carbon dioxide emissions, water consumption and waste production. It meets international standards for

carbon footprint calculation and is backed by the Sustainable Tourism Cooperative Research Centre (STCRC), the world's leading tourism research body.

Hotels undertaking the Green Globe Lite program can signal their commitment to sustainable outcomes and prepare for their reporting requirements under the new carbon pollution reduction scheme.

For further information:

Bill Healey
AHA Chief Executive Officer
0419 627 693

Stewart Moore
EC3 Global Chief Executive Officer
0402 799 977

or

Kerry Lorimer
Splash Communications
0411 550 329

The Australian Hotels Association (AHA) is the pre-eminent tourism and hospitality industry organisation in Australia. It has around 5000 members operating general and accommodation hotels. It has a national office and branches in each State and Territory. It also has a discrete branch to represent the interests of its accommodation members that covers four and five-star properties.

Green Globe is the international benchmarking and certification programme for the travel and tourism industries based on the Agenda 21 principles for Sustainable Development endorsed by 182 Heads of State at the United Nations Rio De Janeiro Earth Summit in 1992. The Green Globe standards are designed to assist organisations, communities and developments become environmentally responsible. Green Globe is the only sustainability programme supported by the Sustainable Tourism Cooperative Research Centre (STCRC) – the largest source of sustainable tourism research in the world. Brisbane-based EC3 Global is the commercialisation company for the STCRC's intellectual property and is the exclusive provider of the Green Globe benchmarking and certification program worldwide. For information on Green Globe's benchmarking and certification, please visit: <http://www.ec3global.com/products-programs/green-globe/Default.aspx>