



# MEDIA RELEASE

## Crown Melbourne Launches New Green Website- [crownenvironment.com.au](http://crownenvironment.com.au)

**How a Complex with Daily Visitors Totalling More than the Population of Many Victorian Towns Handles Water, Waste and Energy.**

***"Crown Melbourne is building on its record of achievement in environmentally sensitive business practices to lessen the impact of its business on the environment into the future."***

**David Courtney, Chief Executive Officer, Crown**

**March 2009...**To celebrate and share Crown's commitment to reduce its impact on the environment, Crown has launched a new website, [crownenvironment.com.au](http://crownenvironment.com.au).

The website clearly articulates how Crown addresses environmental issues and concerns including Crown's approach to water usage, waste and energy. The website also shares with readers Crown's plan to reduce its impact on the environment by implementing water conservation initiatives, waste reduction programs and energy efficiency projects that make real and lasting contributions.

Crown Melbourne services guests that total the equivalent or more than the population of many Victorian towns every day. The complex is larger than or the same size as many of Victoria's well-known regional centres such as Shepparton and Echuca.

As can be imagined, 16 million visitors a year produce a considerable amount of food waste and use a significant amount of energy and water. Crown actively measures the complex's carbon footprint and has introduced stringent reporting systems to continually monitor Crown's processes and systems.

"The complex has a long history of making a concerted and meaningful effort to reduce its impact on the environment. Nearly 40% of Crown's waste never reaches a landfill," comments David Courtney, Crown's Chief Executive Officer.

Crown is also committed to educating and partnering with our suppliers, employees and contractors and continually pro-actively investigating other ways Crown can make additional achievements in reducing the complex's impact on the environment.

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## FACTS AT A GLANCE

### WASTE

- Crown converts almost 10% of total waste into compost which is used across Victoria in commercial vegetable growing, commercial landscaping and home gardening.
- Crown currently sends up to 400 tonnes of food waste per year to a composting (or “natural recovery”) plant in Dandenong and this composted waste is then used in local farming and rural areas.
- Crown recycles glass, P.E.T., steel and aluminium.

### WATER

One of the most effective areas Crown has been able to reduce the use of precious resources is by implementing a number of initiatives which reduce Crown’s use of water. Crown is one of Victoria’s top 200 water users and is genuinely concerned about water conservation and has implemented a five-way approach to water management.

- Guest rooms at Crown’s hotels have also undergone significant retrofits with the installation of water restrictors in hand wash basins and showers in Crown Towers from level 5 to 28.
- Crown Towers has water-saving, flow-restrictor shower heads which do not affect guests’ experience.
- Since 2005, Crown has reduced its water consumption by a massive 20%. This is the equivalent of 50 Olympic-sized swimming pools each month. A phenomenal 84 million litres of water have been saved over the past year.
- In 2003, Crown undertook one year of engineering design to custom-build the first reverse osmosis application of its kind. The reverse osmosis technology means that 30% of the bleed water from the air-conditioning cooling towers, big water users in any complex, is now re-directed across the complex for use in landscaping and employee toilet facilities.
- Since water restrictions were introduced in Victoria some years ago, Crown has decommissioned the operation of all its external water features, including the iconic internationally-designed water fountain on the complex’s promenade.
- At Crown Towers, the hotel’s laundry has reduced its laundry water consumption by 20 million litres of water per year.
- Crown can harvest more than one million litres of rainwater per year. Crown has been able to save water by using reverse osmosis water for Crown’s famous fountains in the Atrium and the pond at Koko, Crown’s signature Japanese restaurant.
- Crown has received two grants for environmentally sustainable water projects.
- 2007 Finalist in the prestigious Savewater! Awards
- Featured industry case study in South East Water's 2006 Annual Report



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## ENERGY

- Many visitors to Crown ask about how much energy is used by the promenade's iconic gas brigades. The gas brigades represent 1.05% of Crown's annual energy consumption and less than half a per cent of greenhouse emissions.
- Crown operates a natural gas fired power generation plant that saves 25 000 tonnes of green house gas offsets per annum compared to conventional burning of coal. That is the equivalent of taking 6000 cars off the road each year. Designed in 1996 in the lead-up to the complex's opening in May 1997, the gas brigades were created by internationally-renowned fountain designers and were commissioned with a brief to meet strict safety and environmental criteria.
- The gas brigades are highly energy efficient as the gas is released through air actuated valves which are precisely controlled and monitored by computers located within the complex's control room. The computers only allow the required amount of gas to flow to the burners for each three minute show which operated from dusk until midnight.
- Crown's commitment to energy conservation necessarily involves the support of its sustainability business partners. Crown has hosted a sustainability workshop with key suppliers, energy partners and engineering consultants that generated over 100 ideas for future energy conservation and improved environmental business practices. These ideas are currently being evaluated by a team of subject matter experts and commercial managers.
- Furthermore, Crown is also undergoing a gradual and ongoing installation of energy-saving LED lighting throughout the complex, is proactively involved and compliant with the Australian government's Energy Efficiency Opportunities (EEO) program and the Victorian Government's Environment Resource Efficiency Plan (EREP).

What Crown is doing today:

- Learning about the environmental challenges for business
- Identifying energy efficiency opportunities
- Continuing with Crown's highly successful water and waste programs
- Measuring progress against Crown's own environmental targets
- Partnering with environmental experts to develop innovative solutions
- Talking with our employees and customers about our progress

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