



Brady Hotels & Apartments Sustainability Commitment

Our Mission

It's the Brady Way to care about the team, individuals, community and our planet.

At Brady Hotels & Apartments, our commitment to a sustainable future is embedded in everything we do. Since opening our first hotel in 2014, we have continuously evolved our practices to ensure sustainability remains a core pillar of our business. Uniquely positioned as the developer, builder, and operator of our hotels, we can drive meaningful change from the ground up, integrating sustainable thinking into every stage of our projects, from design and construction through to daily operations.

At the heart of our commitment lies a roadmap that sets ambitious standards for our environmental, social, and governance objectives. This roadmap serves as our plan, propelling us towards innovative solutions and practices that prioritise both humanity and the planet.

One of our primary focuses has been on reducing our environmental impact through our carbon footprint, and we take pride in actively monitoring and mitigating our measures. Across the past 2 years we have actively implemented greener practices across our hotels and supply chain, energy usage, water consumption, and waste management. These sustainable initiatives have now become a standard across all four of our hotels, reflecting our unwavering commitment to the environment.

We firmly believe that sustainable practices are most effective when they involve not only our team but also our valued guests. Through our implementation of Hotels for Trees, educational initiatives and open dialogue, we strive to raise awareness and empower both our staff and guest to take active roles in reducing their ecological footprints.

As a Melbourne owned business supporting local and being a local in our city, we understand that real change occurs when like-minded individuals and organisations come together. By forging meaningful partnerships with local communities, we aim to create a network of shared responsibility, where collaborative efforts can amplify the positive effects of sustainability.

Our journey towards a sustainable future is far from complete, but we are commitment to making a difference. At Brady Hotels & Apartments, sustainability is an ongoing project that we embark on with pride and purpose. Together, we can pave the way for a greener, healthier, and more prosperous future for all.

Focus Areas

Reducing our Impact

Strive for Sustainability: In 2025, Brady Hotels is taking a significant step towards sustainability by committing all our hotels to complete the Strive for Sustainability certificate offered by EcoTourism. This certification process will provide us with a comprehensive assessment of our current sustainability practices, giving us a clear score to measure our environmental impact. Moreover, it sets a goal for us to work towards improving our sustainability performance.

Educate: Work to better understand our direct and indirect impact that our hotels have on the environment and communicate better ways for our guest to support us.

Find solutions: Brady endeavour's to find solutions in our hotels to minimise energy, water consumption and carbon emissions

Reduce Waste: Lessen the amount of waste produced in the hotels, and implementing changes to divert waste from landfill through recycling, donations and earth friendly product choices

Continue to Grow: Take steps to continuously improve our environmental performance.

Sourcing Responsibly

Brady Hotels & Apartments values local partnerships, actively sourcing products and services ethically, sustainably, and with social consciousness. We prioritise waste reduction, circular economy, local sourcing, human rights, deforestation, and animal welfare for a positive impact.

Cultural respect and sensitivity

As all our hotels are in Melbourne CBD, Brady Hotels & Apartments acknowledges the Wurundjeri people of the Kulin Nations, the traditional owners of this land. We pay our respects to their Elders past, present, and emerging and extend that respect to all the Aboriginal and Torres Strait Islander peoples.

Ethical Responsibility

Brady Group Core Values: We value inclusivity and cultural awareness, embracing individuality and encouraging our team to be themselves. We celebrate their creativity, skills, and knowledge. This authenticity is what our guests return for - a personalised, genuine, and unforgettable guest experience.

Salary Equality: We uphold this commitment in everyday management and our established recruitment processes, ensuring equal rate remuneration for all awards and agreements.

Human Rights: Brady Hotels, operating exclusively in Melbourne, Australia, firmly upholds its commitment to respecting these fundamental rights. Our dedication to maintaining high standards of human rights performance extends throughout all aspects of our operations and supply chain.

Anti-Corruption: Our anti-corruption policies and practices are designed to promote transparency, integrity, and accountability throughout our operations.

Community and our Team

Happy Workplace: Creating engaging, fun and safe environments that inspire creativity and innovation.

Supporting charities, local sporting clubs and schools: Providing equal opportunities through donations and ongoing sponsorships.

Equality and Diversity: We seek to encourage a workplace culture where discrimination is eliminated. We continue to provide an environment of equal and inclusive opportunity where everyone can contribute positively to a diverse community. Brady Hotels & Apartments celebrate, value and include people of all backgrounds, genders, sexualities, cultures, bodies and abilities.

Guest Engagement in Sustainability: Inspiring guests to join our sustainability journey through education, experiences and collective action.

Emphasising Local Employment: Prioritising local employment to strengthen communities and foster positive relationships.

Building Partnerships: Partnerships are a critical aspect to enhancing short and long-term social responsibility, with both industry partnerships and organisations in the local area

Charitable commitments and sponsorships

Charity Partnerships

Safe Steps

Safe Steps is Brady Group's major charity partner, providing 24/7 crisis support for Victorians experiencing family and domestic violence. Their services are life-saving, offering immediate assistance to individuals in high-risk situations, ensuring safety, dignity, and care. Safe Steps also plays a vital role in driving long-term change through research, advocacy, and policy reform. Their vision is a future free from violence, where equality and safety are fundamental rights. Brady Group is proud to support their mission, standing alongside them to challenge the systems that enable domestic violence and help build a safer, more compassionate community.

Hotels for Trees

Hotels for Trees is Brady Hotels' major charity partner, supporting reforestation efforts in Victoria. The initiative allows guests to forgo daily housekeeping, with each opt-out resulting in a tree being planted on their behalf. This simple yet impactful choice directly contributes to global tree-planting projects, helping to restore ecosystems, absorb CO₂, and support biodiversity. As part of our sustainability journey, Brady Hotels is proud to offer guests a meaningful way to give back to the planet during their stay. Together with Hotels for Trees, we're committed to reducing our environmental footprint and creating a greener future—one tree at a time.

Make-a-Wish

Brady Hotels proudly supports Make-A-Wish by donating many room nights each year, helping create unforgettable experiences for children with critical illnesses and their families during wish journeys, providing comfort, care, and moments of joy when they're needed most.

Sponsorships

Brady Hotels & Apartments are proud sponsors of:

- Conor Nash - Hawthorn Football Club
- Silver Sponsor of Murrumbeena Junior Football Club, supporting grassroots sport and local community development.
- Proud supporter of Bendigo Junior Braves Elite Pathways, helping young athletes thrive through basketball development.

Not for Profit and Industry Partnerships

- Australian Irish Chamber of Commerce
- Accommodation Association of Australia
- Victorian Tourism Industry Council

The Numbers

Reduction Goals

Carbon Footprint

To maintain and reduce our group of hotel emissions to under 15 kg CO₂e per occupied room and to offset some of the carbon through offset programs.

The current rate sit between 14- 18 kgCO₂e per occupied room as of July 2024.

Waste Reduction

By end of 2024 to increase our waste diversion rate to over 30% moving towards less waste, more recycling, reusing and using less.

We will implement a second bin for recycling in all guest rooms this year to aid this.

The current rate at hotels is between 15%-22% as of July 2023.

Water Usage

By the end of 2025 to have all hotels have Water usage levels of under 300 litres per occupied room per night. To reduce water usage across the hotel, by upgrading water-saving shower heads, and reducing flush pressure on toilets. An initiative to reuse towels in the bathroom through stickers and guest education will also assist with a reduction in water usage.

- The current rate at hotels is between 234L and 380L as of July 2024.

Carbon, Waste & Water Performance Snapshot

Hotel	Carbon (kg/room)	Water (L/room)	Energy (MJ/m ²)	Waste Diversion %
Central Melbourne	17.41	244.15	954.7	18%
Flinders Street	10.99	Data N/A	88.62	0%
Hardware Lane	16.10	Data N/A	297.04	24%
Jones Lane	11.11	227.86	734.00	49%

Current as of July 2024